

ARTS AND ENTERTAINMENT

LVMH becomes Mtiers d'Art Economic Forum's main partner

July 3, 2023



Following the French government's commitment to preserving craftsmanship in the country in late May, the group has come out in support of the decision. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is advocating for the furthering of savoir-faire in its home country.

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Following the French government's commitment to preserving craftsmanship in the country in late May, the group has come out in support of the decision. Becoming the main partner of Mtiers d'Art Economic Forum which creates synergy between the communities of politics, economics and product creation a series of workshops and roundtables are slated to take place.

Building bridges

With the participation of government figures, including France's president, Emmanuel Macron, the incoming collective affair is highlighting the three-year plan by the government to grant structure to the arts and crafts sectors.

The strategy of the bureaucratic body has five pillars that also happen to follow LVMH's established commitments. The prongs include catering savoir-faire to younger audiences, making craftsmanship more heavily featured in local environments, promoting artistic work internationally, passing skills on to the next generation and generally supporting innovation and creation within the industry.

LVMH is main partner of the Rencontres conomiques des Mtiers d'Art (Mtiers d'Art Economic Forum) first edition, to support the preservation of savoir-faire of Excellence in France.

Lean More: <https://t.co/IgeY9KXVQd#LVMH> pic.twitter.com/DQk21qMdWx

LVMH (@LVMH) [June 30, 2023](#)

Helmed by the conglomerate and its subsidiaries, the aforementioned workshop series is to showcase a commitment to these ideals. French Cognac brand Hennessy is among them, which recently debuted a France-

exclusive spirit through a collaboration with fashion designer and internet creator Stphane Ashpool ([see story](#)).
The works will be exhibited at the Rencontres conomiques des Mtiers d'Art in Tonnerre.

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