

## LES JOURNÉES PARTICULIÈRES

The first editions of Les Journées Particulières showcased the amazing diversity of métiers and savoir-faire at LVMH companies.

Eighteen months after the first open house event in October 2011 – which gave over 100,000 visitors a chance to discover 25 exceptional places in France and Europe – LVMH artisans and employees proudly welcomed the public again in June 2013. The second edition invited visitors for a behind-the-scenes look at some of the most emblematic sites of the finest French and European craftsmanship.

On June 15-16, 2013, LVMH for the second time opened its doors to the public for the second edition of Les Journées Particulières. The event unveiled the immense wealth of heritage and know-how at LVMH houses that is passed on from one generation to the next. Guided tours included demonstrations of artisanal skills, talks and interactive itineraries. Over the space of a weekend, several thousand artisans – watchmakers, couturières, perfume flacon sealers, shoemakers, cellar masters, jewelers, trunk makers, riddlers, head seamstresses, chefs and many others – made it possible for large numbers of visitors to share their passion and unyielding commitment to excellence.

The 2013 agenda of sites opened to the public in France (Paris and across the country), as well as Italy, Spain, Switzerland, the United Kingdom and Poland included the Christian Dior haute couture salons on Avenue Montaigne, Louis Vuitton's special orders workshop in Asnières, Chaumet's salons on Place Vendôme and the Berluti bespoke shoes workshop. They were joined, as they had been for the first open house weekend, by Hennessy cognac, LVMH champagne houses and the Group's prestigious Italian houses. New sites also joined the 2013 Journées Particulières, notably Kenzo, the Guerlain production site in Orphin, near Rambouillet, the Louis Vuitton workshop in Marsaz, in France's southeastern Drôme region, the Numanthia wine estate in Spain, perfume maker Acqua di Parma in Italy and the Zenith, TAG Heuer and Hublot watch manufactures in Switzerland. In 2013 more than 120,000 visitors had a firsthand look at the passion that inspires the people of LVMH.

Through this unique initiative by a private company, the LVMH

# Les Journées Particulières

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tribute to the remarkable excellence of the craftsmanship at its houses, and to Europe's unrivalled heritage of savoir-faire. The success of the two first open house weekends underlined the degree to which the public is deeply attached to this heritage, spanning workshops, wine cellars, private mansions, family homes, historic stores and more. For France and other European countries where traditional craftsmanship has been practiced for centuries, this savoir-faire is an unparalleled asset that underpins economic success and job creation.

In May 2016, the third edition of Les Journées Particulières took place and gathered 145,000 visitors in 53 places in France and Europe.

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