

ARTS AND ENTERTAINMENT

Guerlain partners with Charlotte Abramow to photograph women beekeepers

April 26, 2022



The exhibition highlights seven participants in the Women for Bees program. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French beauty brand Guerlain has tapped Belgian photographer Charlotte Abramow to organize a new exhibition as part of its "Women for Bees" program.

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Ms. Abramow's exhibition, *Piques*, reinforces Guerlain's commitment to supporting art that is engaged in protecting biodiversity. The exhibition, which was introduced on April 22 in observance of Earth Day, highlights seven participants in the Women for Bees program.

"The links we are creating today through the Women for Art' initiative fuse art and Guerlain's commitment to women's empowerment through beekeeping," said Ccile Lochard, director of sustainability at [Guerlain](#), in a statement.

"These relationships are absolutely essential and all the more striking with their interpretation by a woman artist. Artists have a fundamental role to play in accelerating change," she said. "They champion a positive vision of tomorrow's world and actions that inspire changes in habits, both indispensable levers for a more sustainable future."

Photographing excellence

Last March, Guerlain partnered with the United Nations Educational, Scientific and Cultural Organization (UNESCO) in launching a state-of-the-art female beekeeping entrepreneurship program called "Women for Bees."

The first class completed a month of training to learn the theory and practice of beekeeping and received their degrees on July 21 at the Observatoire Français d'Apidologie (OFA) during a formal ceremony. The "Women for Bees" program is ongoing and, in coming years, will train female beekeepers around the world, from Russia to Ethiopia and Cambodia ([see story](#)).

Guerlain partnered with UNESCO in launching Women for Bees last year.

Ms. Abramow's *Piques* exhibition photographs seven beekeepers in the program, showcasing their meaningful work.

The photographer has been recognized for her poetic approach to humanity through her work. She noted being moved by this exhibition, and recalls witnessing "a parallel in the relationships between a group of women and a group of bees, both serving nature, balance and the renewal of life."

Her photographs reflect a clear link bonding the women, with Ms. Abramow including delicate embroidery on some of her prints, symbolizing the work done by bees.

Bees and gilded threads fitfully permeate throughout the photos, illustrating the bond between the beekeepers and their work.

The exhibition also aims to offer another voice to powerful, educated women beekeepers, scientists and other prominent figures during a series of three roundtables that will be streamed live on May 19, June 23 and July 21.

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