

LVMH, Kering show solidarity with Notre Dame funding

April 16, 2019

LVMH and Kering are backing efforts to rebuild Notre Dame. Image credit: Kering

By MICKEY ALAM KHAN

French luxury conglomerates LVMH Mot Hennessy Louis Vuitton and Kering are responding to the Notre Dame fire with donations that aim to help the Parisian landmark rebuild.

On April 15, a fire broke out in the cathedral and lasted for nine hours, causing the structure's spire to collapse. Now that the blaze has been put out, luxury brands and companies are showing their support through social media and donations.

Rebuilding effort

Originally built in the 12th and 13th centuries, Notre Dame is a key tourist destination. The cathedral has also gained notoriety through literature, having served as the setting for Victor Hugo's "The Hunchback of Notre Dame."

Many of the artifacts and art from with the building were saved.

French President Emmanuel Macron called the cathedral "part of our French destiny" and vowed that the people of his nation would rebuild it together through a soon to launch fundraising effort.

Luxury companies are also stepping in. Kering's chairman and CEO Franois-Henri Pinault and his father Franois Pinault will be giving 100 million euros, or about \$113 million, to the rebuilding effort.

"The Notre Dame tragedy strikes all French people, as well as those with spiritual values and those who care about history and culture," said Franois-Henri Pinault in a statement.

"Faced with this tragedy, my father and I have decided to contribute to the funds needed to fully rebuild Notre Dame de Paris, in order to bring this jewel of our heritage back to life as soon as possible," he said.

LVMH and its billionaire owners the Arnault family are also getting involved with a donation of 200 million euros, or about \$226 million. The company has also pledged to make its talent available to the government for both the fundraising and rebuilding effort.

[View this post on Instagram](#)

"In the wake of this national tragedy, the Arnault family and the LVMH Group pledge their support for #NotreDame. They will donate a total of 200 million euros to the fund for reconstruction of this architectural work, which is an integral part of the history of France." _ #notredame #paris #lvmh

A post shared by LVMH (@lvmh) on Apr 16, 2019 at 1:52am PDT

Instagram post from LVMH

"The Arnault family and the LVMH Group, in solidarity with this national tragedy, are committed to assist with the reconstruction of this extraordinary cathedral, symbol of France, its heritage and its unity," said the company in a statement.

Other luxury brands including Ritz Paris, Printemps, Galeries Lafayette and Moda Operandi voiced their support for Paris and the cathedral on social media.

[View this post on Instagram](#)

PARIS, jamais ne sombre - @mayadorable archives #Printemps #paris #parisienne #notredame #notredamedeparis #notredameparis #parismaville #paris_maville

A post shared by Printemps (@printempsofficial) on Apr 16, 2019 at 1:32am PDT

Instagram post from Printemps

Luxury brands often take on cultural preservation projects, looking to give back to their hometowns.

For instance, Italian jeweler Bulgari is giving back to its hometown by supporting the restoration of a Roman landmark.

After funding the renovation of the Spanish Steps, Bulgari is expanding its efforts towards preserving Rome's heritage with a project to restore Area Sacra di Largo Argentina. Bulgari's financial support will enable the ancient site to accept visitors ([see story](#)).

MOST POPULAR

1. [Brands should incentivize consumers to go green](#)
2. [Retailers expanding pickup options, facing staff shortages this holiday season: report](#)
3. [Owning the customer experience in an Amazon-disrupted market](#)
4. [Shifts in retail sales of women's designer bags](#)
5. [Macy's trademark decision confirms importance of surveys](#)
6. [Year of the Rooster luxury items: Hit or miss with Chinese consumers?](#)
7. [How luxury is the millennial's unlikely weapon to fight social inequality](#)
8. [Luxury brands need to change their marketing strategy for India](#)
9. [Green is the new black: Backing the Fashion Pact](#)
10. [How resale, rental and flex payments can put luxury within reach – especially now](#)