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CRAFTSMANSHIP AND MTIER

LVMH Mtiers d'Excellence Institute, with Tiffany and Benefit Cosmetics focus, to skill more talent in US

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LVMH Mtiers d'Excellence is expanding in the United States with new programs at Tiffany & Co and Benefit Cosmetics. Image credit: ARR

By STAFF REPORTS

The LVMH Mtiers d'Excellence Institute is expanding in the United States through new programs launched by Tiffany & Co., in collaboration with the Rhode Island School of Design, and by Benefit Cosmetics, also an LVMH brand.

To support the expansion of this initiative, LVMH Group said it will hire apprentices in the U.S. as additional LVMH brands join the program next year. The program was created in 2014 to pass on skills in design, craft and customer experience to the next generation and people who are reskilling.

"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 of LVMH North America, in a statement.

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

"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."



Craftsmanship in a Tiffany & Co. workshop. Image credit: DR

Skill pool

The world's No. 1 luxury conglomerate with 75 brands, **LVMH** last year officially launched its Mtiers d'Excellence program in North America with Tiffany & Co. in New York to train the next generation of craftspeople in jewelry design and fabrication.

Additionally, Tiffany & Co. recently began a new two-year program with the Rhode Island School of Design and the Rhode Island Department of Labor to provide apprentices with advanced training in high jewelry.



The jewelry making process at Tiffany & Co. requires skill, practice and experience. Image credit: DR

Benefit Cosmetics is the latest LVMH house to participate in the Mtiers d'Excellence program, hosting the Benefit Beauty Immersive program at its San Francisco headquarters to introduce high school students to Benefit's savoir-faire in prestige beauty, LVMH said.

This initiative supported eight apprentices from the Ruth Asawa High School of Arts in San Francisco.

LVMH also launched its Excellent! program of mentoring activities for high schools in New York, designed to spur greater awareness of these Mtiers d'Excellence among the younger generation, per the company.

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