

AI IN LUXURY

THE QUIET REVOLUTION

Agenda

Topics Covered

[Advantages of incorporating technology](#)

[Rigorous application in the luxury section](#)

[Considering the uses of GenAI](#)

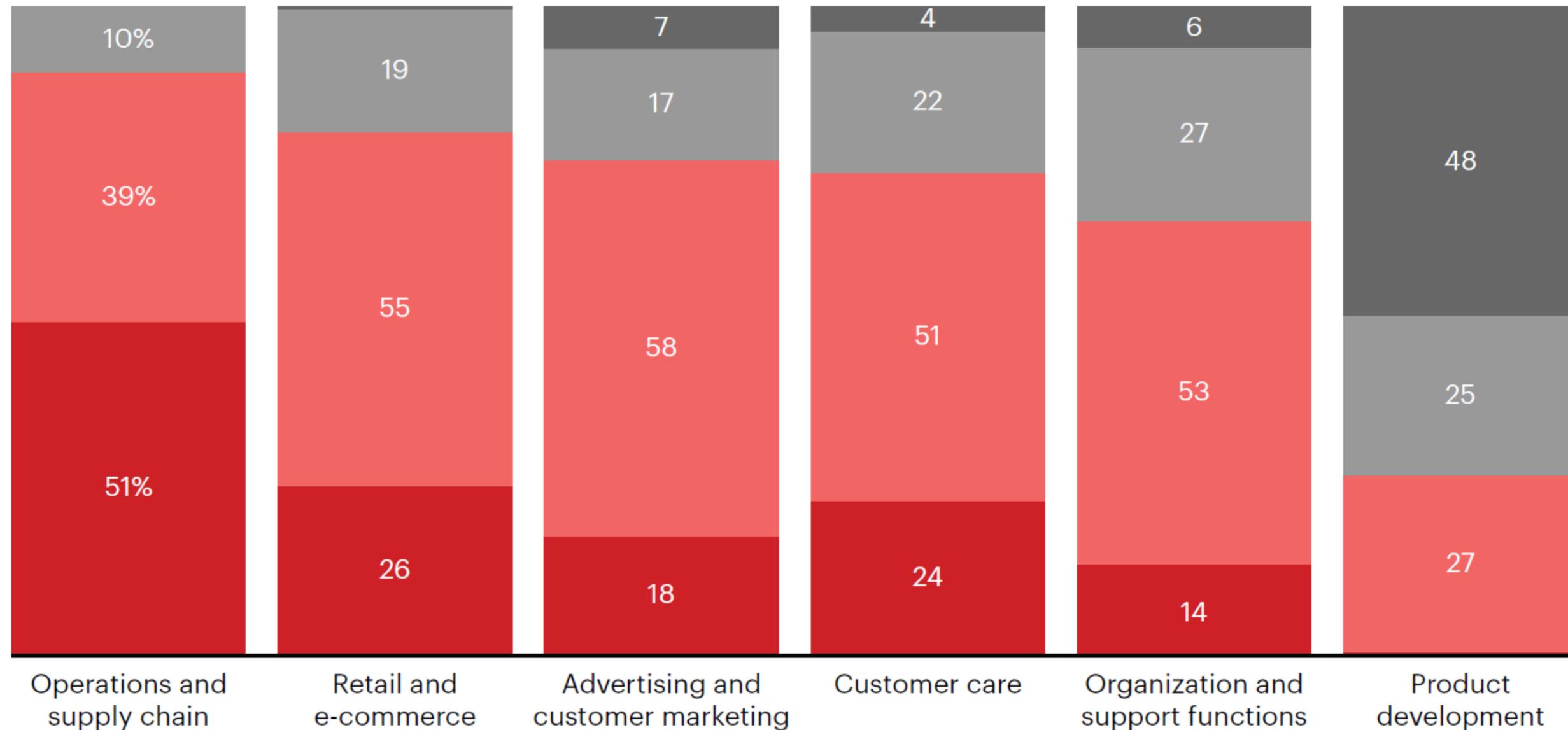
[Level of adoption in the luxury segment](#)

Advantages of Incorporating Technology

- **Elevated Personalization**
- **Immersive Experiences**
- **Authentication and traceability**
- **Sustainable production**
- **Connectivity and comfort**



Level of acceptance of AI solutions across functional areas, by proportion of *Maisons* selecting from a 1-4 scale



■ 4 = High acceptance, low resistance ■ 3 ■ 2 ■ 1 = Low acceptance, high resistance

Source: Comité Colbert and Bain & Company survey (May–July 2024)

Generative AI

While AI can by no means replace human creativity, it can enhance and streamline the creative process.

Gregory Boutte, Chief Client and Digital Officer, Kering

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Rigorous application in the luxury sector



Respect for tradition



Training and Education

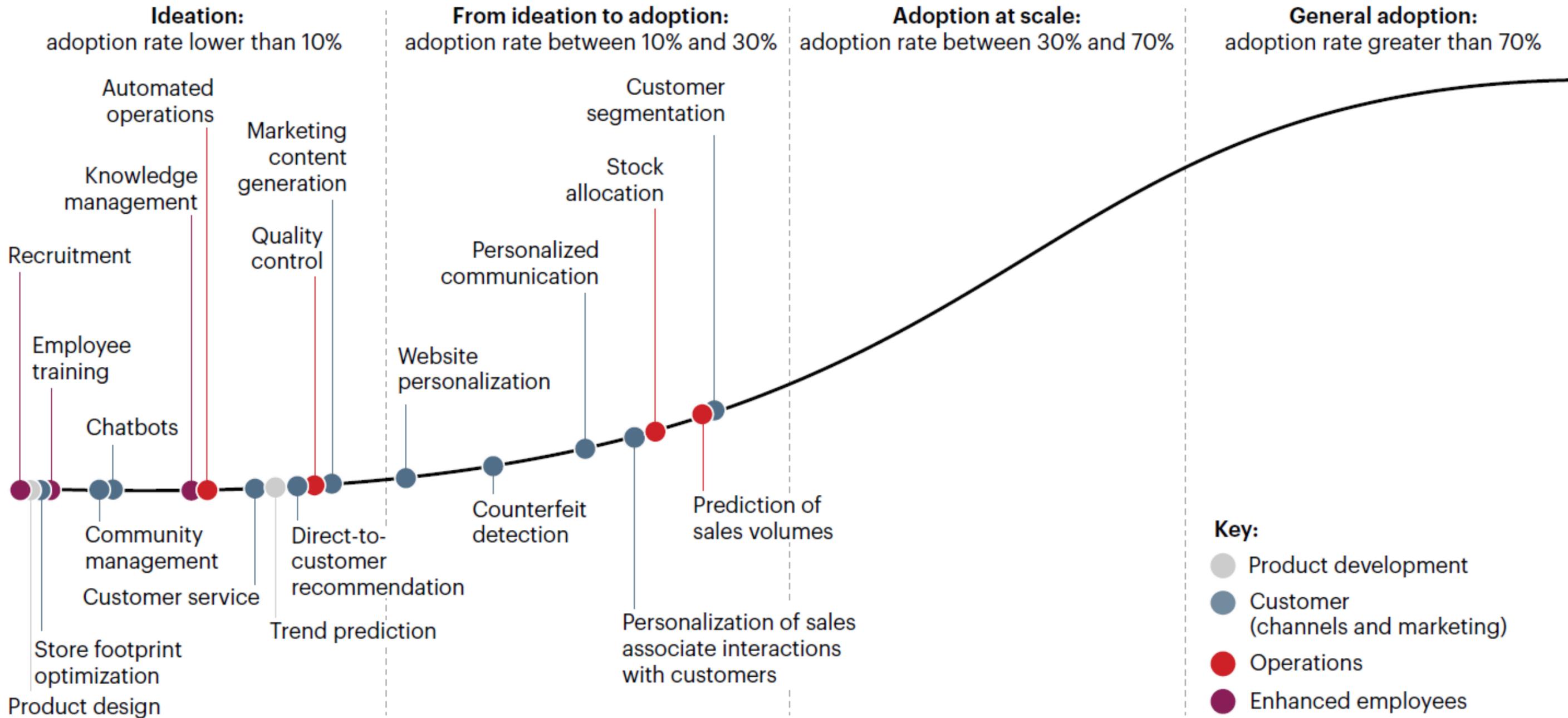


Quality Standardisation

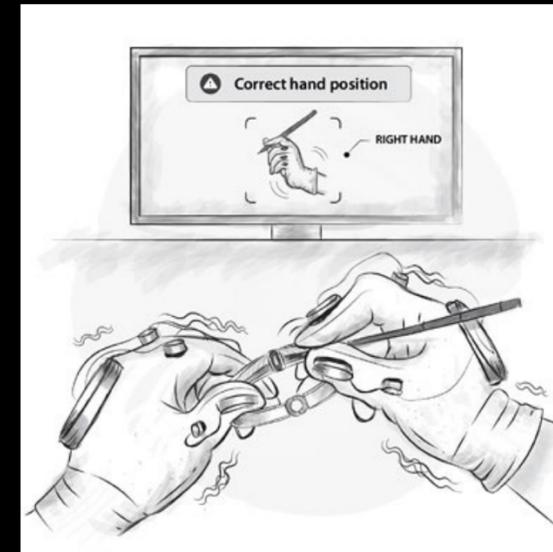
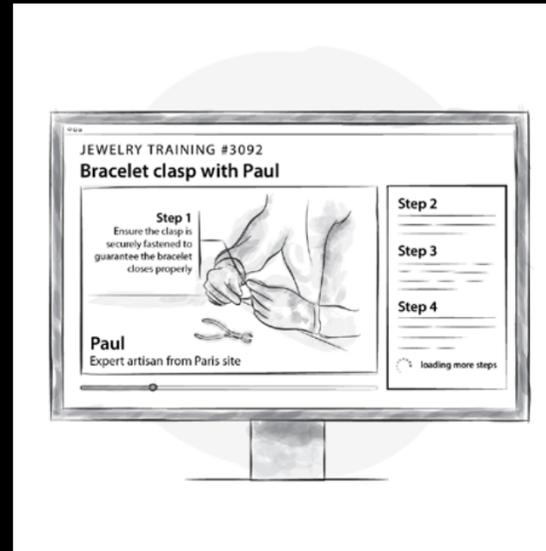
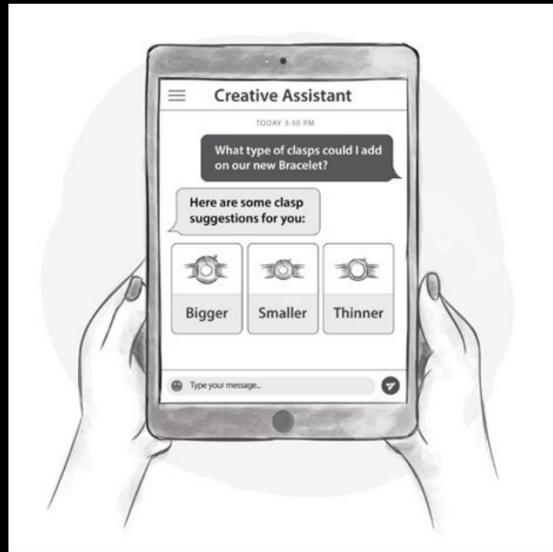
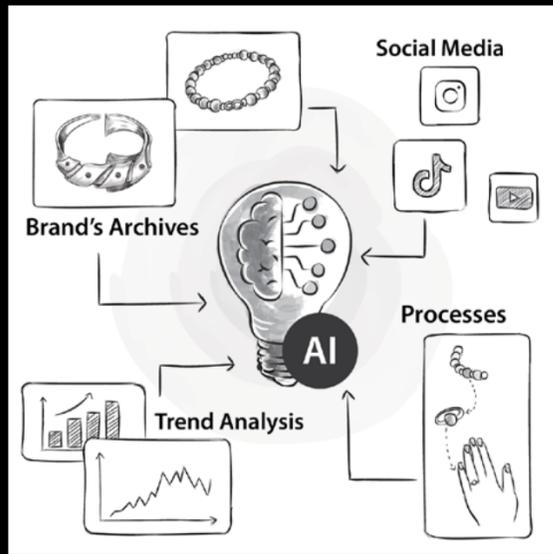


Creative collaboration

Nascent **Emerging** **Established** **Adopted**



Source: Comité Colbert and Bain & Company survey (May–July 2024)



creative team draws on a wide variety of sources of inspiration as part of its intensive research. It decides to use AI to collect, organize, and process all the data it has access into a single system, the “Inspiration Assistant”.

designers ask the Inspiration Assistant for stylistic inspiration and technical recommendations. They can receive suggestions from previous collections, consistent with the creative director’s vision, as well as information on the most suitable raw materials that are in stock.

Highly experienced craftsmen contribute to the development of the training program to ensure that their know-how is accurately shared with apprentices. AI records their techniques and best practices and generates training content.

After studying the training module, a novice craftsman begins working on a product from the new collection with an AI copilot. He wears haptic gloves and receives contextual feedback to perfect his movements. The same system guides experienced craftsmen on how to work with new sustainable materials

The rise of generative AI is an inescapable and enduring trend that will impact our future and will not fade away like Web3 or the metaverse

Delphine Tour Helin,
Global Retail Services Director,
Yves Saint Laurent Beauté



Thank you!

Elena Dedoussi

Marketing Manager Breitling Hellas