

APPAREL AND ACCESSORIES

LVMH begins recruiting participants for La Maison de Startups

September 17, 2021



Entrepreneurs can apply to the program until Oct. 25. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate **LVMH Mot Hennessy Louis Vuitton** has opened applications for new companies interested in participating in La Maison de Startups.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

La Maison de Startups aims to foster collaboration between LVMH maisons and startups in striving towards continued innovation and creativity. The program is addressing industry challenges including brand awareness, the use of data/artificial intelligence, supply chain and operations and sustainability.

La Maison de Startups

Any member of the LVMH group can visit Station F and correspond with entrepreneurs that are part of the program. This year, entrepreneurs can apply online until Oct. 25.

The mission of La Maison de Startups is to support conversations between LVMH talents and entrepreneurs, aiming to inspire future collaborations.

The program is seeking entrepreneurs whose innovations will benefit the activities of all LVMH's maisons, and participating startups work collaboratively with brands to improve and innovate the customer experience. The program has an educational component, offering participants a unique setting to learn about key issues facing the luxury industry and the group's 75 maisons.

La Maison de Startups provides entrepreneurs personalized coaching and support from LVMH experts and invites them to participate in pitch sessions and project presentations to receive helpful feedback from maisons. The program also facilitates networking, helping entrepreneurs form contacts with other startups for potential collaboration.



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

The program is a testament to LVMH's ethos reflecting innovation and entrepreneurial spirit.

LVMH celebrates innovation during a series of events that provide opportunities to join the Maison des Startups. Every year, the group presents the LVMH Innovation Award during VivaTech, an annual showcase for the digital transition that brings together startups and innovation leaders.

In June, LVMH Mot Hennessy Louis Vuitton announced its 2021 LVMH Innovation Award winners at Viva Technology.

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 ([see story](#)).