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Louis Vuitton to make emergency hand sanitiser – 18th March, 2020

Level 4

France has a shortage of hand sanitiser. The luxury goods maker Louis Vuitton (LVMH) is using its perfume production lines to make sanitiser. The company wants to tackle the shortage. It announced: "LVMH will use the production lines of its perfume...brands to produce large quantities of alcoholic gels. These gels will be delivered free of charge to health authorities." It added: "LVMH will continue to honour this commitment for as long as necessary."

LVMH owns well-known brands such as Moët & Chandon, Tag Heuer and Bulgari. It makes perfume for Dior and Givenchy. In a warlike effort, it will change production to help France's health system. More companies could help fight against the coronavirus. The UK has asked carmaker Rolls Royce to make ventilators. These are urgently required to help people breathe. The UK's health service has a huge shortage of them.

Level 5

France is experiencing a shortage of hand sanitiser. To help this, the luxury goods maker Louis Vuitton (LVMH) will start making it to help fight COVID-19. It will use its perfume production lines to start making sanitiser. The company wants to help tackle the shortage. It 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." It added: "LVMH will continue to honour this commitment for as long as necessary, in connection with the French health authorities."

LVMH owns well-known brands such as champagne maker Moët & Chandon, watchmaker Tag Heuer and jeweller Bulgari. It manufactures perfume for brands like Christian Dior and Givenchy. In a warlike effort, it will change production to help France's health system. More commercial companies could help in the fight against the coronavirus. The UK government has asked the car maker Rolls Royce to make ventilators. These are urgently required to help people breathe. The UK's health service has a huge shortage of ventilators. It is preparing for more people to contract the virus.

Level 6

As with many countries, France is experiencing a shortage of hand sanitiser. To help combat this, the luxury goods maker Louis Vuitton (LVMH) will start making sanitiser 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 sanitiser 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 honour 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 hospitalised 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.