

# Luxury giant invites startups to enter LVMH Innovation Award 2022

Luxury conglomerate LVMH is calling on startups from across the globe to enter its annual LVMH Innovation Award, organised in conjunction with VivaTech.



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The Innovation Award, launched in 2017, calls upon inventive startups to pitch their solutions to accelerate the luxury experience at LVMH Maisons.

For the sixth edition of the LVMH Innovation Award, the LVMH Group has launched a worldwide call for candidates, who can compete in one of the six following categories:

- Omnichannel & Retail
- Media & Brand Awareness
- 3D/Virtual Product Experience & Metaverse
- Operations & Manufacturing Excellence
- Employee Experience & Corporate Social Responsibility
- Sustainability

Applications can be submitted until 4 March 2022 and finalists will be invited to be part of the LVMH Lab throughout

VivaTech, from 15-18 June 2022.

Startups selected for the shortlist of finalists will be invited to present their solutions at the LVMH Lab during the four days of VivaTech, Europe's biggest startup and tech event. Shortlisted startups will have a chance to work with LVMH and its Maisons and the winners – one startup for each category – will be honoured at an awards ceremony during VivaTech.

A special prize will also be given to a startup for the most compelling data and artificial intelligence solution. One of the startups will be named the winner of the 2022 LVMH Innovation Award.



### Mobile body-scanning startup wins LVMH Innovation Award

24 May 2019



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## Entry criteria

This challenge is open to startups from around the world that are still in their growth stage – from seed to scale-up – and positioned to operate on a global scale to help the luxury group meet challenges linked to creative processes, the omnichannel customer experience, operations or production. There is a special focus on solutions in fashion tech, beauty tech and jewellery tech.

Interested startups can [apply here](#).

For more, visit: <https://www.bizcommunity.com>