

SOFTWARE AND TECHNOLOGY

LVMH names 2021 Innovation Award winners

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This marks the fifth year of LVMH's Innovation Award. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton has announced its 2021 LVMH Innovation Award winners at Viva Technology.

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Twenty-eight startups were shortlisted for the final round of the awards, presenting their vision of the customer experience of tomorrow to industry professionals and the public during Viva Technology, Europe's biggest startup and tech event. Six startups received awards in different categories including data and artificial intelligence, employee experience, media and brand awareness, omnichannel and retail experience, operations and manufacturing excellence and sustainability.

LVMH Innovation Award

This year marked the fifth edition of the LVMH Innovation Award, with Bambuser, a startup specializing in live stream shopping, chosen as the overall winner by chairman and CEO Bernard Arnault, LVMH group managing director Toni Belloni and the members of the selection committee.

Bambuser will have the opportunity to benefit from a six-month personalized support as part of LVMH's accelerator program, La Maison des Startups.



LVMH CEO Bernard Arnault and Bambuser chief commercial officer, Sophie Abrahamsson. Image credit: LVMH

More than 850 applications were submitted and reviewed this year from hundreds of startups, with participants conveying work to this year's theme, "The Future of Customer Experience is Here."

For the first time in the competition's history, six startups received awards, instead of three in previous years.

The following startups won in their respective categories: data and artificial intelligence, Data&Data; employee experience, Each One; media and brand awareness, Aglet; omnichannel and retail experience, Bambuser; operations and manufacturing excellence, Hipli; sustainability, Galy.

Last year, LVMH released a film to promote its fourth round of awards. In the 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 ([see story](#)).

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