

LVMH - Company

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Mission

The world leader in luxury, LVMH has since its founding in 1987 deployed a business model marked by creative momentum and a constant quest for excellence. The Group drives long-term momentum to develop its 75 Maisons, respecting their distinctive identities. Throughout the world they are all ambassadors of our vision of a refined art de vivre.

“Our Maisons at LVMH have always championed and embodied a refined art de vivre. Indeed, the very expression *art de vivre*, which our Maisons so ardently promote, perfectly encapsulates all that they have embodied for our customers for centuries as privileged partners of this passionate and ever-evolving quest for sophistication and elegance.”

Bernard Arnault

Created in 1987, the LVMH Group today comprises more than 75 exceptional Maisons, each of which creates high-quality products. It is the only group present in all five major sectors of the luxury market: Wines & Spirits, Fashion & Leather Goods, Perfumes & Cosmetics, Watches & Jewelry and Selective Retailing. LVMH currently employs over 175,000 people across the world and reported sales of billion euros in 2021.

Over the centuries, our Maisons have carefully preserved and enhanced their tangible and intangible heritage by resolutely focusing on the quality of their products and services. Vertical integration across the value chain cultivates this excellence both upstream and downstream, from sourcing of the finest raw materials to production and selective retailing. This model guarantees the excellence of our products over time. Our products are designed to last from generation to generation, aligned with our vision of a truly timeless art de vivre.

Just as we never compromise on the quality of our products – the source of our business success – we are every bit as uncompromising about our ethics and our underlying social and environmental responsibilities. This is why we constantly strengthen our commitments, year after year. LVMH has always been strongly committed to ethical behavior and insists on integrity in all our activities and relations, whether with employees, partners or other stakeholders. These commitments constitute a clear response to the issue of the ethical responsibility of businesses in general, and reflect the leadership that a group such as LVMH is expected to show, both for French society and internationally. As the leader in our industry, we actively engage with these responsibilities.

SHARED VALUES

- **Be creative and innovative**

The combination of creativity and innovation is the foundation of our Maisons. This is what enables them to achieve the delicate balance needed to continually renew our offer, resolutely looking to the future while respecting their unique heritage. Modernity fuses with history to create timeless products. Creativity and innovation are part of LVMH's DNA. They have always been key to our Maisons' success over the years and invite exploration of the infinite possibilities offered by new technologies, a major growth path for the Group.

- **Deliver excellence**

Quality is a pillar of LVMH's success. Each of the Group's 75 Maisons cultivates the highest level of quality in their products and services, not simply to maintain it year after year but also to elevate it as we continually set even higher standards. We are privileged in being able to offer the highest quality products thanks to the exceptional savoir-faire of our artisans. We embody everything that is most noble and accomplished in the world of craftsmanship, paying meticulous attention to detail and striving for perfection.

- **Cultivate an entrepreneurial spirit**

LVMH's dynamic momentum is inspired by an entrepreneurial spirit at every level of the organization. We have been entrusted with the heritage of the exceptional entrepreneurs and creative talents who founded our Maisons, and we have kept a decentralized organization to maintain the pragmatic agility that encourages efficiency and swift responsiveness. While LVMH may be the world leader, we have retained the spirit of a startup where entrepreneurial challenges are intimately tied to creativity and a never-ending quest for the highest quality.

- **Be committed to positive impact**

Every action taken by the Group and its employees reflects our commitment to ethics, corporate social responsibility and respect for the environment. Our commitments drive our Maisons' performance and ensure their sustained long-term success. Firmly convinced that truly desirable products can only come from sustainable businesses, we are committed to ensuring that our products and the way they are made have a positive impact on our entire ecosystem and the places and communities where we operate, and that our Group is actively working to build a better future.

For more details, please visit <https://www.bleu7.com/detail/lvmh-company-paris-99>
