

APPAREL AND ACCESSORIES

## LVMH names 18 finalists for 2023 LVMH Innovation Award

May 10, 2023



*The finalists will be invited to showcase their solutions on the LVMH Booth at Viva Technology, the world's top spot for startups and leaders to mark innovation. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury giant LVMH, owner of brands such as Louis Vuitton, Dior and Dom Perignon, has announced the 18 finalists for the seventh edition of the LVMH Innovation Award.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The finalists will be invited to showcase their solutions on the LVMH Booth at Viva Technology, the world's top spot for startups and leaders to mark innovation. To be held June 14-17, the event will highlight the seven-year-old partnership between LVMH and Viva Technology, having been created to bring together startups and companies to drive innovation.

"This year's finalists reflect LVMH's commitment to creativity, sustainability, and excellence, and their solutions are poised to shape the future of the luxury industry," LVMH said in a statement from Paris.

The competition attracted over 1,320 candidates from 75 countries. The 18 finalists include 28 percent female founders and cofounders 78 percent having a woman in their executive team are classified in six categories.

The finalists will join La Maison des Startups LVMH, the company's business acceleration program that offers support, mentoring and access to the LVMH network of luxury industry experts.

The ceremony will take place during VivaTech on June 15.

Below is the shortlist:

Employee Experience, diversity and inclusion

- **Badger:** Speech-to-text translations on a smart badge for the sales assistant to improve communications with customers having hearing deficiencies
- **Neobrain:** Internal mobility-oriented AI strategic talent planning suite for human resources teams
- **Skilleo:** Video game-based recruitment platform to improve candidate soft skills pre-assessment

## Image and media for brand desirability

- **Bloom**: Social data intelligence deeptech for qualitative and predictive insights
- **Vidmob**: Creative video analytics giving actionable recommendations for better ad performance
- **Wizaly**: Attribution analytics for cross-channel online and offline media campaigns

## Immersive digital experiences

- **Absolute Labs**: Web3 CRM platform that analyses blockchain for NFT pricing definition, web3 marketing and wallet messaging
- **Fosfor**: A phygital full body 3D holographic screen to enhance in-store experiences
- **RS**: A platform allowing to manage Web3 strategies through 3D experiences and gamification

## Omnichannel and retail

- **Chatlabs**: AI-powered hyper-personalized and highly-converting social commerce experiences
- **Ekoo**: Voice product descriptions and reviews on product pages
- **Save Your Wardrobe**: Repair and care service infrastructure platform provider

## Operations excellence

- **Apollo Plus**: AI for quality control through the fashion production value chain
- **Fabriq**: Operational performance management solution for factories to improve productivity
- **LivingPackets**: Smart reusable, secured and connected packaging with tracking, insurance and payment features

## Sustainability and greentech

- **Bioweg**: Replacing microplastic and non-degradable polymers in cosmetics by biobased ingredients
- **Releaf Paper**: Sustainable packaging made of dead leaves
- **Woola**: Packaging made of leftover sheep wool to reduce plastic waste

Per LVMH, each category will see one startup nominated as the winner in its category and one startup will be rewarded with a special prize for its works in data and artificial intelligence.

Of course, only one startup will be awarded the grand prize of the LVMH Innovation Award 2023.