

EVENTS/CAUSES

LVMH launches employee-led accessibility initiative

December 3, 2024



Leveraging the momentum of the Paris 2024 Paralympic Games, the corporation is introducing the DARE Accessibility program. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is delivering a timely announcement on International Day of Persons with Disabilities.

Leveraging the momentum of the Paris 2024 Paralympic Games, the corporation is introducing DARE Accessibility, an initiative that invites employees to submit ideas for actions it can take to support clients, peers and partners with disabilities. Chosen solutions will be announced in early 2025.

Launching DARE Accessibility

According to the World Health Organization, 16 percent of the global population currently lives with a disability.

Luxury leaders are now looking to enhance inclusivity across global operations through the new DARE Accessibility program. Fielding more than 250 submissions, LVMH tapped employees from nearly 40 maisons worldwide.

Each sent in recommendations for ways to improve conditions for this community across four categories: physical accessibility in stores and offices, customer-facing products and services, employment accessibility and, finally, digital accessibility.

LVMH-sponsored Paralympic athletes Pauline Droulde, Marie Patouillet and Timothe Adolphe lent their perspectives to the call, the ambassadors sharing personal experiences in an effort to motivate participation.



French tennis player and Paris 2024 Paralympic Games competitor Pauline Droulde is supporting the initiative. Image credit: LVMH

An evaluation committee featuring internal experts alongside a number of its brands, including Louis Vuitton, Christian Dior Couture, Parfums Christian Dior, Tiffany & Co. and Hublot, has selected “the most promising proposals, enabling all Maisons within the Group to select and implement the ideas most relevant to their activities,” per a statement from LVMH.

The initiative is part of the company’s larger Intrapreneurial DARE program, which encourages employees to innovate and bring entrepreneurial ideas to the group.

International Day of Persons with Disabilities is observed annually on Dec. 3 ([see story](#)).

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