

LVMH

Press Release

LVMH announces 2021 Innovation Award prize list during Viva Technology

Paris – June 18, 2021

On the third day of the 2021 Viva Technology show, taking place in Paris on June 16-19, LVMH revealed the winners of the 5th LVMH Innovation Award during a dedicated award ceremony. Bambuser, a startup specialized in Live Stream Shopping, was chosen as the overall winner by Bernard Arnault, Chairman and Chief Executive Officer, Toni Belloni, LVMH Group Managing Director, and the members of the selection committee. For the first time ever, an LVMH Innovation Award was also presented to six other startups, in the following categories: Data & Artificial Intelligence, Employee Experience, Media & Brand Awareness, Omnichannel & Retail Experience, Operations & Manufacturing Excellence, and Sustainability.

For five years now, the LVMH Innovation Award has been one of the highlights of the Viva Technology show, which has itself become a key event for the world's innovation ecosystem. Today more than ever, LVMH recognizes the need to support entrepreneurial spirit and innovation in order to build a better future for everyone. The Group's success is due in part to ongoing dialogue between its Maisons and the world of startups — a constant source of creativity.

For the 2021 Innovation Award, more than 850 entries were received from around the world. A total of 28 startups from 12 different countries were selected as finalists, notably reflecting their ability to enhance the customer experience.

“Innovation is an absolute obsession at LVMH. It's what lets us continually heighten the appeal and desirability of our Maisons. We fuse luxury and technology together, and the finalists of the 2021 Innovation Award will bring us their capacity to nourish this encounter even more. Their entrepreneurial spirit joins and inspires our own”, says Toni Belloni, Managing Director, LVMH.

Bambuser wins 2021 LVMH Innovation Award

Bambuser is a startup specialized in Live Stream Shopping. It helps brands host live shopping sessions online, with influencers or sales associates. These shows are hosted natively on the brands' websites, enabling them to own the look and feel of the experience and manage conversations, data and check-out. The startup's clients include Parfums Christian Dior and Make Up For Ever.

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“At Bambuser we are on a mission to change retail. We are so proud to contribute to do this with the LVMH group. Any startup needs more than just a mission to succeed: a dedicated and highly skilled team that doesn't take no for an answer, and that one important customer who believes in you and wants to trailblaze with you, and that is what LVMH is to us”, says Sophie Abrahamsson, Chief Commercial Officer, Bambuser.

Bambuser will have the opportunity to benefit from a 6-month personalized support as part of LVMH's accelerator program, “*La Maison des Startups*”, which has been based at the Station F startup campus in Paris since 2018.

2021 winners by category

- **Data & Artificial Intelligence: DATA&DATA**

A French startup founded in 2012 by Zouheir Guedri, Data&Data analyzes large volumes of transactions carried out on international marketplaces to help luxury companies fine-tune their marketing strategies. Data&Data was one of the startups that participated in the fourth season of LVMH's *La Maison des Startups* accelerator program at Station F.

- **Employee Experience: EACH ONE**

Created in 2015 by Fanny Prigent, Maxime Baudet and Théo Scubla, Each One aims to enhance the visibility of refugees and migrants with work permits, by putting them in touch with multinational companies.

- **Media & Brand Awareness: AGLET**

Aglet is a game publisher and developer founded by Ryan Mullins in 2019 and based in England. Inspired by Pokémon Go, the Aglet game enables sneaker fans to earn in-game currency, compete with other players and collect limited-edition virtual sneakers designed by some of the world's leading brands.

- **Omnichannel & Retail Experience: BAMBUSER**

Specialized in Live Stream Shopping, Bambuser helps brands host live shopping sessions online, with influencers or sales associates. These shows are hosted natively on the brands' websites, enabling them to own the look and feel of the experience and manage conversations, data and check-out.

- **Operations & Manufacturing Excellence: HIPLI**

Launched in 2020 by Anne-Sophie Raoult and Léa Got, Hipli designs and produces reusable packaging. After receiving a delivery, consumers can easily post the packaging back to Hipli's sorting centers using the prepaid label. Just one year after its creation, Hipli already operates in nine countries across Europe.

- **Sustainability: GALY**

Galy is a US-headquartered startup founded by Luciano Bueno and Paula Elbl. To address the issue of excess water and pesticide use in cotton production, Galy offers apparel brands cotton grown from cells in bioreactors.

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LVMH congratulates the six startups that stood out from the competition in their respective categories. In an era of unprecedented digital acceleration, each of these startups embodies excellence in its particular area of expertise, with products or services that are helping to shape the customer experience of the future.

For information about all 28 startups selected as Innovation Award finalists, see the LVMH press kit.



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LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot Ponsardin, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Cape Mentelle, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans and Château du Galoupet. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior Couture, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Parfumes Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna and Maison Francis Kurkdjian. LVMH's Watches and Jewelry division comprises Bvlgari, Tiffany & Co., TAG Heuer, Chaumet, Dior Watches, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

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