Bambuser is now 195% owned by LVMH, as the fashion conglomerate has increased its stake in the live streaming platform.

Bambuser has been a part of LVMH since 2007, with the luxury goods giant owning a 40% stake in the company. However, LVMH has been on a buying spree in recent years, snapping up a number of start-ups and emerging companies.

The acquisition of Bambuser is part of LVMH's strategy to expand its digital presence and harness the power of live streaming to engage with consumers around the world. The platform has seen a surge in popularity during the pandemic, as people looked for ways to connect with friends and family from home.

LVMH has also made significant investments in other technology companies, including Augmented TV, which provides virtual reality experiences for fashion shows, and Decentraland, a virtual world platform that allows users to create and trade digital assets.

The acquisition of Bambuser is a significant milestone for LVMH, as it continues to diversify its portfolio and explore new avenues for growth. The platform will likely play a key role in LVMH's digital strategy, helping the company to reach new audiences and drive sales.