

NONPROFITS

LVMH backs youth enrichment program

August 25, 2025



Tens of thousands of children took part in the Paris-based event. Image credit: LVMH

By ZACH JAMES

French luxury conglomerate LVMH is giving back to its local community.

The company is assisting French nonprofit Secours Populaire Français in its mission to fight poverty and discrimination within its homeland as the organization celebrates its 80th anniversary. To help support these goals, the high-end titan is backing one of its youth programs, which grants summer getaways to children who have never been on holiday before.

Making memories

Titled "Journée des oubliés des vacances," or "A day for the children summer vacation forgot," the initiative kicked off on Aug. 20.

Originating in 1979, the program has taken kids from across France and across the charity's international branches on trips every year since its launch, with 2025's rendition seeing LVMH bring 40,000 children to various locales in and around Paris for some fun in the sun.



The one-day excursion benefits underprivileged children who are typically left out of experiential opportunities. Image credit: LVMH

Accompanied by thousands of volunteers, the children took part in a variety of sports, art and cultural activities in the City of Lights, with several brands under the LVMH umbrella also taking part in the event.

Nearly 1,000 youths visited the Jardin d'Acclimatation amusement park, while others made trips to La Galerie Dior for a guided exhibition tour and department store Le Bon Marché's La Grande picerie de Paris for a selection of culinary workshops. Around 300 children were taken to Fondation Louis Vuitton to look through the "David Hockney 25" showcase, a retrospective on the

87-year-old British painter's works spanning more than 400 pieces, ranging from 1955 to 2025 ([see story](#)).

At the end of the day, all of the kids and their chaperones converged on the Champ de Mars park for a special concert and a massive karaoke session.

Helping hand

LVMH has a long history of collaborations with Secours Populaire Français, with several recent activations being held during the Paris 2024 Olympic and Paralympic Games.

In the past, the conglomerate has also teamed up with the organization to host "Une Journée pour Soi," or "A Day All Your Own," an event granting nearly 1,000 women in adverse life situations a brief respite full of pampering and personal luxuries. During the pandemic, the company also donated 100,000 bottles of hand sanitizer to the charity.



The partnership with Secours Populaire Français is one of several that LVMH holds with local nonprofits. Image credit: LVMH

Earlier this summer, French fashion house Louis Vuitton announced the next steps in its long-running partnership with global nonprofit the United Nations Children's Fund ([see story](#)).