

Luxurious Business Vision: AI-Powered Intelligence

Presented by

Abir BELHEDI Tasnime LAHMAR

Nour CHAKER ElKamel DYARI

Malek CHAKER

Content



The Impact of AI in Various Industries and Data

Our Ideas: AI-Powered Application

Business Impact & Benefits

Application's Pipeline

Perspectives

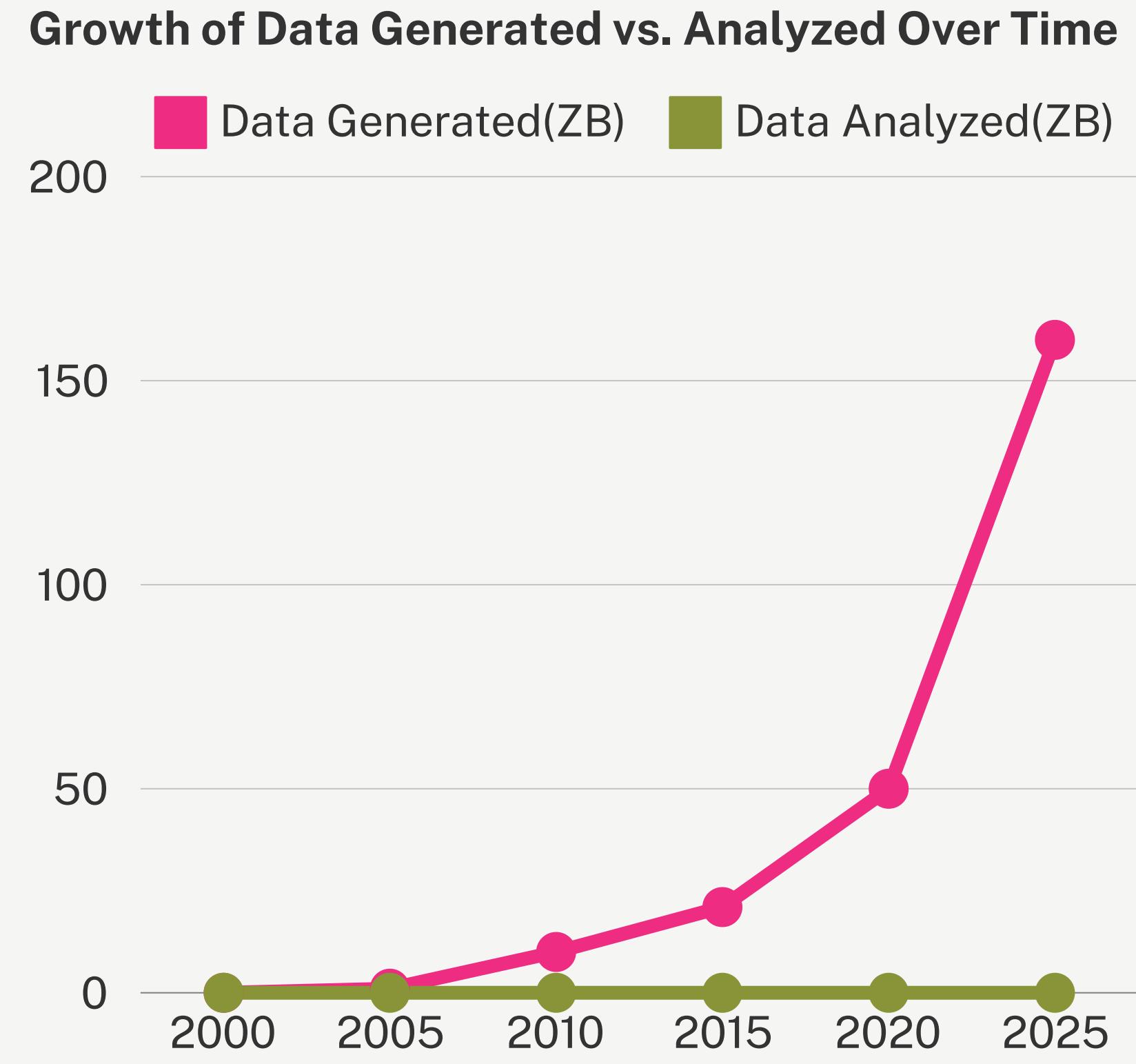
February 2025

1

The Impact of AI in Various Industries and Data

The Evolution of Data and AI

- The exponential growth of data has shaped the development of AI, enabling machines to extract insights and drive decision-making.
- 90% of the world's data has been generated in the past two years, yet only 1% is effectively analyzed.



AI has revolutionized data processing, transforming raw information into Actionable Intelligence

Advances in AI-driven analytics have streamlined data management, reducing analysis time by

60%

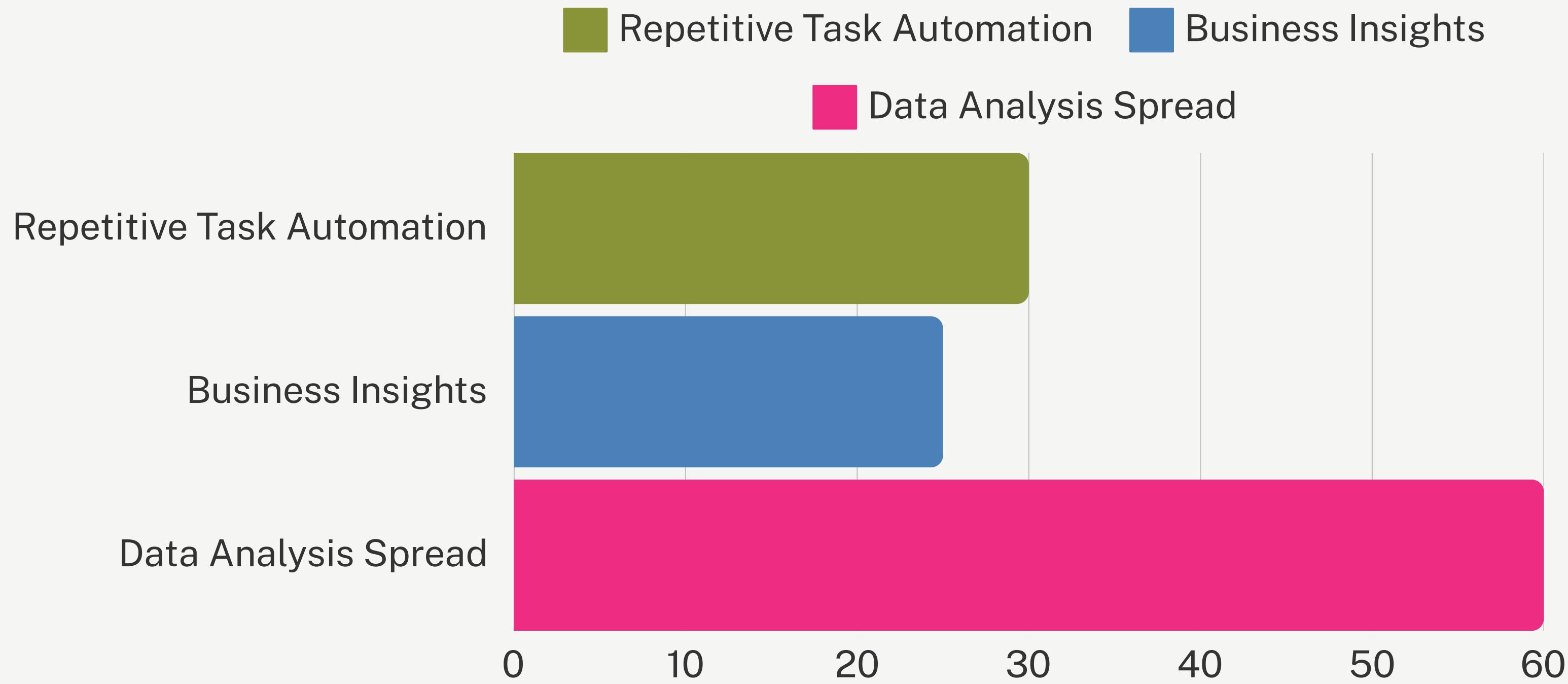
Predictive analytics powered by AI helps businesses anticipate *trends*, boosting efficiency by up to

40%

AI-driven automation minimizes repetitive tasks, increasing overall productivity by

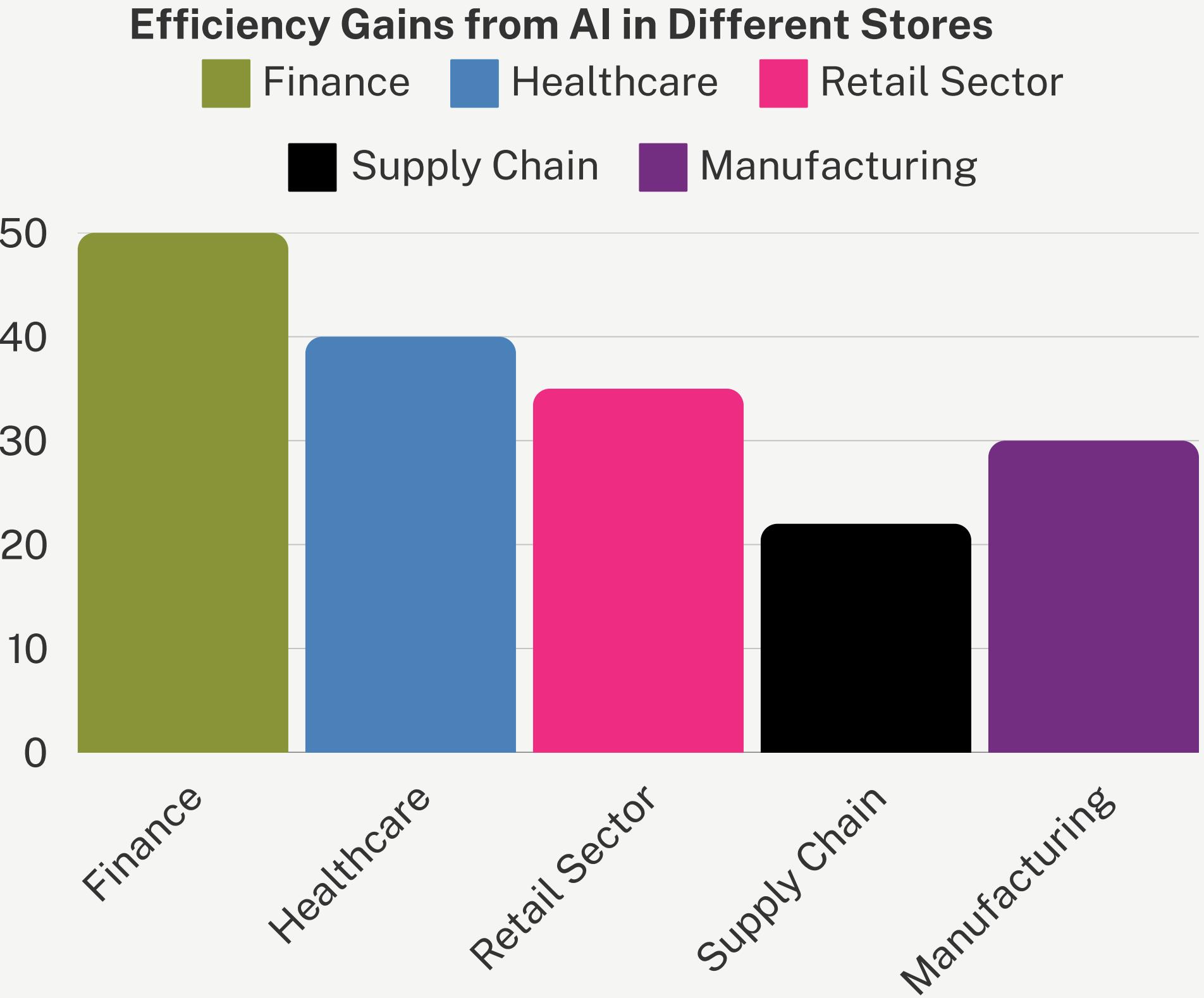
30%

AI-Driven business Insights & Automation Efficiency Gains



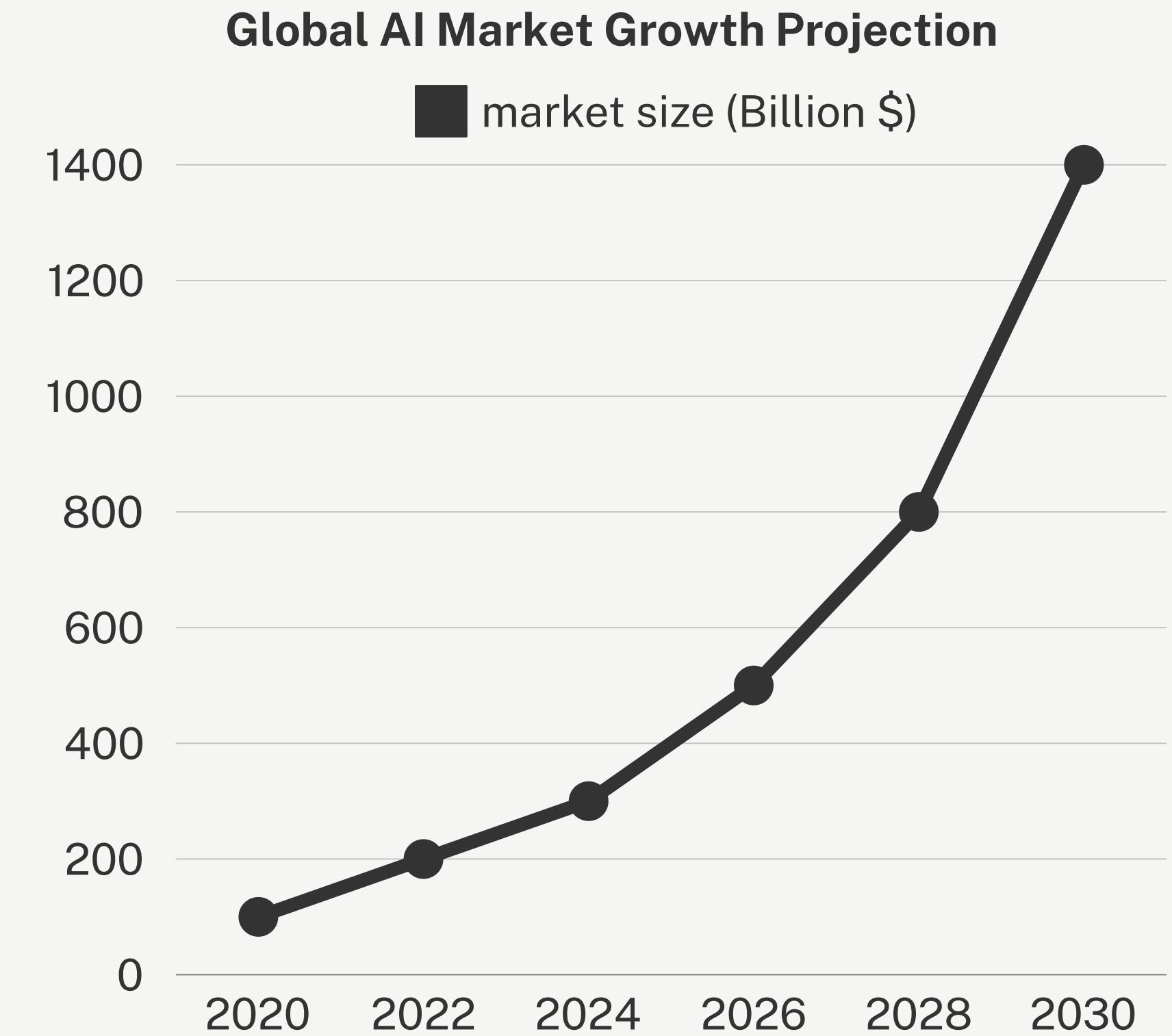
AI's Global Influence

AI is revolutionizing industries by driving efficiency, innovation, and personalization.



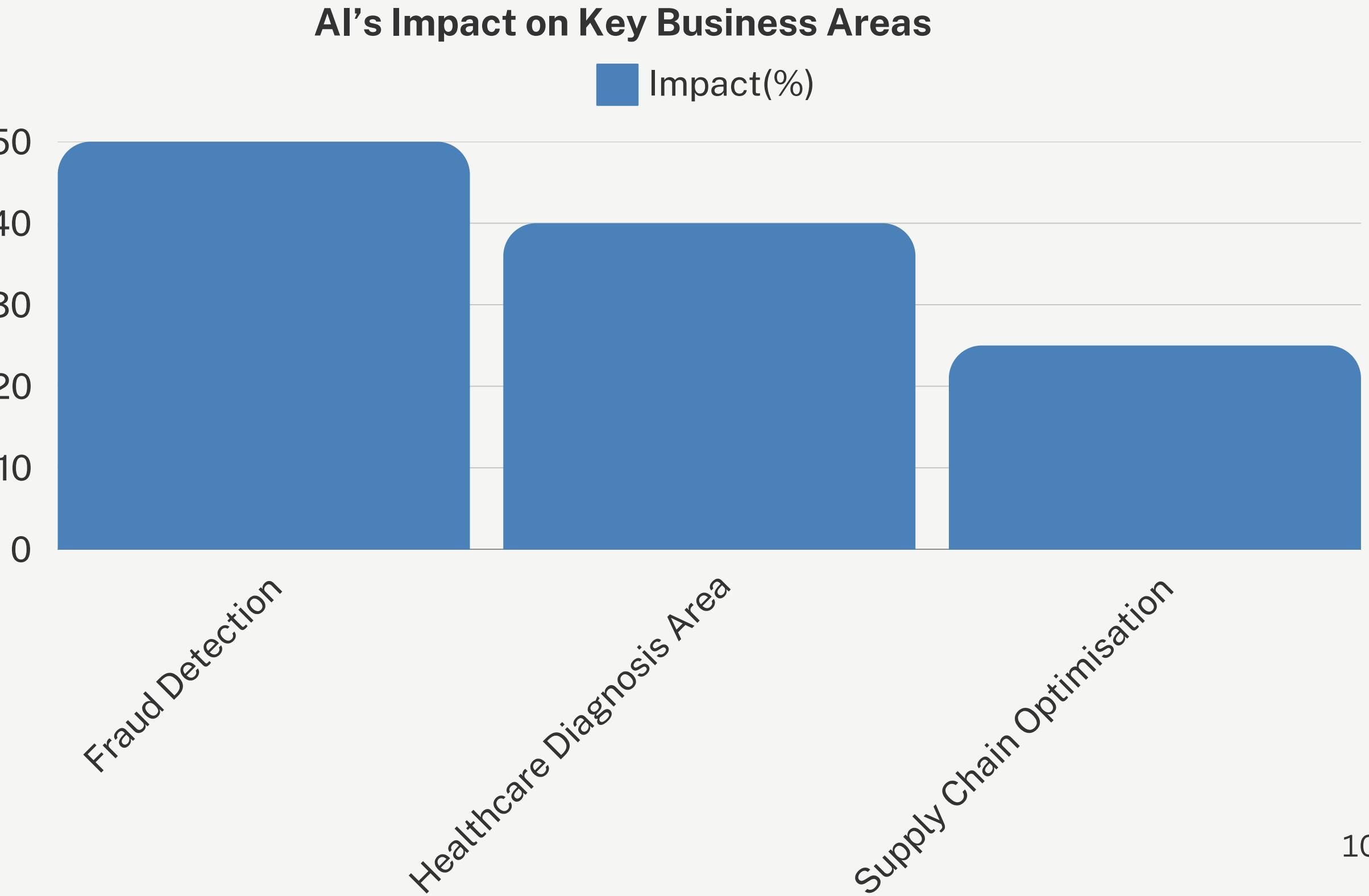
AI's Global Influence

The global AI market is projected to reach \$1.8 trillion by 2030, impacting sectors like healthcare, finance, and retail.



AI in the data world

**AI-driven analytics
extract deep insights,
transforming decision-
making across
industries.**



90%

*of business leaders report
AI-driven automation has
increased efficiency.*

*AI processes vast amounts of unstructured data,
leading to*

60%

faster business insights.

*Predictive analytics
powered by AI reduces
operational costs by up
to*

25%

*AI-driven
recommendation
systems, like those used
in e-commerce, boost
customer conversion
rates by*

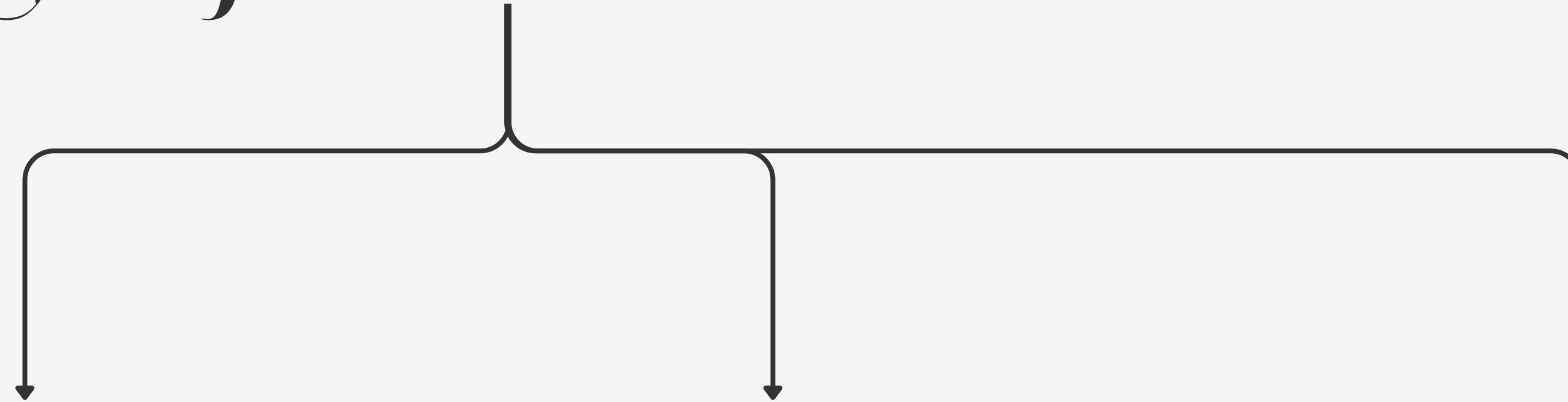
350%

Why AI for Luxurious Business ?

Exclusivity

Customer Experience

Personalization

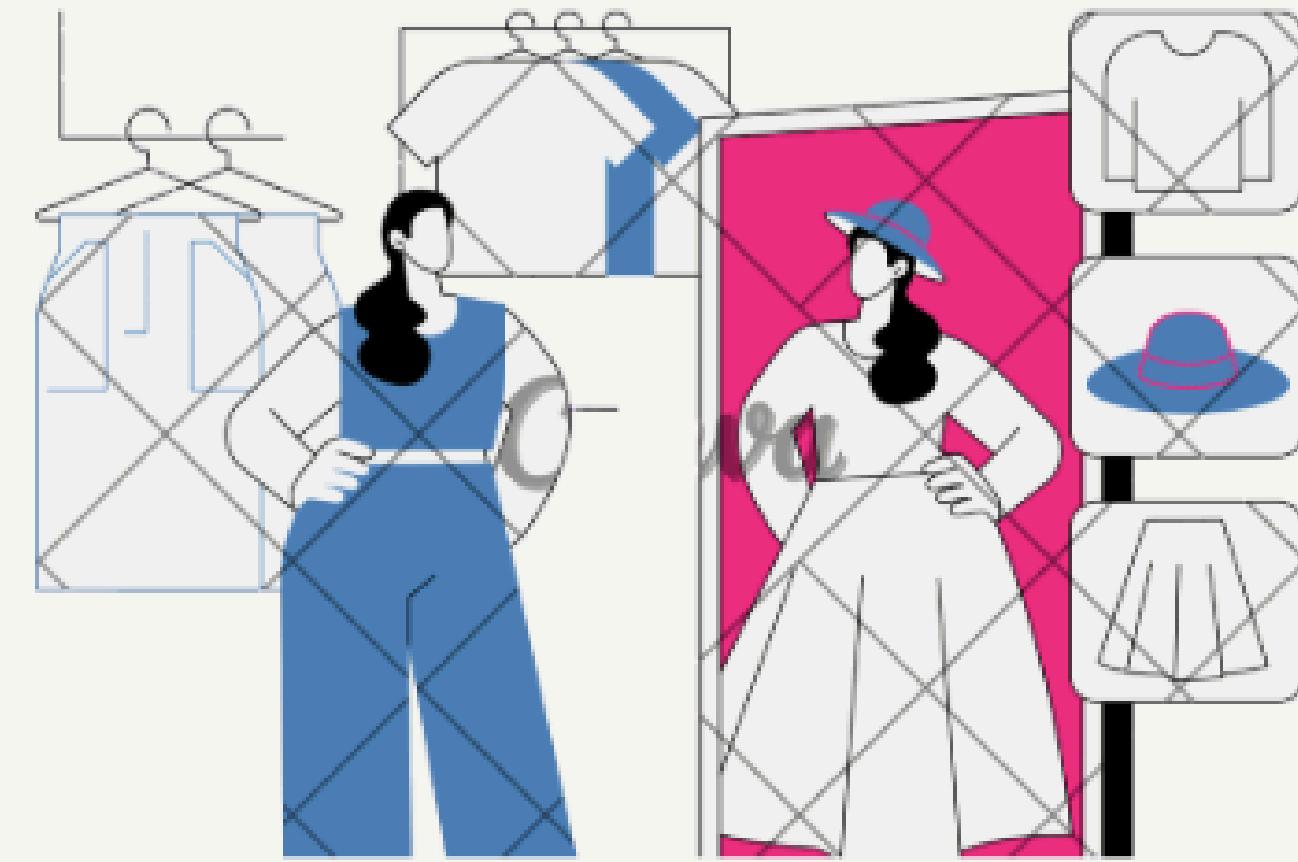
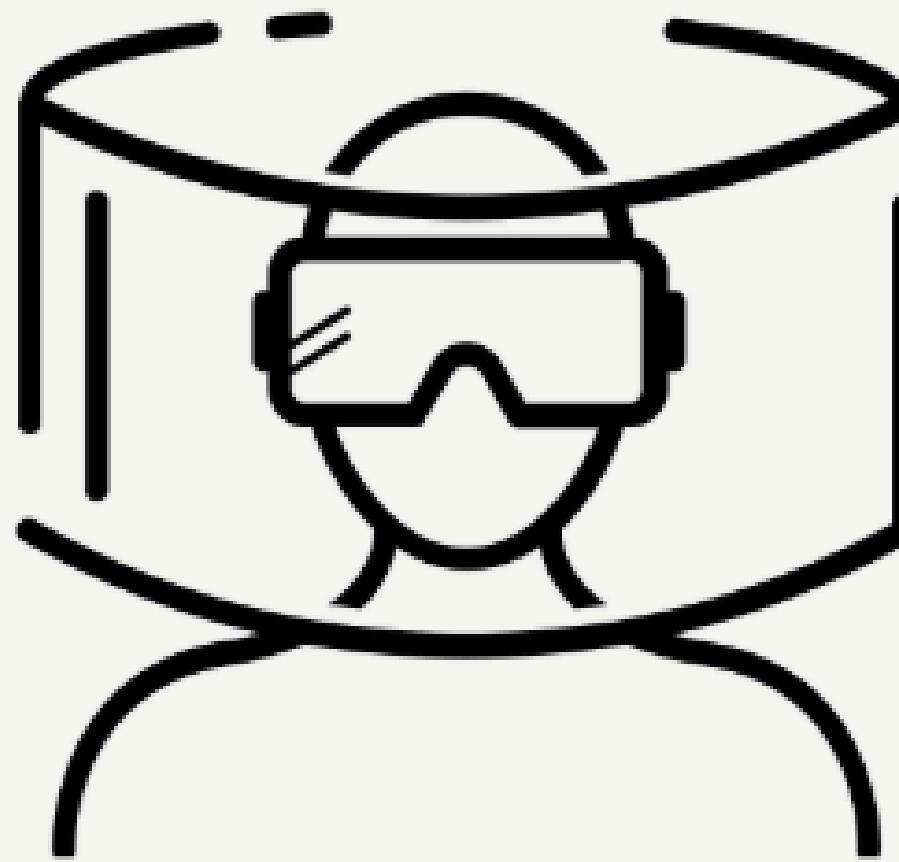


AI Strategies Among Luxury Competitors

	Prada	Gucci	Louis Vuitton
AI Assistant			✓
Custom Shopping	✓		
Smart Inventory			✓
Trend Forecasting	✓	✓	

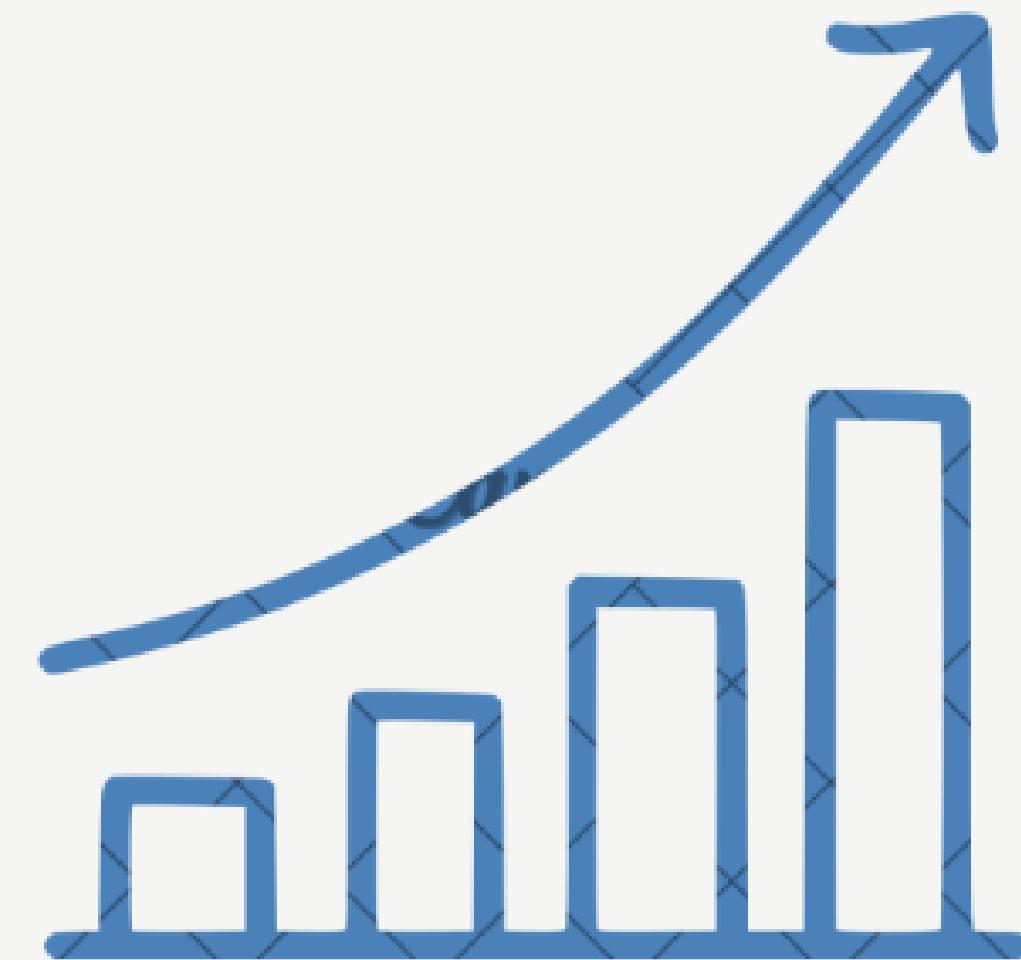
Our Ideas 2

AR/VR Boutique



Trend Forecasting

- ***AI can analyze market trends and predict upcoming fashion movements.***
- ***However, Hermès is a trendsetter rather than a follower, making this approach unnecessary.***

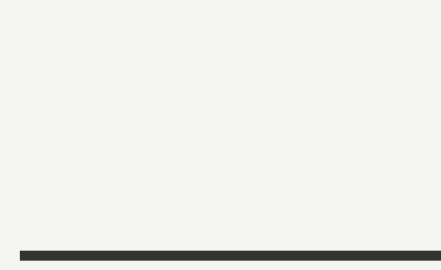


*AI-Powered
Application
for Hermès*

Personalized Outfit Suggestions



Photo of the client



Suggested outfit

Personalized Bag Generation



+



Bag chosen by the client

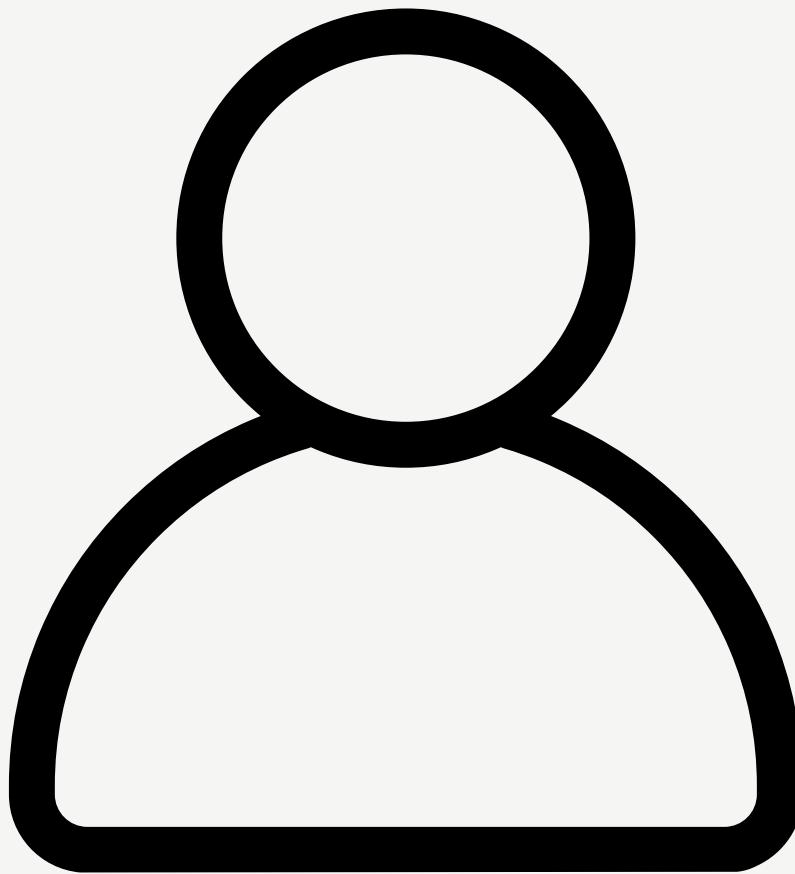
Painting / photo chosen
by the client



Personalized bag

Authenticity Verification with AI & Blockchain

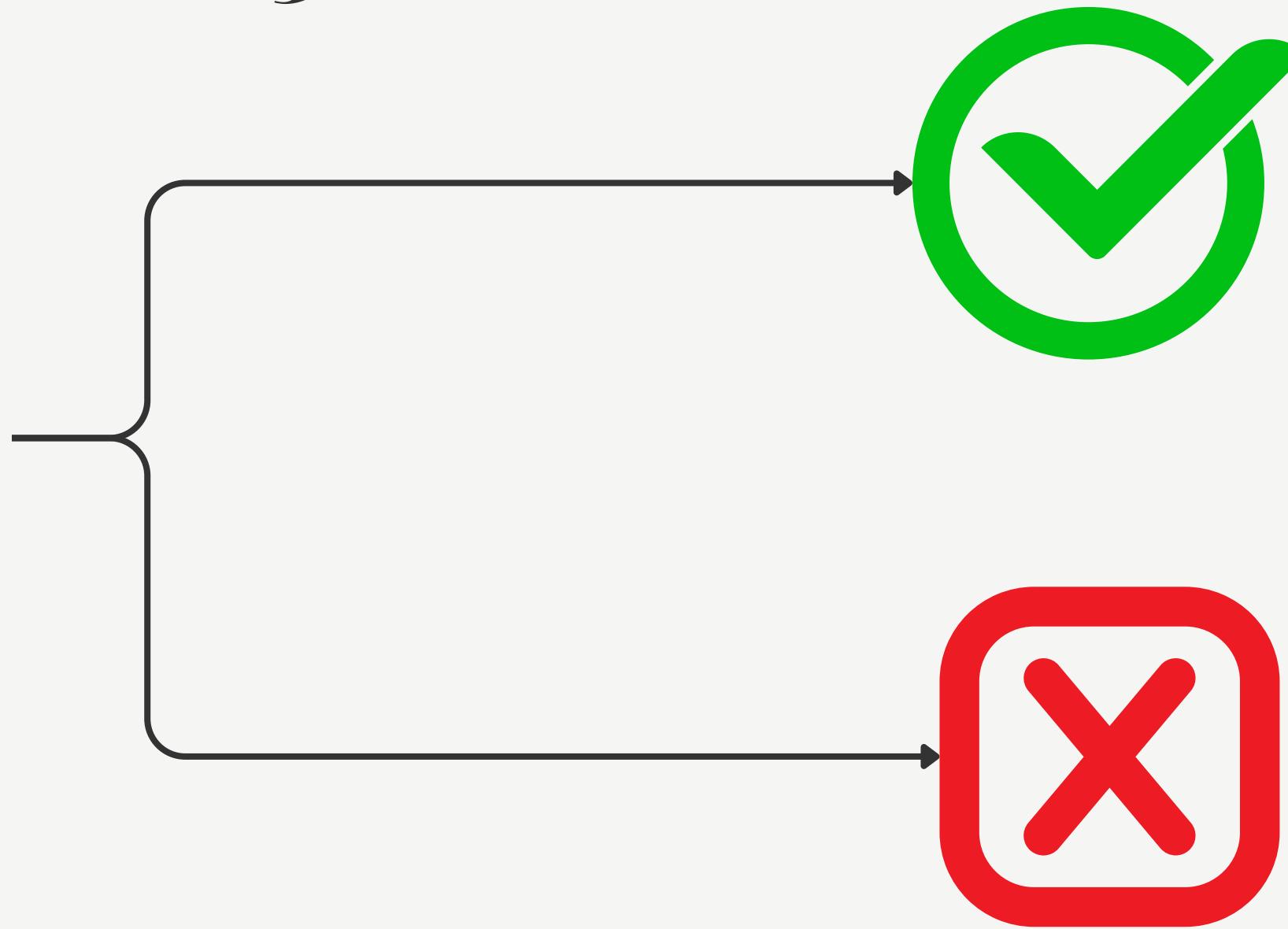
Customer Side



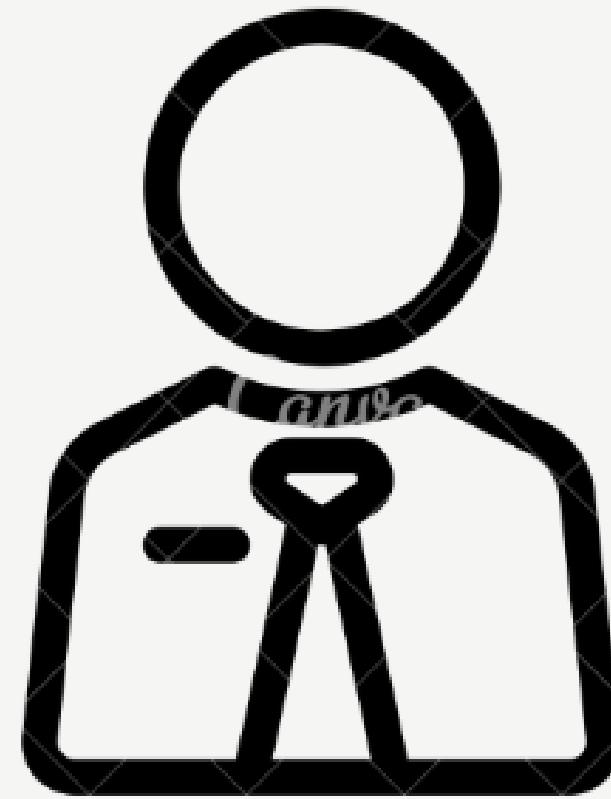
Product Authentification



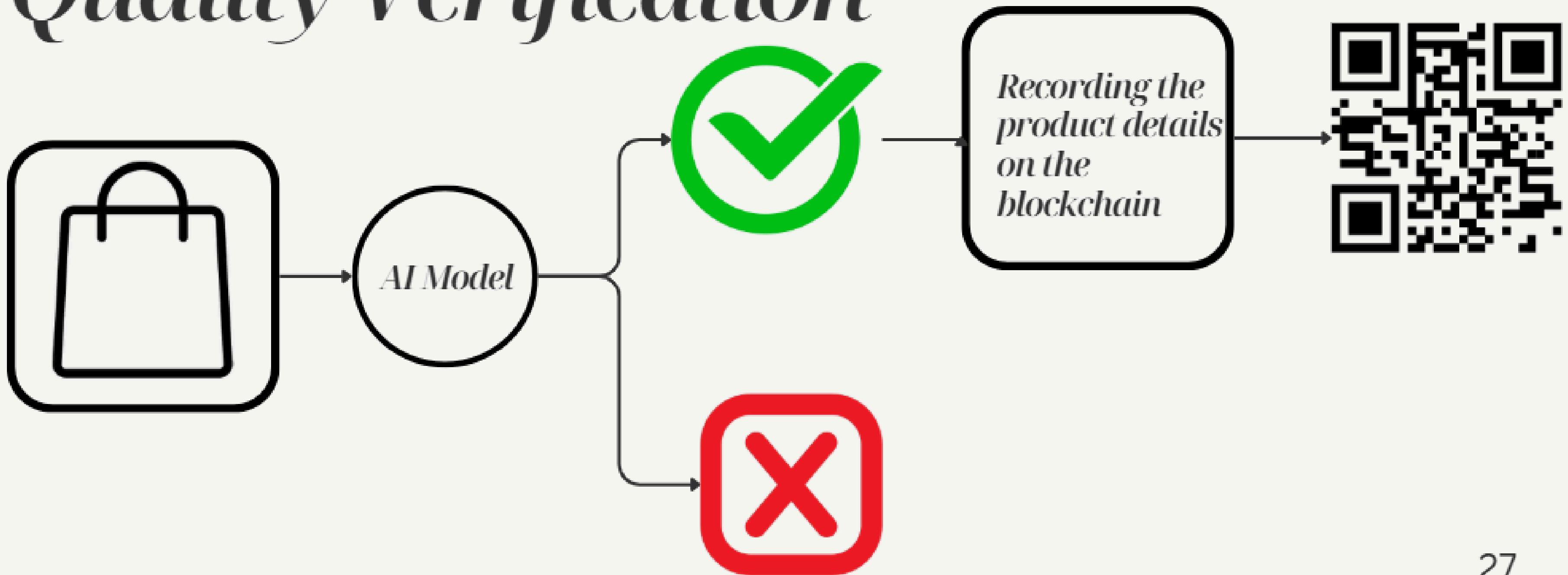
User provides either a picture of the
bag or a QR Code



Company Side



Quality Verification



Business Impact & Benefits

3

Revenue Growth & Personalization Impact

+20%

AI-driven personalization increases sales by up to 20% by offering tailored recommendations

Exclusivity

Exclusive, AI-generated product designs enhance desirability, leading to higher customer retention.

25%

AI-powered suggestions boost average order value by 25% through cross-selling accessories.

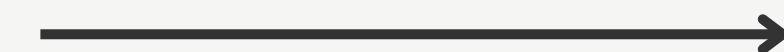
Sustainability & Inventory Optimization

30%

AI optimizes production,
reducing material waste by
30%.

25%

Predictive analytics improve
inventory management, cutting
overproduction by 25%



Intelligent Loyalty & Customer Retention



Blockchain integration ensures **transparency** and **authenticity** in loyalty points, preventing fraud.

35%

Personalized rewards based on AI analysis lead to a 35% rise in engagement within Hermès' ecosystem.

Demo

The screenshot displays a web browser window with two main sections: a Customer Portal on the left and an Admin Portal on the right.

Customer Portal (Left):

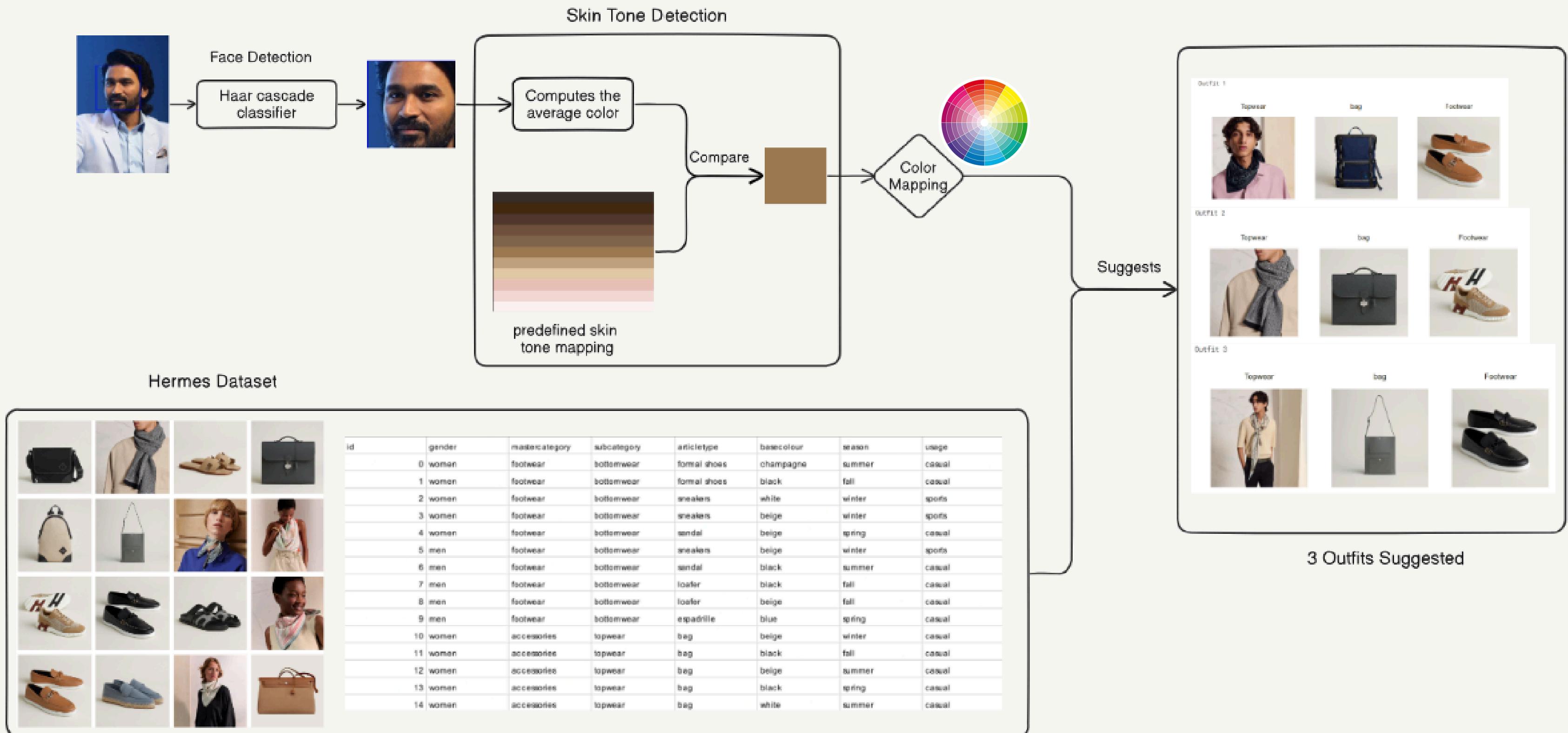
- Header: HERMES AUTHENTICATION WITH BLOCKCHAIN & AI
- Message: Wallet Connected
- Connected address: 0x51a00cd0f4b47f70331e298a858917c93de16edd
- Section title: Hermes Blockchain Authentication System
- Description: Ensuring the authenticity and quality of every Hermes product through blockchain and art intelligence.
- Icons: A person icon labeled "Customer Portal" and a shield icon labeled "Admin Portal".
- Text at the bottom: Create personalized luxury products and verify product authenticity.

Admin Portal (Right):

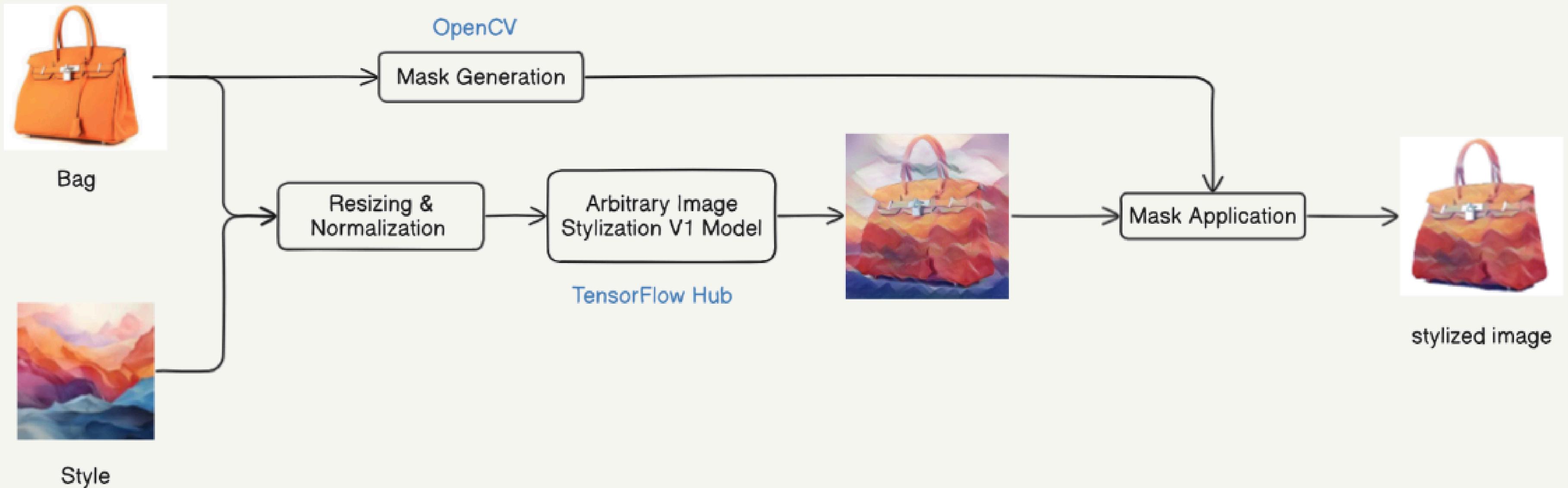
- Header: Account 3 (Address: 0x32d3a...ld894)
- Balances: \$226,857.00 USD (Ethereum: 100 ETH)
- Buttons: Buy & Sell, Swap, Bridge, Send, Receive
- Tabs: Tokens (selected), NFTs, Activity
- Sort by: Sort by ▾
- Import: + Import
- Refresh list: Refresh list
- Message: Account 3 isn't connected to localhost:5000 (with a "Connect account" button)

Our Application's Pipeline

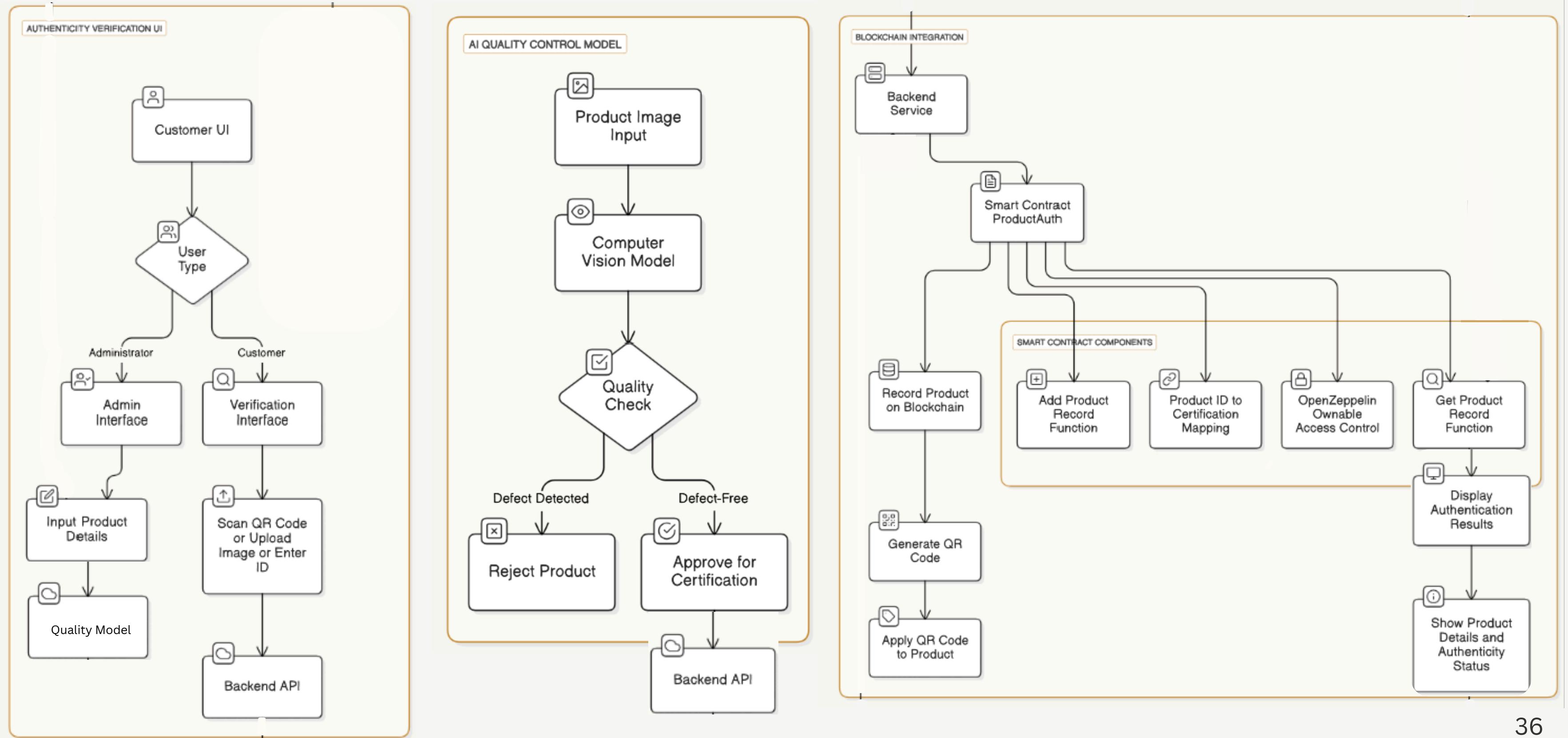
Personalized Outfit Suggestions



Personalized Bag Generation

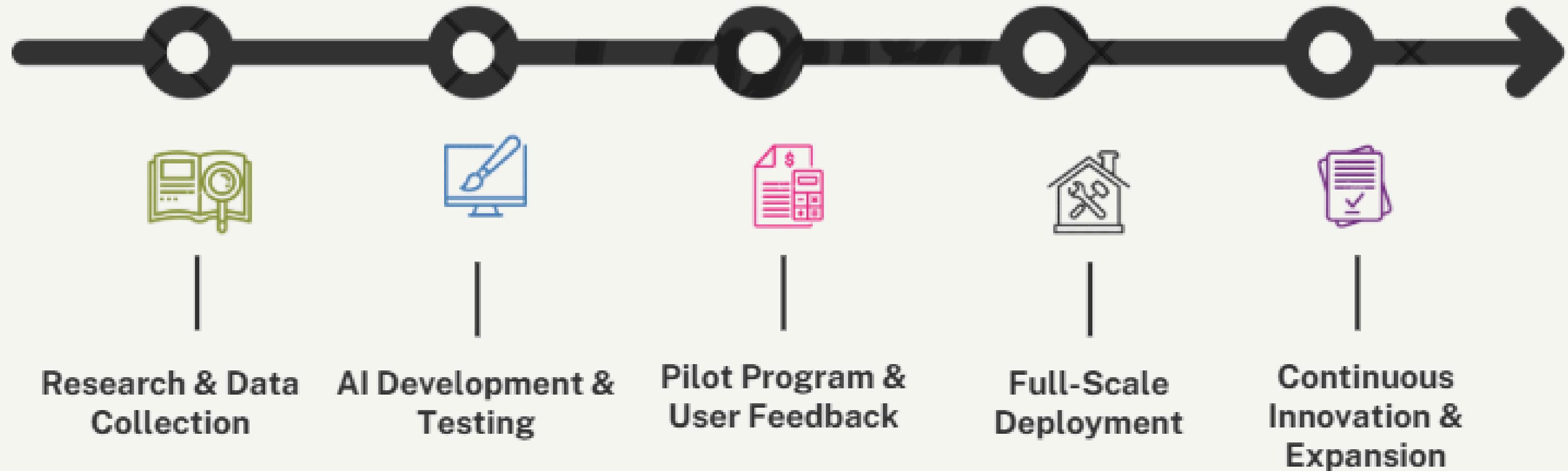


Authenticity Verification with AI & Blockchain

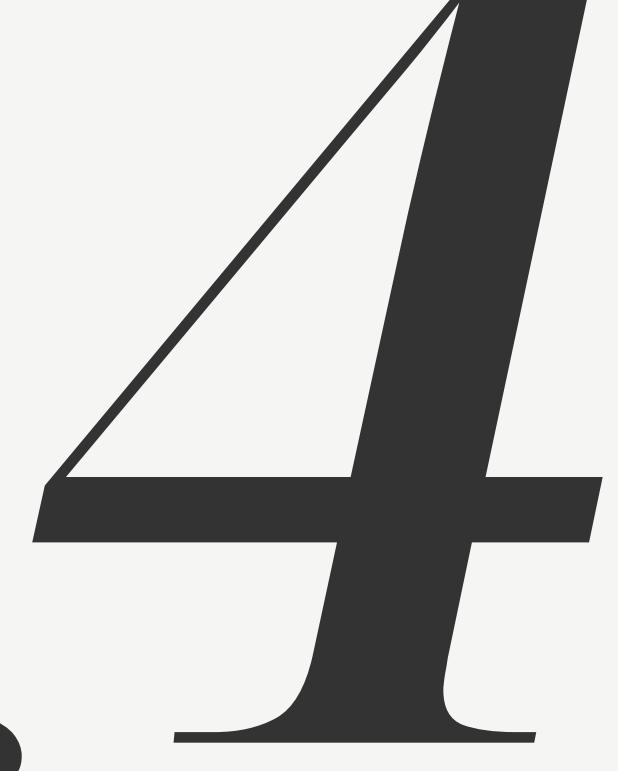


Implementation Roadmap

Implementation Roadmap



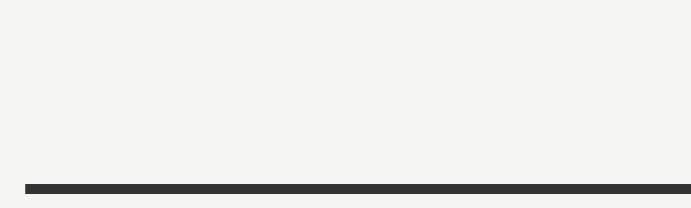
Our Perspectives



The Perfect Bag Match



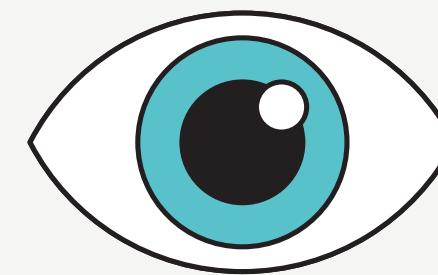
Bag chosen by the client



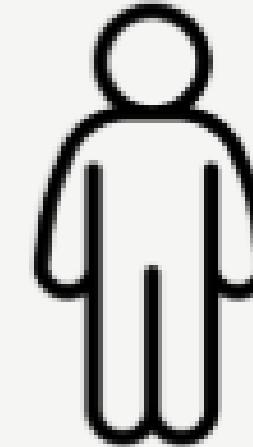
recommended items



*Adding more
Criteria for
the Suggested
Outfit*



Eye Color

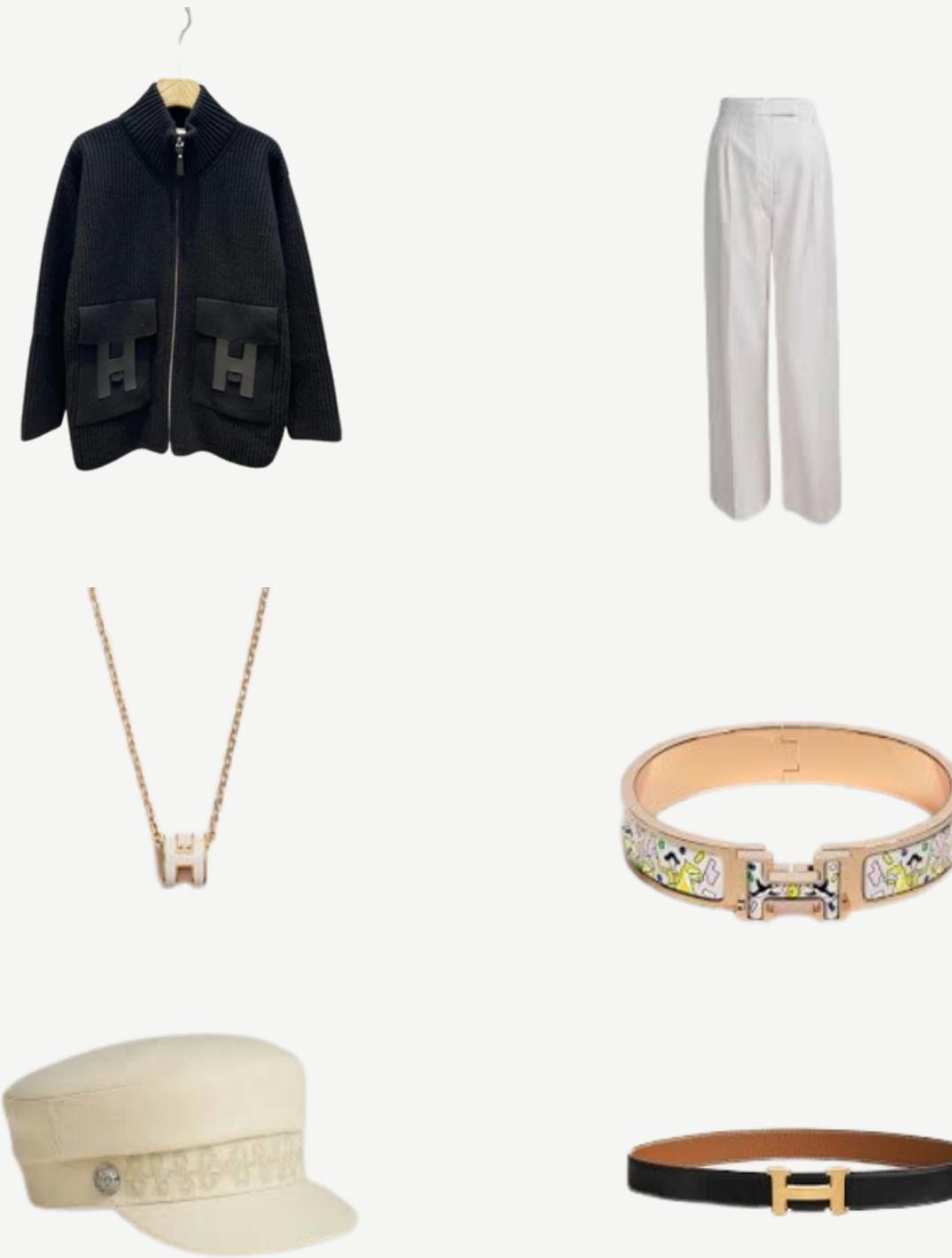


Morphology



Age

Adding more Items for the Suggested Outfit



AI-Assisted Craftsmanship

- *Exploring AI in material selection and design refinement.*
- *Assisting artisans in creating even more unique pieces while preserving Hermès' craftsmanship.*

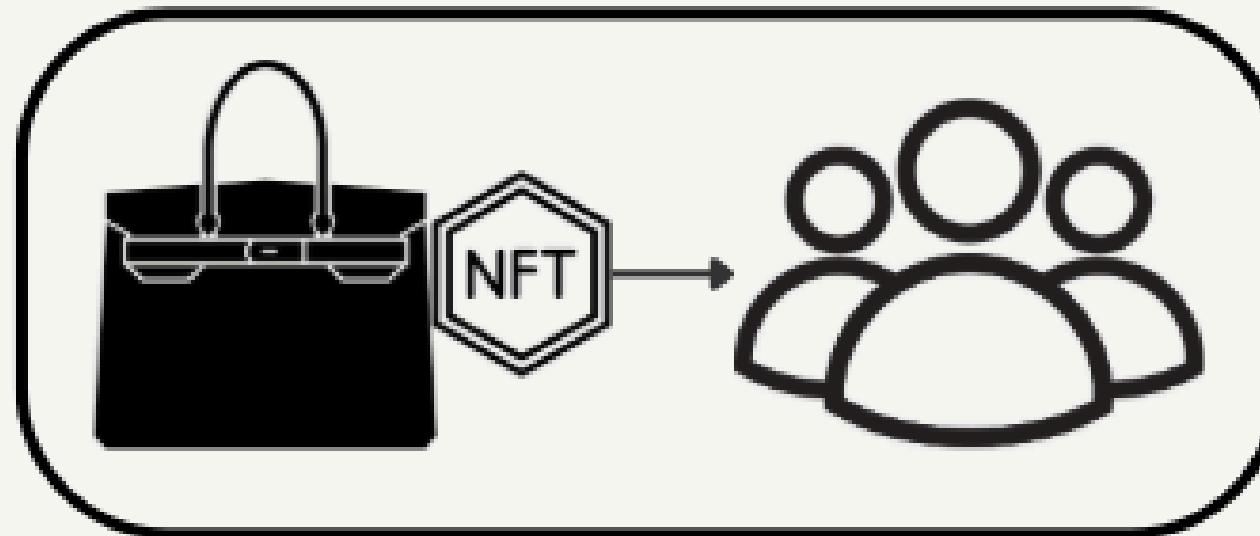


NFT Creation

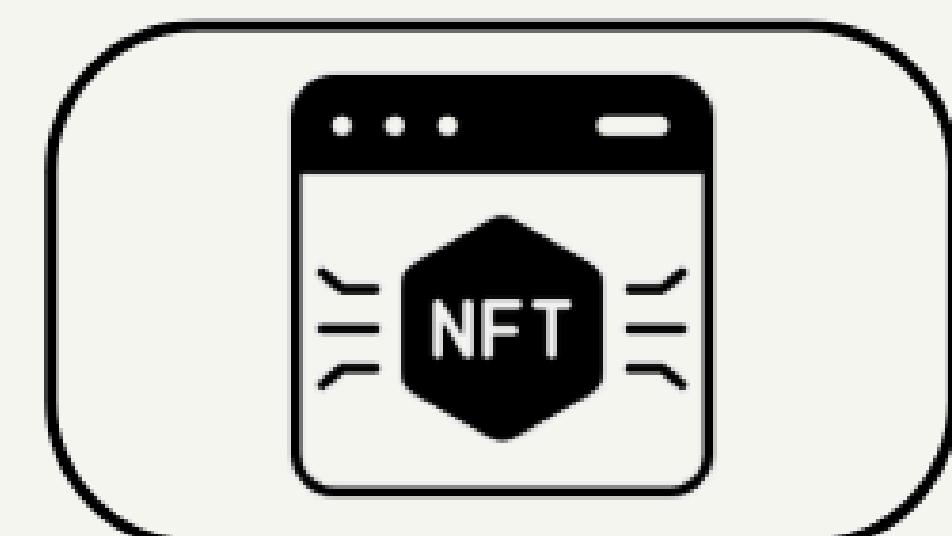
Digital Twin Generation Enhanced Customer Engagement Sustainability and Innovation



- A generative model can create a unique digital representation of a product.
- This digital asset can be minted as an NFT on a blockchain, representing ownership or providing an additional layer of authenticity.



Customers could receive an NFT as part of their purchase, which serves as a digital certificate of authenticity and may also offer perks (e.g., exclusive access, discounts, or collectible value).



- NFTs provide a platform for combining physical and digital assets, potentially reducing counterfeiting and adding value through scarcity and uniqueness.
- AI can continuously generate or update NFTs based on real-time data, trends, or even personalization, making each product's digital identity dynamic and unique.

References

- <https://www.nu.edu/blog/ai-statistics-trends/>
- <https://datacatalyst.org/ai-is-in-vogue-luxury-fashion-consumers-excited-by-possibilities-for-artificial-intelligence/>
- <https://luxonomy.net/digital-trends-in-ai-how-ai-is-redefining-the-luxury-market/>

Thank you

For your attention

