

EVENTS/CAUSES

LVMH supports tech startups through Parisian event placement

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Image courtesy of LVMH

By STAFF REPORTS

French conglomerate Mot Hennessy Louis Vuitton is actively participating in the digital revolution through a partnership with the event Viva Technology Paris.

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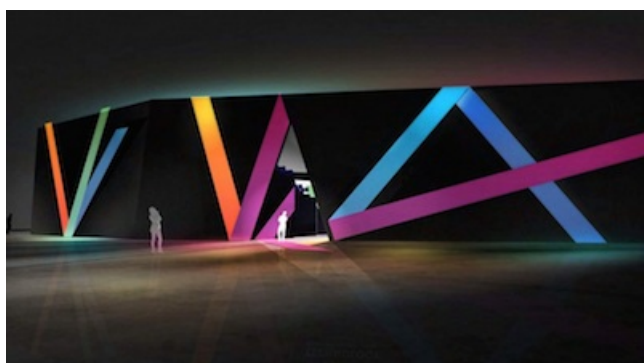
Being held from June 30 until July 2, Viva Technology Paris will create a platform for startups to meet with potential investors, business executives and thought leaders. LVMH's placement at the event, co-organized by LVMH-owned Groupe Les Echos and Publicis Groupe, will enable it to engage with and support those at the forefront of technological innovation.

Coming together

A total of 5,000 startups will be participating in Viva Technology Paris. About 30,000 total attendees are expected to take part in the digital activities planned.

There will be a Hack space, in which up to 1,000 startups can engage with 20 brands in various sectors. An Imagine area will host a conference centered on the theme "Technology and Companies: the new deal' for our society."

Attendees can also take a walk through the Hall of Tech, where innovative companies will demonstrate their latest creations.



Rendering of Viva Technology Paris venue

At the event, LVMH will be hosting a Lab catering to the luxury sector. Within the 5,382-square-foot space, 50 startups

will showcase solutions for the luxury industry, whether they address fashion and leather goods, wine and spirits, perfumes and beauty, watches and jewelry or retail.

"The luxury industry is at a strategic juncture with respect to digital technologies, and an essential part of this transformation is recognizing the importance of entrepreneurial initiative, which has always been a core value at LVMH," said Ian Rogers, LVMH Group chief digital officer. "We're very proud to be associated with Viva Technology Paris to help showcase the best startups in the luxury industry today, the creative young enterprises that will nourish the future of luxury."

French apparel and accessories house Louis Vuitton is looking to alter luxury's relationship with the technology world through an industry-first hackathon.

Held on September 25, "Unlocking the Future of Luxury" brought together 58 developers, who were asked to work in teams for 48 hours to create an application that would enable the brand to better understand its consumers and where the luxury industry is headed. Seeking this outside input and expertise may help Louis Vuitton innovate within its company, as well as give data engineers an inside look at the company ([see story](#)).

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