

LVMH switches gears from perfume to hand sanitizer production

LVMH

French luxury goods producer LVMH will use its perfume production lines to start making hand sanitizer at three of its factories for distribution to French hospitals. The firm took action to alleviate the strain on the French health care system as the COVID-19 outbreak continues. The factories normally produce perfume and makeup for luxury brands like Christian Dior and Givenchy.

"These gels will be delivered free of charge to the health authorities," LVMH announced on Sunday.

The production of the hydroalcoholic gels started today as Governments across the world are urging manufacturers to help make products that are in shortage during this global pandemic.

"LVMH will continue to honour this commitment for as long as necessary, in connection with the French health authorities," the company said.

The French luxury conglomerate also owns well-known brands such as champagne maker Moët & Chandon, watchmaker Tag Heuer and jeweller Bulgari.