

# WRITING SAMPLES

Celeste Xiong Susan

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**LVMH: Environmental, Social  
and Governance Efforts**

**Creative Brief**  
LVMH “Contributing to an Ethical Future” Campaign

Campaign Task	Change the audience’s perception of LVMH as not only a luxury conglomerate but also an ethical brand. Influence the public to pursue a more ethical lifestyle.
ESG Goals	<b>Environment:</b> Forge a new alliance between nature and creativity. Create products that live in harmony with nature; <b>Social:</b> Rooted in the fundamental principle of respect for people and their individuality; <b>Governance:</b> Increase the value of the company and defend its social interest.
The rationale of Existence	To further build the Group’s reputation and inspire people to purchase with consideration of ethics.
The Audience	Consumers, employees, investors.
Factors to Attract the Audience	Feasible and specific plans and measures.
Platforms to Tell the Story	Paid, earned, shared and owned media.

## Press Release

# LVMH

**For Immediate Release**

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**May 6th, 2021**

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### **LVMH LAUNCHES NEW ESG CAMPAIGN “CONTRIBUTING TO AN ETHICAL FUTURE”**

The Company Will Maintain Its Consistent Commitment to Bring Positive Impact and Introduce New Actions under the Pandemic

**NEW YORK CITY** - LVMH Lead Director Sophie Chassat, Director Representing Employees Nicolas Bazire and Chairman of Ethical and Sustainable Development Committee Yves-Thibault de Silguy joined together at the headquarters’ news conference room in Paris, France today to announce the corporation’s updated ESG strategies in the “Contributing to an Ethical Future” campaign.

LVMH has been known as a leading manufacturer and marketer of luxury goods. At the same time, the company lays emphasis on facilitating the process of building a more sustainable, resilient and ethical future, especially under the unprecedented COVID-19 outbreak.

“We hope to show our genuine commitment to a positive impact, which naturally joins our other core values, alongside creativity, innovation, the quest for excellence and entrepreneurial spirit,” said LVMH chairman and CEO Bernard Arnault.

LVMH released the new environmental initiative LIFE 360 in April this year to forge a new alliance between nature and creativity. The company aims to create products that live in harmony with nature, respect and preserve biodiversity and the climate, as well as engage and motivate all stakeholders to implement environmentally friendly principles.

The company’s social responsibilities are divided into four divisions: respecting each one’s dignity and individuality, supporting the safety and well-being of employees, transmitting LVMH world heritage’s savoir-faire, committing to a better society.

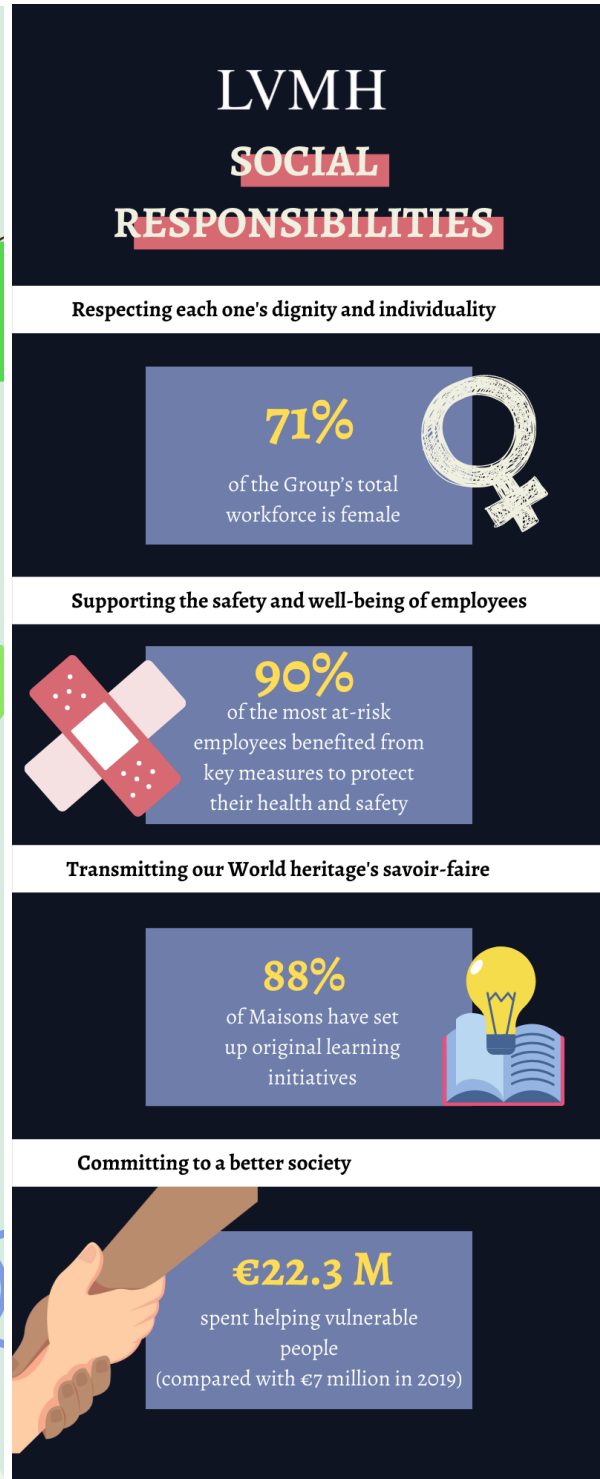
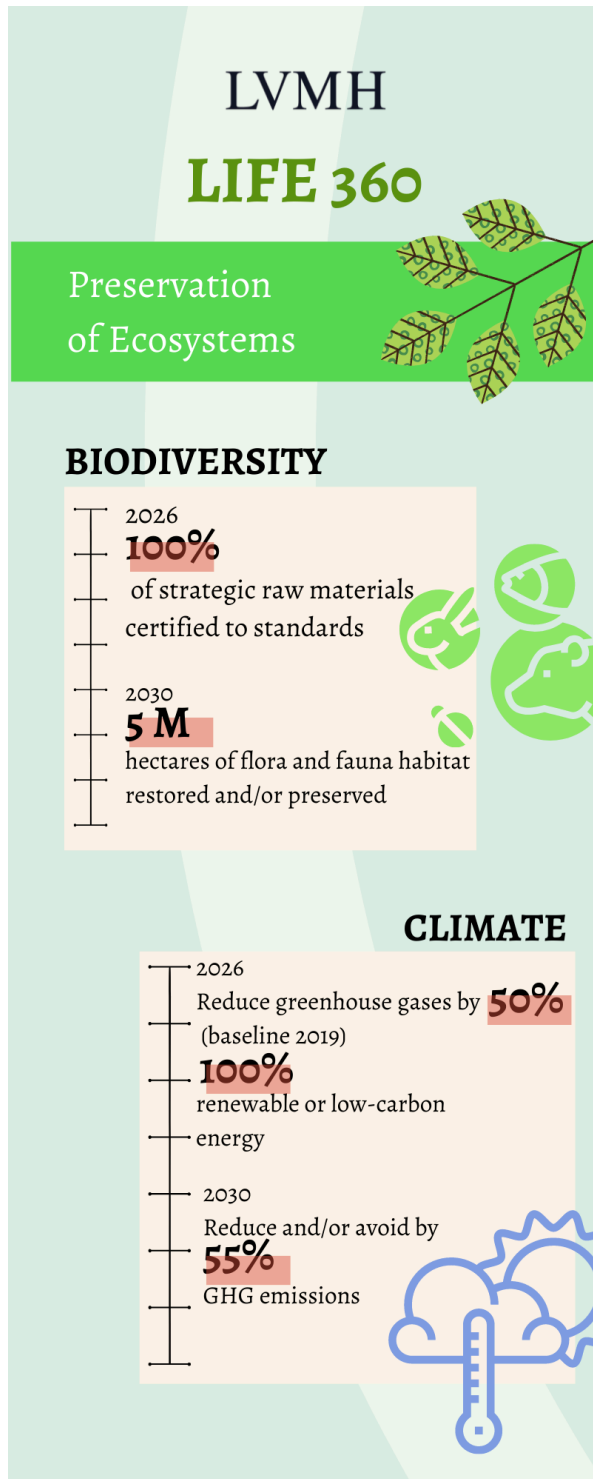
The priority objectives of the Board of Directors are to increase the value of the company and defend its social interest. 64% of executive and management positions are currently held by women, and women are in 42% of top management roles. 71% of LVMH Group’s employees are women.

#### **About LVMH:**

The LVMH Group comprises 75 exceptional Houses that create 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. Each of them creates products that embody unique savoir-faire, a carefully preserved heritage and a dynamic engagement with modernity. The LVMH Group has always been strongly committed to exemplary integrity and ethics in the conduct of its business and in its relations with all stakeholders.

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## Graphic Design



## **Pitch**

May 1st, 2021

Anna Wintour

Editor-in-Chief

Vogue Magazine

990 6th Ave

New York, NY 10018, United States

Dear Ms. Wintour,

Will you stop shopping for an apparel brand if you know it is falling behind on animal welfare? People shop for something more than just a tangible product and we'd love to provide the customers with reasons beyond the luxury lifestyle.

The latest Environmental, Social and Governance campaign "Contributing to an Ethical Future" of LVMH was introduced to showcase the company's continuing commitment to bring positive impact to the world and encourage customers to purchase from ethical brands.

We only have one earth as our home. So companies that produce a wide variety of products and have a significant influence on the environment and customers' perceptions should take responsibility to address their environmental efforts. LVMH's 2021 initiative LIFE 360 covers the full spectrum of ecosystem preservation with an emphasis on biodiversity and the climate.

Socially responsible companies attract and retain top talent, and enhance relationships with their customers and communities. LVMH is dedicated to respecting its employees' dignity, individuality, safety and well-being. The company also seeks to support talent development and is committed to a better society by executing ethical measures.

On top of everything, inclusive and effective corporate governance is incorporated in LVMH's operation. 64% of LVMH Group's executive and management positions are held by women and 42% of women in the top management roles.

We believe that LVMH's ESG work meets Vogue's theme to promote ethical and sustainable fashion. LVMH Chairman and CEO Bernard Arnault will be in New York City May 25th-28th to launch the campaign. We are also offering Vogue an exclusive interview with our CEO on Friday, May 28th. I will be in touch soon to discuss a possible interview. I look forward to speaking with you.

Best regards,

Jiayue Celeste Xiong

Public Relations Director

## **60-Second Podcast Script**

We are not content with just being at the forefront of the luxury market. When you think about LVMH, high-end bags and haute couture might be the first things that come to your mind. But this time, we wanted to be associated with something more: ethical operation and positivity. LVMH is introducing a new Environmental, Social and Governance campaign “Contributing to an Ethical Future” to make the world a better place and inspire the customers to think twice before purchasing any product. Respecting the environment has always been at the heart of our strategy, and our new environmental roadmap LIFE 360 serves as a facilitator of forging an alliance of equals between nature, creativity and craftsmanship. The corporate social responsibility initiatives have never felt so meaningful under the pandemic. We respect our employee’s individuality and dignity, promote a culture of health and safety, commit to a better society with specific plans and measures. Additionally, gender equality is addressed in our governance with 64% of executive and management positions held by women and 42% of them in top management roles. The number is also expected to increase. So, what do you think about us now?

## **COVID-19 Reminds Companies to Update and Attach More Importance of Their ESG Efforts**

By Chantal Gaemperle, LVMH Group Executive Vice President

May 10, 2021

COVID-19 pandemic has brought tremendous change to the world and it continues to affect our lives today. Many companies' main priority was to protect the safety of their employees, customers, partners and other stakeholders. While seeking to alleviate the impact of the pandemic, companies started to lay more emphasis on being more ethical and responsible.

[Research](#) has found that more than six in ten younger consumers closely consider a company's ethical values and authenticity before buying their products. [88%](#) of customers will be more loyal to a company that supports social or environmental issues. More customers purchase products or services based on the foundation and purpose on which a company is built.

### **What is ESG?**

ESG is an acronym that stands for Environmental, Social and Governance and is an umbrella term capturing a broad range of factors against which investors can assess the performance of the entities they are considering for investment. However, ESG also has broader applications. The overarching concept of ESG is a shift in emphasis from short-term profit maximization as the primary objective of corporations, towards a more sustainable business model where significant weight is given to a range of ESG factors such as the environment, employees, the supply chain and the wider community in which the business operates.

### **Importance & Implementation:**

Environmental Efforts: For a business to conduct itself in an ethical manner, it must respect the planet by limiting its impact on the environment as much as possible with feasible and genuine plans and actions. With the vast resources and influential reach of

businesses, they have the capacity to make a real difference in the promotion and practice of environmental awareness. LVMH launched the new environmental initiative LIFE 360 in April 2021 to forge a new alliance between nature and creativity by preserving biodiversity and the climate. The corporate also actively engages and motivates all stakeholders to implement environmentally friendly principles.

**Social Efforts:** Social issues such as working conditions, employee relations, diversity should be addressed to promote corporate values, grow publicity and even see growth in profits. Divided the social responsibilities into [four dimensions](#), LVMH is dedicated to respecting its employees' dignity, individuality, safety and well-being. The company also seeks to support talent development and is committed to a better society by executing ethical measures.

**Governance:** Corporate Governance is the system by which organizations are directed and managed. Strong and effective corporate governance helps to cultivate a company culture of integrity, leading to positive performance and a sustainable business overall. Inclusive and effective corporate governance is incorporated in LVMH's operation. For example, 64% of LVMH Group's executive and management positions are held by women and 42% of women in the top management roles.

**In Summary:**

ESG is a rapidly evolving area and in recent years it has moved up the corporate agenda and companies are under increasing pressure to improve their ESG performance during the pandemic. Given the importance of ESG, companies cannot afford simply to treat this as a window-dressing matter. Instead, they should be developing their specific and tailored ESG policies and procedures, along with incorporating them into the decision-making processes.



## Campaign Tagline

# Contributing to an Ethical Future

### COMPANY

- French multinational corporation and conglomerate;
- Specialize in luxury goods: the only group present in all five major sectors of the luxury market;
- Controls around 60 subsidiaries and each manages a small number of prestigious brands;
- Products excellence and creativity;
- Combination of carefully preserved heritage and a dynamic engagement with modernity;
- Retaining each subsidiary's unique identity and name;

Insight: World's largest luxury group pursuing excellence with creativity, craftsmanship and modernity.

### CONSUMER

- High-end products goers around the world;
- Luxury lifestyle;
- High income;

Insight: They care more about the subsidiaries of LVMH because they purchase products directly from them.

### CULTURE

- People are skeptical about putting together so many brands;
- Art de Vivre: people learn to enjoy life or the practice of it;
- Craftsmanship is appreciated;

Insight: People aren't certain about corporate owning luxury brands. The fine and exquisite lifestyle is liked.

### CATEGORY

- Most of the luxury brands functioned individually rather than operating under the umbrella of a conglomerate;
- LVMH created a new paradigm in the luxury goods industry;
- Competitors tried to imitate the success;

Insight: LVMH set the precedent of conglomerates in control of subsidiaries and businessmen started to follow the trend.

## **“Contributing to an Ethical Future” - A Commitment That Creates a Better Tomorrow**

LVMH's rolling out its new ESG campaign “Contributing to an Ethical Future” marks a new era to commit to the ethical responsibilities under the pandemic. The updated Environmental, Social and Governance plans will serve as guiding principles for the Group and the employees to follow and make a difference.

The environmental efforts facilitate the process of forging a new alliance between nature and creativity while the corporate social responsibility initiatives focus on reinforcing equality and justice. Additionally, the governance development will further address inclusivity and ethics.

LVMH has been demonstrating unfailing resolve, taking action with all the people of the Group to address a multitude of social, environmental and governance challenges, especially throughout the unprecedented pandemic. The Group maintained its business activities while carefully ensuring the safety and well-being of its employees, customers and other stakeholders.

The new environmental initiative LIFE 360 covers the full spectrum of ecosystem preservation with an emphasis on biodiversity and the climate. The Group is also dedicated to driving social change by dedicating itself to a better society with specific measures. Besides, inclusive and effective corporate governance is incorporated in the operation, having 64% of the Group's executive and management positions held by women, for instance.

LVMH is celebrating the 29th anniversary of its Environment Department and the Group reports its initiatives this year and achievements through a specific social responsibility report since 2011.

Creating a more ethical future is our joint effort. LVMH will keep implementing the commitment while inspiring the public to contribute to a better world. Visit <https://www.lvmh.com/group/> for more information.