

JEWELRY

LVMH scales Mtiers d'Excellence apprentice program in US

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Several of LVMH's U.S.-based maisons will begin hiring apprentices in 2024. Image credit: LVMH/Johnny Vacar

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is headed stateside to support savoir-faire by training the next generation of talents.

Advancing craftsmanship worldwide, the corporation is launching new programs in America under "Mtiers d'Excellence," its apprenticeship initiative created in 2014 and launched in New York with U.S. jeweler Tiffany & Co. last year. Working with LVMH-owned beauty brand Benefit Cosmetics and the Rhode Island School of Design (RISD) this time around, the LVMH Mtiers d'Excellence Institute's role in helping the parent company carry forward skillsets that are essential to the operations of its many houses is further highlighted.

"The Mtiers d'Excellence program contributes to the transmission of savoir-faire to the next generation, which ensures the sustained success of the group and our maisons," said Gena Smith, chief human resources officer at [LVMH North America](#), in a statement.

"The United States and its pool of talented craftspeople represent an important frontier for the group."

Crafting the future

Several more of LVMH's U.S.-based subsidiaries will take on trainees beginning in 2024.

"Both our U.S. and U.S.-based maisons continue to recruit new apprentices who will learn the mtiers synonymous with our maisons and carry forward the talents needed to build upon the group's longevity in the luxury industry," said Ms. Smith, in a statement.



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Bringing instruction to the West Coast, San Francisco-based Benefit Cosmetics recently welcomed eight apprentices from Ruth Asawa High School of Arts to its headquarters.

The brand hosted the Benefit Beauty Immersive program, allowing students to witness its prestige beauty practices up close while building on the Mtiers d'Excellence blueprint.

In another effort to reach younger audiences, LVMH has launched its "Excellent!" program, sponsoring mentorship activities for high school students in New York City.

Inaugurating the North American push last year, Tiffany & Co. began a two-year engagement that provided instruction in jewelry design and fabrication ([see story](#)).

This year, the aid expands as the upscale accessories label lends advanced training in the field of high jewelry to apprentices nationwide, working with both RISD and the Rhode Island Department of Labor to do so.

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