

APPAREL AND ACCESSORIES

LVMH debuts digital materials resale platform

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A silk polyester blend deadstock available on LVMH's Nona Source. Image credit: Nona Source

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is launching its first online resale platform for "re-sourcing" high-quality materials from its fashion and leather goods houses.

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Nona Source is a digital platform that allows emerging creatives and brands access to leftover or deadstock textiles at competitive rates to encourage re-use and circularity. The startup was incubated by LVMH's DARE intrapreneurial program ([see story](#)) and provides an innovative solution to address issues of waste and sustainability.

Re-using resources

LVMH is making the B2B platform open to all, including other LVMH houses, independent designers and even competing luxury brands. The brand source of the materials is not revealed, although the origin is, and only exclusive patterns or branded fabrics are not made available.

The textiles range from lace and leather to silk and cashmere and more. Buyers are able to filter the offerings by weight, availability, color, width, price and composition.

The creators of Nona Source explain how the resale platform came about

With a digital mindset in place, each listing includes high-quality, close-up imagery; displays on mannequins to demonstrate fall and drape and videos that capture the touch-and-feel experience of fabric and leather sourcing. No cutting or sampling is available.

In another nod to sustainability, Nona Source will start with European-only delivery, including the United Kingdom, since the stocks are located in France.

The platform named for one of the Parcae goddesses, or the Fates, of Roman mythology was created by LVMH's Marie Falguera, Romain Brabo and Anne Prieur du Perray.

Each has a background in materials sourcing and digital. The team discussed the development of Nona Source in a new episode of "The Doers," an ongoing series from LVMH ([see story](#)).

Nona Source reflects LVMH's commitment to circularity, one of the pillars of its expanded Life 360 sustainability strategy ([see story](#)).

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