

RETAIL

LVMH's 24 Svres takes Parisian shopping global

June 6, 2017



24 Svres takes inspiration from Le Bon March. Image credit: 24 Svres

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton's multi-brand ecommerce platform is launching with 21st century customer service.

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Shoppers who browse 24 Svres' selection from the ecommerce store's iOS app will have access to stylists in Paris via video conference, while consumers will also have access to help via a Facebook messenger bot. Officially launched on June 6, this ecommerce destination arrives as digital luxury sales are growing faster than the overall market.

Grand opening

LVMH's 24 Svres takes its name from Le Bon March's address in Paris. The LVMH-owned omnichannel retailer established in 1852 has been incorporated into the new platform, with its former Web site redirecting to the 24 Svres address.

Among the more than 150 women's wear labels carried by 24 Svres at launch are LVMH houses such as Louis Vuitton and Dior as well as Valentino, Balenciaga and Ferragamo.

To celebrate the launch, 24 Svres collaborated with 68 brands from Paris and beyond, creating a capsule of 77 items that are both limited-edition and exclusive to the platform. Labels such as Loewe and Marni recreated iconic pieces from their archives, many with the help of artists or other creative figures.

At launch, the Web site homepage features a "virtual windows," Cinemagraphs of women standing outside of a display that can be rotated to further immerse the viewer in the scene.



24 Svres

"We felt it was time to take our expertise in visual merchandising, which our maisons have long brought to their stores, and transform it online," said Ian Rogers, chief digital officer of LVMH, in a statement.

Further attempting to replicate the luxury experience online, the platform makes personal shoppers readily available through technology. Whether engaging with a chatbot or corresponding with a stylist via video chat, the retailer aims to provide a piece of the Paris department store to consumers around the globe.

 Home (9) Typically replies instantly

Manage

Bonjour from Paris!

I'm your style bot, and I will be your Parisian fashion guide today

Let's speak in...

English

Got that!

You're mere clicks away from a bespoke style recommendation from one of 24 Sèvres' very own (human!) experts.

Let's get started, where in the world are you right now?

1:28 PM

Elsewhere

Pas de problème, Paris is ultimately a state of mind. C'est parti!

 Type a message...

24 Svres' chatbot offers assistance in French and English

The ecommerce site delivers to more than 75 countries. For those closer to Paris, shoppers can also take advantage of a click-and-collect service from Le Bon Marché.

This latest launch from LVMH is seen as a competitor to pure-play ecommerce sites including Yoox Net-A-Porter, MatchesFashion and Farfetch ([see story](#)).

While Net-A-Porter and Yoox were early adopters of ecommerce around the turn of the 21st century, the recently merged entities are facing newer competitors in the online space.

With ecommerce growing by about 15 percent per year, the group's CEO Federico Marchetti noted at the FT Business of Luxury Summit that there is room for multiple players in the space ([see story](#)).

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