

Van Cleef & Arpels

# DISCOVERING JEWELRY PROFESSIONS

*de Mains en mains*

by *Van Cleef & Arpels*



**PRESS RELEASE**

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## « *de Mains en mains* »

### PROMOTING THE TRANSMISSION OF JEWELRY SAVOIR-FAIRE FOR THE FOURTH YEAR



A Living Heritage company with a long-standing commitment to the transmission of savoir-faire, Van Cleef & Arpels is organizing the fourth edition of “*de Mains en mains*” (“from Hands to hands”). The goal of this program is to introduce both young people and adults making a career change to the jewelry professions, and to show them how to access these career paths. It operates through the mentorship of middle and high school students as well as an event open to the public, which will be held from November 23rd to December 1st, 2024, in Lyon and, for the first time, in Clermont-Ferrand from February 12th to 16th, 2025.

“ ‘*de Mains en mains*’ seeks to open the doors of the often-mysterious world of jewelry to young people. The program also aims to boost students’ self-confidence by broadening the ‘realm of possibilities’ available to them. ”

Hugues de Pins, Director of Human Resources of Van Cleef & Arpels

## MENTORSHIP FOUNDED ON DIALOGUE WITH MIDDLE AND HIGH SCHOOL STUDENTS

For centuries France’s jewelry-making tradition has shone throughout the world. Although the sector is known as being an important source of job creation, its various types of expertise remain little-known, particularly among younger people. To resolve this discrepancy, Van Cleef & Arpels partnered with the French Ministry of National Education in 2021 to create “*de Mains en mains*,” designed for middle and high school students in Lyon. This year, five classes of seventh graders from Gilbert Dru Middle School, a class of ninth graders from Sainte Jeanne d’Arc, and four classes of tenth graders from the *parcours Avenir*<sup>1</sup> will take part in the program.

The mentorship runs throughout the school year. Beginning in October, experts from the Maison and L’ÉCOLE, School of Jewelry Arts will visit partner facilities. Co-created with teachers, these in-class presentations link professions and savoir-faire to the school curriculum. Gemstones, for example, are studied in Physics/Chemistry classes under the guidance of a gemologist; the history of jewelry in the Middle Ages is discussed in History/Geography classes with an art specialist; and workshops introducing the practice of jewelry design are organized in Fine Arts classes.

Students are thus prepared for the *Parcours Métiers* (Professional Pathways), a key part of the program held annually in November in Lyon—where one of the Maison’s jewelry workshops is located—and for the first time, in 2025, in Clermont-Ferrand. They take part in a week-long exchange with artisans from the Van Cleef & Arpels Workshops. The craftsmen will share their training and day-to-day experience, and will explain the various stages involved in creating a piece (design, *gouaché*, stone selection and cutting, jewelry-making, setting, or polishing). Students also gain hands-on experience at the workbench. The Human Resources team is present to provide information on the various training opportunities available in the field.

In February and March, the *Atelier de la langue française* association will coach the students in the art of oration to develop their public speaking skills.

They will then share their experience in front of their families, their teachers, the *académie de Lyon*, and Van Cleef & Arpels representatives in May.

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<sup>1</sup>The *parcours Avenir* is an individual program for learning, orientation, and discovery created by the Minister of National Education and Youth to help every student understand the economic and professional world, get to know the diversity of available careers and job training opportunities, develop their sense of engagement and initiative, and plan their own academic and professional path.

Source: [www.education.gouv.fr](http://www.education.gouv.fr)

## AN EVENT TO SHOWCASE THE JEWELRY PROFESSIONS

“*de Mains en mains*” also includes an event open to the public, held at the InterContinental Lyon – Hotel Dieu from November 23rd to December 1st, 2024 before moving to the Comédie de Clermont-Ferrand from February 12th to February 16th, 2025. Both of these cities boast a dynamic jewelry ecosystem and a vast employment market.

### *Parcours Métiers*



On weekends, the general public will be able to watch experts at work during demonstrations, on a set resembling the inside of a workshop. An orientation area will also hold training courses and present career opportunities offered by various jewelry companies.

A unique exhibition:  
*Discovering jewelry with Van Cleef & Arpels*



*Discovering jewelry with Van Cleef & Arpels 2022 exhibition*

Open to the general public for the duration of the event and commented on by Maison collaborators, the *Discovering jewelry with Van Cleef & Arpels* exhibition pays tribute to savoir-faire. Patrimonial and contemporary creations – some made by the Maison's Workshops in Lyon – will be showcased to illustrate the inventiveness and ingenuity of Van Cleef & Arpels since its foundation.

A series of photographs will highlight the gestures of the Maison's craftsmen and their relationship with their tools.

At the same time, the podcasts “*de Mains en mains*”, and “*La Voix des Bijoux*” produced by L'ÉCOLE, School of Jewelry Arts will be broadcasted in an immersive room.

## Conferences, courses, workshops, and books by L'ÉCOLE, School of Jewelry Arts



Founded in 2012 with the support of Van Cleef & Arpels, L'ÉCOLE, School of Jewelry Arts has as its mission to disseminate jewelry culture to the widest possible audience through a variety of activities: initiation courses, exhibitions, books, videos, podcasts, as well as online and in-person conferences.

L'ÉCOLE, School of Jewelry Arts will travel to Lyon and Clermont-Ferrand to offer its programs to the general public. What's more, on Wednesdays and weekends, children and teenagers can take their first steps in gemology by making a treasure chest or creating a piece of jewelry.

«*Histoires de métiers*» conferences, held by L'ÉCOLE, School of Jewelry Arts professors, will also be organized. Free and accessible to all, they will showcase itineraries and professions essential to the creative process.

New this year: two talks will be given during the week. One will be dedicated to the art of polishing, and the other to the art of enamel.

Finally, L'Escarboucle, L'ÉCOLE, School of Jewelry Arts bookstore, will show a selection of works dedicated to the world of jewelry.

## Roundtable discussions on career guidance and training



A first round table will be co-led by members of a jewelry school and of the Human Resources team of Van Cleef & Arpels, addressing the topic of educational guidance after secondary education. A second round table will be held for working people looking to enter the jewelry sector, and led by representatives of the Maison accompanied by staff from *France Travail* and *Transitions Pro*, an organization specializing in professional reorientation services. These workshops will end with Q&A sessions.

### **Practical information**

The event will take place at:

- The InterContinental Lyon - Hotel Dieu from November 23rd to December 1st, 2024,
- The Comédie de Clermont-Ferrand from February 12th to February 16th, 2025.

Weekday courses and conferences by L'ÉCOLE, School of Jewelry Arts will have reduced rates for students and jobseekers, upon presentation of proof.

>> **For programs and practical information, visit:**  
[www.demainsenmains.vancleefarpels.com](http://www.demainsenmains.vancleefarpels.com)



## GROWING INTEREST

Since its launch in 2021, “*de Mains en mains*” has been reaching ever-growing audiences. The program also brings together institutional and associative partners committed to giving young people access to the jewelry professions, and to helping support adults during their career transition.

### Key figures:

- 900 student participants since 2021,
- 15,000 visitors since 2021, including 7,800 in 2023,
- 17 associative and institutional partners working alongside Van Cleef & Arpels since 2021,
- 180 employees of the Maison involved in the project in 2023.

### Testimonials:

“

I was very pleased to experience the *Parcours Métiers*. What I liked most was polishing. This savoir-faire seemed like something that I could do. I was very proud to be the first in my group to finish my piece. After the visit, I came up with a list of jobs I'd like to do in the future: journalist, archaeologist, and... jeweler!

”

*Kevin, fifth grader, during the 2022 session.*

“

I discovered Van Cleef & Arpels at a ‘de Mains en mains’ event in Lyon in 2022, which I attended with my school, SEPR. The values, savoir-faire, and wonderful pieces presented by the Maison made me want to join them. My dream has come true, as I have since joined the ‘*pépinière*’ (plant nursery)—a four- to twelve- month training course offered by Van Cleef & Arpels—as a jeweler. I'm happy to go to work every day. ”

*Pauline, jeweler at Van Cleef & Arpels Jewelry Workshops in Lyon.*

“

‘de Mains en mains’ allows us to share our savoir-faire with young people. More than just demonstrations, we transform them, for the duration of a workshop, into gem-setters, jewelers, polishers, designers... so they can discover the different stages involved in making a piece of jewelry. It's great to see that the students enjoy the experience...and tell us so. ”

*Mathéo, gem-setter at the Van Cleef & Arpels Jewelry Workshops in Lyon.*

## PROGRAM PARTNERS



Driven by a passion for the French language, *Atelier de la langue française* is committed to promoting universal access to culture by encouraging transmission and sharing through a variety of events including the “*Journées de l’Éloquence*,” the “*Grande Finale d’Éloquence*”—France’s leading oratory competition—as well as educational activities in secondary education to raise awareness of the persuasive power of speech. The association is in charge of providing public speaking lessons to students participating in the *Parcours Métiers*, in preparation for a specific forum where they will paint a verbal picture of their experience before their peers, teachers and members of the Van Cleef & Arpels teams.



*Bleu* Network champions the cause of autism awareness and works to improve the lives of people with autism by promoting professional inclusion. The network provides multi-disciplinary follow-up for people with autism from childhood through to adulthood.

# COMITÉ COLBERT

Depuis 1954

*Comité Colbert* is an association bringing together 95 French luxury maisons and 18 cultural institutions. Its missions include promoting and ensuring a bright future for prime luxury professions. Each year, this institution provides special training in the specificities of the luxury sector for 24 student designers from the *École Nationale Supérieure des Arts Appliqués et Métiers d'Art* (ENSAAMA). As part of this initiative, two students were tasked with developing a graphic identity project for Van Cleef & Arpels' "*de Mains en mains*" program.



The number-one player in the French job market, *France Travail* is committed to helping job-seekers return to work, while providing companies with solutions tailored to their recruitment needs.



The *Auvergne-Rhône-Alpes* region, together with the *Auvergne-Rhône-Alpes Orientation*, contributes to integrating Van Cleef & Arpels within the region. The *Auvergne-Rhône-Alpes Orientation* association brings together organizations active in the fields of career counseling, occupational advocacy and training, as well as economic players, local and national institutions and consular networks, with the overarching goal of providing coordinated information on academic and professional orientation.



Established in 2012 with the support of Van Cleef & Arpels, L'ÉCOLE, School of Jewelry Arts aims to introduce the public to all aspects of jewelry culture. It is an initiation school, open to everyone—complete beginners as well as enlightened amateurs, collectors and those with a curiosity for the world of jewelry.

L'ÉCOLE offers courses in three major fields: the history of jewelry, the world of gemstones and the *savoir-faire* of jewelry-making techniques, taught by art historians, gemologists, jewelers and artisans. The classes are all practice-based and the students experiment with gestures, skills and tools, guided by their lecturers. It also offers other activities: exhibitions, books, videos, podcasts as well as in-person and online talks. Creative workshops were also created for children and teenagers. L'ÉCOLE now has five permanent addresses: two in Paris, one in Hong Kong, one in Shanghai and one in Dubai.

Moreover, since its inception, L'ÉCOLE regularly travels abroad, in Europe, America, Asia and the Middle East, for talks, exhibitions or travelling course programs that can last one to three weeks. L'ÉCOLE, School of Jewelry Arts therefore contributes to the promotion and visibility of jewelry culture on an international scale.



Created in 1998, *Sport dans la Ville* is France's leading association for integration through sports. The association first sets up and supervises sports centers in priority areas identified by municipal policies. It then implements programs focused on employment to help each beneficiary access training, find a job, or start a business.

## Télémaque

Founded in 2005, *Télémaque* is dedicated to revitalizing social mobility as of junior high school. The association implements twofold “academic-professional” mentoring programs to support enthusiastic and motivated students from underprivileged areas.



*Transitions Pro*, formerly known as *Fongecif*, is a nationwide network of 18 structures entirely dedicated to professional retraining projects, coordinated by the national joint association *Certif Pro*. Active throughout France, *Transitions Pro* associations are the sole organizations accredited to finance professional retraining for private-sector employees.



The *Union Française de la Bijouterie, Joaillerie, Orfèvrerie, des Pierres & des Perles* (UFBJOP) is a trade union representing all jewelry industry players in their dealings with public authorities. UFBJOP also provides members with legal and labor-related information (circulars, news, meetings, conferences, etc.). Heir to a time-honored history dating back to the 13th century, UFBJOP stands out as a unique interface where professionals' concerns, market needs and sector-wide strategies for the future come together. It has become the primary contact for the profession as a whole.



Created in 2015, *ViensVoirMonTaf* helps 9th grade students in priority education areas by giving them the means to create an initial professional network. This form of support is instrumental in securing internships in line with their professional aspirations.



In partnership with Van Cleef & Arpels, four schools dedicated to jewelry professions—the *Haute École de Joaillerie de Paris et Lyon*, the SEPR in Lyon, the *Lycée des Métiers d'Art de la Bijouterie-Joaillerie Amblard* in Valence and the LPO Rempart-SEP Vinci vocational high school in Marseille—work directly with *Parcours Métiers* participants. These institutions offer a variety of training opportunities: the *Haute École de Joaillerie de Paris et Lyon* features programs ranging from initial vocational training (CAP) to MBAs, while the schools in Lyon and Valence offer programs ranging from the CAP to the *Diplôme National des Métiers d'Art et du Design* (DNMADE). Participants also receive information about the Jewelry program at the LPO Rempart-SEP Vinci vocational high school in Marseille. These four institutions alternate to welcome the general public, and some of them also host round table discussions and respond to participants' questions.

Other institutions such as the Saumur Jewelry Institute and the Fernand Forest Professional High School will be presented to participants upon their arrival at the *Parcours Métiers* seminars, or when logging on to the event website in the form of a map of France indicating the various training programs available in the fields of jewelry, design and gemology.

Further details of the  
program at the following address:  
<https://demaisenmains.vancleefarpels.com>



*#VCAdeMaisenmains #VCAsavoirfaire*  
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