Luxury & innovations

The Artification of Luxury: From Artisans to Artists

Caseism.com
Luxury & innovations

The Artification of Luxury: From Artisans to Artists

Caseism.com
Structure

Caseism.com

A. New customer experience
   In store
   At event
   Anywhere

B. Meaningful personalisation
   Partial customisation
   Full customisation
“These days you can’t just wait for people to come into the store and try on your jackets. You have to provide entertainment. It’s not about turnover by square foot. It’s about surprise by square foot, or newness”
Daniel Grieder (2015)

Caseism.com

Multi-Sensorial Experience

Desire

Exclusivity

Inventiveness

Extraordinary

Comfort & Convenience

Sumptuousness

"Know-how"

Distinction & Exclusion

Extravagance
New customer experience

Caseism.com

Experience Anywhere

Pre-buying app experience – Tiffany & Co.

(Luxury daily, 2018)

In-store

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Experience Anywhere

Experiencing a fashion cabinet without attending.

Events

Caseism.com

In-store

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Interactive virtual experience

Virtual reality - the future
In-store

Caseism.com

Virtual reality – Dior Eyes
Dior Eyes
Caseism.com

- Allow stronger relationship with consumers
- Likely to increase customer loyalty
- Satisfying curiosity
- Storytelling opportunity
- Ways to entertain the “shopping partners”

- Time consuming activity
- Feeling embarrassed when using the device
Virtual Dressing Room

Caseism.com

- Likely to try more clothes
- Not making effort is a luxury
- Create leads
- Positive idea association
- Trust issues
- Data storing issues
- Can't substitute the staff
Events

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Sensorial pre-buying experience – Audi VR showcase

“I am here, but I can be there, too”