

APPAREL AND ACCESSORIES

LVMH Japan transforms omnichannel offerings with SoftBank

February 24, 2022



The Louis Vuitton flagship in Osaka, Japan. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH Mot Hennessy Louis Vuitton Japan KK has partnered with Japanese conglomerate SoftBank Corp. to develop and accelerate new omnichannel customer experiences.

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

The strategic partnership will bring together both companies' expertise and technology to enhance customer experience and services for luxury brands. The digital transformation will improve experiences both in stores and online.

"This new, unprecedented and significant partnership with SoftBank is the reflection of our high ambitions: embracing digital technology to offer new services and features that keep customers at the center," said Toni Belloni, group managing director at **LVMH**, in a statement.

"By combining our best-in-class approaches in our respective industries, it will take us forward," 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."

Digital partnership

LVMH Japan has adapted its services to meet today's affluent with an expansion of online sales, remote clienteling and support for the diverse interests of younger consumer segments.

Specific initiatives include digitalization of customer communication with official brand accounts for select maisons on the LINE messaging application, which is operated by SoftBank's LINE corporation. LVMH Japan also implemented in-store QR code payment services and tablet-based payments with the help of another SoftBank company in 2018.



LVMH Japan and SoftBank are looking to enhance in-store technology. Image credit: LVMH

Expanding these technologies will be priorities for the partnership, as well as harnessing virtual reality and 5G technology to offer more immersive, real-time experiences for in-store shoppers all while reflecting LVMH's tradition of creativity and quality.

"With this strategic partnership, we will work closely with LVMH Japan, which runs a number of world-famous luxury brand businesses, to implement a range of measures that enhance customer experiences through technology," said Yasuyuki Imai, a representative director and chief operating officer of SoftBank Corp., in a statement.

"As a result, we are anticipating an acceleration of digital transformation in the fashion sector and beyond."

In summer 2021, LVMH teamed with the Google Cloud platform in its latest push for innovation.

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 ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.