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LVMH makes plans for multi-brand ecommerce site public

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Inside Le Bon Marché, the inspiration for 24 Svres

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton has confirmed months-long rumors of its creation of a multi-brand flagship.

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According to a report from Reuters, the new venture is inspired by LVMH-owned department store Le Bon Marché, taking its name 24 Svres from the retailer's Rue de Svres address as well as its loyalty program. Along with creating a centralized place to shop LVMH labels such as Dior and Fendi, the digital store will also stock competitors' merchandise, more closely echoing the model of LVMH's bricks-and-mortar retailing arm.

Selling online

In 2015, LVMH hired former Apple executive Ian Rogers as its chief digital officer ([see story](#)). Now, the group is making a multi-million dollar investment in digital through this online selling platform.

Compared to some of its peers, LVMH's stable of brands have been allowed to dictate their own digital footprint, however big or small they would like it to be. While labels such as Emilio Pucci and Marc Jacobs were early ecommerce adopters, Celine does not sell online, and only recently joined social media.



Image source Marc Jacobs

The new venture, launching in more than 70 markets on June 6, will carry fashion, cosmetics and luggage from a total of around 150 labels, with about 20 of these brands coming from inside the LVMH group. This platform is meant to compliment rather than replace the houses' own ecommerce platforms, accomplishing this through its selection.

Further reflecting the inspiration of Le Bon Marché, Mr. Rogers told Reuters the edit will skew Parisian.

Extending this platform beyond solely LVMH brands makes this newcomer more of a threat to existing ecommerce businesses such as Net-A-Porter, Farfetch and MatchesFashion, all of which retail a number of the LVMH labels ([see story](#)).

In 2016, ecommerce sales accounted for about 5 percent of LVMH's total revenues. Overall in the luxury industry, ecommerce makes up about 7 percent of sales, with projections from Boston Consulting Group expecting online's portion of luxury purchases to be 12 percent by 2020.

Additionally, Euromonitor research found that in all regions, ecommerce is growing at a faster rate than total sales ([see story](#)).

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