

# Burberry's AI-Powered Luxury Revolution

Transforming high-end retail through intelligent personalisation, phygital experiences, and next-generation customer engagement.



# The Phygital Customer Journey

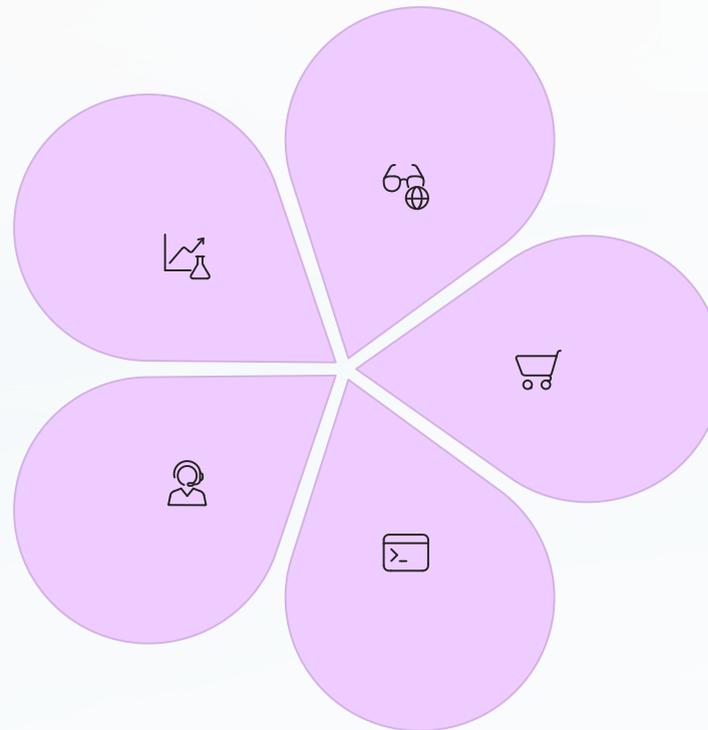
The WeChat Mini-program anchors a seamless, digital-first experience that bridges online discovery with physical luxury.

## Data-Driven Pre-Booking

Customers pre-book personal appointments whilst associates access their latest online behaviour.

## Real-Time Service

Client advisors view customer profiles and preferences in real-time, facilitating instant, knowledgeable service.



## Virtual Rail Creation

Associates curate a virtual clothes rail of personalised Burberry items sent via online form.

## Physical Fulfilment

Selected items await in the customer's dressing room at the physical store—ready to try.

## Interactive Entry

The Interactive Window responds to body movements, creating shareable visual content instantly.

# AI as Creative Catalyst

Burberry leverages AI to revolutionise advertising and visual content creation, transforming how the brand ideates, produces, and distributes creative assets.

## Heritage Meets Innovation

AI models analyse brand heritage assets—tartan patterns, trench coat silhouettes—alongside real-time fashion trends and consumer sentiment, accelerating ideation exponentially.

## Rapid Prototyping

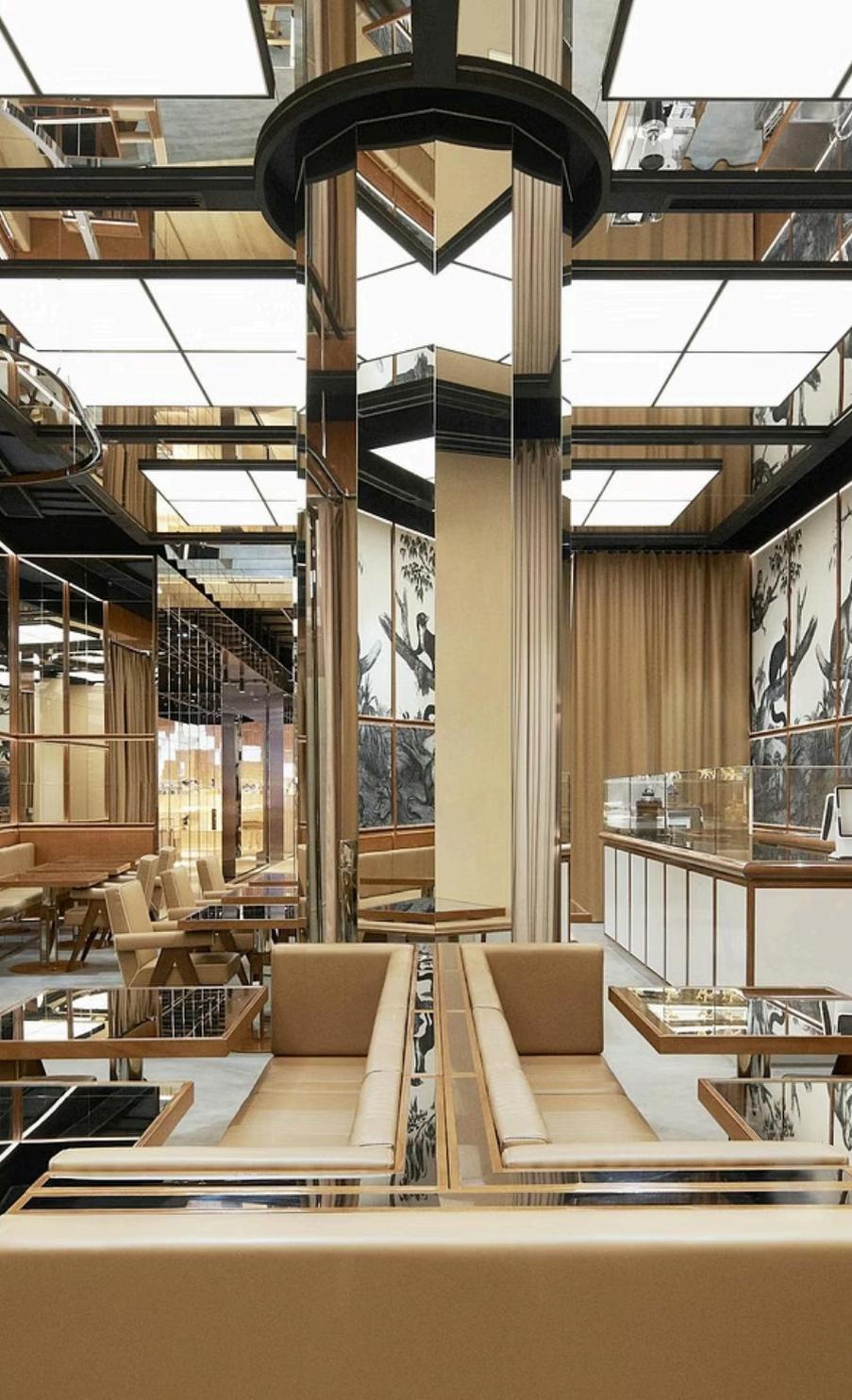
Creative teams explore hundreds of visual directions, generating photorealistic mockups in minutes rather than weeks.

## Social-First Content

Advanced AI tools generate task-consistent continuous keyframes for efficient, high-volume video content tailored to social media platforms.



- ❑ **Burberry Chatbot** manages real-time customer enquiries via instant messaging, can alert customers about new products, and even book Uber rides to the nearest store.



# The Shenzhen Social Retail Store

## A Phygital Landmark

Launched in partnership with Tencent in 2020, the Shenzhen Social Retail Store represents Burberry's definitive statement in phygital retailing—transforming physical space into a digitally augmented, highly engaging, customisable luxury experience.

1

### Engaging Digital Natives

Connect with Asian Millennials and Gen Z through shareable, status-driven shopping experiences aligned with social media culture.

2

### Exclusive Yet Accessible

Utilise AI for gamified personalisation and access unlocks, balancing widespread digital growth with luxury exclusivity.

3

### Transparency & Sustainability

Educate consumers through traceable production processes, making heritage garments' journeys completely transparent.

# The Phygital Customer Journey

The WeChat Mini-program anchors a seamless, digital-first experience that bridges online discovery with physical luxury.



## Data-Driven Pre-Booking

Customers pre-book personal appointments whilst associates access their latest online behaviour.



## Virtual Rail Creation

Associates curate a virtual clothes rail of personalised Burberry items sent via online form.



## Physical Fulfilment

Selected items await in the customer's dressing room at the physical store—ready to try.



## Interactive Entry

The Interactive Window responds to body movements, creating shareable visual content instantly.



## Real-Time Service

Client advisors view customer profiles and preferences in real-time, facilitating instant, knowledgeable service.

# Gamification: Social Currency in Action

Machine learning algorithms power an innovative social currency system that transforms shopping into an engaging, shareable game—making every interaction a step towards exclusive rewards.

## QR Code Scanning

Products feature QR codes that unlock personalised information, styling suggestions, and social currency.

## Exclusive Unlocks

Accumulated currency grants access to exclusive spaces like the Trench Experience Room for unique content creation.

## Avatar Progression

AI analyses engagement—including social advocacy and event attendance—evolving customers' digital animal avatars.

## Café Integration

At Thomas's Café, sharing pictures adds social currency and unlocks new menu items—extending the experience.

# Marketing Amplification Strategy

## WeChat-Centric Ecosystem

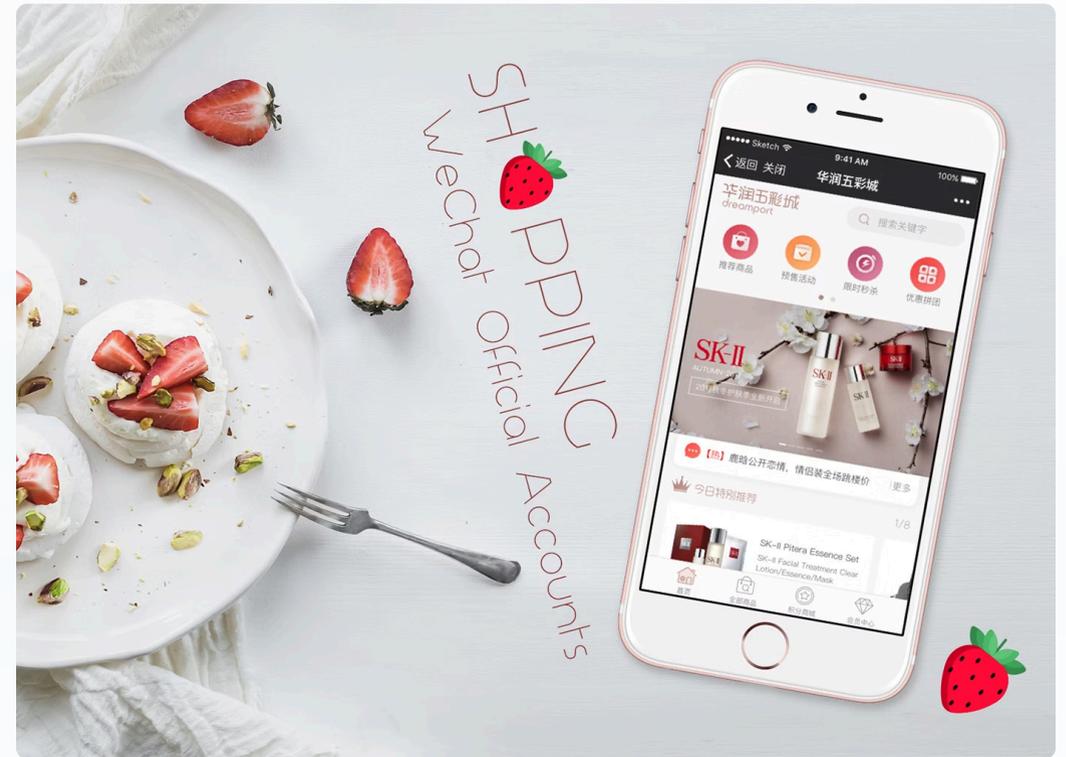
The Tencent-developed WeChat Mini-program serves as the central interface, bridging online activities—appointment booking, exclusive content access—with the physical space seamlessly.

## Influencer & KOL Integration

Strategic partnerships with digital influencers and celebrities create cohesive brand narratives across multiple channels, both online and offline.

## User-Generated Content Engine

The physical store design itself functions as a marketing tool, engineered to produce viral UGC—crucial for Gen Z consumers who value witnessing and sharing shopping experiences via short videos.



# Measurable Impact & Results

Burberry's AI-driven strategy delivered remarkable improvements across operational efficiency, customer engagement, and financial performance.

## 99%

### Latency Reduction

Customer clickstream data latency reduced by 99%, targeting five-minute delivery.

## 52x

### Cookie Duration

Anonymous cookie duration increased 52-fold, enhancing tracking and personalisation capabilities.

## 5min

### Data Freshness

Near-real-time data availability enables instant personalisation and service delivery.

---

## Engagement Excellence

Beyond operational metrics, Burberry tracks Customer Engagement Score (CES), Video View Rate (VVR), Reach, and Customer Advocacy Rate (CAR)—all showing significant uplift through gamified, shareable experiences that reinforce brand magic and loyalty.

# Strategic Lessons for Luxury Brands

## Precision Through Data

AI enables omnichannel coordination built on solid data strategy. Immediate data availability (99% latency reduction) is crucial for NextGen CX—delivering precise, personalised experiences in physical stores that mirror digital convenience.

## Creativity Through Phygital

Transform physical stores into experiential destinations that generate content and reinforce heritage. Gamification and social currency turn browsing into unique brand storytelling that consumers actively participate in and share.

## First-Mover Advantage

Early digital transformation integration—without diluting brand values—establishes competitive advantage. Innovative digital interactivity propels brands to new heights in prestige and financial reward.

# The Future of Luxury Retail

# AI is not merely efficiency— it's emotional connection

Burberry demonstrates that artificial intelligence should be central to delivering the bespoke, magical service essential to luxury retailing. By seamlessly blending data precision with creative storytelling, phygital experiences with human touch, and digital innovation with heritage authenticity, the brand has redefined what luxury means in the modern era.



## Emotional Intelligence

AI powers personalisation that feels genuinely thoughtful, not algorithmic.



## Seamless Integration

Phygital experiences erase boundaries between digital and physical luxury.



## Heritage Amplified

Technology enhances—never replaces—the timeless essence of luxury brands.