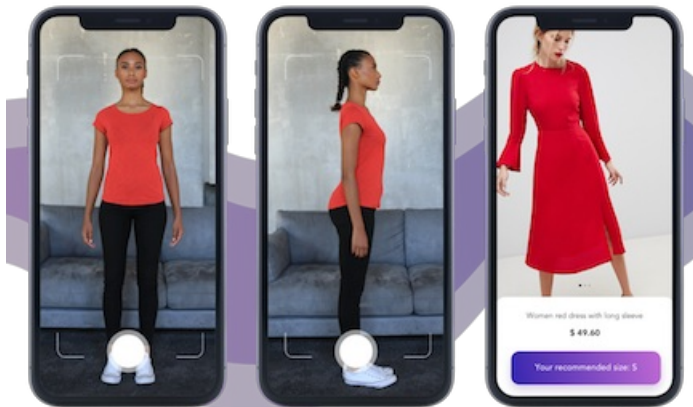


SOFTWARE AND TECHNOLOGY

## LVMH gives Innovation Award to body scanning startup

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3DLook's solution. Image credit: 3DLook

By STAFF REPORTS

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton has selected 3DLook as the winner of its third annual Innovation Award.

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The group launched the award in 2017 as a means of both supporting startups and giving its houses more access to innovative technology. In addition to 3DLook, this year's finalists have built solutions such as connected mannequins and visual search for products.

### Customer service technology

In recent years, LVMH has staged an installation at the Viva Technology Show. Since launching the competition in 2017, the company has invited finalists to present their creations alongside the group's houses.

This year's LVMH Pavillion is centered on the theme "Crafting the Customer Experience of Tomorrow." The hundreds of startups that applied focused on improving one stage of the customer journey.

For instance, finalist DigitalGenius created a way for customer service to be put on autopilot. Meanwhile, Slyce works top of funnel, enabling customers to find products through visual search.

About two-thirds of the finalists who are participating in the show hail from outside of France.

"Most of the candidates who applied this year were from outside of France, which reflects the success of this award and gives these young startups tremendous exposure at one of the world's prime showcases for innovation," Mr. Rogers said in a statement. "LVMH is focused on crafting the customer experience of tomorrow that is more compelling and memorable than ever thanks to synergies between our maisons and the finalists in the LVMH Innovation Award."

Among the international companies is 3DLook, which was founded in Silicon Valley in 2016. The startup developed a way to measure the human body using just a smartphone.

LVMH's chairman and CEO Bernard Arnault and chief digital officer Ian Rogers presented 3DLook with the

Innovation Award during Viva Technology. As part of the award, 3DLook will get support from LVMH through the company's La Maison des Startups incubator program.



*LVMH at the Viva Technology show. Image courtesy of LVMH, photo by Gabriel de la Chapelle*

The group launched the accelerator program last year at Station F, a large startup campus in Paris.

Called La Maison des 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 is welcoming 50 startups over the course of two years in six-month terms ([see story](#)).

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