

SOFTWARE AND TECHNOLOGY

# LVMH partners with Stanford to accelerate AI efforts

November 20, 2023



Leaders detailed what is to come during a presentation at the second annual LVMH Data AI Summit, held from Sept. 11 to 13, 2023 in Paris. Image credit: LVMH/ARR

---

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is exploring new use cases for cutting-edge technologies.

Seeking to leverage the benefits of AI within its business, the group has announced a partnership with Stanford University's Human-Centered Artificial Intelligence Institute (HAI). Enhancing the customer experience and optimizing internal operations are the two main topics of focus for the LVMH-backed project.

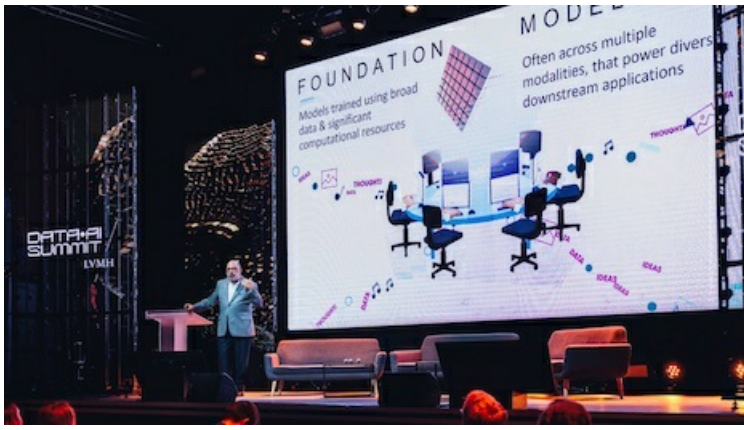
"Artificial intelligence is a powerful technology," said Antonio Belloni, group managing director at **LVMH**, in a statement.

"We acknowledge the value that it can bring as support and complement to human talent, emotions and creativity, that are core to our Maisons," Mr. Belloni said. "We are proud to partner with Stanford HAI in our efforts to learn how to leverage and manage AI potential."

## Emerging technology

Leaders detailed what is to come of the connection during a presentation at the second annual LVMH Data AI Summit, held from Sept. 11 to 13, 2023 in Paris.

Stanford HAI is set to work with LVMH in several capacities, "concentrating on areas such as AI safety, human-centered design, human-computer interaction, and foundation models to develop new applications of artificial intelligence technology in customer experience, product design, marketing content & communication, manufacturing, supply chain management and more," according to a statement.



Mr. Landay took the stage at LVMH's tech conference in September. Image credit: LVMH/ARR

"Stanford HAI's mission focuses on how to properly design and build human-centered AI to have positive human impacts," said James Landay, vice director and director of research at Stanford HAI, in a statement.

"It's key to collaborate with industry leaders like LVMH who are steeped in design expertise to ensure technology is developed with people top-of-mind."

Though AI is a booming market ([see story](#)), recent studies show that consumer segments lack trust in the technology to the tune of 44 percent ([see story](#)), despite demanding new technological integrations in-store ([see story](#)).

---

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.