

SOFTWARE AND TECHNOLOGY

## LVMH opens annual Innovation Award applications to startups

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Applications for the 2022 LVMH Innovation Award are now open. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is encouraging startups to pitch solutions for its maisons through its annual tech contest.

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Applications are open through March 4 for the sixth edition of the LVMH Innovation Award, in partnership with the VivaTech event. Candidates can compete in one of several categories for the chance to work with the luxury group.

### Supporting startups

The LVMH Innovation Award is open to startups in their growth stages, from seed to scale-up, with the potential capacity for global operations. This year's theme for the challenge is "Tech Part in Our Future."

The award focuses on solutions in fashion tech, beauty tech and jewelry tech, and candidates can compete in one of six categories: omnichannel and retail; media and brand awareness; 3D/virtual product experience and metaverse; operations and manufacturing; employee experience and corporate social responsibility; sustainability.



LVMH CEO Bernard Arnault and Bambuser chief commercial officer, Sophie Abrahamsson, in 2021. Image credit: LVMH

Finalists will be invited to the LVMH Lab during VivaTech, Europe's largest startup and tech event, from June 15 to June 18. The event will end with an awards ceremony honoring one startup from each category.

One startup will be named the winner of the 2022 LVMH Innovation Award. Additionally, one startup will receive a special mention for the most compelling data and artificial intelligence solution.

Members of the 2022 jury include top management at LVMH, including Franck Le Moal, information and technology director; Michael David, chief omnichannel officer and Hlne Valade, environment development director.

Last year's challenge garnered more than 850 applications, with 28 startups shortlisted for participation at Viva Technology.

Livestream shopping company Bambuser was named the 2021 LVMH Innovation Award winner, joining the group's "La Maison des Startups" accelerator program. Other winners included Data&Data, Each One, Aglet, Hipli and Galy ([see story](#)).

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