



Online Article

Louis Vuitton to Make Emergency Hand Sanitizer -

As with many countries, France is experiencing a shortage of hand sanitizer. To help combat this, the luxury goods maker Louis Vuitton (LVMH) will start making sanitizer to help fight the COVID-19 virus. The company will repurpose its perfume production lines to start making anti-viral products. A spokesperson said the company wants to help tackle the shortage of sanitizer across France. He announced: "LVMH will use the production lines of its perfume and cosmetic brands to produce large quantities of alcoholic gels. These gels will be delivered free of charge to health authorities." He added: "LVMH will continue to honor this commitment for as long as necessary, in connection with the French health authorities."

LVMH is a luxury goods conglomerate that owns well-known brands such as champagne maker Moët & Chandon, watchmaker Tag Heuer and jeweller Bulgari. Its factories manufacture perfume and makeup for brands like Christian Dior and Givenchy. In a warlike effort, they will change production to help France's health system. More commercial companies could start helping out in the fight against the coronavirus. The UK government has asked the car and jet-engine maker Rolls Royce to start making ventilators. These are urgently required to help people hospitalized with the virus breathe. The UK's health service has a huge shortage of ventilators and is readying itself for more people to contract the virus.

Sources

- <https://www.vogue.com/article/lvmh-to-produce-hand-sanitizer-coronavirus>
- <https://edition.cnn.com/2020/03/15/business/coronavirus-lvmh-dior-hand-sanitizer-trnd/index.html>
- <https://www.bbc.com/news/business-51868756>

Activity: What can these companies do to help in the COVID-10 crisis? How will this help?

	What Can They Do?	How Will This Help?
McDonald's		
Apple		
Google		
Disney		
Toyota		
Asahi		

Vocabularies:

1. Conglomerate - A large corporation formed by the merging of separate and diverse firms.
2. Commitment - Keep a promise or obligation or keep to an agreement.
3. Warlike - Of plans, preparations, or munitions directed toward or prepared for war.
4. Repurpose - Adapt for use in a different purpose.