

APPAREL AND ACCESSORIES

## LVMH partners with Google Cloud, developing new AI solutions

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*LVMH and Google Cloud are joining forces in an effort for personalization and innovation. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is partnering with the Google Cloud platform in its latest push for innovation.

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The partnership aims to fuel LVMH's maisons in creating new and personalized consumer experiences that foster long-term growth. It combines both organizations' creativity, assets, technological capabilities and quest for innovation in their respective markets.

"This new, unprecedented and significant partnership with Google Cloud is the reflection of our high ambitions in this area," said Toni Belloni, group managing director of LVMH, in a statement. "By combining our best-in-class approaches in our respective industries, it will take us a step forward in the use of data and AI."

"For us, privacy, personalization, and luxury are synonymous, and that will always remain true," he said. "The new opportunities offered to our customers are exactly what our talented teams are working for at LVMH: a unique and unforgettable experience."

### AI assistance

The partnership will assist those who work for the brands with AI support and machine learning technologies, improving business operations by demand forecasting and inventory optimization. The technology also aims to elevate consumer experiences through personalization.

Google Cloud will also support LVMH with the creation of inclusive upskilling and certification programs for the maisons' teams.

LVMH will also use Google Cloud to modernize components of its IT infrastructure to support its business ambitions.

"We are proud to be entering into such an innovative and extensive partnership with LVMH to power its innovation through cloud technology and AI capacities," said Thomas Kurian, CEO of Google Cloud, in a statement. "Together, we can help drive the future of customer experience in the luxury industry."



LVMH is looking to better support its workforce during personal emergencies. Image credit: LVMH

Earlier this month, LVMH announced its launch of a global emergency and support fund for its employees.

With an initial endowment of 30 million euro, or about \$36.5 million at current exchange, the LVMH Heart Fund will help employees with sudden and serious personal situations by providing financial aid as well as dedicated social and psychology support ([see story](#)).

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