

Beat: Vips

SECOURS POPULAIRE & LVMH SPOIL 350 UNDEPRIVILEGED WOMEN IN VERSAILLES

by A. ARNAULT C. PEGARD H. STEINBERG

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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 General 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

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.-----

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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