

MARKETING

LVMH launches gender equity initiative

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LVMH is furthering its commitment to social change through open discussions. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is fostering a group-wide global discussion to encourage gender equity in line with International Women's Day.

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From March 8-15, LVMH employees will be encouraged to exchange ideas regarding gender equity through the group's internal digital platform, NEXT, which connects all employees across industries and regions. Following internal discussions, the company will host sessions to explore solutions and workshops to work together in developing ways to address these issues within LVMH.

Gender equity

This campaign marks the 15th anniversary of **EllesVMH**, the group's gender equity program. Since launching the program, the number of women in key positions at LVMH has increased 21 percent and 17 women serve as CEOs of the group's brands.

[View this post on Instagram](#)

A post shared by LVMH (@lvmh)

LVMH is highlighting women in leadership roles

The EllesVMH gender equity action plan, based on this week's discussions, will be shared by 2023.

As part of this exercise, employees will also review all EllesVMH Inclusion Index initiatives and vote on their preferred actions.

To celebrate the start of the initiative, LVMH took to social media to introduce its followers to several of its female leaders across the group. Through short videos, they share valuable lessons they have learned and advice for young professionals.

In addition, LVMH has decided to partner with [Make.org](#) to facilitate impact by connecting citizens and their ideas for social change with a network of institutional organizations.

The Make.org campaign will last 3 years and will gather people around finding new solutions for greater gender equity.

LVMH-rival Kering also highlighted its gender equality efforts for International Women's Day, which include support programs for survivors of violence against women and youth engagement programs ([see story](#)).

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