

SOFTWARE AND TECHNOLOGY

Emphasizing digital experiences, LVMH kicks off VivaTech

June 15, 2023



The branded experience within the greater industry presentation is housed within the "Dream Box," LVMH's opus of imagination. Image credit: LVMH

By ZACH JAMES

French luxury goods conglomerate LVMH is showcasing where its digital moves may lie in the future.

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Kicking off the Viva Technology Exposition in Paris, running from June 14 through June 17, the luxury group brought along 18 of its maisons to showcase their newest technological achievements, as well as 18 technology startup partners to round out its booth on the show floor. The branded experience within the greater industry presentation is housed within the "Dream Box," LVMH's opus of imagination.

Powering dreams

LVMH has been a founding partner of the Parisian festival of technological innovation since 2016, this year taking place at the Paris Expo Porte de Versailles.

Displays from the different maisons run the gamut, from creative works utilizing Artificial Intelligence (AI), to new consumer products, to immersive metaverse exploration and more. All of these endeavors are housed within the Dream Box ([see story](#)), a nearly 6500-square-foot booth for all of the company's participating labels and partners to present their latest undertakings in the world of tech.

Innovation is the ability to dream big.

Discover the [#DreamBox](#), our very own 600m2 space which exterior will evolve throughout the day. We will show you how dreams are a formidable driver of innovation and how they come to life through concrete solutions. [#LVMH @VivaTech pic.twitter.com/Oq6otkO2aT](#)

LVMH (@LVMH) [June 14, 2023](#)

Champagne house Ruinart unveiled a biodiversity and regenerative soil project with an accompanying digital

activation, spreading awareness of climate change, while leather goods house Moynat revealed new three-dimensional personalization options for their handbags, which can be applied both online and in-store.

Italian cashmere brand Loro Piana gave a look into its blockchain-backed product certification, which provides owners with digital collectibles to track who has owned particular pieces in the past.

Wellness is also brought in to mingle with software-forward visions of the world ahead.

The group's beauty brand Sephora is debuting a new tool at the event, the Hair Diagnosis. With the aim of creating a personalized routine, a beauty advisors use the evaluation program to assess hydration levels, shine and overall condition of customers' locks.

Live from [#LVMH's DreamBox](#) at [#VivaTech](#):

Discover [@Sephora's](#) Hair Diagnosis. Through a comprehensive evaluation of your hair state in terms of shine, hydration and general healthy, the Beauty Advisor will recommend a unique and personalized routine. [#LVMH #Sephora @VivaTech pic.twitter.com/DKOVJDhNnP](#)

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Alternatively, French fashion house Dior is showing consumers the possibilities of its new customized skincare routine, supported by HydraFacial and the maison's co-created device. Visitors can enjoy treatment at a dedicated spa cabin at the event.

LVMH is not only recognizing conglomerate brands' modern inventions and experiences but is presenting a prize to one of them.

On June 15, the luxury conglomerate will announce the winner of its 2023 LVMH Innovation Award, which will be rewarded to one of its 18 finalists ([see story](#)). The finalists, regardless of if they take the title home, are all featured in LVMH's booth for the duration of the event.

Virtual totality

All of this and more can be found within "The Showroom," a digital showcase for the expo's happenings, and within the Dream Box itself.

Offering another option for those who are not able to attend in person, LVMH is furthering technological solutions in the name of remote yet hands-on experiences.

Called "[The Journey](#)," a three-dimensional and fully immersive website takes visitors through the major breakthroughs of each maison, giving brief snippets about each of the startups' respective projects.

Aural soundscapes bask a sky filled with floating islands, each one representing a different LVMH label. Consumers can explore each miniature world in a sensorial preview of what is to come from various luxury brands.

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