



Press release

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LVMH AND KERING STRENGTHEN THE CHARTER FOR THE RESPECT AND PROTECTION OF MODELS

In 2017, Kering and LVMH joined forces to sign a first joint charter on models' working conditions, a major step forward for the profession, focusing in particular on their health and well-being. As the fight against gender-based and sexual violence, and issues of inclusion and protection of the youngest, are now more than ever at the heart of the challenges facing our societies, Kering and LVMH are today strengthening their joint commitments in favor of the respect and protection of models.

Among the developments, the choice to set the minimum age for models to represent adults in fashion shows or photo shoots at 18 – an extension of the commitment for Kering and an evolution of the minimum age set at 16 for LVMH in 2017.

It also sets a strict principle of zero tolerance for any form of harassment, abuse or violence, particularly gender-based or sexual. Specifically, Kering and LVMH are putting in place:

- Awareness-raising and training initiatives for brands, agencies and all teams involved in castings, fashion shows and photo shoots;
- Increased monitoring at every stage of collaboration with models, particularly during situations of nudity or partial nudity, which are now more tightly regulated — prior formal agreement, a dedicated space, and the impossibility of being left alone with a member of the production team;
- A strengthened reporting procedure, which can be activated at any point during the collaboration, guaranteeing anonymity and protection for witnesses;
- Unannounced checks and audits at workplaces.

The charter also reaffirms the principle of inclusion and non-discrimination: model selection processes must respect the diversity of talent, reflect an inclusive society, and take care not to convey stereotypes, while respecting the artistic freedom specific to each brand.

These strengthened rules will take effect starting with the next Paris Fashion Week in 2027, thereby complementing the framework in place since 2017.

"Through this initiative, LVMH reaffirms that the protection of models is not an isolated action but a commitment shared by all players in the industry — brands, agencies, casting directors and models themselves. The Group intends to help bring about lasting change in the practices of the fashion industry," said Antoine Arnault, Image and Environment, LVMH.

"In 2017, we wanted to help change the industry by setting new requirements together for the protection and well-being of models. Nearly ten years later, it is our responsibility to go further. This strengthened

charter reflects a simple conviction: the respect, safety and dignity of those who embody fashion are non-negotiable. By collectively raising our standards, we want to help bring about lasting change in the practices of the entire profession," said Marie-Claire Daveu, Chief Sustainability and Institutional Affairs Officer, Kering.

About LVMH

LVMH Moët Hennessy Louis Vuitton est présent dans les Vins & Spiritueux au travers notamment des Maisons Moët & Chandon, Dom Pérignon, Veuve Clicquot, Krug, Ruinart, Mercier, Château d'Yquem, Domaine des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Bodega Numanthia, Ao Yun, Château d'Esclans, Château Galoupet, Joseph Phelps et Château Minuty. Le secteur Mode & Maroquinerie inclut les marques Louis Vuitton, Christian Dior, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Berluti, Loro Piana, RIMOWA, Barton Perreira et Vuarnet. LVMH est présent dans le secteur des Parfums & Cosmétiques avec les marques Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfums Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna, Maison Francis Kurkdjian et Officine Universelle Buly. Le groupe d'activités Montres & Joaillerie est constitué des marques Bulgari, TAG Heuer, Tiffany & Co., Chaumet, Zenith, Fred, Hublot et l'Épée 1839. LVMH est également actif dans la distribution sélective ainsi que d'autres activités avec DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos-Le Parisien, Paris Match, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond et les hôtels Cheval Blanc.

About Kering

Kering is a global, family-led luxury group, home to people whose passion and expertise nurture creative Houses across couture and ready-to-wear, leather goods, jewelry, eyewear and beauty: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ginori 1735, as well as Kering Eyewear. Inspired by their creative heritage, Kering Houses design and craft exceptional products and experiences that reflect the Group's commitment to excellence, sustainability and culture. This vision is expressed in our signature: Creativity is our Legacy. In 2025, Kering employed 44,000 people and generated revenue of €14.7 billion.

LVMH

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