

LVMH

Press Release

LVMH brings Tap to Pay on iPhone to its US stores, creating a new and enhanced in-store experience

Paris,
June 14, 2023

Tap to Pay on iPhone provides an easy, secure and private way to accept in-person contactless payments at LVMH stores using iPhone – no additional hardware needed.

At this year's Viva Technology show, LVMH announced that it will begin rolling out Tap to Pay on iPhone to select LVMH Group stores in the US later this year, offering a seamless and secure payment experience. With Tap to Pay on iPhone, the LVMH Group client advisors can accept Apple Pay, contactless credit and debit cards, and other digital wallets anywhere in the store simply by using their iPhone and a partner-enabled iOS app – no additional hardware needed, regardless of the purchase amount. Tap to Pay on iPhone will be available in the LVMH Group Houses in the US later this year, starting with Sephora, Christian Dior Couture, Celine, Tiffany & Co. and Louis Vuitton.

“Our stores are the prime showcase for the excellence of the products we create, and we do everything possible to guarantee that the customer experience is absolutely impeccable, from the moment people walk in the door to payment for a purchase. The introduction of Tap to Pay on iPhone in LVMH US stores will contribute to offering our customers a purchase experience that is fluid, transparent and protected. This solution also reflects the growing demand among our customers for contactless payment and digital wallet transactions,” says Franck Le Moal, LVMH Group IT Director.

Apple's Tap to Pay on iPhone technology uses the built-in features of iPhone to keep the customers' data private and secure. When a payment is processed, Apple doesn't store card numbers on the device or on Apple servers.

The introduction of Tap to Pay on iPhone by LVMH is the next step in the group's clienteling strategy. Today, all the group's customer advisors are equipped with a dedicated clienteling app allowing them to access the product catalog as well as various CRM tools, and offer customers tailor-made support in their buying journey.

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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, 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, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans, Château Galoupet and Joseph Phelps. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior, 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, Parfums Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna, Maison Francis Kurkdjian and Officine Universelle Buly. LVMH's Watches and Jewelry division comprises Bulgari, Tiffany & Co., TAG Heuer, Chaumet, 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, Starboard Cruise Services, Belmond and Cheval Blanc hotels.

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