

EDUCATION

Guerlain taps actress Angelina Jolie for latest 'Bee School' session

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The Bee School teaches children the concrete steps they can take to contribute to conservation. Image credit: Guerlain

By LUXURY DAILY NEWS SERVICE

French beauty brand **Guerlain** is continuing the fight for conservation, this time adding a special guest into the mix.

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The brand is out with footage of Academy Award-winning actress and activist Angelina Jolie's January visit to the Henri Barbusse school in Clichy-sous-Bois, France. Founded in 2018, Guerlain's Bee School is one of 15 initiatives launched since 2010 in the name of bee conservation.

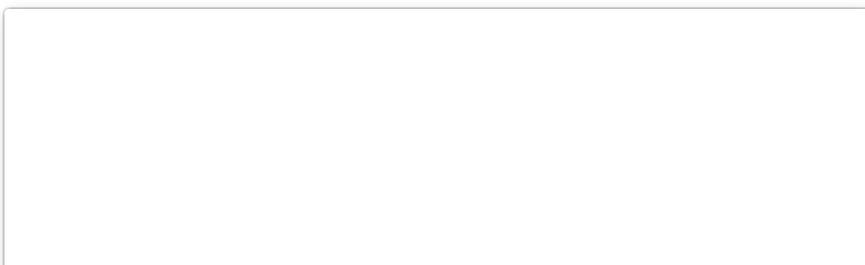
Bee the change

In new digital drops from Guerlain, Ms. Jolie helps teach the elementary-aged children there about the crucial role of bees in the ecosystem and the importance of protecting them.

Ms. Jolie was joined at the front of the classroom by Lorne Mouchet, who was part of the inaugural cohort of "Women for Bees."

Launched in 2021 by Guerlain and the United Nations Educational, Scientific, and Cultural Organization (UNESCO) "Women for Bees" is a five-year entrepreneurship program that places female beekeepers such as Ms. Mouchet in UNESCO biospheres around the world.

The entrepreneurs tend to and protect the bees local and native to their assigned locations, promoting bee-focused education along the way.



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A post shared by Guerlain (@guerlain)

Ms. Jolie acts as Women for Bees' "Godmother." She and Ms. Mouchet were joined by a third co-presenter, Guerlain's chief sustainability officer Ccile Lochard.

Introduced in June of 2018, Guerlain's Bee School aims to educate children not only about the importance of bees but about wider issues of climate change and biodiversity. In addition, the children learn simple actionable steps they can take to contribute to conservation.

Having begun in France, the program has since reached 6,000 children across 10 countries, with a goal of reaching 100,000 by 2025.

The bee has been the symbol of the LVMH-owned house since 1853, 25 years after the house's founding.

Guerlain uses royal jelly bee secretion in a number of its skincare products including its Abeille Royale line. The brand has returned the insect's favor with several other initiatives over the years dedicated to conservation and sustainability.

The year 2021 saw the launch of "The Bee Lab," an educational effort with a three-pronged mission. That same year, Guerlain donated 20 percent of global sales made from May 20 to May 22 to the Guerlain for Bees Conservation Program, established in 2011 ([see story](#)).

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