

LVMH

MOËT HENNESSY ♦ LOUIS VUITTON

PRESS RELEASE

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TO CONCLUDE ITS INSIDE LVMH PROGRAM, THE GROUP INVITES 200 STUDENTS FROM 50 UNIVERSITIES TO COMPARE THEIR VISIONS OF THE LUXURY EXPERIENCE OF TOMORROW WITH THOSE OF SENIOR MANAGEMENT FROM LVMH AND ITS MAISONS

As part of the 4-month “INSIDE LVMH Program”, 50 teams composed of 200 students – representing the 50 best European universities – have been selected for their innovative ideas on “the luxury experience of tomorrow”. They had the unique opportunity to compare their visions for the future of the luxury industry with those of Senior Management of the Group during a closing ceremony for the program which took place on May 3. During this event, three teams of students were rewarded for their ground-breaking ideas. In total, thanks to the “INSIDE LVMH” program, 4,448 students in six European countries have understood the stakes of the luxury industry and its different expertise.

Launched in January 2018, the ambition of the “INSIDE LVMH Program” was to allow the Group to discover a new generation of international talent echoing the values of creativity, innovation and entrepreneurial spirit dear to LVMH.

The closing ceremony of this large-scale program was held at LVMH’s headquarters in Paris, in the presence of Bernard Arnault, CEO of LVMH, and of 50 members of the Senior Management of the Group, including the CEOs of the Maisons and members of the LVMH Executive Committee.

The originality of the event is based on the mutual enrichment of the ideas of the students – representing the millennial generation – and of the Group’s Top Managers, around the theme of the luxury experience of tomorrow. These exchanges and shared perspectives allowed the students to deepen and to challenge their thinking.

The 200 students were selected following a vote cast before the event by the INSIDE LVMH community of the Group, the professors who were ambassadors of the program and the students of the participating schools. The vote of the Group’s Senior Management was added to this overall score during the closing ceremony to reward the most ground-breaking ideas aligned to the values of LVMH - Creativity and Innovation, Excellence, and Entrepreneurial Spirit.

The three winning teams had the opportunity to present their idea on stage in front of an audience of 300 people, and in the presence of 50 professors-ambassadors of the program and associated to its creation as early as October 2017.

Rewarded teams:

- 1st prize:** Institut Français de la Mode – France
Our moments, Luxury Beyond One Lifetime
- 2nd prize:** ESADE Ramon Llull University- Spain
3D Home Wardrobe
- 3rd prize:** Berluteam (a team of Berluti interns) - France
U-BERLUTI, when luxury walks by your side

The exchange continued during an innovation forum led by employees and HR teams from 13 Maisons of the Group, presenting their latest product innovations and sharing job and career opportunities with the participants. This innovation forum echoed the invitation given to students to visit the LVMH Luxury Lab at the Viva Technology fair, taking place in late May.

“At LVMH, we are convinced that talented people make all the difference, and that innovation takes shape when different points of view are put to the test in a constructive way. This is why we are delighted to welcome to Paris today – through our INSIDE LVMH Program – a new generation of international talent, to compare their visions of the luxury experience of tomorrow with those of our top management. This exchange of ideas and path of discovery are mutually beneficial and will inspire, we hope, these talented students to join our unique ecosystem of 70 Maisons at a time when the Group is recruiting 7,500 young graduates and interns per year worldwide”, underlines Chantal Gaemperle, Group EVP, Human Resources and Synergies, LVMH.

The INSIDE LVMH Program at a glance:

Open to 50 partner schools and universities in France, Italy, Switzerland, Spain, the United Kingdom and Germany, the INSIDE LVMH Program offered a four-month digital immersion exclusive to students from schools of design & creation, business, engineering and tech, as well as to interns and work-study scheme participants in the Group's Maisons. The program allowed participants to go behind the scenes of the LVMH group and imagine themselves there, while discovering the richness of the Group's value chain – Design & Creation, Brand Management, Supply Chain & Manufacturing, Digital & Entrepreneurial Transformation and Client Excellence – through 50 exclusive videos, co-created with professors from prestigious universities (Central Saint Martins, Bocconi University, HEC Paris, ESSEC Business School, CentraleSupélec and the Institut Français de la Mode), and brought to life by accounts from managers at over 20 LVMH Maisons. Guided on campus by LVMH teams and supported by the professor-ambassadors involved in co-developing the program since October 2017, the 4,448 participating students have also been invited, in teams, to imagine and develop their visions of the luxury experience of tomorrow.

Key figures:

- A four-month program rolled out in 50 universities from six European countries
- 50 videos by professors and managers from the LVMH Group
- 50 professors-ambassadors involved in the program since October 2017
- 4,448 students participating in the program, including interns and work-study scheme participants at the LVMH group
- 200 students (50 teams) selected for the closing ceremony
- 50 members of senior management present to hold discussions with students
- three teams given the chance to present their innovative ideas on stage following a participants' vote

LVMH

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