

APPAREL AND ACCESSORIES

## LVMH, in new film, highlights experiences of employees falling outside mainstream culture

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*Rodney C. Pratt, chief legal officer of LVMH, reflects in the LVMH film on walking into a room and having people be surprised to find that someone who "looks like him," holds such a high position in such a prestigious company. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

LVMH has released a short film titled "It's Everyone's Business," in which several of its employees from around the world discuss their lived experiences as people who, for a variety of reasons, have found themselves falling outside of mainstream culture.

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The employees go on to discuss what inclusivity means to them, and how they have found it while working for LVMH. They also discuss, as the film's title suggests, why diversity and inclusion are policies that benefit not only employees but employers in return.

"Diverse by essence, inclusive by choice," is the credo echoed throughout the film that runs four minutes and 13 seconds.

Based in Paris, **LVMH** is the world's leading luxury conglomerate with brands such as Louis Vuitton, Dior and Fendi.

How it feels

The film is directed by Anastasia Mikova, who co-directed the award-winning 2019 documentary *Woman*, which interviewed 2000 women from 50 countries about a variety of issues facing women today from forced marriage to professional success, motherhood and education.

In a similar style to the aforementioned documentary, interviewees discuss their experiences with prejudice, racism and marginalization. Those interviewed represent several different races and nationalities, speaking in a number of languages.

Rodney C. Pratt, chief legal officer of LVMH, reflects on walking into a room and having people be surprised to find that someone who "looks like him," referring to his African American heritage, would hold such a high position at such a prominent organization.

"I'm different from Kate Moss," said one woman speaking in French, name checking the supermodel whose gamine looks set an impossible standard of beauty for an entire generation of young women, and created a wave of controversy in the process.

A woman named Danni, speaking in Chinese, gets emotional discussing the sacrifices her mother made and her doubts about her own ability to meet such a standard.

After describing her experience with racism and marginalization early in life, a woman named Kelly goes on to say she found her niche and her community within the walls of [LVMH](#).

Others throughout the video have explained that at LVMH they do not feel judged and instead feel supported, encouraged to be themselves.

Why it matters

Interviewee Pareesa likens diversity to a party in that it is not enough to merely invite everyone, but a company must have a plan of action once everyone arrives. This means, according to Mr. Pratt, that organizations actually listen to the people that have been invited once they are there.

Inclusion should therefore start at the recruitment level, by training recruiters to look for individual talent beyond circumstances or immutable characteristics. New hires should be set up for success from the moment they are onboarded.

LVMH has made inclusion its mission in recent years.

In March, the company created the [Diversity and Inclusion Index](#) that both measures and stimulates company-wide initiatives regarding gender and LGBTQI+ issues. The company concluded that such initiatives motivate employees to push themselves toward optimal performance.

The group has also declared a 'Voices of Inclusion Week,' which is marked by the film's debut. The group emphasizes how successful an organization can be when it draws from a variety of strengths and experiences.

Interviewee Sarah explains that her experience as an African-American woman allows her to better speak to and champion an increasingly diverse consumer base.

Diversity, the film explains, is simply good business.

"You wouldn't want to cook with only one ingredient, right?" said Deezaray, an interviewee and LVMH employee.

*LVMH: It's everyone's business. Video credit: LVMH*

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