

SOFTWARE AND TECHNOLOGY

LVMH fosters new beginnings in startup-focused series

May 3, 2023



LVMH executives lend their acumen to [VivaTech](#)

's Innovation Award winners in a new content drop. Image credit: LVMH

By AMIRAH KEATON

An episodic update from French luxury conglomerate LVMH sees executives from German luggage label Rimowa and French fashion house Dior mentoring burgeoning business talents.

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What began with the conglomerate-backed [VivaTech Startup Challenges](#) then evolved into an event featuring a set of entrepreneurial Innovation Awards presented by chairman and chief executive officer Bernard Arnault. Today, LVMH rounds out the initiative with new iterations of "The Journey," a series that follows the trials and triumphs of grand prize recipients at the advent of a promising period of fast-tracked acceleration.

Road ahead

Sojin Lee, founder and CEO of startup Toshi, stars in the first episode of "The Journey."

Taking audiences on adventures behind-the-scenes, the self-starter is joined by Julien Morel, global ecommerce & CRM director at Rimowa in a three-minute clip, wherein teacher and student discuss the agreement established between both businesses in the aftermath of Ms. Lee's win.

Following Ms. Lee on the streets of London ahead of her entrance into a Rimowa retail location, the leader starts the excerpt by making mention of the hesitation sparked by her initial success.

"When we were announced as the winner, I thought 'It's a mistake,'" says Ms. Lee, within the first few seconds of LVMH's video.

"It's overwhelming, it's absolutely emotional."

[View this post on Instagram](#)

A post shared by TOSHI (@toshi.ondemand)

With a mission to bridge the gap between online and in-store retail, Toshi specializes in last-mile scheduled deliveries, offering services including wait-to-try, allowing guests to review products fully before purchase.

Early to the concept of bringing in-store experiences to luxury clients, Ms. Lee's creation took the top spot during the 2022 Innovation Award cycle.

"The vision of Toshi is that we will have changed the face of logistics," she says.

Discover the inspiring Journey' of TOSHI, the 2022 LVMH Innovation Award winner, giving an insightful testimony of its business acceleration thanks to its partnership with the Group and its Maisons.

Learn More: <https://t.co/1bY1bkAzZc>

[#LVMH #VivaTech #TechPartInOurFuture pic.twitter.com/qVideePq1z](#)

LVMH (@LVMH) [March 28, 2023](#)

For Mr. Morel, an alignment in purpose rings particularly true with the partnership.

"Luxury is a choice in the supply chain," Mr. Morel says, in the video.

"We talk a lot at Rimowa about 'functional luxury,'" he says. "Everything we do must be useful to the customer."

Animated approaches

At the two-minute mark, LVMH's animated representative Livi appears. Given a "Face of Innovation" title as part of a May 2022 unveiling, the future-forward 3D model was imaged by 2021 award finalist Altava ([see story](#)).

As the character conversates, she appears dressed in fashion and jewelry selects from LVMH brands. Much like the inventive services featured throughout the video release, Livi speaks to the core of LVMH's ethos.



The cyber character, named Livi, was rolled out for the sixth edition of the LVMH Innovation Awards. Image credit: LVMH

As far as Toshi is concerned, the elevated service entity holds many of the same values as the luxury travel contender Ms. Lee now operates on behalf of.

The company now also counts Tiffany & Co., Louis Vuitton and Fendi as partners per LVMH's "Maison des Startups" incubator program, a feat that exemplifies the impact of the Innovation Award ([see story](#)).

"Toshi was love at first sight," says Mr. Morel, in the video.

"It is important for me to have an emotional connection with the startup that I am going to work with," he says. "We have been looking for a service provider partner for three years now who can share out values of sustainability and taking care of its employees."

"Developing the customer experience through to delivery is a crucial issue for LVMH maisons today."

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