

LVMH

Press Release

LVMH Group's 75 Maisons announce commitments to Métiers d'Excellence and sign Worldwide Engagements for Métiers d'Excellence

Paris,

July 23, 2021

The 75 Maisons of the LVMH Group signed the “WE for ME” pact for the Métiers d'Excellence. This Manifesto marks the Group's commitment to preserving and promoting these métiers. It spearheads a global program designed to celebrate a community of women and men in Creative, Craft and Sales Experience métiers, ensuring that the over 200 Métiers d'Excellence identified across LVMH Maisons are preserved and thrive. The world leader in luxury counts the greatest variety of any company in the world of these unique métiers, which make a fundamental contribution to the intangible cultural heritage of humanity.

The success of the LVMH Group and its Maisons is anchored in the unique *savoir-faire* of women and men who practice Creative, Craft and Sales Experience *métiers*, thus ensuring the excellence of exceptional products over centuries.

In 2014, the creation of the *Institut des Métiers d'Excellence LVMH* was a pioneering initiative designed to pass on this *savoir-faire* to new generations. Since then, more than 1,000 young people have received training in France, Switzerland, Italy, Spain and Japan.

Building on this success, the LVMH Group has added a new dimension to its commitment to the *Métiers d'Excellence* in order to promote these skills among the public, to ensure that they are preserved and celebrate the talented people who practice them.

“*The luxury industry could not continue to thrive without savoir-faire rooted in excellence*”, notes Bernard Arnault, LVMH Chairman and Chief Executive Officer.

“*LVMH counts over 200 Métiers d'Excellence around the world represented by a community of people driven by a true passion and deep commitment to passing them on to new generations. We have a responsibility to support them and help develop this community*”, adds Chantal Gaemperle, LVMH Group Executive Vice President, Human Resources and Synergies.

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The signature in June 2021 by all LVMH's 75 Maisons of the "Worldwide Engagements for *Métiers d'Excellence*" reflects the ambition to stand up and promote these *métiers* and *savoir-faire*. It was captured in a **photo of the signing ceremony for this Manifesto during which 40 Maisons joined Bernard Arnault** at the Fondation Louis Vuitton. Each one of them is represented by a duo comprising the CEO and a virtuoso who embodies one of their iconic *savoir-faire*.

In the coming months the *LVMH Métiers d'Excellence* will expand their development with the launch of new initiatives, including:

- Acceleration of the "Excellent!" program in France and other countries to change the way these *métiers* are perceived by young people and inspire callings.
- A program called "*Les Virtuoses LVMH*" (LVMH Virtuosos) to recognize and promote talented people from the Group who embody *savoir-faire* and champion passing on these skills.
- A new program to develop the competencies of people in the Group and accelerate innovations in *Métiers d'Excellence*.
- New partnerships to spotlight and support *savoir-faire* outside the LVMH Group (ELLE Artisanes Awards, *Fonds de Création pour les Métiers d'Artisanat*, an applied arts support fund).

The entire *Métiers d'Excellence LVMH* community will be honored this year for the first time during celebrations in Paris on October 19 and Florence on November 8.

With the *Métiers d'Excellence LVMH*, the LVMH Group is once again affirming its role as a major player in the unique *savoir-faire* that have brought the luxury industry's success. The "WE for ME" Manifesto expresses LVMH's commitment to nurturing a unique ecosystem of women and men who each contribute to making these *Métiers d'Excellence* a thriving reality, from young people and people pursuing reskilling, to talented people within LVMH or at its suppliers and partners.

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LVMH Moët Hennessy Louis Vuitton est présent dans les Vins & Spiritueux au travers notamment des Maisons Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans et Château du Galoupet. Le secteur Mode et Maroquinerie inclut les marques Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou. LVMH est présent dans le secteur des Parfums et Cosmétiques avec les marques Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfums Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna et Maison Francis Kurkdjian. Le groupe d'activités Montres & Joaillerie est constitué des marques Bvlgari, TAG Heuer, Tiffany & Co., Chaumet, Dior Montres, Zenith, Fred et Hublot. LVMH est également actif dans la distribution sélective ainsi que d'autres activités au travers de DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond et les hôtels Cheval Blanc.

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