

SOFTWARE AND TECHNOLOGY

LVMH joins forces with Fortnite's Epic Games

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Leaders have confirmed strategic plans involving Epic Games, creator of multiplayer adventure Fortnite. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Seeking to "surprise and delight" shoppers, French luxury conglomerate LVMH is forging ahead with a new partnership.

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Leaders have confirmed strategic plans involving American software company Epic Games, creator of multiplayer adventure Fortnite and 3D computer graphics program Unreal Engine. Teaming up with the tech experts, the Group advances the goal of providing immersive client experiences in innovative ways, diving deeper into virtual domains to stay ahead of the curve.

"We have always been committed to innovations with the potential to bring our customers new experiences," said Toni Belloni, group managing director at **LVMH**, in a statement.

"Interactive games, which have developed into a full-fledged cultural phenomenon, are a perfect example," Mr. Belloni said. "The partnership with Epic Games will accelerate our expertise in 3D tools and ecosystems, from the creation of new collections to ad campaigns and to our Maisons' websites.

"We will also engage more effectively with young generations who are very much at ease with these codes and uses."

Epic moves

The deal with the gaming authority will allow LVMH to "enrich the experiences proposed to its customers in virtual worlds, tightening an alignment with the Group's core strengths in the real world."

News of the collaboration reaches the masses this month, though it turns out that the conglomerate has been logging proof of the concept since 2022 when a number of players across the LVMH portfolio started making use of Epic Games enablements.

The **#Bulgari #metaverse** is finally unveiled at the **@VivaTech** event in a breathtaking debut.

Exclusively at the #LVMH Pavilion, the immersive experience is forged with stunning technology and offer's an exhilarating glimpse into the brand's future. #LVMHTech #VivaTech #NFT pic.twitter.com/wGKJPgrmKh

Bulgari (@Bulgariofficial) June 16, 2022

Indeed, labels such as Roman jeweler Bulgari have tapped the tools previously, launching a metaverse activation titled "Virtual Rome" during the Viva Technology conference in 2022.

What is more, last year's programming was presented by digital host and avatar Livi, powered by Unreal Engine and MetaHuman technology, Epic's framework for creating highly realistic digital humans ([see story](#)).

French fashion house Louis Vuitton is heading future efforts, presenting the "Digital Show Experience," a six-minute interactive and immersive event that will allow visitors to relive the brand's 2023 fall/winter men's show, at the LVMH Pavilion.

Designed using Epic's Unreal Engine 5, the exhibition's guests will gain access to assorted goods from the Louis Vuitton men's collection as part of a digital journey through the seven rooms modeled after the show.

"With this partnership, we will work with LVMH's designers to transform physical and digital product creation using Epic's suite of advanced creator tools," said Bill Clifford, vice president of Unreal Engine at [Epic Games](#), in a statement.

"We are excited to accelerate the Group's adoption of Unreal Engine, Reality Capture, Twinmotion and MetaHuman technology, and help LVMH's global brands engage with customers through immersive digital experiences."

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