

EDUCATION

LVMH, Tiffany unveil program to train next-gen jewelry designers

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By LUXURY DAILY NEWS SERVICE

Ahead of National Apprenticeship Week beginning on Nov. 14, French luxury conglomerate LVMH has begun its first Metiers d'Excellence Institute program in the United States.

Founded in 2014, LVMH's Institute of Metiers d'Excellence offers apprenticeships across 27 professions. In partnership with U.S. jeweler Tiffany & Co., now an LVMH brand, this inaugural program in the U.S. will focus on the art of jewelry design and fabrication.

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"By providing an exceptional cohort of apprentices with the opportunity to learn from experienced craftspeople, Metiers d'Excellence ensures that these skills are passed on to early career professionals, and teaches apprentices to uphold LVMH's longstanding standards of excellence," said Gena Smith, New York-based chief human resources officer of LVMH North America, in a statement.

Tiffany is the leading jewelry brand in the U.S., competing directly with Cartier and Van Cleef & Arpels, as well as its fellow LVMH label Bulgari.

Mastering jewelry

After a rigorous review process, eight people were chosen to be the program's first cohort.

Over the course of two years, they will be trained in the art of artisanal, design and retail excellence.

This provides learners the opportunity for hands-on learning and direct work experience, including rotations in Tiffany's workshops.

It also trains learners in LVMH's signature savoir-faire.

The two brands worked closely with the New York State Department of Labor to ensure that participants would leave the program with a portable and nationally recognized credential.

The program also gives those from historically underrepresented communities an opportunity for inclusion.

"The Metiers d'Excellence initiative will enable us to reinforce the diversity and inclusivity of Tiffany & Co.'s workforce

through one of our core pillars of Tiffany Atrium education.," said Mary Bellai, global chief human resources officer of New York-based Tiffany & Co., in a statement.

"Our efforts will support the long-term growth and development of students, early career professionals and educational institutions in the U.S.," she said.

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