



DATA NEWS SQUARE MANAGEMENT

AI & LUXURY

DATA & AI NEWSLETTER | 3RD EDITION

PRESENTATION

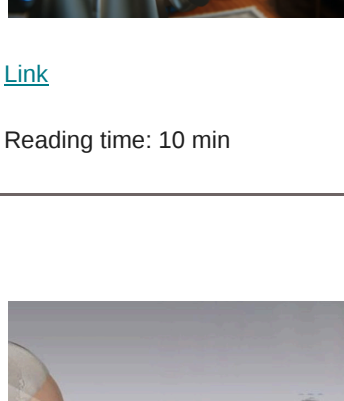
The integration of Artificial Intelligence (AI) in the luxury sector represents a profound transformation, combining traditional know-how and technological innovation to deliver unique customer experiences. From personalised product design and supply chain optimisation to targeted marketing and high-end customer service, AI is redefining industry standards. It enables brands to predict trends, anticipate customer needs, and create more engaging interactions, strengthening their competitive edge. Thanks to this fusion of technologies, luxury brands can offer tailor-made experiences that perfectly reflect their customers' style and preferences, while preserving the exclusivity and prestige associated with their products.



AI AND LUXURY

[EN] Unfolding AI: New worlds of fashion
Vogue Business – October 2023

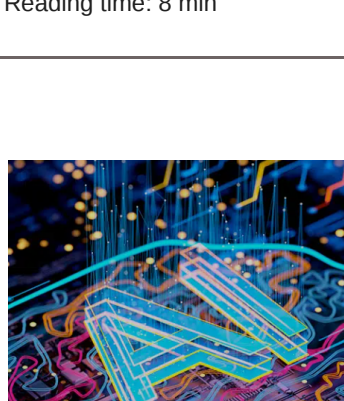
Vogue Business and Google explore the impact of artificial intelligence on luxury fashion brands. It highlights how AI can enhance personalisation, loyalty, and brand equity, leading to increased sales and revenue. The research shows that consumers are eager for AI-driven improvements in design, sustainability, and communication. It also identifies key markets and consumer groups that are most excited about AI in the industry. Overall, the article emphasises the importance of leveraging AI to create meaningful experiences and meet the evolving demands of luxury shoppers.



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Reading time: 10 min

[FR] How is AI transforming the luxury sector?
Les Carnets du luxe – December 2023

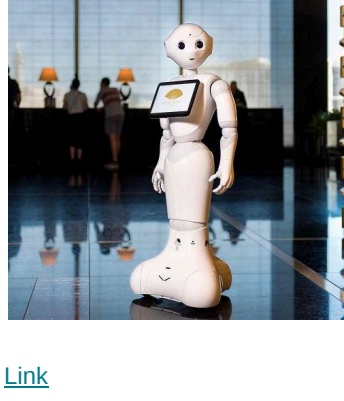
This article delves into the innovative impact of artificial intelligence on the luxury sector, highlighting innovations such as ChatGPT and advancements by trailblazers like Ideas AI. It illustrates how AI enhances product personalisation, authentication, and logistical operations, thereby redefining the customer experience in luxury. The blend of tradition and technology opens new avenues for creativity, production, and intellectual property protection, suggesting a future where luxury brands can further distinguish themselves.



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[FR] Generative AI: The new disco ball for the luxury industry
Journal du luxe – January 2024

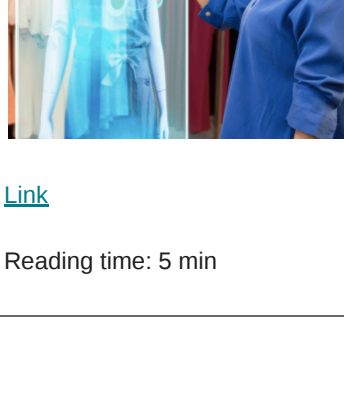
Generative artificial intelligence opens up new perspectives for luxury goods, from personalisation to the creation of unique experiences. However, its use raises questions about authenticity and ethics. Brands need to train their teams and choose wisely between public and private models. Effective deployment of this technology requires a clear strategy, analysis of internal processes, and change management. Generative AI offers the opportunity to marry tradition and innovation to redefine luxury in the digital age.



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[FR] How LVMH is deploying AI at scale
LeMagIT – November 2023

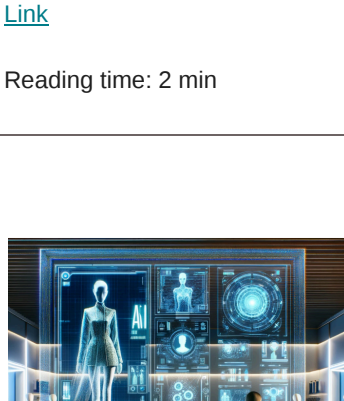
This article explores the large-scale deployment of artificial intelligence within the LVMH luxury group. It explains the governance and tools implemented to respond to a global need, while leaving the hand to each entity. Indeed, each entity must be able to customise the algorithms to match the expertise and skills of each brand. The chosen environment not only enables deployment across the various brands, but also the democratisation of algorithms beyond data scientists.



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[FR] AI and influence at the heart of tomorrow's luxury
Journal du luxe – November 2023

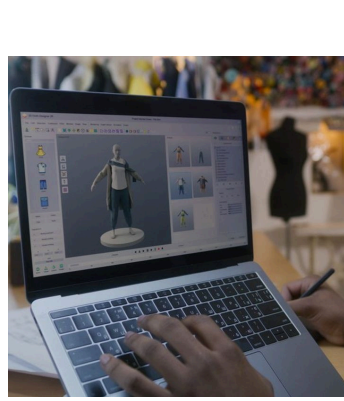
The article discusses the evolving luxury sector as it embraces artificial intelligence and new forms of influencer engagement. It highlights how AI is being used to enhance customer experiences and personalise interactions in luxury retail, while maintaining the importance of human touch. Innovations in customer service, such as 'augmented advisors' in stores and immersive shopping experiences, are explored. The piece also examines the creative and geographical expansions of luxury brands, emphasising the need for authenticity and unique storytelling in influencer campaigns and the exploration of new markets like India.



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[FR] Top 5 AI strategies for the luxury sector
Tw3 Partners – February 2024

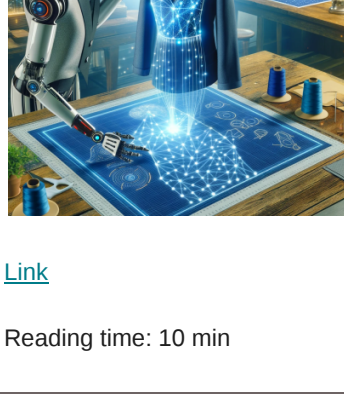
Artificial intelligence is emerging as a major transformation lever in the luxury sector. Thanks to its analytical, personalisation and innovation capabilities, AI is redefining the way luxury brands approach their customers, products, and operational processes. This article explores the five most influential AI strategies shaping the future of luxury.



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[EN] Incorporating generative AI into the fashion workplace
The Business of Fashion – February 2024

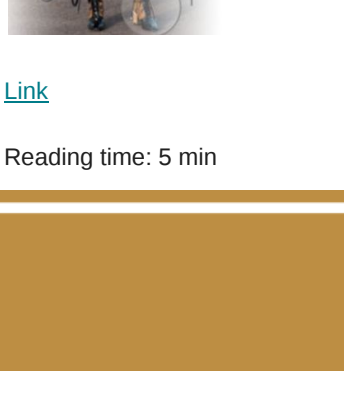
This article refers to the white paper that develops how companies can approach the integration of artificial intelligence. AI in the fashion industry could boost productivity, particularly in marketing, but also in product design and development. Experts and their various use cases are cited. It also talks about the need to develop professional requirements for profiles capable of adapting to next-generation technologies.



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[EN] Artificial intelligence: Priorities, myths, and realities in the luxury industry
Luxus Plus – January 2024

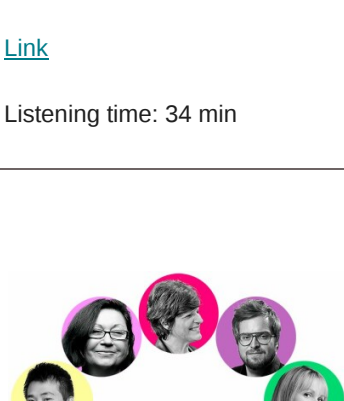
According to an analysis on the integration of artificial intelligence recently published by the Luxury Institute, AI could offer opportunities in four key areas: business intelligence, customer experience, operational efficiency, and sustainability. However, some myths surround its effectiveness, including its ability to replace humans in ethical and legal decision-making, as well as its accuracy and adaptation to individual needs.



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[FR] Luxe 3.0.: Generative AI redefines creativity and customer relations standards
MC Factory – January 2024

Luxury houses are turning to generative artificial intelligence to stimulate creativity and improve customer relations, following the trend of digital innovations. Brands are looking to anticipate sales and improve the customer experience, while preserving the DNA of luxury. The use of AI raises issues of confidentiality and intellectual property preservation. Brands need to skillfully balance the integration of AI while preserving their distinctive identity.



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[EN] How AI and blockchain are fighting counterfeiting in the luxury market
Forbes – October 2023

The problem of counterfeiting costs the luxury goods market billions of dollars every year. To combat this scourge, innovative companies have developed solutions combining artificial intelligence and blockchain. This article highlights three companies – Entrupy, Origen, and the Aura Consortium – and how they are using these technologies to guarantee the authenticity and traceability of luxury goods.

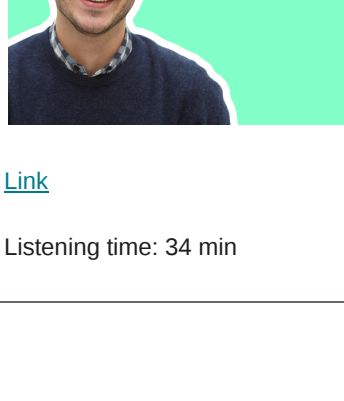


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PODCASTS

[FR] Kering: Launch a data governance program with a data mesh approach?
DataGen – February 2024

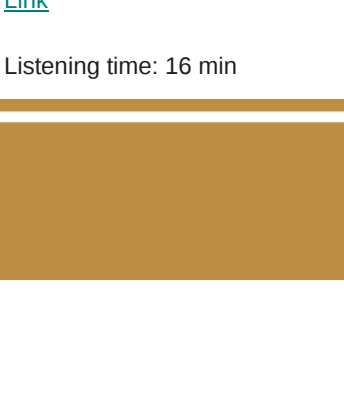
This interview with Kering's Data Governance & Transformation director describes the data's Data Governance program set up by the luxury group, which includes Gucci, Balenciaga, Saint Laurent, and seven others. He discusses the five main pillars: strategy, governance, platform, business intelligence, and artificial intelligence. More globally, the exchange develops the following aspects: diagnosis, roadmap and data mesh approach (creation of data domains, federated model, and use of a platform), the different roles, and data product.



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Listening time: 34 min

[FR] The impact of artificial intelligence on retail & luxury
Ausha – February 2024

In this podcast, experts explore the uses of artificial intelligence in the luxury sector, highlighting its impact on customer experience and product creation. They cite examples, such as augmented reality for makeup trials at PCD and LVMH's use of AI to personalise the customer journey. What's more, luxury is integrating blockchain to create digital passports, guaranteeing product authenticity to customers and facilitating the traceability of products sold. This approach balances tradition and innovation to appeal to new generations of consumers.

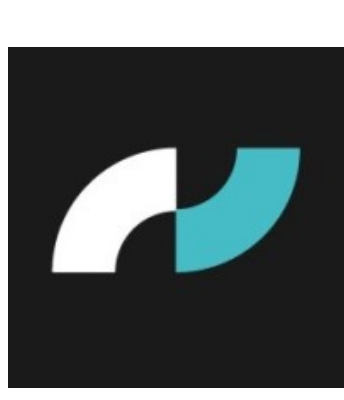


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Listening time: 16 min

TRAININGS

[FR] Institut français de la mode: 'Creativity and Artificial Intelligence'
Institut français de la mode – From 21 June to 13 December 2024

The 'Creativity and Artificial Intelligence' training course offers a comprehensive view of AI and its applications in the fashion and luxury industries. It will enable you to understand the latest developments and prospects offered by AI in the field of art and creation, and help you grasp the many use cases along the industrial, fashion, and luxury value chain.



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Listening time: 1 d

[FR] Crews Education: 'Artificial intelligence & luxury training'
Crews – 2023

The 'Artificial Intelligence & Luxury' training course enables you to understand the challenges and opportunities of AI, as well as identify its use cases in the luxury sector. The program covers the fundamentals of AI, its applications, and future trends in luxury, and alternates between theoretical sessions and case studies to offer you an immersive and interactive learning experience.



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