Beat: Vips

SECOURS POPULAIRE & LVMH SPOIL 350 UNDEPRIVILEGED WOMEN IN VERSAILLES

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USPA NEWS - The Secours populaire français organizes, on the occasion of International Women's Day, in partnership with LVMH and for the second consecutive year, the initiative “A Day for Self“, moments entirely dedicated to women in precarious situations around self-esteem, at the Chateau de Versailles. On this occasion, 350 women accompanied by the Secours populaire will be associated with this operation, which is being carried out in six cities in France. Each day will revolve around several highlights: a make-up session with the make-up artists of the LVMH group's Maisons to enhance their image; a photo session with professional photographers of which they will keep a print; a guided tour of a cultural place to discover new horizons and a wellness workshop on anchoring and the body. USPA, had the privilege to interview Henriette Sternberg Secretary Genera of Secours Populaire and, Antoine Arnault CEO of Berlutti and Chairman of Loro Piana, at LVMH. and Catherine Pegard President of Chateau de Versailles. We publish the exclusive interviews of Henriette Sternberg, Antoine Arnault and Catherine Pegard in the next article.

Interview of Antoine Arnault who is HEC Montreal and INSEAD graduate, He is the son of Bernard Arnault, owner of LVMH. He started at Louis Vuitton, in the advertising department, and created the "Core Values" campaign in 2012 featuring political figures (Mikhail Gorbatchev) professional athletes (Muhammad Ali, Zinedine Zidane,) and celebrities such as Sean Connery, Francis Ford Coppola and Keith Richards). Our Journalist sat and had a candid conversation with Antoine Arnault who had the courtesy to answer her questions about the partnership with Secours Popluaire for the « Self esteem day » for underprivileged women.

QUESTION USPA: WHERE DID THIS IDEA COME TO GATHER MORE THAN 300 WOMEN OF THE POPULAR RESCUE FOR A DAY FOR SELF AT THE CASTLE OF VERSAILLES?----------

ANSWER ANTOINE ARNAULT: LVMH has already been involved in this type of charity event for 20 years and we just used to talk less about it. But this action came from the idea that one day a friend of the group came to see me and explained to me that his grandmother had been very helped by Secours Populaire and that he thought there would be something to do together with them. But what ? We then thought of proposing to hundreds of women helped by Secours Populaire, that they forget their worries, for a day and be pampered, make up photographed by professionals and leave with the photo print to be massaged, while discovering this extraordinary place that is the castle of Versailles. That seemed to us a good idea. This will not change the daily lives of these women, but it will make it possible to forget their daily difficulties and to breathe in a day. So we launched this event last year, and we had a great success. Helping these women who are in precariousness with a day for her, was incredible even sometimes overwhelming, just to find this self-esteem had a positive impact, with this day and we renewed this angel. The Palace of Versailles and the Secours Populaire who know each other well because they have already taken action together, and this time we are super happy to be there, in this magnificent gallery gallery of battles at the Palace of Versailles.

QUESTION USPA: DO YOU THINK THAT KIND OF BENEFIT ACTION ACCESS CAN HAVE A SOCIAL IMPACT FOR WOMEN?----------

ANSWER ANTOINE ARNAULT: We do not pretend to change anything in their life, but it allows to reintegrate professionally, for example to go to a job interview in a more positive way and I see only positive in this operation. Even for us, the group, internally, here all the professionals, who are are all volunteers here today, in Versailles, and their list is longer than that of the beneficiaries! It ´s important for us, to do something good, and it's good to do good in society.

QUESTION USPA : WHY IS YOUR GROUP LVMH INVOLVED IN THE CAUSE OF DISABILITY SPONSORING THE ANNUAL EMPLOYMENT & PURCHASING & DISABILITY FAIR ?----------

ANSWER ANTOINE ARNAULT: We make decisions that make sense, so on the handicap side all our businesses, shops are accessible for people with reduced mobility, it is obvious for accessibility, even if a few years ago, this was not the case everywhere. We do not pretend to be perfect but when we are alerted and we know that it is not going in the right direction, and we rectify it immediately. This fair "Handicap Purchasing & Responsible Employment" which we renew every year, because our group is committed to disability but not only like many other subjects, such as inclusion, diversity. And as regards disability, we are also involved in the subject of innovation to include people with disabilities, as part of the Vivatech forum. And internally, our staff is being made aware of disability, through training to better welcome and include disabled recruits.

Interview of Henriette Steinberg who is the legendary secretary general of Secours Populaire, ire since forty six years (46). His tireless activity is still in progress. Secours Populaire Français at the end of its 37th congress is akin to "Solidarity as big as the world, universal today and tomorrow" which uses the slogan Planetary Solidarity, Hope and Commitment "and invites everyone to participate. take part with respect for the dignity of all, in concrete terms so that our planet allows all of its children to learn and build a more human world. Henriette Steinberg answered with the frank spoken which characterizes her to our journalist about her partnership with LVMH, in the line of actions and humanitarian works of Secours Populaire and in particular that today of which she is very proud and happy to relieve and re-boost the self esteem of underprivileged women.

INTERVIEW HENRIETTE STEINBERG, SECRETARY GENERAL DE SECOURS POPULAIRE

QUESTION USPA : HOW DID THE ADVENTURE START WITH WITH LVMH GROUP?----------

ANSWER HENRIETTE STEINBERG : It´s Antoine Arnault from LVMH who contacted us to organize an event together, so that one day we can benefit hundreds of women we follow, as part of a cultural day. It´s also a time when they´re taken care of, for them. What these people never do, in normal times, because they are "the mother of", "the sister of", "the daughter of", and are never "them", and fight every day for their children support their child. And LVMH wanted these women to let go of their daily lives and have a moment of support through makeup, makeover all those beauties they see in social networks and magazines and TV and never can be themselves, in beauty.----------

It is for these reasons that this idea seemed interesting to us and we said to ourselves, why not, and last year it took place in several places in France and it was a big success and it brought joy and feeling of strength and energy, enthusiasm. For some of these women, they did not even imagine that it was possible and even imaginable for others, so their daily life is hard for them and does not leave them time to take care of them.

USPA QUESTION: HOW WAS THE ADVENTURE WITH LVMH FOR?----------

ANSWER HENRIETTE STEINBERG: We were enthusiastic by the relationship between the world of LVMH and their professionals and the people of Secours Populaire was supported and therefore we have renewed this year with even more women and to be able to do so in these extraordinary Versailles chateau, all of this is magic. For some of them, (even if they live in the Paris region) have never come to Versailles and therefore, for them "Versailles" is associated with the Kings and this gives them this united and special idea, knowing that this day is dedicated for them, in Versailles, and the fact of being taken care of by great LVMH professionals, and for the shooting makes the outing even more exceptional for these underprivileged women. And this is good in the field of Secours Populaire and proves that we can act and breathe new life for others and we are in this process at Secours Populaire.

QUESTION USPA: THIS EVENT ONE DAY FOR YOU WOMEN COINCIDED WITH WOMEN'S DAY IS THIS A CHANCE?

ANSWER HENRIETTE STEINBERG: Yes, it is around March 8, International Women's Day, and around the idea that far can fight peacefully, even if it seems contradictory in the form of style, but in the real life is not a contradiction, because in fact it is eminently peaceful every day, but it is a battle. These people are not the victims of their destiny, they act, combative and do not have the means to meet their needs.

QUESTION USPA: THE IMPACT OF THIS "A DAY FOR YOU" EVENT WOMEN HAVE A POSITIVE IMPACT ON THE PSYCHOLOGICAL ASPECT OF THE BENEFICIARIES?----------

ANSWER HENRIETTE STEINBERG: Yes completely! It is not reconstruction but a new way of being, a real construction to regain ambition and act again and when we take good care of ourselves, we are in better shape to better face the difficulties of daily and wager battles.

QUESTION USPA: THE EVENT HAS TAKEN PLACE IN THE BATTLE GALLERY WHICH ACCORDING TO CATHERINE PEGARD THESE ARE ALL VCTORIOUS BATTLES, IS THIS A STRONG SYMBOL?----------

ANSWER HENRIETTE STEINBERG: Yes, it is all the stronger this symbolism allows us to win and together we can win together

QUESTION USPA: THE EVENT HAS TAKEN PLACE IN THE ISLE OF FRANCE, WOULD YOU LIKE IT TO MAKE IT NATIONAL?----------

ANSWER HENRIETTE STEINBERG: The 350 women we have invited today come from the Isle of Frank for reasons of proximity. There will be in other places in France, it is not yet known if it will be formal for all other cities, given the current situation of the Coronavirus epidemic. And Mr. Arnault has regardless of the circumstances, plans to repeat this event in the fall if we can not now, we have this common project and LVMH wants to renew the operation, and it is a winner for everyone. LVMH is a plaintiff and has taken care of everything here at the Chateau.

QUESTION USPA : THE SECOURS POPULAIRE (POPULAR RESCUE) CHOOSED THE EVENT AT THE VERSAILLES CASTLE THIS IS NOT YOUR FIRST OPERATION, WHY THIS PLACE?----------

ANSWER HENRIETTE STEINBERG: Secours Populaire considers that the Palace of Versailles is a very interesting place because it is not private it is a national domain it belongs to the public and those who are citizens, and we are in a particular place which has meaning and a few years ago, one of our leaders, moreover, made an initiative with a giant cake of kings, it was nice. Since there was a General Assembly of Secours Populaire at the Chateau de Versailles with the young people in Versailles for us it is a great place in the country and it makes sense as a witness to history and a heritage, not only material but also what belongs to the country therefore

everyone who lives in France here, belongs to him. And as Catherine Pegard, proposed to us to do something in continuity, one of the members who knows her well in Versailles, will consider us other new forms and ideas in the future, to boost our proteges of Secours Populaire, in order to make them feel stronger from this energy“¡/

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