

MARKETING

LVMH spotlights employees in Mtiers d'Excellence' documentary

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Lucie Faucher is an apprentice in the Givenchy couture workshop. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is reflecting on its achievements over the last 12 months as it celebrates the one-year anniversary of its commitment to the We for Me Manifesto.

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In a nearly 20-minute documentary, the company retraced key initiatives it has launched to support and promote creative, craft and customer experience professions. With a spotlight on various employees throughout the company and its maisons, LVMH looks back on how it drove momentum in recruiting top talent.

Mtiers d'Excellence

The documentary opens with Lucie Faucher, an apprentice in the Givenchy couture/ready-to-wear workshop, who dreamed of becoming a couturiere.

After graduating from high school, she faced a number of obstacles before she found LVMH at the Village des Mtiers d'Excellence LVMH, an annual recruitment fair located outside of Paris.

LVMH looks back on a year of talent development

After the event, Lucie joined the Institut des Mtiers d'Excellence LVMH and Givenchy.

Directed by Juliette Nior and produced by HRCLS, the film highlights the actions taken following the signature of the We for Me Manifesto last year ([see story](#)), such as the Excellent! program for junior high school students and the Two Show ME events in Paris and Florence in fall 2021.

Additionally, the Acadmie des Mtiers d'Excellence was created to provide LVMH employees with ongoing training opportunities throughout their careers.

The Institut des Mtiers d'Excellence has already trained more than 1,400 apprentices since its creation in 2014.

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