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LVMH signs 5-year digital deal with AT&T

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The deal continues the two companies' 13-year relationship. Image credit: LVMH

By STAFF REPORTS

French group LVMH has signed a five-year deal with ISP AT&T to create cutting edge technology for luxury retail.

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Across LVMH's many brands and maisons, AT&T will help provide technology and infrastructure to improve the in-store shopping experience. This deal is a continuation of a longstanding partnership between the two companies.

"We're honored to work with LVMH," said John Vladimir Slamecka, AT&T region president for Europe, the Middle East and Africa, in a statement. "And we're already on track to meet the call for a technology refresh.

"We're showing how our edge-to-edge capabilities, from the core of their network to the edge of it, are helping our customers thrive in an evolving digital landscape."

Omnichannel innovation

For the past 13 years, LVMH and AT&T have worked together on in-store retail technology, allowing the luxury group to create innovative new digital experiences for its customers when they shop in-store.

The main thing the two have worked on is improving in-store networks, giving both customers and employees better access to digital and online tools.

For example, LVMH employees can use AT&T tools to work through a single point of contact, giving them easier access to online tools used for checking inventories, looking up products and checking out customers.



AT&T's tools will help LVMH expand in new markets. Image credit: LVMH

Cloud computing and improved Internet connections are part of the new five-year deal, which will help LVMH expand into developing markets in Asia, Africa and the Middle East that may not have as developed Internet infrastructures as other regions of the world.

LVMH's partnership with AT&T is not the only innovative new project the conglomerate has taken on recently. Earlier this year, LVMH created a new accelerator program focused on supporting innovators in the luxury world at Station F, a large startup campus in Paris.

Called La Maison de Startups, the program will focus on fostering innovative new startups in the industry while also allowing those startups to communicate and work with LVMH's brands. The program will welcome 50 startups over the course of two years in six-month terms ([see story](#)).

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