

EVENTS/CAUSES

# LVMH invites Paris 2024 fans to visit new digital gallery

June 7, 2024



LVMH's *The Maison of All Victories* showcases the many contributions of its brands to this year's Summer Olympics and Paralympics. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is unveiling a three-dimensional exhibition online.

A new immersive digital gallery highlights key aspects of the corporation's Paris 2024 partnership. Available to browse on both desktop and mobile browsers, LVMH's **The Maison of All Victories** takes interested parties through the many contributions of its brands to this year's Summer Olympics and Paralympics.

## Digital domain

The interactive audiovisual experience, first shown at LVMH's Viva Technology expo in Paris last month, will be live for the next three months.

As the premium Paris 2024 partner, LVMH is showcasing its connection to the sporting event across three web-based floors, each serving a different purpose.

The first level serves as an introduction and overall hub, with users able to see the conglomerate's social media posts pertaining to Paris 2024. Once underway, updates on The Games themselves will also appear here.

Uncover The Maison of All Victories, an immersive digital platform inviting to explore the multiple dimensions of the partnership between LVMH and **@Paris2024**.

Learn More: [#LVMH](https://t.co/CKe8YHVXJN#LVMH) [#Paris2024](https://t.co/CKe8YHVXJN#Paris2024) [#ArtisanDeToutesLesVictoires](https://t.co/CKe8YHVXJN#ArtisanDeToutesLesVictoires)  
[pic.twitter.com/vduortIMPS](https://t.co/CKe8YHVXJN#Paris2024)

LVMH (@LVMH) **June 5, 2024**

On the second floor, a behind-the-scenes look at the group's many creations for the Summer Olympics so far is housed. Olympic torch trunks made by French fashion house Louis Vuitton and medals from French luxury jeweler Chaumet are among the items on view, paired with photos, videos and clickable 3D models.

Dior, Berluti and Sephora also receive dedicated rooms for their respective activations. The third level is home to LVMH's athletic ambassadors, who will compete at the event ([see story](#)).

In the next few weeks, The Maison of All Victories will receive a fourth floor with more Paris 2024 content. Among its promised updates are areas displaying forthcoming activations from Sephora and outfits from an undisclosed LVMH brand that will adorn competitors and medal presenters alike.

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.