

APPAREL AND ACCESSORIES

## LVMH supports film raising awareness of LGBTI+ discrimination

May 17, 2022



LVMH is promoting a film that supports awareness of LGBTI+ discrimination. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is marking the International Day against Homophobia and Transphobia on May 17 by promoting an upcoming film.

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The new film was directed by Benot Ptr with the backing of *ttu* magazine, a historic French LGBTI+ publication. By promoting the new film, LVMH reinforces its support for diversity and a strong inclusive corporate culture.

"This collaboration with *ttu* is an extension of our commitment to the fight against inequality and all forms of discrimination, in the workplace or in everyday life," said Vanessa Mounzar, chief diversity and inclusion officer at **LVMH**, in a statement.

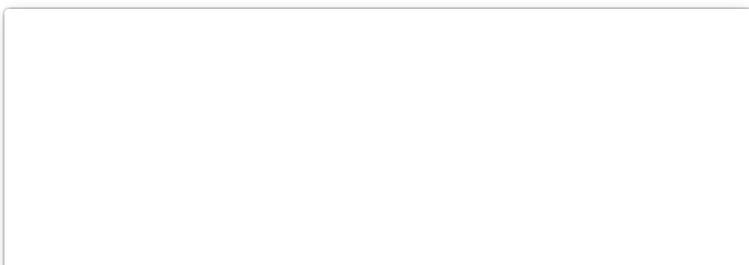
"At LVMH, more than a responsibility, it is our desire to ensure a space allowing self-expression for all, as it is this diversity that makes us strong."

LGBTI+ awareness

The film illustrates common instances of homophobia, transphobia and biphobia that the LGBTI+ community may face on an everyday basis through four situational storylines.

The cast includes actors Alexandre Wetter and Isabelle Vitari and singers Suzane and Louz.

To raise awareness of these issues among the public, the film will be broadcast on the channels of the France Television and Canal+ groups.



[View this post on Instagram](#)

A post shared by LVMH (@lvmh)

*The film was supported by ttu magazine*

LVMH has introduced several initiatives to support its LGBTI+ employees.

The ALL LVMH Pride network is present in the U.S., U.K., Japan, Asia Pacific and France. Group brands including Mot Hennessy and Sephora also have their own efforts in this space.

In 2019, LVMH signed the United Nation's standards of conduct for business to combat workplace discrimination towards lesbians, gays, bisexuals, transgenders and intersexed individuals. Along with promising to support LGBTI individuals and reduce discrimination against them at work, the company is also pledging to stand up for human rights of LGBTI members of the communities it operates in ([see story](#)).

"The fight against discrimination is embedded in the group's policy of promoting a culture of inclusion," said Chantal Gaemperle, executive vice president human resources and synergies at LVMH, in a statement. "At LVMH, we believe that uniqueness is of the utmost importance in enabling all employees to reach their full potential."

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