

APPAREL AND ACCESSORIES

LVMH announces 2022 Innovation Award winners

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LVMH CEO Bernard Arnault and Toshi CEO Sojin Lee. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Moët Hennessy Louis Vuitton has chosen the winners of the sixth LVMH Innovation Award, celebrating startups with solutions that can impact the future of luxury.

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Toshi was named the overall winner for its sustainable and highly-customized last-mile solutions for luxury retail brands serving omnichannel customers. The award ceremony took place at the 2022 Viva Technology in Paris, taking place from June 15 to 18.

"At LVMH, innovation is our lifeblood," said Bernard Arnault, chairman/CEO at **LVMH**, in a statement.

"It's what allows us to continually increase the desirability of our maisons' products and services," he said. "The finalists of the 2022 Innovation Award will bring us their capacity to nourish the encounter between luxury and technology even more, as their entrepreneurial spirit joins and inspires our own."

Stellar startups

Toshi's clients include Berluti, Christian Dior Couture and Rimowa.

"We are so thrilled and grateful to win the LVMH Innovation Awards," said Sojin Lee, founder/CEO at **Toshi**, in a statement.

"Brands are swiftly adapting to the new consumer lifestyle, which has already geared to the on-demand economy in all other elements of their lives, with convenience at its core," she said. "Brands must be omnichannel, sustainable and focus on customer service/experience."



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

Toshi will participate in a six-month personalized support program as part of the group's accelerator program, La Maison des Startups LVMH.

Ahead of Viva Technology, Europe's largest annual startup and tech event, LVMH's virtual ambassador Livi announced the 21 finalists competing for the Innovation Award. Forty-eight percent of the shortlisted companies are led by women ([see story](#)).

In addition to Toshi, six startups were 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 2022 winners by category are:

- Data & Artificial Intelligence Special Mention: MarqVision
- 3D/Virtual Experience & Metaverse: Bitski
- Employee Experience & CSR: Gamino
- Media & Brand Awareness: SeenThis
- Omnichannel & Retail: The ShowCase
- Operations & Manufacturing Excellence: Toshi
- Sustainability: WeTurn