

EVENTS/CAUSES

LVMH continues fight against sickle cell anemia

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LVMH executives Antoine Arnault and Maud Alvarez-Pereyre hosted the event. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is fighting against Sickle Cell Anemia with its 12th "Dîner des Maisons engagées."

For the annual fundraiser, the conglomerate used the Samaritaine department store in Paris as its venue. LVMH executives Antoine Arnault and Maud Alvarez-Pereyre hosted the event.

"LVMH, as a large French and international group, can and must have a real positive impact on the causes it addresses, whether societal, environmental or cultural," said Mr. Arnault, head of image and environment at [LVMH](#), in a statement.

"Our mission is also to contribute with humility at our level to essential challenges, providing support for causes in which we believe and for which our resources human, financial or material can sometimes have a real impact," Mr. Arnault said. "This evening we are delighted to pursue our support for Robert-Debr hospital's Sickle Cell Anemia Center for the thirteenth consecutive year."

A committed partnership

Each year, the "Dîner des Maisons engagées" raises funds for Robert-Debr hospital which was created in 1992 and is one of Europe's leading pediatric centers for sickle cell anemia. LVMH has provided support, raising more than \$2.1 million for the institution since 2011.

Proceeds from the event will be used for the planned extension and renovation of the Sickle Cell Anemia Center.



The evening included a performance by the Matrise Populaire and Malik Djoudi. Image credit: LVMH

For the evening, French chef Thierry Marx created the dinner menu. Attendees listened to a musical performance by the Matrise Populaire choir which is comprised of 30 musicians from the ages of 16 to 19.

The choir was accompanied by French singer-song writer Malik Djoudi, who also performed the song “Vivant” from his eponymous album.

“This commitment is more meaningful than ever, for our Group and also for our employees who demonstrate this fantastic ability to put their energy at the service of Society, and who know how to support those who are going through periods of vulnerability,” said Ms. Alvarez-Pereyre, group chief human resources officer at LVMH, in a statement.

“This mobilization of our employees is a source of pride, it gives meaning to our action.”

Earlier this month, LVMH launched an employee-led accessibility initiative on International Day of Persons with Disabilities ([see story](#)).