

Bernard Arnault is one of the most successful people in the world. He is the founder of the LVMH and the number one producer of luxury things. There will be a short story of his success.

French billionaire was born in 1949 in the family of successful businessman. His father owned the construction company. Young Bernard was prepared for the family business from childhood: his grandfather took him to the building site to teach him how important hard work is. That is when the entrepreneurial spirit was born in him. He graduated from Polytechnic School in 1971 and became Bachelor of Arts/Science then he joined the family business. In 4 years Bernard became the head of father's company, but he dreamed of great success. This is why he moved to USA in 1981. He trained in three years to do business in an American way - aggressive and dynamic. Then he returned to France. His first big purchase was buying the "Christian Dior". "Christian Dior" became the first luxury manufacturer in the Arno's investment portfolio, and served as the foundation for the construction of a fashionable empire. His best purchase was Louis Vuitton, bought in 1988. This brand brings the largest sales volume in the group - almost a quarter. It is a phenomenal amount of money. LVMH (Louis Vuitton Moët Hennessy) - the number one producer of luxury things at the moment. Of course, this is all thanks to Bernard Arnault. Working day of the billionaire starts at half past six. There are so many morning duties such as reading news about fashion, texting messages for his relatives and so on. "He is working 24 hours per a day", says his daughter. Arnault uses half-hour breaks in his work schedule to play the piano. On Saturdays, the billionaire goes to retail stores to give his employees important instructions.

Although Arnault did not invent new brands, but only bought them, he gave them a new life and was very successful in this business. Bernard Arnault is sure that he sells not only products but also emotions to his clients. "We create desire and happiness - this is our business", said Bernard.

Successful qualities

1. Purposefulness
2. Ambitiousness
3. Rationality
4. Economy
5. Aggressiveness (in business)
6. Determination
7. Hard work
8. Management and economic talent
9. Creative passion
10. Discipline
11. Love of work