

APPAREL AND ACCESSORIES

## LVMH reveals its new Face of Innovation, names Innovation Award finalists

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LVMH's new Face of Innovation, Livi. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is welcoming the startups that will join the LVMH Lab at Viva Technology in competition for its 6th LVMH Innovation Award.

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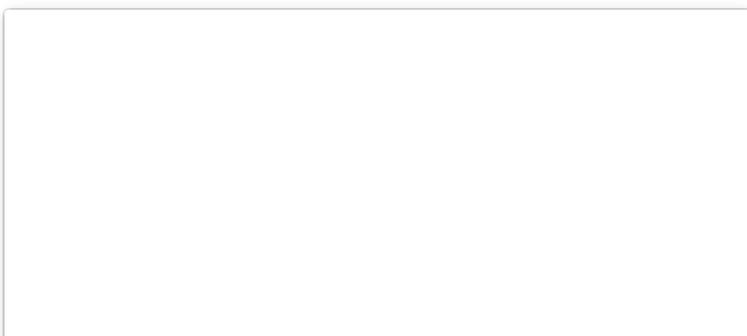
Livi, a virtual ambassador who is LVMH's new Face of Innovation, has unveiled the 21 startups that will be competing for the award at Viva Technology from June 15-18. LVMH has served as a partner for the biggest annual startup and tech event in Europe since its creation, inviting and witnessing startups crafting the future of luxury with innovative ideas and solutions that bridge both physical and virtual spaces.

"Fusing creativity and innovation is at the core of LVMH's DNA, and we're excited to welcome these 21 new startups to our incomparable ecosystem," said Toni Belloni, group managing director at **LVMH**, in a statement. "Livi will play an important role at VivaTech and we're proud to have her represent the innovative initiatives of the Group and our Maisons."

Where fashion and future converge

In January, LVMH encouraged startups to pitch solutions for its maisons through its annual tech contest ([see story](#)).

LVMH selected the 21 startups competing for its Innovation Award from a pool of 950 solutions, representing 75 countries.



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A post shared by LVMH (@lvmh)

### *Introducing Livi*

The 21 startups shortlisted have projects in which 48 percent are led by women. These solutions also address key challenges from LVMH maisons, and the winning candidates will join the LVMH accelerator program, La Maison des Startups.

Six startups will be recognized in six separate categories which cover the prominent challenges within the world of luxury and its ecosystems: 3D/virtual product experience and metaverse; employee experience and CSR; media and brand awareness; omnichannel and retail; operations and manufacturing excellence; and sustainability.

The startup nominees for 3D/virtual product experience and metaverse are Bitski, BlockBar, DressX, and Lingo3d. Bloomin, Gamino and Lumm are nominated in the employee experience and CSR category.

Startups nominated in the media and brand awareness category are Lumen, NWO.ai and Seenthis. Nominees in the omnichannel and retail categories include Chata, Marqvision and The Showcase.

Startups nominated in operations and manufacturing excellence are Astrachain, Einblick and Toshi. The sustainability nominees are BioFluff, Genesis, Sweep and WeTurn.

The startup with the most compelling data and artificial intelligence solution will receive a special prize.

One of the finalist startups will be named winner of the LVMH Innovation Award.

The awards ceremony will take place June 16 and will be cohosted by Livi, who will be joined in her virtual home by experts to share their visions of the future of luxury.

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