



IN MOTION FOR BETTER FUTURES

LVMH

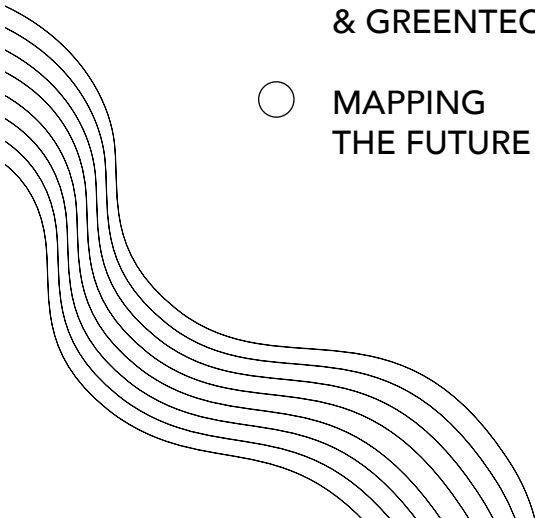
*Open
Innovation*

SUMMARY

SCAN
& EXPLORE
THE MAP
TO ENTER A NEW
AUGMENTED
WORLD!



- OPERATIONS EXCELLENCE
- IMAGE & MEDIA FOR BRAND DESIRABILITY
- IMMERSIVE DIGITAL EXPERIENCES
- EMPLOYEE EXPERIENCE, DIVERSITY & INCLUSION
- OMNICHANNEL & RETAIL
- SUSTAINABILITY & GREENTECH
- MAPPING THE FUTURE



Paving the Way, Opening New Horizons

LVMH Open Innovation acts as a force that sets in motion ideas, talents and Maisons to find, co-craft, and produce innovative solutions.

Via Entrepreneurship and Intrapreneurship programs, a breeding ground for ideas and innovation is established, business solutions accelerate and an open community is engaged to shape the world of tomorrow.

OPENING

Being curious, listening needs and innovation ecosystems to detect weak signals and catch louder ones. Open innovation is a source of inspiration and acculturation for everyone.

UNCOVERING

Being open to all, to let innovation spark from anywhere and everywhere. Open innovation acts as a catalyzer to pool ideas and create impactful synergies.

ACCELERATING

Facilitating, supporting, and bringing talents together. Open Innovation generates new collaborations.

RIPPLING OUT

Spreading and amplifying positive impacts. Open Innovation perpetuates a virtuous dynamic of continuous progress.

LA MAISON DES STARTUPS LVMH

A one-year business acceleration program at Station F, rooted in the LVMH ecosystem. Builds bridges between startups and the Group's Maisons.



DARE

LVMH's premier intrapreneurship program where talents can share ideas, collaborate and build solutions.



Since 2018...

La Maison
des Startups
LVMH

520+

Business
collaborations
facilitated

DARE

20,000+

Active members

6,000+

Startups screened

2,850+

Ideas suggested

180+

Startups accelerated
at Station F

50+

Projects incubated

20

Mature projects

Extend the journey...

AGENDA AT A GLANCE

FALL 2023

Live Session by La Maison des Startups LVMH

DARE Games APAC, Singapore

DARE Games EMEA, London

Paris Retail Week

Web Summit, Lisbon

Slush, Helsinki

WINTER 2024

DARE Games America, New York City

CES, Las Vegas

NRF, New York City

SPRING 2024

DARE Games Final, Paris

ChangeNow, Paris

VivaTech, Paris

OPERATIONS EXCELLENCE

Making Innovative Ideas Reality



DAMIEN BERTRAND
CHIEF EXECUTIVE OFFICER,
LORO PIANA

“People must feel free to try, fail, and experiment...”

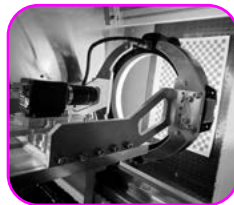
“The Iris DARE project started in 2022 to tackle a real pain point: identifying the different shades of color between the center and the edges of a bolt of fabric. Thanks to a creative idea from the Advanced Quality team, a multispectral camera was built to automate the checking process, save time, perform more accurate inspections, as well as cutting costs due to less wasted fabric.

Iris shows how important it is to give Loro Piana talents the opportunity to share their creative ideas and turn them into reality, so that they can contribute to the innovation of the company itself, as well as the world of luxury. Generating innovative ideas and projects requires that you foster the right environment, where employees have the freedom to express themselves and show their enterprising spirit. People must feel free to try, fail, and experiment...”

IRIS X LORO PIANA

A Technological Solution to Monitor the Colors of Fabrics

Thanks to a new multispectral camera, specialized operators can easily and efficiently distinguish the right color shade in real-time with zero waste of material or time, all in a reproducible and repeatable way. After successfully developing five machines with Loro Piana, Iris is now seeking to apply this solution in other fields.



Safeguarding the Ultimate Luxury

Authentication of physical objects, anti-counterfeiting solutions, cybersecurity, blockchain... Tomorrow's digital world promises to protect creativity and value.

CELINE X NAVEE (SEASON 5)

Anti-Counterfeit Solution for the Whole Web

In 2021, LVMH and Navee started addressing the challenges of safeguarding LVMH's brands: fighting against strategic data leaks, counter-acting the trade of millions of counterfeit products or handling issues arising from gray markets. The strength of Navee's image-intelligence technology, combined with daily cooperation with the Group revealed numerous opportunities to further enhance the protection of LVMH's brands on the internet.

LVMH OPEN INNOVATION AWARD 2022

TOSHI

The luxury last mile, re-imagined

Redefining the last mile by turning it into a customer experience moment: logistics as a service that offers customers not only the luxury of convenience with same day, nominated day and one hour delivery windows, but also retail home services such as Wait & Try and Try Before You Buy.
Collaborations: Louis Vuitton, Christian Dior, Tiffany, Rimowa and many others.

LA MAISON DES STARTUPS NEW COHORT 2023

APOLLO PLUS

AI for fabric digitization and smart quality control, reducing waste and increasing production capacity.

FABRIQ

Digital daily management system for industrial sites, to improve productivity and empower people.

INPHOCAL

Innovative laser marking system for ink-free traceability and personalization of products.

LIVING PACKETS

Smart, secure and reusable packaging with full control for a unique unboxing and waste-free experience.

NANOMADE

Disruptive invisible sensor technology allowing any surface and material to become highly interactive.

DARE PROJECTS

AIR-LESS

Luxurious products optimizing clients' luggage capacity for a smoother, time-saving experience.

IMAGE & MEDIA FOR BRAND DESIRABILITY

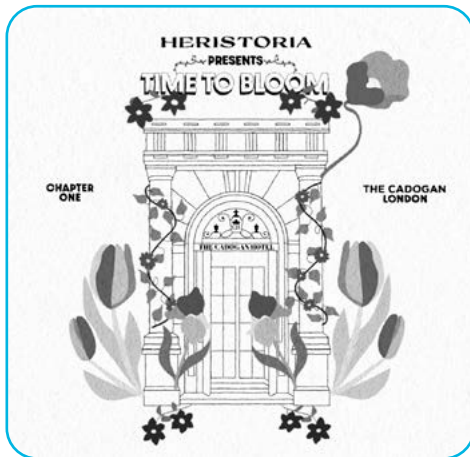
Authentic Storytelling

Don't we all love stories? A far cry from fairy tales, authenticity will guide luxury brands to craft good storytelling. Get ready to show your real self and engage in meaningful conversations.

HERISTORIA

Iconic Pieces from the Past

Treat yourself to a piece of history with vintage pieces, emblematic of the heritage of LVMH Maisons. *Heristoria.com* reveals the stories behind iconic items, inviting clients to purchase the object together with its genealogy and enjoy an emotional experience which connects the past to the present. Each vintage piece has been meticulously selected, authenticated, rejuvenated and contextualised with the support of its Maison of origin.



‘What could be more volatile than a memory emerging from the past? What could be more precious than reliving it in the present and taking it into the future? HERISTORIA passes on stories.’

MANIFESTO FOR
A BRIGHT FUTURE
heristoria.com

Showing Conscious Face

Because luxury influences our values, shapes our representations and defines the good and the beautiful, the time has come to inspire stories that leave a different kind of footprint...

GUERLAIN X SEENTHIS (SEASON 8)

Adaptive Streaming Technology

With a strong commitment to reducing CO₂ emissions, Guerlain partnered with SeenThis for their recent Abeille Royale awareness campaign in France: an adaptive streaming technology for the ads to load in HD quality while decreasing the amount of data transfers needed. A far more efficient – from a performance standpoint – and more sustainable way of delivering the digital ads.



LA MAISON DES STARTUPS NEW COHORT 2023

AIVE

All-in-one AI video platform for video production with pre-flight creative analytics.

BLOOM

Deep social data for decision-making: risk analysis, brand protection and marketing strategy.

BODYGUARD.AI

AI-powered technology for advanced linguistic analysis and content moderation across social media platforms.

MOMENTI

Immersive, touchable interactive video media platform. Frictionless and no app needed.

VIDMOB

A platform to drive better results with more effective creative insights for digital campaigns.

WIZALY

AI-powered customer journey analytics solution.

DARE PROJECTS

MUSIC LABEL

Pushing cultural brands to the next level with a Maison music label.

SINGULARITY

An exclusive NFT artwork guaranteeing authenticity, uniqueness and a privileged access to digital universes.

IMMERSIVE DIGITAL EXPERIENCES

Diving into a New Materiality

Ever stopped and imagined a world where technology and virtual entities could improve reality and stimulate our deepest emotions? Get ready, as digital twins are entering our lives!

BULGARI X CHANGE 2 (SEASON 8)

The Experiential Solution Unlocking Brands' Potential

In a world where virtual and material realities blend to create a limitless creative experience, Change 2 and Bulgari opened a new field of possibilities: more than 1,000 digital assets, bags & accessories, jewelry, watches and fragrances which can be viewed, configured (engraved-embossed), or digitally tried-on via their e-commerce channels!



LOEWE X THREEDIUM (SEASON 7)

The Augmented Reality of a Home Scent Collection

Loewe and Threedium have created a new kind of immersive 3D & AR experience. Choose the colors of your candles, compare sizes in real-time, admire them from any angle, zooming in and out thanks to rich, photo-realistic and true-to-scale renderings. Loewe x Threedium is all about perusing an entire collection in the comfort of your own home... with an exact idea of what you will be getting!



LA MAISON DES STARTUPS NEW COHORT 2023

ABSOLUTE LABS

Digital marketing platform to run your customer engagement in Web3.

EISKO

A 3D scanning experience producing lifelike 3D humans & products.

FOSFOR

Immersive displays and interactive innovations for exceptional in-store experiences.

METAV.RS

White label Web3 solutions for NFT programs & gamified immersive experiences.

DARE PROJECTS

CANVAS OF THE FUTURE

The first interactive luxury handbag.

FLAVOR FILMS

The aromas and fragrances trailer.

GESTURE OF LOVE

A connected jewelry solution augmented with its owner memories.

EMPLOYEE EXPERIENCE, DIVERSITY & INCLUSION

Making Diversity Thrive

Engaging employees starts with remembering what values a company stands for. There's little doubt that diversity, inclusion and equity are the very backbone of LVMH and its Maisons.

LA MAISON DES STARTUPS GUERLAIN X VETA (SEASON 8)

A Place for All

Guerlain called on VETA to set up inclusion projects for people with autism, who'd be accompanied throughout the process with tailor-made support: awareness, identification and layout of workstations, adapting of the environment, search for financing, experts, training and recruitment.



DARE LVMH X INCLUSION INDEX

The Standard for Diversity and Inclusion

The Inclusion Index was launched in March 2018 to recognize and reward Diversity and Inclusion initiatives throughout the Group.



Forging Lasting Commitments

Let's never forget that growing desirability starts by telling employees a memorable story.

LVMH ON STAGE

The LVMH Atelier for Beautiful and Socially Responsible Uniforms

What if uniforms could be a communication asset for Maisons and a motivational tool for the staff? Leveraging their expertise in design and production, LVMH On Stage produces on-brand uniforms with socially and environmentally certified fabrics.



LA MAISON DES STARTUPS NEW COHORT 2023

AMIPI

Tailor-made solution for improving inclusion through continuous learning and interpersonal skills management.

NEOBRAIN

AI strategic talent planning tool for HR teams, making internal mobilities easier.

SKILLEO

Video game-based recruitment platform to improve employer brand attractiveness and candidates' soft skills pre-assessment.

DARE PROJECTS

FAMILYSTORE

The platform that unlocks luxury's second life among LVMH employees.

OMNICHANNEL & RETAIL

SEPHORA

The Beauty of Omnipresence

Since its creation, Sephora has changed the face of perfumes and cosmetics retailing, continually innovating to make beauty shopping a unique experience...

DARE
SEPHORA US X FSA BADGE

The Badge for FSA Eligible Products

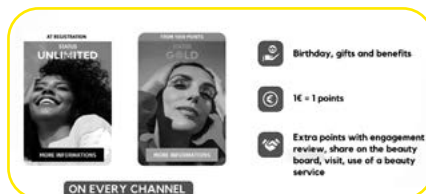
FSA Badge increases skincare revenue in the US by helping customers identify what products they can buy with their Flexible Spending Account – a special account subsidized by employers to cover part of employees’ healthcare costs.



LA MAISON DES STARTUPS
SEPHORA X MAXXING (SEASON 7)

The Seamless and Engaging Experience

Since 2012, Sephora and Maxxing have made it possible to set up personalized commercial animation along with the complete overhaul of the customer loyalty program for all countries in Europe and the Middle East. A new customer experience based on transactional and emotional behaviors.

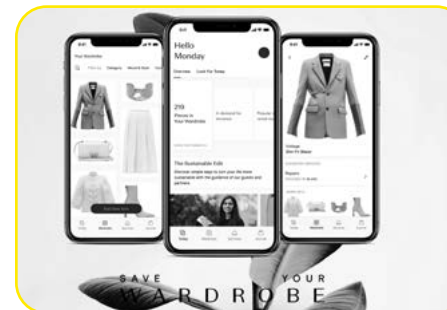


LMVH OPEN INNOVATION AWARD 2023

SAVE YOUR WARDROBE

The Repair and Care Platform

Save Your Wardrobe has developed a digital platform for care and repair as well as digital wardrobe management. Its services increase the lifespan of customers’ garments. Designed to match the individual needs of brands and retailers, the platform streamlines the post-purchase experience with seamless booking and management of aftercare services.



LA MAISON DES STARTUPS NEW COHORT 2023

4GIFT
B2B SaaS gifting solution for e-commerce platforms and omnichannel gifting experiences.

CHATLABS
Bridging the gap between Social Media and the Maisons through an AI powered, hyper-personalised social experience.

DATAIADS
Plug & play automated product detail pages software boosting Google and Social ads revenue over ads spend.

EKOO
Voice product description and reviews on product pages.

SAVE YOUR WARDROBE
The repair and care infrastructure platform.

DARE PROJECTS

BEMYBEST
Dress with your personal stylist every day.

KEEPSAKE
A collaborative platform capturing customers’ moments and delivering them a gift.

PERFECT PERFORMANCE
Retail performance monitoring in real-time.

RENT THE LOOK
Rent iconic bags for the highlights of your life.

SUSTAINABILITY & GREENTECH

Luxury, Time, Innovation and Eco-responsibility



SOPHIE BROCARD
CHIEF EXECUTIVE OFFICER, PATOU

“Transparency and honesty will be essential to preserving the trust bonding us to our customers.”

“Luxury confers the privilege of taking your time. In a world where everything is speeding up and accelerating us, luxury is a pause, a respite, a refuge. At a time when our interactions are becoming ever more digital and disembodied, luxury encourages us to take the time to genuinely feel: to appreciate the beauty of a dress, savor the subtlety of a cognac, the sensual touch of leather, the delicate scent of a cream or the complexity of a watch... Luxury objects invite us to preserve them, to make them last, to pass them on. For the creators of these objects, luxury means taking the time to develop their know-how, giving priority to handcrafting and, today more than ever, choosing methods and materials respecting nature. The myriad of innovations and the growing commitment of our talents and partners enable us

to continue imagining and bringing to life our products without sacrificing quality and creativity. We still have a long way to go, but our objective is clear. Transparency and honesty about our progress, as well as our failures, will be essential to preserving the trust bonding us to our customers. It is this conviction which has led Patou to make sincerity and transparency part of our brand values. And it is this very same conviction, that has always driven our eco-responsible approach, including our 2023 collaboration with Fairly Made – a startup from the LVMH ecosystem – to show the environmental journey of our models, including the provenance of raw materials, behind-the-scenes manufacturing, and gain a better understanding of our carbon footprint and impact on water resources.”

The Promises of Transparency

What if transparency was revealed as the absolute proof of excellence, in a conscious world, where sustainability has become the new luxury?

PATOU X FAIRLY MADE (SEASON 4)

Fashion’s Tracking Platform

In the digital world, technology has opened a new path for traceability. Yielding a renewed and trusting relationship between brands and customers. Patou and Fairly Made® got there by bringing transparency to “Les Essentiels”



product line. Resulting in a comprehensive understanding of social and environmental impacts along the supply chains, and the opportunity to share brands’ eco-conscious efforts with customers!

GREENSPECTOR (SEASON 7)

Helping Eco-design Web, Mobile and IoT Solutions

Greenspector has developed a solution to measure and analyze the energy and resources consumption of any digital service, in addition to finding consumption hotspots to help digital factory teams fix them.

DARE PROJECTS

CROCOWAY
Reusing leftover crocodile skins to make premium lifestyle products.

EARTH PASS
The recycling loyalty program for eco-conscious beauty customers.

GREEN LOOP
Recycled aircraft aluminum to bridge brand DNA & innovative sourcing.

HALOSTONES
Providing expertise and a network of suppliers for lab-grown diamonds.

NONA SOURCE
High-end re-sourced materials for mindful creatives.

ONE TO TREE
Sustainable wrapping options for different retail experiences.

UNUSED STONES
The new way to upcycle unused stocks of stones.

#WASTENOT
A circular business platform providing access to waste stock across Maisons.

LA MAISON DES STARTUPS NEW COHORT 2023

BIOWEG
Developing sustainable cosmetic ingredients via fermentation, using waste from the food and wine industries.

CRUZOAM
Biodegradable, circular materials to replace single use plastics and foams.

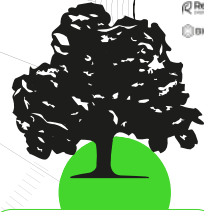
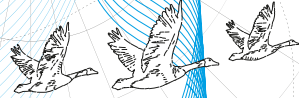
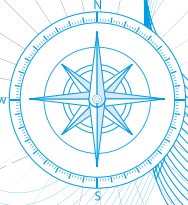
RELEAF PAPER
Sustainable packaging made from fallen leaves.

TRINITY AGTECH
Farming software to build sustainable supply chains across the food, fashion & beauty sectors.

WOOLA
Reducing plastic waste with packaging made from leftover sheeps’ wool.

FIND YOUR WAY TOWARDS FUTURE INNOVATIONS

Follow the path to making ideas reality, while guiding the future of the LVMH Group and its Maisons. See more on openlands.lvmh.com



CIRCULAR LANDSCAPES
Sustainability & GreenTech

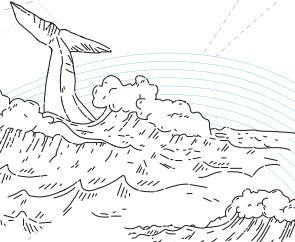
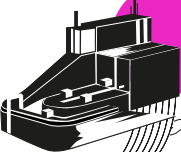
When the alliance between sustainability and creativity sows the seeds of new possibilities, real, authentic luxury starts to grow.

- STARTUPS**
- Releaf
 - Wobla
 - BIOWEG
 - GREEN LOOP
 - trinity
- DAIRY PROJECTS**
- CROCONWAY
 - EARTH PASS
 - GREEN LOOP
 - HALO STONES
 - NOVA SOURCE
 - ONE TO TREE
 - UNUSED STONES
 - #WASTENOT

OPERATIONS FACTORY
Operations Excellence

It's time for a new revolution with a wealth of opportunities: hybridation, intelligence, creation and value promise to become the ultimate luxury.

- DAIRY PROJECTS**
- AIR-LESS
- STARTUPS**
- AP@LLO
 - LIVINGPACKETS
 - fabricq
 - PHARMABY
 - inphocal



INDIVIDUAL KINGDOM
Omnichannel & Retail

They take many shapes and forms, travelling across time, space and channels to fulfill their every desire. Here, clients rule their own world of experiences.

- STARTUPS**
- GIFT
 - CHATLAB
 - EK40
 - SAVE YOUR WARDROBE
 - dataroads
- DAIRY PROJECTS**
- KEY-FRESH
 - KEEPSAKE
 - PERFECT PERFORMANCE
 - RENT THE LOOK



CONVERSATION SPACE
Image & Media for Brand Desirability

Communication always starts with a conversation: a thread guiding endless possibilities, and a unique opportunity to engage with people and the world.

- STARTUPS**
- BLOOM
 - Alive
 - WIZALY
 - vidmob
 - Bodyguard
- DAIRY PROJECTS**
- MUSIC LABEL SINGULARITY



HYBRID GALAXIES
Immersive Digital Experiences

In a world where the material and the virtual blend, perceptions and experiences are transformed: creativity becomes limitless and dreams finally comes true.

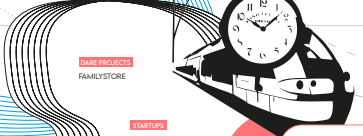
- STARTUPS**
- absolute
 - fsfor
 - EISKO
 - METAURS
- DAIRY PROJECTS**
- CANVAS OF THE FUTURE
 - FLAVOR FILMS
 - GESTURE OF LOVE



TALENTS CROSSROADS
Employee Experience, Diversity & Inclusion

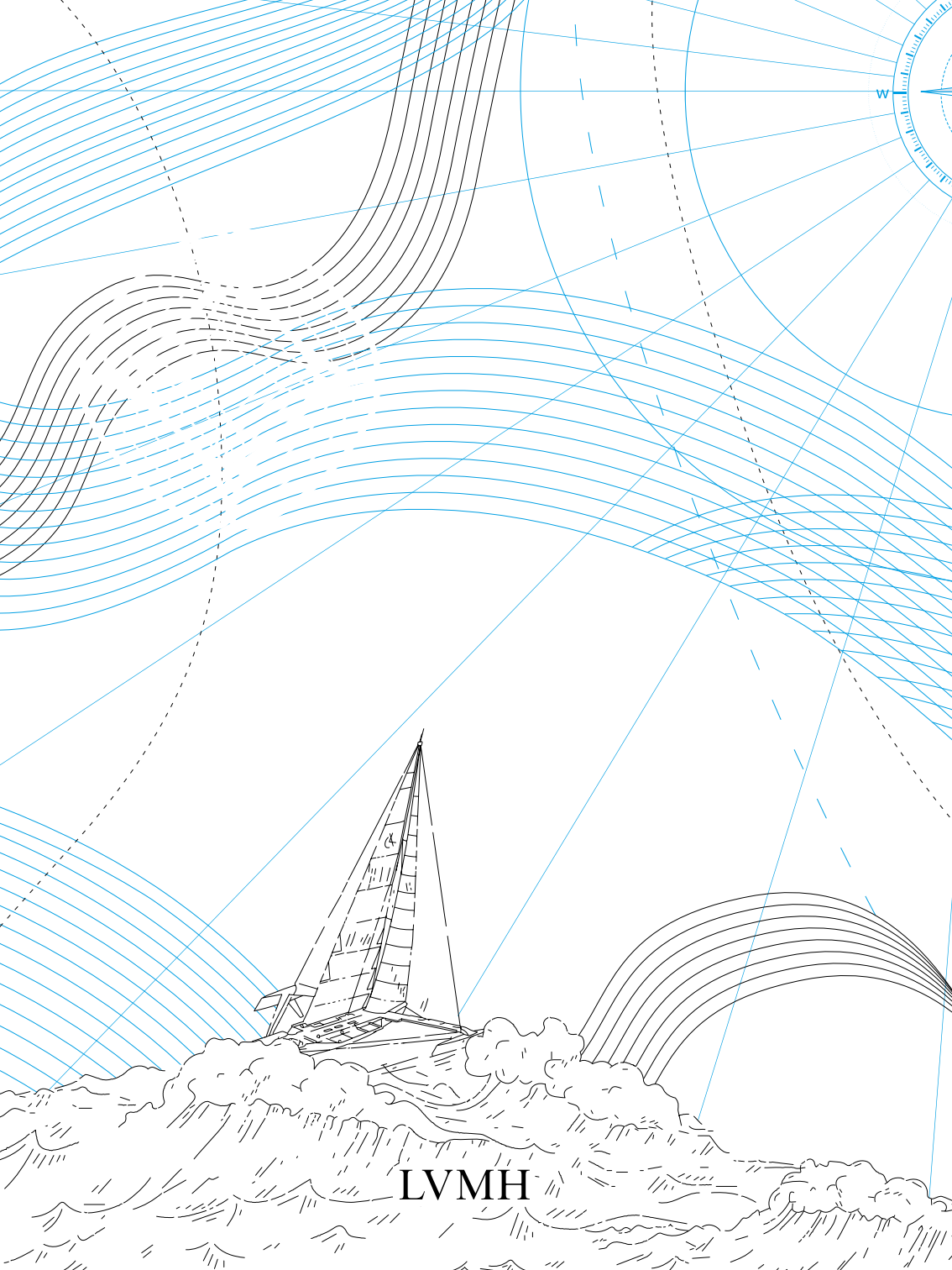
While their quest for new experiences and collaborations is leading the way for tomorrow's world, talents promise to build upon it.

- DAIRY PROJECTS**
- FAMILYSTORE
- STARTUPS**
- AMJL
 - Skilleo
 - NEBBIAN



SCAN & EXPLORE THE MAP TO ENTER A NEW AUGMENTED WORLD!





LVMH