SOFTWARE AND TECHNOLOGY

LVMH Data AI Summit returns for second year

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The second annual event took place in Paris from Sept. 11-13. Image credit: LVMH/Stephane Sby Balmy

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is back for round two of a tech-focused event.

Hosting more than 700 participants and over 60 of the group's maisons, the conglomerate focused this year's edition on the growth of generative artificial intelligence (AI). Held from Sept. 11-13, the second annual LVMH Data AI Summit took place in Paris.

Tech takeaways

This month, the LVMH AI Data Summit explored the emergence of AI, engaging a wide variety of industry stakeholders on the topic.

The three-day program kicked off with a data science competition, which took place at the Albert School, a private institution that counts LVMH among its partners.

Participants collaborated to deliver AI-assisted workforce forecasts for retail optimization, based on background from Italian jeweler Bulgari and French fashion house Dior's perfume division.

The summit's second day involved executive panel discussions, among other sessions.

Executives from across the LVMH portfolio provided education and business insights. Image credit: LVMH/Stephane Sby Balmy

Heads of luxury houses such as French fashion house Louis Vuitton, U.S. jeweler Tiffany & Co., LVMH-owned German luggage brand Rimowa and more spoke throughout, each outlining ideas and initiatives that could help elevate AI's potential across the value chain.

On the last day, in-depth workshops and talks dove further into the overarching theme, covering topics like customer experience, data governance, algorithms and ecommerce.

Though last year's Data Summit touched on AI (see story), this latest edition further recognized technology's heightened influence.