

Beat: Vips

## **LVMH & SECOURS POPULAIRE CELEBRATE INTERNATIONAL WOMEN DAY AT VERSAILLE CASTLE**

### **700 UNDEPRIVILEGED WOMEN WITH A. ARNAUD**

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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.

From March 6 to 31, 700 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.

Friday March 6, the Palace of Versailles will host, from 9 a.m. to 6 p.m., this first Day for oneself where more than 400 women from all over Ile-de-France are expected to share this moment together and visit, in a privileged way, the Large Queen's Apartment. Catherine Pégard, President of the Palace of Versailles, Antoine Arnault, Communication and Image of the LVMH group and Henriette Steinberg, Secretary General of the Secours populaire français will be present to discuss with the women.

**A DAY FOR YOU FOR 700 WOMEN UNDERPRIVILEGED** ----- It is gonna be a special day for the 700 women in difficulty, also called « A Day for You» launched by The Secours populaire français who 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.

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- Friday March 6, the Palace of Versailles will host, from 9h to 18h, this first Day for oneself where more than 400 women from all over Ile-de-France are expected to share this moment together and visit, in a privileged way, the Queen's Grand Apartment. Catherine Pégard, President of the Palace of Versailles, Antoine Arnault, Communication and Image of the LVMH group and Henriette Steinberg, Secretary General of the Secours populaire français will be present to discuss with the women.

- Monday March 9, in Cognac, at the Châteaux de Bagnole of the Maison Hennessy.

- Thursday March 12, in Lyon, at the Musée des Confluences.

- Monday, March 16, in Angers, at the National Estate of the Châteaux d'Angers.

- Friday March 20, in Grasse, at the Scented Fountains.

- Tuesday March 31, in Lens, at the Louvre-Lens.

In 2019, for the first edition, 400 women had participated in "A Day for themselves" at the national level, giving rise in particular to the publication of a book gathering portraits and testimonies of the participants published in Editions Alternatives (Gallimard) in last October. In the corridors of the various places invested in 2019, several women spontaneously shared their testimonies on what brings them this day-long parenthesis: "Today, we are the queens! "If I am good with myself, I am good with my children. "It gave me strength to take care of myself." » "This parenthesis allowed 400 women to regain self-confidence and move forward. When they left they were different. They felt important, women and beautiful. This is why it seemed important to us to repeat this operation. Houria Tareb, National Secretary of the Secours populaire.

"With this second edition, we mark the continuity of our commitment in favor of women in precarious situations. We have seen how this day, which restores a part of self-confidence, can be a source of energy. Antoine Arnault, LVMH. Source : Secours Populaire.

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