

SOFTWARE AND TECHNOLOGY

LVMH to present future innovations at Viva Technology Expo

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LVMH's pavilion, called "The Dream Box" will spotlight 18 maisons from the luxury goods empire. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate **LVMH** is participating in an upcoming technology expo of which it is a founding member.

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Taking place at the Paris Expo Porte de Versailles from June 14 to 17, the Viva Technology Expo will showcase major names, innovators and startups in the tech industry. LVMH's pavilion, called "The Dream Box" will spotlight 18 maisons from the luxury goods empire.

Dreams come true

"The Dream Box" will, according to the brand, has the ability to make dreams come true.

This is the theme of LVMH's pavilion this year, in 2022, the theme was "apartment." The label's alcove is inspired by Hausmannian stone architecture, in a clever way of showing concrete solutions to customers' dreams.

LVMH is taking you on a special journey at [@VivaTech](#), Europe's largest event dedicated to innovation and startups, from June 14 to 17 in Paris.

Learn More: <https://t.co/HqG83UVz2z#LVMH #TechPartInOurFuture pic.twitter.com/nQKQ68YDZV>

LVMH (@LVMH) [May 24, 2023](#)

The brand will present the three pillars of its internal innovation ecosystem: fostering immersive, omnichannel customer experiences, sustainable development and developing a community of talent in the tech and data fields.

Among the largest presentations at the expo will be the bestowal of the seventh annual LVMH Innovation Award. The award winner, which will be chosen from a whittled-down pool of over 1300 applicants to 18 finalists, will be

featured within LVMH's pavilion ([see story](#)).

The corporation's final contribution to the expo will be its new immersive, 3-D website called "The Journey." The website will showcase each maison's innovations in what is described as a "virtual universe" that the brand believes will be the sole destination for LVMH and its various divisions' technological information.

Recently, LVMH promoted a top executive at Sephora to be the conglomerate's chief omnichannel and data officer, the top role in the digital space, and also deeply ingrained in the first pillar of its innovation ecosystem ([see story](#)).

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