

SOFTWARE AND TECHNOLOGY

## LVMH to collaborate with authentication platform through startup program

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*LVMH is looking to support more anti-counterfeiting efforts. Image credit: Louis Vuitton*

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By STAFF REPORTS

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton is continuing to invest in anti-counterfeiting technology as it invites handbag authentication platform Entrupy to participate in its La Maison des Startups.

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Fewer than 30 companies were selected to participate in the third edition of La Maison des Startups, a six-month program in which startups work to develop solutions for the luxury group's vast portfolio. This year's participants primarily focus on omnichannel technology, personalization and logistics, but Entrupy is the only product authentication platform selected.

### Authenticating luxury

As secondhand retail grows and technology improves, deceptive counterfeit goods remain a problem for many luxury brands.

This year's "The State of the Fake" report by Entrupy revealed that while Louis Vuitton is one of the most frequently authenticated brands, it is also the most often duped. The luxury goods maker is an example of how heritage and desirability put these brands at risk for counterfeiting.

Louis Vuitton is one of the most counterfeited brands because of its desirability factor as well as a long history with its iconic style and use of materials. Replicators are able to learn over time how to make almost identical fakes ([see story](#)).



*LVMH supports startups at through the La Maison des Startups program. Image credit: LVMH*

Entrupy's mobile application uses artificial intelligence-powered algorithms to analyze images of products to determine authenticity. Results are available on-demand and in real-time.

In addition to Louis Vuitton, Entrupy also authenticates handbags from other LVMH brands including Celine, Christian Dior and Fendi.

"We are thrilled to be selected for La Maison des Startups and collaborate with other startups who understand the challenges facing the industry," said Vidyuth Srinivasan, CEO/cofounder of Entrupy, in a statement. "Product counterfeiting is a burgeoning issue, especially for luxury brands, and our solution keeps counterfeits from entering the supply chain.

"We look forward to working closely with such esteemed brands to continue to combat the counterfeiting issue and spearhead the next generation of innovative technologies," he said.

Along with the LVMH partnership via La Maison des Startups, Entrupy was also invited by LVMH to showcase its solution at the conglomerate's Luxury Lab during Viva Technology in 2016 ([see story](#)).

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