

ARTS AND ENTERTAINMENT

LVMH, luxury labels break records with fifth-annual Les Journées Particulieres

October 20, 2022



The conglomerate saw its highest attendance ever on Oct. 14, 15 and 16, as more than 200,000 visitors gathered for a first-hand look at the magic behind LVMH's maisons. Image credit: LVMH/Carolina Arentes

By AMIRAH KEATON

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is celebrating its craftsmen and creators, as one of its largest annual events comes to a close.

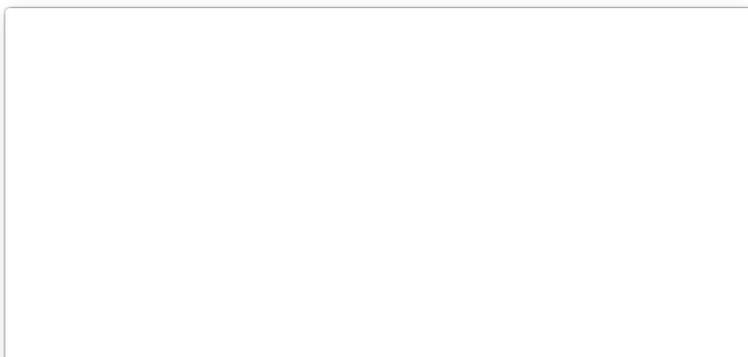
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This year, on Oct. 14, 15 and 16, more than 200,000 visitors gathered across 93 locations in 15 countries, joining 57 of the world's most coveted maisons for exclusive masterclasses, workshops and demonstrations. Les Journées Particulieres, which gives global communities an all-access pass to LVMH's luxury labels, drew considerable crowds with a few experiential firsts from its subsidiaries.

Savoir-faire rver

In light of France's mainstay, LVMH fans got a first-hand look at the magic behind its maisons this month. The bastion of public and private sector partnership reached new heights with record attendance, citing a focus on exceptional experiences.

From Chandon in California to Tiffany in New York, a handful of houses hosted interested audiences stateside, while international parties flocked to stops such as Bulgari in Paris, Loewe in Madrid, Hublot in Switzerland and more.



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A post shared by LVMH (@lvmh)

Houses and sites open to the public for the very first time included Louis Vuitton and its Rochambeau workshop in Texas, Mot & Chandon and its Chteau de Saran, Tiffany & Co. and its Jewelry Innovation & Design workshop and Belmond, which put three of its Italian palaces, Chteau Galoupet and Chteau d'Esclans put on display.

On the fashion front, ____, ____ and ____ provided behind-the-scenes atelier access.

Tiffany & Co. stood out for accessories, giving onlookers a glimpse into .

Welcome to [@TiffanyAndCo](#) Jewelry Design and Innovation Workshop, opened to the public for the first time in history. Meet the jewelers, designers and engineers who create some of the world's most coveted diamond and gemstone creations. [#LVMH #JPLVMH pic.twitter.com/NXO8F5sURb](#)

LVMH (@LVMH) [October 15, 2022](#)

Bulgari prepared a standout VR presentation, immersive in nature and full of _____.

LVMH's wine and spirits category went a step above tastings, going full swing into its spaces. Veuve Cliquot shone here, with a full-blown tour of the beautiful property, Htel du Marc, in Reims, France.



Built in the 19th century, guides gave sweeping live reviews of the hotel's exceptional reception, grand dining and workshop rooms. Image credit: LVMH

Even _____.

SUB 2

Les Jounes Particulires succeeds as a marketing effort in and of itself, but also serves as one of LVMH's most powerful tools in showcasing the sheer magnitude of the Arnault family empire.

The family has been known to opt for savior-faire over sales in some special business cases.

The conglomerate's fashion couture shows, for instance, infamously lose more money than it makes back from its

wealthy client base. Bottom lines are disregarded in the interest of getting the productions off the ground, as between earned media impressions, celebrity mentions and buzzworthy moments on social media, the presentations serve as one of Mr. Arnault's most effective marketing tools.

LVMH's latest event could fall under the same category, as evidenced by its _____ and accompanying tagline.



LVMH's "savoir-faire réver," or "know-how wow," approach served as the tagline for Les Joumes Particulieres' promotional campaign. Image credit: LVMH

Initiated in 2011, [BACKGROUND], previous iterations have built up to this _____.

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