

SOFTWARE AND TECHNOLOGY

LVMH Innovation Award winner leverages AI to forecast consumer trends

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Virtual reality at LVMH's Luxury Lab during Viva Technology in 2016. Image credit: LVMH

By STAFF REPORTS

Luxury goods conglomerate Mot Hennessy Louis Vuitton has awarded French startup Heuritech with the inaugural LVMH Innovation Award.

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Leading up to Paris' Viva Technology June 15-17, LVMH named 32 finalists from more than 500 submissions for its first-ever Innovation Award. The French conglomerate launched the award to help move the luxury industry forward by financially supporting young companies.

Inaugurating innovation

The LVMH Innovation Prize is designed to open doors for startups, allowing the winner to break into the luxury industry through meeting with the conglomerate's houses and other potential collaborators.

While attending Viva Technology, the 32 finalists exhibited their solutions and pitched their business models at the LVMH Luxury Lab ([see story](#)).

Of the finalists, LVMH selected Heuritech as the winner of the inaugural LVMH Innovation Prize.



The Heuritech team pose with LVMH chairman Bernard Arnault at Viva Technology. Image credit: LVMH

Founded in 2013, Heuritech leverages artificial intelligence to detect trends online. Heuritech's technology understands consumer tastes, which can be useful for online retailers working to push appropriate product and content on their sites.

Per WWD, Heuritech currently has a contract with Louis Vuitton and assists the LVMH flagship brand in understanding consumer tastes beyond tallying the use of brand-related hashtags.

[.@Heuritechdata](#) is the LVMH Innovation Award Winner!

Find out more about the startup with [@iancr](#) (CDO, LVMH). [#VivaTech](#) [#LVMHtech](#)
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