

MARKETING

LVMH's inaugural data summit focuses on drive to data development

November 16, 2022



Mining customer data for acquisition and retention is a new major focus for luxury groups such as LVMH. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH today concludes its first data summit as it recognizes the role of technology and database marketing in customer acquisition and retention efforts.

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The summit also acknowledges a fast-digitizing world that will impact the way LVMH and its 56 member luxury houses interact with customers and prospects.

The summit features workshops and discussions with experts in the data science field, and senior LVMH executives from company brands such as Louis Vuitton, Sephora, Dior and Bulgari.

This is not the first time that LVMH has dallied with technology and key companies in the space.

The Paris-based company partnered with [Kaggle Days](#) in 2019, participating in the brand's global competition for data scientists. A couple of years later in 2021, it partnered with Google Cloud in a strategic move.

The partnership with Google was a way for [LVMH](#) to further data practices involving artificial intelligence within the cloud.

AI is an integral part of the brand, as it is present throughout the value chain. The technology can be found in every corner of LVMH operations, whether it be customer engagement or the supply chain itself.

Mine the gap

This year, LVMH unveiled its Data Academy at the VivaTech show.

The program allows teams within the maison partners of LVMH to earn certification and training. The goal was to foster an inventive drive and spirit among the employees, as well as educate.

More than 900 LVMH employees have received that training.

In October, its internal social app, Forward, was released. The app is collaborative, and works as a sharing and promotional point for employees.

The summit this week is an extension of those efforts.

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