

APPAREL AND ACCESSORIES

Les Journes Particulieres returns as ultimate open house for LVMH lovers

July 1, 2022



LVMH's Les Journes Particulieres returns this October. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is launching its fifth edition of Les Journes Particulieres, with doors opening this fall.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Launched in 2011, Les Journes Particulieres gives consumers an insight look at the diversity and savoir-faire within disparate LVMH houses across the world. LVMH released a video ahead of the event, offering a preview into the kind of thoughtful craftsmanship and ethos that different maisons will be inviting consumers into.

"Les Journes Particulieres is always a very special event for me," said Antoine Arnault, head of image and environment at **LVMH**, in a statement. "Over the years it has become one of the most visible and high-impact showcases for LVMH, drawing huge numbers of enthusiastic visitors.

"These open days are a chance to show our generosity by welcoming the public free of charge to exclusive places within our maisons."

Be our guest

Ninety-six sites, featuring 57 maisons across 15 countries will invite the public inside their establishments beginning Oct. 14.

The video LVMH released to garner excitement takes place in Dior's haute couture draping workshop, spotlighting the house's seamstresses and tailors. It was directed by the award-winning actor and director Antoine de Bary.

Antoine Arnault stars in a new campaign video from LVMH

"Taking part in this film was a way for me to personally pay tribute to the savoir-faire of our artisans and underline the truly meaningful resonance of this event," Mr. Arnault said. "I want to extend my warm thanks to the seamstresses and tailors, and especially Batrice, who agreed to play themselves on camera."

Acting as an open house, consumers always seem immensely interested in attending the event to gain an insider's view into the maisons they love.

The 2018 fourth edition of Les Journes Particulieres drew 180,000 attendees to locations such as Louis Vuitton's workshop and a Loro Piana spinning mill. Interest in the workshops, tours and experiences prompted some LVMH brands to expand their available visit time slots ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.