

EDUCATION

Aimed at startups, LVMH opens Innovation Award applications

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LVMH opens award applications, ready to welcome winners into its Group family. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Innovation Award applications are now open, courtesy of French luxury conglomerate [LVMH](#).

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Created in 2017, the honor highlights the innovation of startups around the world. Companies worth under \$100 million that have yet to hit the five-year mark and with less than 50 team members are encouraged to apply.

Incurring innovation

Finalists will enjoy multiple perks, including the opportunity to present work at Viva Technology Show in Paris from June 14-17, 2023.

Organized by French advertising and public relations multinational Publicis Group and French media group Les Echos, experts within the digital space will choose an Innovation Award winner from a pool of 30 potentials. The winner and finalists will all participate in the Group's "Station F: La Maison des Startups LVMH" for a year as well.

The rubric's categories comprehensively include Omnichannel and Retail, Image and Media for Brand Desirability, Immersive Digital Experiences, Operations Excellence, Sustainability and Greentech and Employee Experience, Diversity and Inclusion.

An additional special mention will be awarded to one startup for innovation within Data and AI solutions.

The LVMH Innovation Award is back for another edition!

Apply to the challenge to get a chance to join us at VivaTech from June 14 to 17, 2023, and feature your groundbreaking solution.

Apply now before March 4: <https://t.co/1W15GJXTex#LVMH #VivaTech #TechPartInOurFuture>
pic.twitter.com/TYPad2suiD

LVMH (@LVMH) December 20, 2022

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LVMH's prize winner will have the chance to enroll in the "La Maison des Startups" acceleration program, partnering with brands across the conglomerate. Focusing on innovation, the effort works to create solutions for improving customer experiences.

Investment experts from Groupe LVMH will provide support, fostering continuing education and financial literacy within the startup.

The goal is for the startup to contribute its solutions to the LVMH landscape, becoming integrated alongside its Maisons. For this reason, whether or not the startup is a good fit for the LVMH family is a top consideration within the selection process.

Past winners include Heuritech, Bambuser, Oyst, Toshi, VeChain, Crobox, Kronos Car and 3D Look. London-based omnichannel commerce took Toshi took the top spot in 2022 due to the startup's unique delivery solutions for both in-person and online retail.

Applications will close on March 3, 2023, with finalists announced on May 10, 2023. Following the VivaTech event in Paris, the award ceremony will take place on June 15, 2023.

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