

RETAIL

LVMH introduces digital mentoring framework for female talents

March 8, 2024



Women working with the group will get to engage with those across different functions and subsidiary brands. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is marking International Women's Day 2024 with the launch of a new initiative.

The group is leveraging technology to roll out the EllesVMH Collective. The program provides digital mentoring for female talents in its ecosystem, supporting their careers and building an interconnected network within LVMH's worldwide umbrella.

Networking needs

With the new effort, women working with LVMH will get to engage with those across different functions and subsidiary brands.

The move will bolster mentoring opportunities for female employees within the group. Building up this framework could prove key to their success, granting them critical connections for promotions, idea-building and community.

Maria Grazia Chiuri, creative director at Dior, speaks to this effect on camera.

LVMH's Chantal Gaemperle enters into dialogue with Maria Grazia Chiuri and Rachele Regini

In an exclusive video interview with her daughter and cultural advisor at Dior, Rachele Regini, Ms. Grazia Churi talks about the impact that networking has. The duo touches on personal stories, sharing with viewers how transmission has had a part to play in both their professional interactions with each other and their familial relationship.

Chantal Gaemperle, executive vice president of human resources and synergies at LVMH, leads the discussion.

The new collective continues the work that she began over 15 years ago, when she introduced the first EllesVMH initiative. Like the namesake platform, the goal was to support female professional development.

Homing in on parity, the objective now is to reach at least 50 percent of women who hold key positions within the conglomerate by 2025.

LVMH aims to push equity, a position it has taken before ([see story](#)). Monitoring is in place to ensure that salaries are fair; luxury peers are attempting to tackle the same issue ([see story](#)).

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