

COMMERCE

## LVMH elevates Sephora executive to top digital role

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Effective June 1, former Sephora lead Gonzague de Pirey is named chief omnichannel and data officer. Image credit: LVMH/LinkedIn

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH is promoting one of its own into a capacity of increasing importance.

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Crucial to the success of online marketing, increased social media share-of-voice, remote customer service and more, the corporation's chief omnichannel and data officer post is to be occupied by an internal contact. Effective June 1, former Sephora lead Gonzague de Pirey will transition into one of LVMH's top positions, bringing with him more than 15 years of retail expertise and B2C experience.

"I am delighted to welcome Gonzague to the Group Digital team," said Toni Belloni, group managing director at **LVMH**, in a statement.

"He has extensive experience in omnichannel businesses across industries and countries," Mr. Belloni said. "As leader of Sephora new ventures, he has shown the ability to drive breakthrough initiatives for our customers and business."

"These assets will be key to accelerate the progress of Maisons and regions in leveraging the power of Technology and Data."

### Goals and growth

Mr. de Pirey will soon manage the Group's omnichannel and remote customer service streams, in addition to overseeing data and artificial intelligence, occupying a position that has grown in scope in just the last few years alone, as the industry giant seeks to stay ahead.

Introduced in 2015, LVMH appointed ex-senior director of iTunes Ian Rogers to the inaugural spot, then titled "chief digital officer."

The Apple alum parted ways with LVMH in 2020 for a cryptocurrency startup.

*LVMH welcomes Gonzague de Pirey to the chief digital post*

Citing LVMH's approach of bringing digital to the brand level as the strategy that helped operations stay afloat in the aftermath of this departure, Mr. Belloni has previously pointed to the part that the chief officer role plays in "spreading the gospel among our people, and among our leaders, most of them digital non-natives, and also attracting great talent to the group" at the firm, as relayed to [WWD](#) in 2020, in the midst of now-outgoing chief omnichannel officer Michael David's entry.

Following an era of unprecedented digital evolution for luxury markets enacted in the COVID-19 pandemic's wake, a number of advancements, announcements and adjustments have reached global audiences, with Mr. David at the digital helm since 2021.

Next month, the newly-installed chief omnichannel and data officer, who will report to Mr. Belloni from France, prepares to pick up where his predecessor has left off.

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The executive comes to LVMH's digital team with stints standing up global omnichannel strategies at a range of B2C brands under his belt, most recently at beauty retailer Sephora. For the last three years, Mr. de Pirey operated as senior vice president of the company's new ventures arm.

Of an ever-expansive portfolio, instances of initiatives involving AI and Web3 technologies are becoming more common, especially among LVMH's six brands younger than five years here, heritage entities employing modern technologies such as Cognac maker Hennessy ([see story](#)) stand out.

During Mr. de Pirey's tenure, however, the 31 legacy houses owned by his employer remain ones to watch.

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