



*2020  
2021*

*Institut des Métiers  
d'Excellence LVMH*

*Cultivate and pass on our unique  
savoir-faire in craft, creative  
and retail métiers.*

LVMH

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## *Editorial*

A single look instantly tells the story.

A single look at the accomplishments of the Institut des Métiers d'Excellence LVMH (IME LVMH) in 2020 confirms the success of this exceptional structure.

A groundbreaking training program for craft, creative and retail professions in the luxury industry with an innovative work/study format, the IME LVMH once again enjoyed dynamic support from its network of partners. This network of solidarity – comprising prominent schools and universities alongside LVMH Maisons – deployed energy and collective intelligence to reinvent itself and surmount the challenges posed by an unforeseeable and unprecedented global context.

The objective of the IME LVMH has remained unchanged since its creation in 2014: preserve and pass on the unique skills that underpin the enduring success of our Maisons.

A true melting pot of talented young people, the IME LVMH trains learners from diverse backgrounds who share a passion for their métier. As a catalyst for diversity and inclusion with a sharp focus on developing the employability of young generations, the IME LVMH has affirmed its role as a pillar of the Group's social responsibility policy.

The IME LVMH is also a tremendous source of innovation and cross-fertilization, notably through Master Classes that bring together from all the courses, enabling them to discover and learn from the many different disciplines represented. The following pages feature creations by our apprentices inspired by two of our partner Maisons, Berluti and Loro Piana.

Guided by its vision and building on its successes, the IME LVMH continues to expand. After adding eight new courses in 2019, the 2020-2021 school year will be equally rich in new programs to address both the needs of our Maisons and changes in society. We very much look forward to sharing these developments with you.

**CHANTAL GAEMPERLE**

*LVMH Group Executive Vice President Human Resources and Synergies*



## *LVMH Institut des Métiers d'Excellence*

Created in 2014, the Institut des Métiers d'Excellence LVMH trains both young generations and people seeking reskilling opportunities in unique savoir-faire specific to craft, creative and retail professions. There are currently 31 different training programs offered in France Switzerland, Italy and Spain.

The LVMH IME has three core objectives:

**1**

**Valorize and preserve**

exceptional savoir-faire that ensures the lasting success of our Maisons by creating a pool of talents in each skillset.

**2**

**Pass on this unique expertise**

to new generations and people who are reskilling, with recruitment that takes into account the potential and motivation of each candidate.

**3**

**Develop employability**

thanks to training that combines theory and practice as part of bespoke courses designed in partnership with schools and universities recognized as leaders in their respective disciplines.

**23**

*MÉTIERS D'EXCELLENCE*

**31**

*TRAINING PROGRAMS*

**36**

*PARTNER MAISONS*

**22**

*PARTNER SCHOOLS*

**4**

*COUNTRIES*

**900**

*LEARNERS TRAINED SINCE 2014*

## 23 Métiers d'Excellence

COUTURE FLOU (DRAPING)  
 COUTURE TAILLEUR (TAILORING)  
 KNITWEAR  
 SILK  
 LEATHER GOODS  
 TRUNKMAKING  
 WOMEN'S SHOES  
 MEN'S SHOES  
 JEWELRY - POLISHING  
 JEWELRY - SETTING  
 AFP WATCHMAKING  
 CFC WATCHMAKING  
 VINEYARDS & WINEMAKING  
 BAKING  
 PASTRY  
 CATERING  
 CHEF  
 TABLE SERVICE  
 MAKEUP FORMULATION  
 DESIGN  
 SALES ADVISOR  
 CLIENT ADVISOR

### *Institut des Métiers d'Excellence: feedback from our partners*

*"The IME is a key partner for recruiting and training the talented people we need in the future, those who will ensure our ongoing success by preserving our heritage and our amazing métiers."*

Pietro BECCARI – Chairman and CEO,  
CHRISTIAN DIOR COUTURE

*"The IME brings us access to a fantastic pool of talented people who are interested in our métiers. We accompany them with a high-quality, hands on learning experience thanks to our teams, who share their passion and knowledge with them each day."*

*These new generations bring us a fresh perspective as they learn skills and join us in building the future of our Maisons."*

Patrice WAGNER – Chairman and CEO,  
LE BON MARCHÉ RIVE GAUCHE

*"The IME transfers the very concepts of beauty and quality by nurturing skills and values and creating jobs in a region. There is an inter-generational exchange of the value of exceptional work and the underlying ideals, as well as priorities and a vision of a world that is constantly changing. Apprentices enrich everyone on a team, challenging their own skills and aspirations."*

Serge BRUNSCHWIG – Chairman and CEO, FENDI

## Our training programs

### Creation

#### BEAUTY

*France* **Art et Sciences de la Formulation  
Maquillage – Licence professionnelle**  
- IUT d'Orléans et ISIPCA, Orléans – Versailles

#### DESIGN

*France* **Master Design: Mode et Industries  
Créatives**  
- Université Sorbonne Nouvelle-Paris 3 et École Duperré,  
Paris

### Retail

#### CLIENT EXPERIENCE

*France* **Retail excellence – RNCP IV**  
- CPRO Stephenson, Paris

*France* **Conseiller de vente – RNCP III**  
- EMASUR, Paris

**Client advisor – RNCP II**  
- EIML, Paris

*Italy* **Master in Luxury, Client Advisor  
and Retail Excellence**  
- Università Ca' Foscari & Ca' Foscari Challenge School,  
Venezia (VE)



## Craftmanship

#### COUTURE – KNITWEAR – SILK

*France* **CAP Métiers de la mode  
Vêtement Flou**  
- Institut Français de la Mode, Paris

**CAP Métiers de la mode  
Vêtement Tailleur**  
- Institut Français de la Mode, Paris

#### LEATHER GOODS – SHOES

*France* **CAP Maroquinerie**  
- Les Compagnons du Devoir et du Tour de France,  
Pantin

**Programme IME Malletier**  
- École Louis Vuitton, Asnières-sur-Seine

*Spain* **Programme IME Découverte**  
- Loewe x Les Compagnons du Devoir et du Tour  
de France, Getafe

*Italy* **Addetto all'alta Sartoria**  
- Accademia Alta Sartoria Massoli, Casperia (RI)

**Addetto alla confezione di Maglieria**  
- Accademia dei Mestieri Loro Piana, Mede (PV)

**Addetto alla Stampa Tessile**  
- Fondazione Setificio & Enfapi, Como (CO)

**Addetto alla Pelletteria**  
- Polimoda, Firenze (FI)

*Italy* **Addetto al montaggio di Calzature  
di alta qualità**  
- Politecnico Calzaturiero, Capriccio di Vigonza (PD)

**Operatore della Calzatura**  
- Accademia del savoir-faire Berluti x Centoform, Ferrara  
(FE)

#### JEWELRY – WATCHMAKING

*France* **CAP Art et Techniques de la Bijouterie  
Joaillerie – Sertissage – Polissage**  
- Haute École de Joaillerie, Paris

*Italy* **Addetto all'Oreficeria**  
- ForAl, Valenza (AL)

*Switzerland* **AFP Horloger**  
- École d'Horlogerie LVMH, La Chaux-de-Fonds

**CFC Horloger**  
- École d'Horlogerie LVMH, La Chaux-de-Fonds

#### VINEYARDS - WINEMAKING

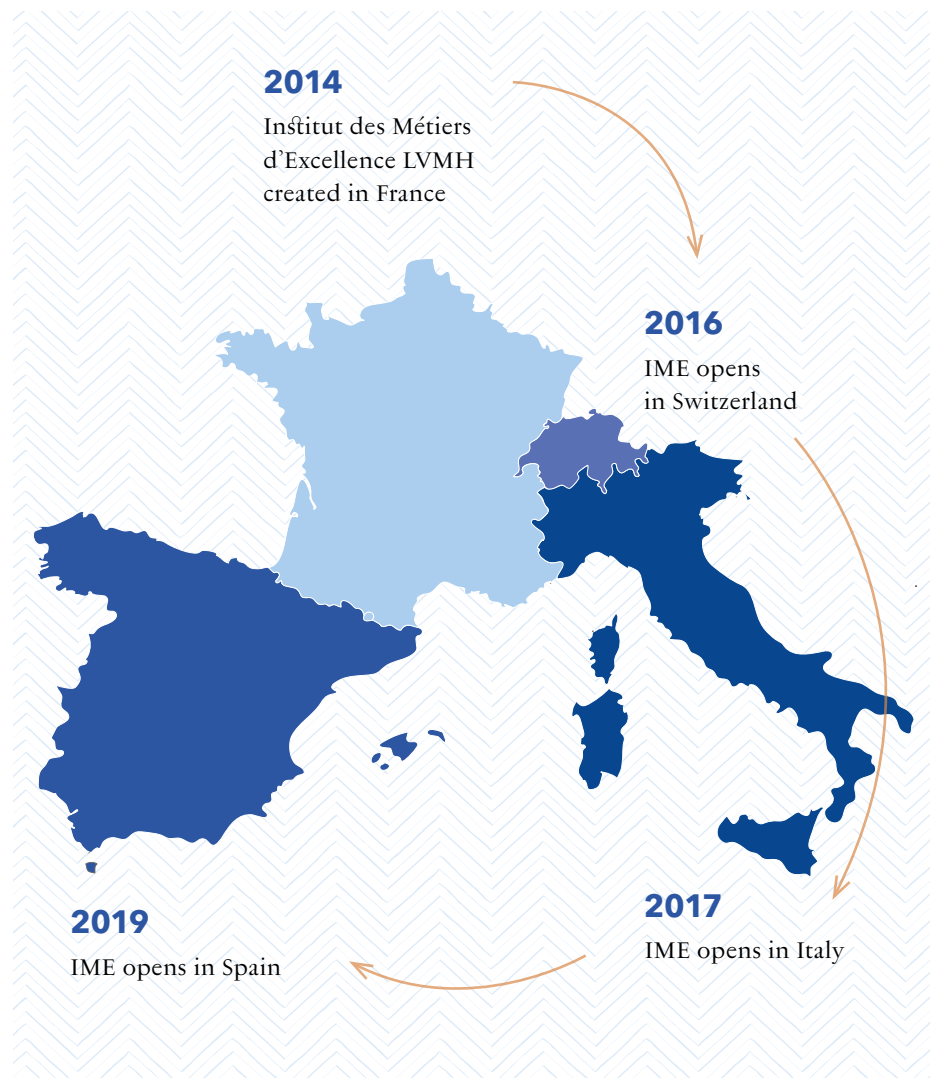
*France* **Brevet Professionnel  
Vigne et Vin**  
- Avize Viti Campus, Avize

#### CULINARY ARTS

*France* **CAP Boulangerie, CAP Pâtisserie,  
MC Traiteur et BAC PRO Pâtissier  
Boulangier**  
- CEPROC, Paris

*Italy* **Classe di Arti Culinarie**  
- Galdus, Milano (MI)

## International presence



### 36 Partner Maisons

BERLUTI  
 BVLGARI  
 CELINE  
 CHAUMET  
 CHRISTIAN DIOR COUTURE  
 DFS  
 EMILIO PUCCI  
 FENDI  
 FONDATION LOUIS VUITTON  
 FRED  
 GIVENCHY  
 GIVENCHY PARFUMS  
 GUERLAIN  
 HENNESSY  
 HUBLOT  
 KENZO  
 LE BON MARCHÉ RIVE GAUCHE  
 LA GRANDE ÉPICERIE DE PARIS  
 LA SAMARITAINE  
 LOEWE  
 LORO PIANA  
 LOUIS VUITTON  
 LVMH RECHERCHE  
 MAKE UP FOR EVER  
 MARC JACOBS  
 MOËT & CHANDON  
 MOYNAT  
 PARFUMS CHRISTIAN DIOR  
 PASTICCERIA COVA  
 RIMOWA  
 ROSSIMODA  
 SEPHORA  
 STARBOARD CRUISE SERVICES  
 TAG HEUER  
 VEUVE CLICQUOT  
 ZENITH

### 22 Partner schools

ACCADEMIA ALTA SARTORIA  
 MASSOLI  
 ACCADEMIA DEI MESTIERI LORO  
 PIANA  
 ACADEMIE DU SAVOIR-FAIRE  
 BERLUTI  
 AVIZE VITI CAMPUS  
 CEPROC  
 LES COMPAGNONS DU DEVOIR  
 ET DU TOUR DE FRANCE  
 CPRO STEPHENSON  
 ECOLE D'HORLOGERIE LVMH  
 ECOLE DUPERRE PARIS  
 EMASUP PARIS  
 EIML PARIS  
 FONDAZIONE SETIFICIO  
 FOR.AL  
 GALDUS  
 HAUTE ECOLE DE JOAILLERIE  
 INSTITUT FRANÇAIS DE LA MODE  
 ISIPCA  
 IUT D'ORLEANS  
 POLIMODA  
 POLITECNICO CALZATURIERO  
 SORBONNE-NOUVELLE PARIS 3  
 UNIVERSITA CA' FOSCARI



## *Recruitment and educational format*

Recruitment for the Institut des Métiers d'Excellence is anchored in the principle of **equal opportunity and recognition** of individual potential, embodying LVMH's responsible employer ethos.

The IME pursues three key objectives:

**1**

**Attract the most talented people**  
from diverse backgrounds thanks to proactive communications targeting people who might not be aware of the program or hesitate to apply.

**2**

**Reach out to populations whose diversity**  
of origins and cultures reflect our Maisons.

**3**

**Respect the demanding and objective criteria**  
aligned with the standards of our Maisons.



## *Institut des Métiers d'Excellence LVMH seen by our students:*

*“Without the IME I'd probably never be working at the Place Vendôme. It's amazing for the son of a farmer and a social worker. I'm tremendously proud to be here.”*

Maxime – Jeweler at Chaumet, FRANCE

*“Discovering the rich heritage of the Maisons and being able to work with different métiers during our projects really makes this training exceptional.”*

Yasmine – First year CFC Watchmaking at the École d'Horlogerie  
LVMH & Tag Heuer, SWITZERLAND

*“During my internship at Fendi I met a couturière doing draping on a model who said to me 'I really love this work because it's a constant challenge, there's always something new and more difficult. You can always surpass yourself and that's what makes me love this work even more every day.' I think that sums up what this training means to me: beyond learning technical skills, my passion for the métier is constantly growing.”*

Valentina – Apprentices, FENDI & Accademia di Alta Sartoria  
Massoli, ITALY



## *A uniquely innovative educational format*

**Theory and practice** are both embedded in the DNA of the IME LVMH. All the programs thus combine three components:

**1**

### **Theory**

Classroom learning at partner schools and universities.

**2**

### **Practice**

Students learn directly at the Maisons, guided by a tutor or master artisan.

**3**

### **Master Classes**

These collective classes provide students with an in-depth vision that complements their specialty.

There are also technical language classes covering specialized vocabulary for different métiers (Italian, English or Chinese, depending on the courses).

### **Discovery Master Classes**

Discovery of LVMH Maisons, the LVMH Group and the IME LVMH.

### **Métiers Master Classes**

Students in a class or course discover specific savoir-faire with specialists from one of the Maisons.

### **Culture Master Classes**

A guided tour of a cultural exhibition for in-depth insights.

### **Cross-disciplinary Master Classes**

Bring together students from different classes and courses to discover different métiers and understand the luxury value chain.

### **Global Master Classes**

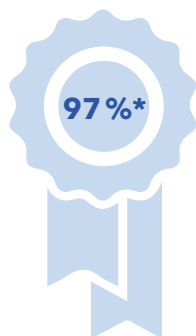
All the students are invited to discover a Maison together and present their skills around a specific theme in a collective work.

# Results

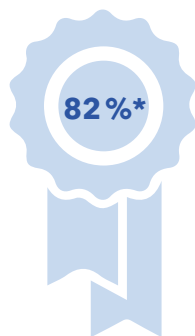
## DUAL RECOGNITION OF SKILLS ACQUIRED

The nearly **900 apprentices** who have studied at the IME LVMH since 2014 have enjoyed a very high success rate in both earning their degrees and being awarded the Brevet d'Excellence certificate.

The **Institut des Métiers d'Excellence LVMH** awards the Brevet d'Excellence to graduates who during their training demonstrate an ability to satisfy the criteria of quality and excellence – in both practical and soft skills – applicable to their profession and to the luxury sector in general. Apprentices are evaluated by their tutors or the master artisans who guided their apprenticeship or training program, human resources teams from our Maisons, and teachers from IME partner schools and universities.



*Rate of students graduating their degrees from their schools.*



*Rate of students awarding the IME Brevet d'Excellence*

*(\*) Interim statistics as at October 2020 for France and Switzerland for training leading to degrees or professional certification. Consolidated results will be available in 2021.*

## AN IMPRESSIVE PLACEMENT RATE

The placement rate reflects the employability of our learners and the high standards of quality at the IME at every stage in the training journey, from recruitment to awarding degrees.

**78%\***

*Aggregate placement rate\*\* since 2014 in the professions studied, or pursuit of advanced training*

**57%**

*Aggregate placement rate\*\* since 2014 with LVMH and external partners*

*(\*) Interim statistics as at October 2020, not including 2019-2020 class in Italy. Consolidated results will be available in 2021.*

*(\*\*) Placement rate includes internships, continued training, temporary positions, fixed-term and permanent employment contracts.*



## CREATIONS BY 2020 GLOBAL MASTER CLASSES

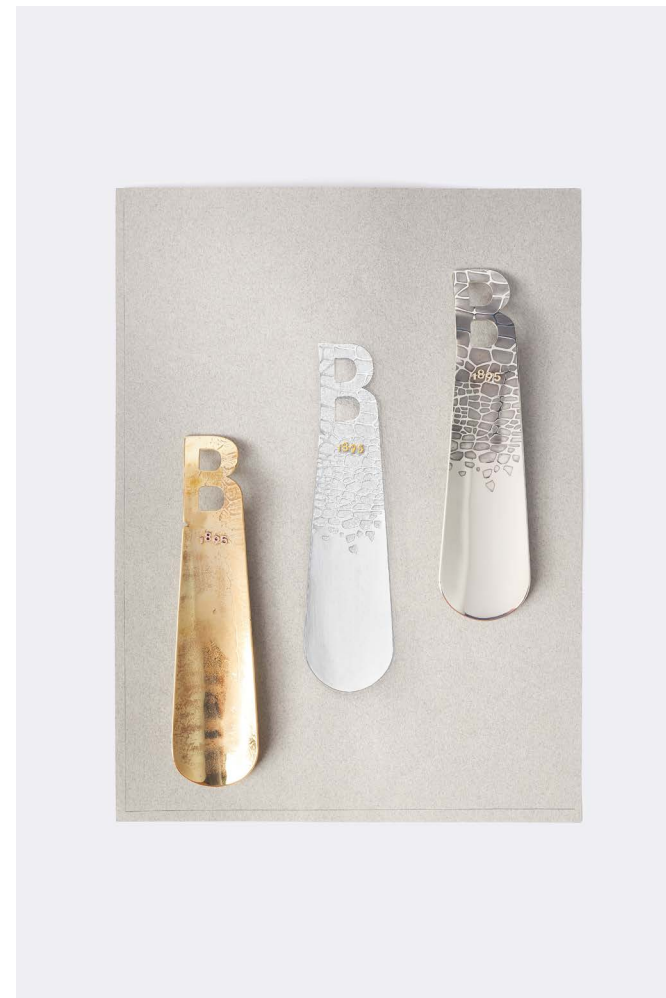
### IME x Berluti

200 French and Swiss students were invited to work on the following theme proposed by Berluti:

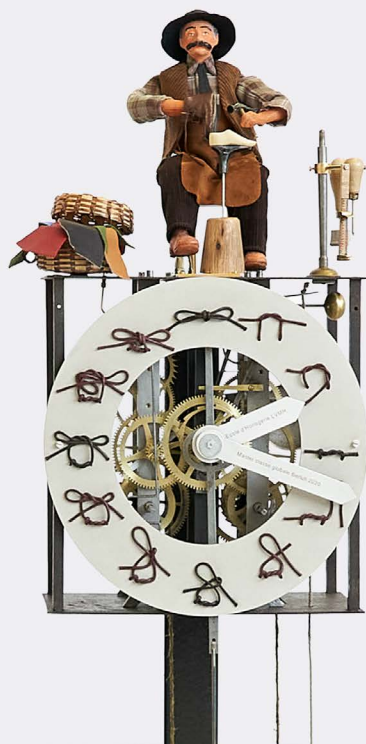
**Drawing inspiration from Berluti, reinvent the codes of the Maison in your respective disciplines.**



The **OLGA trunk** is a case for both shoes and shoe care accessories, crafted by apprentices in the Leather Goods course with specialization in trunkmaking at the Les Compagnons du Devoir et du Tour de France.  
*Made of poplar, calfskin and cotton canvas.*



The **Calzascarpe** *\*shoe horn*, was made by apprentices in the Jewelry Arts and Techniques course, a tribute to the “one-cut” concept imagined by Alessandro Berluti in 1895.  
*Made of brass, nickel and silver with engraving.*



**Le temps d'un noeud** *\*The time to lace up a shoe* expresses the alchemy between bootmaking and watchmaking. This piece was made by apprentices in the AFP Watchmaking and CFC Watchmaking course at the LVMH Ecole d'Horlogerie.  
*Made of brass, steel and aluminum, leather laces.*

## IME x Loro Piana

100 Italian students were invited to work on the following theme proposed by Loro Piana:

### ECCELLENZA & SOSTENIBILITA'

*EXCELLENCE & SUSTAINABILITY:*

**Interpret these two essential values for Loro Piana through your métiers.**



**Trama Storia di un Cappotto** *\*The story of a coat*, an interpretation of a traditional shepherd's coat by apprentices in the Addetto all'Alta Sartoria (fine tailoring) course at the Accademia Alta Sartoria Massoli.  
*Made from 100% virgin wool from sustainable source.*



## *Contact us...*

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## *follow us online*

[www.lvmh.com](http://www.lvmh.com)  
#IMELVMH



## *...and meet us*

**The Village de l'Institut des Métiers d'Excellence LVMH** vocational fair is held at the beginning of each year in the Paris suburb of Clichy-sous-Bois.

This event is part of LVMH's broad commitment to promoting inclusion for youth from underserved neighborhoods. It kicks off the recruitment campaign for the coming school year and lets us engage with young people and people interested in reskilling by giving them an opportunity to learn more about the different IME LVMH training courses from current learners, as well as recruiters from our Maisons and representatives of partner schools and universities.





A close-up, high-angle shot of a woman with voluminous, curly, light brown hair. She is wearing clear safety glasses and a white lab coat. She is looking down intently at a large, white sheet of paper or a blueprint that she is holding with her right hand. The background is blurred, showing what appears to be a laboratory or industrial setting with various equipment. The lighting is soft and even.

LVMH