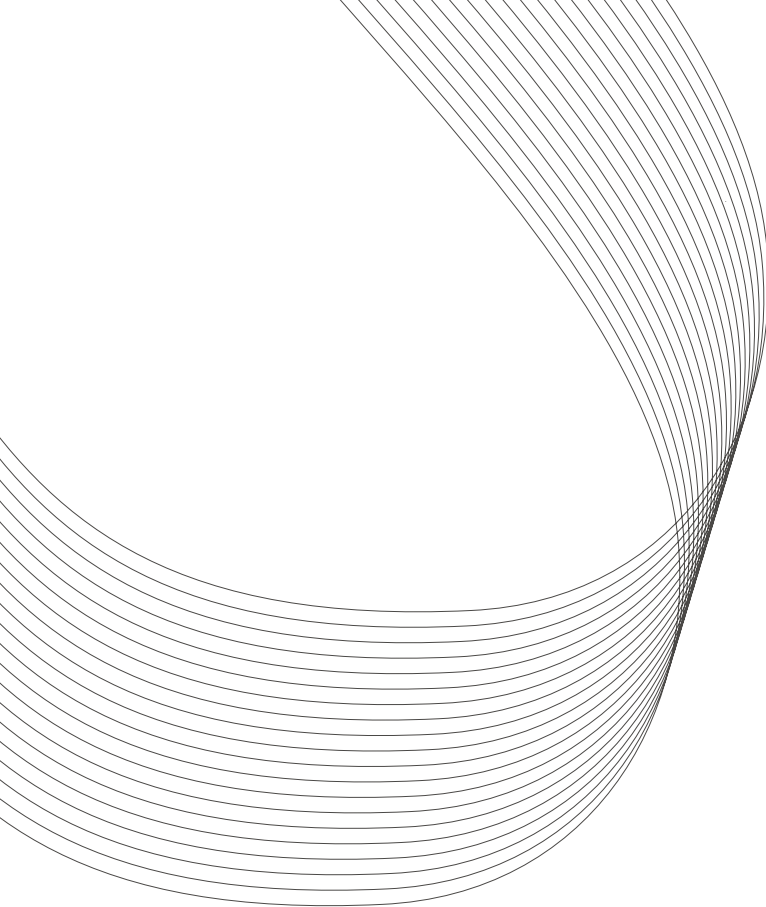




OPEN INNOVATION

LVMH

IN MOTION
FOR BETTER
FUTURES



SCAN TO EXPLORE THE NEWEST SOLUTIONS
FROM THE DARE PROGRAM AND SEASON 10
OF LA MAISON DES STARTUPS LVMH

Actions

Impacting the Future

From its very inception in 2017, LVMH Open Innovation has acted as a force setting into motion ideas, talents, Maisons, as well as cutting-edge startups. Always with the deep conviction that new solutions can arise from unexpected sources - both within and outside the Group. With La Maison des Startups LVMH and the DARE Intrapreneurial program, the past few years have yielded a myriad of synergies. Fruitful collisions which will have a lasting impact on the future of LVMH and its Maisons.

A future that the LVMH Open Innovation team will continue to actively co-craft with the following actions:

- carefully assessing the Maisons' innovation needs and priorities;
- constantly accelerating game-changing ideas and collaborations;
- helping to encourage the long-terms business transformation and sustainable performance of the Maisons;
- this, in addition to defining the imprint that we as a business wish to leave on the luxury world, our clients' lives, the planet, and society.

LVMH Open Innovation remains perpetually
in motion for better futures.

Paving The Way to Open New Horizons

Thanks to its Entrepreneurship and Intrapreneurship programs, LVMH Open Innovation is a breeding ground for innovative ideas that will accelerate the business and help shape the world of tomorrow.

LA MAISON DES STARTUPS LVMH

A one-year business acceleration program at Station F, rooted in the LVMH ecosystem. It builds bridges between startups and the Group's Maisons by co-crafting innovative solutions.



DARE

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



WE MAKE IT HAPPEN BY:

LISTENING

to the Maisons' priority needs.

SELECTING

relevant solutions from the world's most cutting-edge startups and intrapreneurs.

ACCELERATING

new collaborations between Maisons, startups or intrapreneurial projects.

SCALING UP

to amplify continuous progress across LVMH.

OPEN INNOVATION BY NUMBERS

LA MAISON
DES STARTUPS
LVMH

790+

Business
collaborations
facilitated

DARE
LVMH

20,000+

Active members

7,500+

Startups screened

3,500+

Ideas submitted

220+

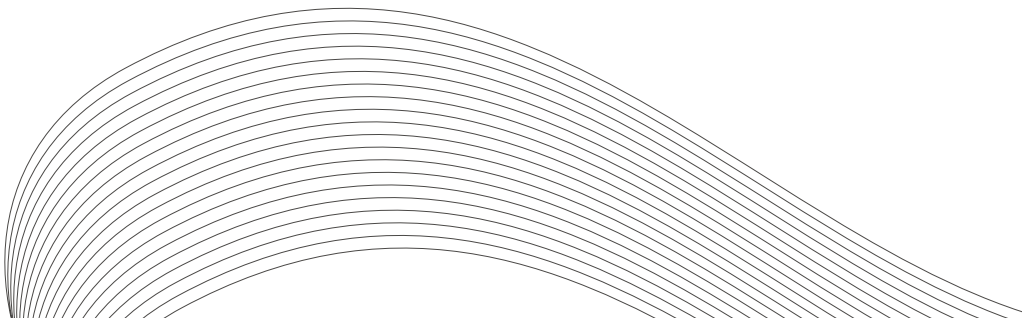
Startups accelerated
at Station F

100+

Projects incubated
since 2017

30+

Business solutions
launched since 2017



Going Global: The DARE Games

Last year, LVMH's intrapreneurship program invited all the Group's talents from across the globe to share their innovative ideas to boost the future of luxury.

The selected semi-finalists, from various Maisons, went head-to-head in intense regional events (APAC/EMEA/Americas). They created teams, who polished their raw ideas into solid projects, before they were pitched to a jury of experts.



WATCH OUR DARE
GAMES VIDEO SERIES



AMERICAS FINALISTS

ARTCASES

Leveraging art to give a second life to damaged cases.

DARE TO WEAR

Launching the 1st luxury piercing collection.

FLY INTO 50

Elevating peri-menopause beauty.

DEEP LEARNER

Metrics-centered bespoke training for sales teams.

EMEA FINALISTS

D.ATLAS

An AI-powered platform to share report templates.

MOBILITY KICK

Boosting talent mobility across the Group.

MYCONIC

Revolutionizing luxury packaging with compostable materials.

SURPLUS SWAP

Facilitating b2b exchanges of excess materials.

APAC FINALISTS

DARE TO DREAM

Promoting careers in retail and craftsmanship to the next generation.

FILM COMPETITION

Elevating brand desirability through a film challenge.

MY HEROES

Celebrating talents' individual contributions.

THE CURATOR

Takes a cue from Pokémon GO! to enhance the boutique experience with art.

Where Maisons-Startups Collaborations Are Ignited



La Maison des Startups LVMH just keeps moving forward, with last year's cohort (lucky number 9) scoring a record-breaking 90 collaborations between startups and LVMH Maisons. Proof positive that the introduction of new features - such as Mentoring Sessions with LVMH Experts; the action-packed Live Session launch day; and the insightful 'Future of...' conference series (all held at Paris' Station F) - is paying off!

So, as we now welcome a new cohort of talented startups for La Maison des Startups LVMH's 10th Season, we're confident that we can do even better, together. This next chapter should see La Maison des Startups LVMH program go even more global, scale-up, and

further hone its processes for making the biggest impact on the business possible!

So, here's to 10 seasons of innovation, celebration, inspiring changemakers and high-impact collaborations! It's now time for the latest cohort to team-up with your Maison to make a great impact!

lamaisondesstartups.lvmh.com



MEET SEASON 10 NOW!

SUCCESS STORIES
IMMERSIVE DIGITAL EXPERIENCES

Diving Into a New Materiality

Ever imagined a world where technology could improve reality and stimulate our deepest emotions? It is here, before our very eyes.

LA MAISON DES STARTUPS

LOUIS VUITTON X ABSOLUTE LABS (SEASON 9)

A Web3 Platform for Clienteling

There's a world where luxury can re-engage with exclusivity and rarity, while being in full osmosis with their clients. This world is Web3, and Louis Vuitton has laid claim to it thanks to Louis Vuitton Via, a new exclusive Client Engagement program merging physical & digital worlds, that allows customers to discover exclusive curated collection of Louis Vuitton pieces, available only to the Web3 community. A project supported by a partnership with Absolute Lab and their Wallet Relationship Management!



LA MAISON DES STARTUPS SEASON 10

BLNG

A GenAI company providing design software & data products for the jewelry industry.

FANCYTECH

Product video production made efficient by GenAI and 3D models, with control over product details and creatives. (Pictured).

REFABRIC

An AI-powered design platform for fashion collections, and mood boards.



DARE

SENSES OF HENNESSY X FLAVOR FILMS

What's Your Flavor?

Inspired by Patrick Süskind's book 'Perfume', this sensorial experience has allowed spirit lovers to immerse themselves into their favorite tipples' ingredients. This, as part of the Senses of Hennessy experience, available at Travel Retail outposts at Paris-Charles de Gaulle Airport, Chengi and Macau.



SEE HOW FLAVOR FILMS
IS DARING WITH IMPACT



DARE PROJECT

THE CURATOR

Takes a cue from
Pokemon GO! to enhance
the boutique experience
with art.

SUCCESS STORIES SUSTAINABILITY & GREENTECH

The Promise of Transparency

What if transparency became an absolute proof of excellence, in an increasingly conscious world, where sustainability has become the new luxury?

LA MAISON DES STARTUPS
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® achieved this by bringing transparency to the “Les Essentiels” product line. It resulted in a comprehensive understanding of social and environmental impacts along the supply chains, as well as the opportunity to share brands’ eco-conscious efforts with customers.



“Transparency and sincerity will be essential to preserving the trust bonding us to our customers. It is this conviction which has led Patou to make them 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® to show the environmental journey of our models.”

SOPHIE BROCCART
CHIEF EXECUTIVE OFFICER, PATOU



LA MAISON DES STARTUPS SEASON 10

AECTUAL

Platform for circular and customizable interior furniture & architectural finishes at scale, 3D printed on-demand using recycled materials.

BRIGHTPLUS

Plastic-free, recyclable, organically sourced waterproofing for textiles.

JIKAN TECHNO

Rice & wheat-based biomaterials to replace mineral finite materials in cosmetics.

RAIKU

100% compostable & eco-friendly wood-based packaging.

REFRESH

Transforms all textile waste into new raw materials.

SPARXELL

Biodegradable, natural, consumable pigments for powders & glitters in cosmetics, packaging & fashion.

SYNOVANCE

Natural and bio-based dyes and pigments for cosmetics and fashion.

As the World Turns

The reality of a finite and non-linear planet has spawned new circular services to limit, optimize, restore, recycle, upcycle, revalue, repair and care...

DARE

CHRISTIAN DIOR COUTURE X OPEN WINDOWS

Giving Window Displays a New Lease on Life

With over 5,000 visual merchandising projects in 2023, Christian Dior Couture is undoubtedly a leader. Yet, several hundred tons of window display waste were produced because of these creative endeavors. That's why bright sparks at Dior and LVMH Group imagined Open Windows: an easy, agile & innovative solution for selling used LVMH Maisons visual merchandising elements to Group talents with proceeds going to charity. Open Windows doesn't just dream big, it dreams of creative circularity. And of making more Maisons dream too!

LA MAISON DES STARTUPS

GREENSPECTOR (SEASON 7)

Helping to Eco-Design Web, Mobile and IoT Solutions

Greenspector's solution measures and analyses the energy and resources consumption of any digital service, in addition to finding consumption hotspots so digital factory teams can fix them.

DARE PROJECTS

DIGNITY ARTWORK

Using collaborations to advocate for artists with disabilities.

MYCONIC

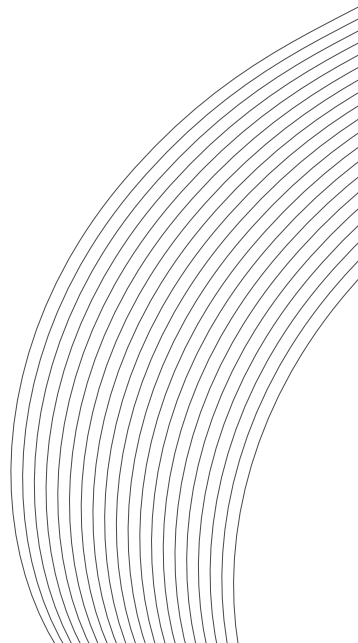
Revolutionizing luxury packaging with compostable materials.

SUSTAINABLE KNITWEAR

Repurposing leftover yarn.

UNUSED STONES

The new way to upcycle unused stocks of stones.



SUCCESS STORIES OMNICHANNEL & RETAIL

Whoever, Wherever, Whenever

Whether in stores or online, brands are innovating to stay closer to their clients than ever before, by creating exceptional and targeted experiences.

DARE

SEPHORA X FLY INTO 50

Elevating Peri-Menopause Beauty

What if redefining beauty started by recognizing every woman's singularity? Fly Into 50 seeks to establish Sephora as the trusted partner for Generation X women, who often feel invisible. Improving the client experience by providing expertise and educational content, quality product recommendations and access to a supportive community, Sephora's goal is to better educate the client while providing a smoother, less overwhelming online experience.



DARE PROJECTS

BEMYBEST

A high-end personal styling service at the tap of a finger.

CENACLE

Enhancing client retention with curated luxury experiences.

FILTER ME

Book your ideal sales advisor!

FUTURE OF WELLNESS

In store membership-based wellness.

LVMH FAAS

Creating Fashion as a Service subscription program.

MAISON-THEMED YACHT

Providing a bespoke luxury boat experience.

DARE

SEPHORA US X FSA BADGE

The Badge for FSA Eligible Products

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



SEE HOW FSA BADGE
IS DARING WITH IMPACT

LA MAISON DES STARTUPS

TIFFANY X CHATLABS (SEASON 9)

A Bold New Social Experience

In today's fast-paced social media world, brands need to radically rethink the user experience paradigm. ChatLabs has forged a new one. The AI-powered social commerce platform analyzes social media creative context and customer behavior to build a unique experience for every single customer, combining content, products, and calls-to-action in a hyper-personalized journey. One which Tiffany's clients previewed during the Maison's 2023 Christmas Campaign in the UK.

LA MAISON DES STARTUPS SEASON 10

EQL

E-commerce technology to offer reliable, fair, & memorable product launches of in-demand products.

GK CONCEPT

Tailor-made, interactive in-store display merchandising and shopping experiences.

GLANCEABLE

A customer review aggregation and analysis platform using NLP for strategic insights.

KAHOONA

Real-time AI predictive customer profile segmentation of unknown visitors for hyper-personalization and media retargeting.

WUNDERKIND

A marketing and identity management solution profiling and targeting unlogged customers.

XYDROBE

Multi-sensorial VR pods and cinemas for immersive in-store experiences.

SUCCESS STORIES
OPERATIONS EXCELLENCE

Hello, Hybrid World

New technologies, intelligence systems and solutions are being ushered into the very complex world of operations, boosting overall performance.

DARE

LORO PIANA X IRIS

A Groundbreaking AI Color-Catcher

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 three machines with Loro Piana, the Iris team is now seeking to apply this solution in other fields.



SEE HOW IRIS
IS DARING
WITH IMPACT

DARE PROJECTS

D.ATLAS

An AI-powered platform to share report templates.

IRIS

The first AI color-catcher.



“Iris shows how important it is to give Loro Piana talents the opportunity to share their creative ideas and turn them into reality. 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.”

DAMIEN BERTRAND
CHIEF EXECUTIVE OFFICER, LORO PIANA

DARE

GUERLAIN X LIGHTHOUSE

Tracking and Organizing Budget Information at a Local Level

How can we help employees make efficient data-driven decisions by re-shaping the budget experience? At Guerlain, Lighthouse could prove a game-changer, with the first prototype of this marketing analytics application currently being tested!

LA MAISON DES STARTUPS

BERLUTI X LIVING PACKETS (SEASON 9)

Smart, Secure & Reusable Packaging

Living Packets presents THE BOX: a smart, secure, and sustainable delivery solution that can be fully controlled. Thanks to connectivity, AI and blockchain, THE BOX offers a completely connected and reusable packaging solution. Following a proof of concept, the startup is now collaborating on a long-term basis with Berluti to send products between shoemakers and factories.



LA MAISON DES STARTUPS SEASON 10

AUTHENA

IoT and AI solutions
for authenticity protection
& real time traceability.

HUMANITICS.AI

A recommendation engine
for store managers to reach
optimal store performance.

PERCEPTION MANUFACTURING

An AI-based visual data
analysis solution optimizing
factory processes.

QBOOK.IO

An intelligent platform
for quality control
management.

WIZYVISION

Helping frontline work
thanks to images,
voice & AI.

SUCCESS STORIES
EMPLOYEE EXPERIENCE, DIVERSITY & INCLUSION

A Brave New World of Engagement

Employee Experiences boosting diversity and performance are key to maintaining the engagement of LVMH's most precious asset.

DARE

CHRISTIAN DIOR X DEEP LEARNER

Metrics-Centered, Bespoke Training Application for Sales Teams

Can the power of Artificial Intelligence help Sales Advisors to fully unleash their potential? Cue the Deep Learner solution using Generative AI and machine learning, to provide customized training based on an individual sales performance.

DARE

LVMH INCLUSION INDEX

The Standard for Diversity and Inclusion

Launched in 2018, this Inclusion Index recognizes and rewards diversity across the Group.



DARE PROJECTS

FAMILY STORE

Enhancing the employee experience through peer-to-peer staff sales of Maisons products.

TRANSMISSION

Preserving ancestral know-how with mini podcasts.



LA MAISON DES STARTUPS

GUERLAIN X VETA (SEASON 8)

A Place for All

Guerlain asked VETA to set up inclusion projects for autistic people. Throughout the process they receive tailor-made support, thanks to the raising of awareness, special financing, the adapting of their work environment, experts care, training, as well as recruitment.



LVMH
*Objectif
 Inclusivité*
Innovation for better future

LVMH a concrétisé un rêve : rendre les Maisons plus performantes, tout en faisant des projets d'inclusion une réalité.

"Se priver des compétences des personnes autistes, c'est handicaper votre entreprise"
 Yenny Gorce, DG

vivre et travailler AUTREMENT



LA MAISON DES STARTUPS SEASON 10

FIFTY

A new training format using nudge technology to bridge the gap between intention and action.

HERALBONY

Empowering artists with intellectual disabilities to tell inclusive art stories, while helping brands to communicate on diversity and inclusion.

MIXITY

Digital HR solutions to assess diversity and inclusion at work.

OPEN DECIDE

A neuroscience-based digital platform to build optimal team dynamics.

SIMSKILLS

A leadership & soft skills training platform using GenAI for immersive role-playing.

WITTYWORKS

A GenAI tool that detects DEI biases and corrects non-inclusive language in real time.

SUCCESS STORIES
IMAGE & MEDIA FOR BRAND DESIRABILITY

A New Era of Storytelling

As one of the world's leading storytellers, LVMH is perpetually renewing how it presents itself to the world to keep up with the times: whether by gracing not-to-be missed events or safeguarding its online reputation.

DARE

LVMH ON STAGE

Game On

This summer, the eyes of the world were on the Olympics Games, whose victory ceremonies featured 515 medal bearers outfitted in unisex uniforms by DARE alumni LVMH On Stage. Its designer drew inspiration from Paris' last Summer Games in 1924 (an era which witnessed the dawn of sportswear) and used recycled textiles, to reflect LVMH's enduring commitment to craftsmanship and circularity. This marked the latest milestone for the initiative, that uses its design and production expertise to create uniforms acting as Communication assets for the Group and its Maisons, as well as a motivational tools for its talents.



KAORI'S
STYLING PROJECT
DIRECTOR AT LOUIS VUITTON
MALLETTIER AND DARE
INTRAPRENEUR
FOR LVMH ON STAGE

DARE PROJECTS

DARE TO DREAM

Promoting careers
in retail and craftsmanship
to the next generation.

FILM COMPETITION

Elevating brand desirability
through a film challenge.

LA MAISON DES STARTUPS

LOUIS VUITTON X BODYGUARD (SEASON 9)

Preserving Brand's Desirability With AI

Artificial Intelligence may be brands' best ally to create safe online communities, as demonstrated by Louis Vuitton's partnership with Bodyguard, an AI-powered technology for advanced linguistic analysis and content moderation across social media platforms. Every month, Bodyguard analyses over 250 messages in 20 languages to detect and moderate toxic user-generated content. Ensuring the protection of the iconic brand's reputation and its enduring desirability!



LA MAISON DES STARTUPS SEASON 10

HIPPOC

An AI & Neuroscience solution predicting the performance of advertising campaigns.

IRCAM AMPLIFY

Innovative audio products & services that transform everyday sound experiences.

RAIVE

A multimedia Generative AI company with built-in IP attribution.

TRAJAAN

A search intelligence platform detecting consumer insights from search bars, that's complementary to social listening.

A SUMMARY OF

La Maison des Startups LVMH and DARE Solutions

Interested in a DARE project?

Get in touch with the DARE team so it can set up an 'Exploration Phase' with this exciting solution ASAP. This 5-week trial period is an opportunity for the DARE project to gage a proof-of-concept tailor-made for your Maison.

One that - if greenlit by your Maison - can be implemented with human and financial resources from DARE.

A win-win for all involved!

DARE: lvmdare@lvmh.com

La Maison des Startups: stationf@lvmh.com



Explore the latest solutions from the DARE initiative, and Season 10 of La Maison des Startups LVMH

IMMERSIVE DIGITAL EXPERIENCES

LA MAISON DES STARTUPS SEASON 10

BLNG

A GenAI company providing design software & data products for the jewelry industry.

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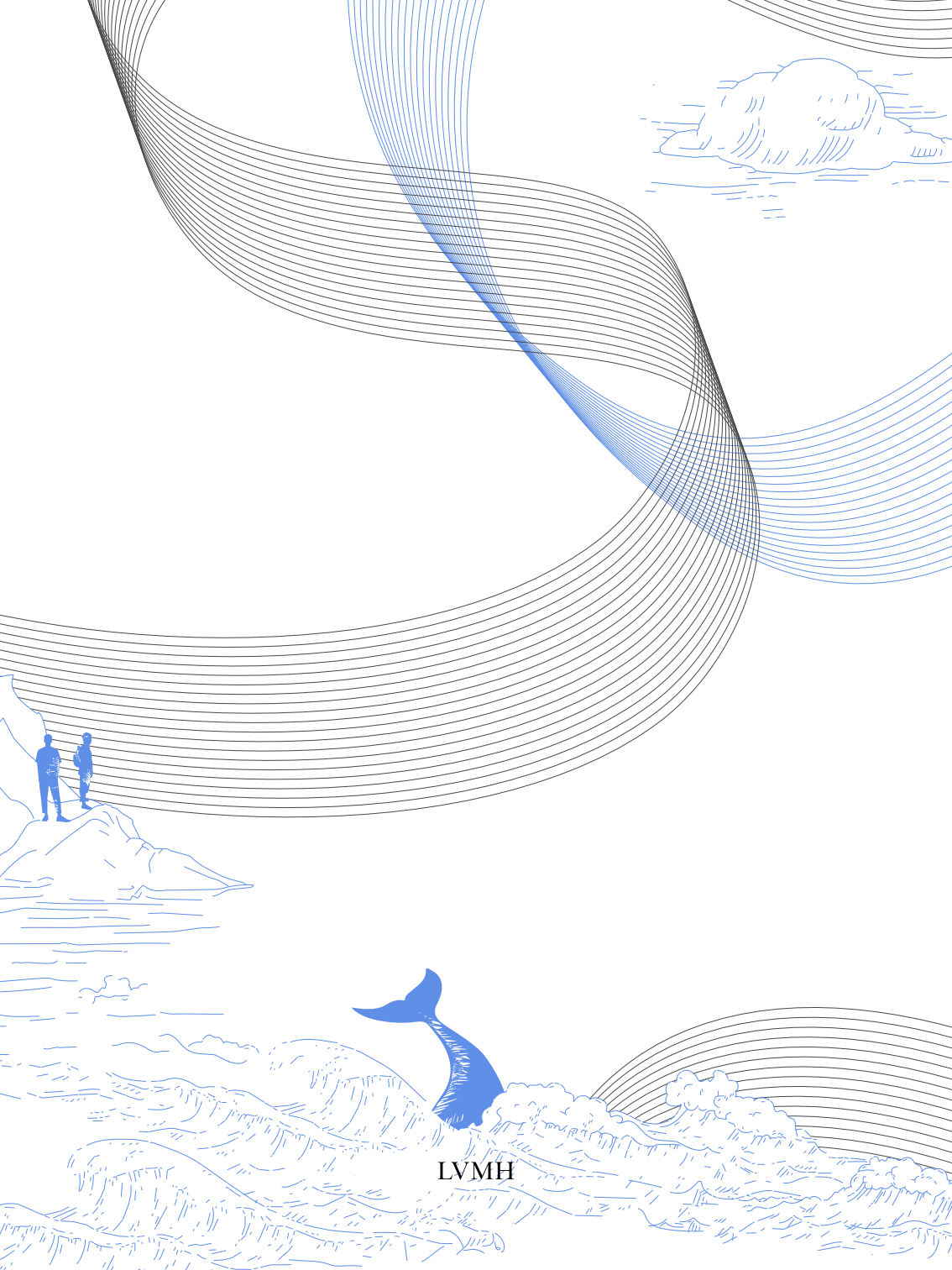
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