

EDUCATION

LVMH, for 19th straight year, is top-ranked attractive employer for business school students in France: Universum

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Each year consultancy Universum conducts a survey of students to learn about their professional aspirations and motivations, as well as the criteria against which they measure the most attractive employers and companies. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

For the 19th consecutive year, French luxury conglomerate LVMH figures first in the Universum ranking of most attractive employers among students at business schools in France.

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Each year consultancy Universum conducts a survey of students to learn about their professional aspirations and motivations, as well as the criteria against which they measure the most attractive employers and companies.

"This result reflects the continuing strong appeal of LVMH and its maisons, and recognizes the group's longstanding commitment to young generations," LVMH said in a statement.

Based in Paris, **LVMH** is the world's largest luxury conglomerate and also Europe's most valuable company at a \$500 billion-plus stock market valuation. Its chairman/CEO, Bernard Arnault, is the world's richest person, with a net worth north of \$210 billion.

Young won

LVMH hired more than 60,000 people worldwide in 2022, including more than 39,000 early-career professionals.

The top recruiting paths favored by students and early-career professionals are the various graduate programs offered by LVMH and its brands.

These programs, viewed as career accelerators, are designed to develop leadership skills and knowledge of different luxury industry sectors among new generations.

Through these graduate programs, LVMH and its brands offer students the resources needed to kick off a career and become future leaders at the company whose brand portfolio includes Louis Vuitton, Dior, Tiffany & Co., Bulgari, Dom Perignon and Loro Piana.

"LVMH has been actively committed to encouraging young generations since the creation of the group," the

company said.

LVMH in 1991 launched the first luxury industry chair in partnership with a top international business school.

Since then, LVMH has developed a strong strategy, with support and initiatives from its family of 75-plus brands.

LVMH helps next-generation talents craft their career journey, hosting more than 150 events in partnership with French business schools and universities including HEC Paris, ESSEC, Sciences Po Paris, Institut Français de la Mode, EDHEC, CentraleSupélec and École Polytechnique.

Platform show

The company pointed out that this ongoing support in conjunction with partner schools is deployed within the framework of Inside LVMH, an omnichannel educational program that structures and consolidates this commitment.

Created in March 2021, the free access Inside LVMH platform gives students and young people around the world access to a digital platform at insidelvmh.com dedicated to luxury industry professions.

Indeed, this platform is designed to let them learn more about the luxury industry and take advantage of additional high-quality education led by experts from LVMH and outside the group, helping them prepare for their careers.

The platform an outgrowth of the in-person Inside LVMH events introduced in 2016 counted 150,000 registered users this month.

With more than 50 hours of exclusive content presented by luxury experts LVMH employees, HR specialists, leaders from the group and its brands, as well as academics from top schools around the world LVMH offers access to its six luxury business groups.

In addition to this unique content, the platform also proposes training that enables participants to earn certification.

After completing a 30-hour course based on exclusive modules and case studies, learners are awarded the Inside LVMH Certificate.

Since its launching, 92,000 learners signed up for the two Inside LVMH certification classes, and 40,000 of them were awarded certificates.

Registration for the first 2023 session closed on May 11, drawing 29,000 participants, reflecting strong interest from young people around the world, LVMH said.

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