



Bernard Arnault

HUMANITARIAN

● Back in January—those early days when coronavirus seemed a contained issue—Bernard Arnault, the chairman and CEO of LVMH, had his company donate \$2.2 million to China’s relief efforts. Arnault recognized early on that the coronavirus’s ramifications would be felt round the world.

LVMH, the biggest of the luxury conglomerates, is poised to take a significant hit from the pandemic; according to the Bloomberg Billionaires Index, Arnault has lost more money than any other individual during this period (at press time, his personal net worth had dropped by more than \$30 billion this year). Yet Arnault has shown remarkable grace over the last sev-

eral months: Instead of fighting to get businesses back up and running, he has fought to stop the spread. Within days of Covid-19 being declared a pandemic, he put LVMH’s muscle into aiding the French government and hospitals with their response: pivoting perfume and cosmetics factories to produce hand sanitizer, tapping suppliers in China to purchase 40 million masks and 261 ventilators, repurposing clothing workshops to make medical gowns and nonsurgical masks. And that’s just the efforts in his native France.

Arnault has proven that the agility and foresight that made him a titan of business also make him a titan of altruism.



Louisa Guinness Gallery

CUFF LINKS

● “Some people would like a Picasso on their wall. Others prefer to wear one,” says Louisa Guinness, whose London gallery is a mecca for artist-designed jewels by the likes of Calder and Lalanne. It’s also a trove for discerning gents: Guinness commissions cuff links from the numerous contemporary artists she represents, offering an array of one-of-a-kind

and limited-edition works in miniature. Peter Blake’s playful watercolors are set beneath a micro watch crystal and framed in 18-karat gold. Anish Kapoor’s mesmerizing mirrored forms are scaled down and rendered in precious metal (a process that took three years to perfect). Flashing your art collection on your cuff is the sign of a true connoisseur. About \$7,920, louisaguinnessgallery.com