

SOFTWARE AND TECHNOLOGY

LVMH wants best ideas for 4th LVMH Innovation Award as registration deadline looms

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Submissions for the LVMH Innovation Award gives the world's leading luxury conglomerate access to innovative ideas in technology. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH has put its chief digital officer to work as the entries deadline for the 4th LVMH Innovation Award is less than three weeks away.

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In a film, Ian Rogers is seen taking a pitch in his Paris office from comedian Paul Taylor for an idea: a concierge to pop a bottle of Champagne at parties.

No dice.

Tech shot

Humor aside, LVMH is offering startups worldwide to showcase their offerings in the LVMH Luxury Lab during the Viva Technology show June 11-13.

The 30 startups selected will compete for the **LVMH Innovation Award** that recognizes the best idea for "Crafting the Customer Experience of Tomorrow."

The winner receives a full year of mentoring at La Maison des Startups LVMH, which is the Paris-based LVMH's group incubator.

LVMH last year named body scanning app 3DLook as the winner of its third annual Innovation Award.

Finalists in 2019 also built offerings such as connected mannequins and visual search for products ([see story](#)).

LVMH launched the award in 2017 to support startups and give its own brands more access to innovative technology.

Registration for the 2020 challenge closes Feb. 21.

"The LVMH Group strives to foster innovative solutions to craft the Customer Experience of Tomorrow," LVMH said

in its YouTube post.

"As part of our uncompromising quest for excellence and our unique leadership in the luxury universe, we believe we must be leaders in providing best quality products and distinctive experiences to our customers. Technology unlocks opportunities to achieve this goal."

Is your startup better than comedian Paul Taylor's? LVMH calls for submissions to its 4th LVMH Innovation Award

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