



e-Luxury Summit  
2025

# Luxury in every frame : Redefining fashion with smart video



Tal Ofer  
Sr. Partnerships  
Director





# The Story behind Plein

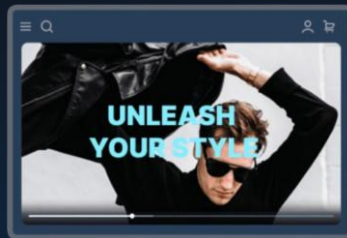




# How video transforming Luxury fashion

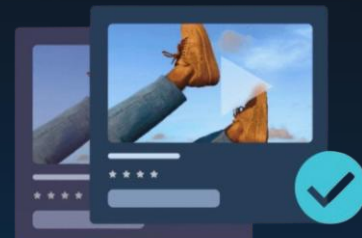


# Why Brands Love Video



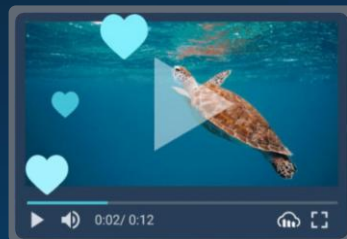
65%

See video as critical for market awareness



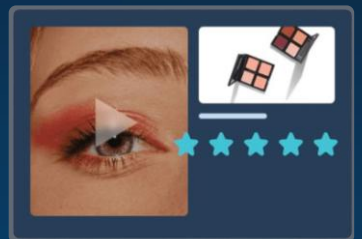
54%

View video as key for driving purchases and conversions



78%

rely on video to build trust and confidence



81%

Plan to expand use of video across websites and apps

# Video Challenges for Luxury brands

Performance, post-production complexity and time-to-market

32%

Increase in bounce rate as page load time goes from 1 to 3 seconds with videos being top 3 factors impacting performance<sup>1</sup>

58%

Of brands cited time and skills needed to edit and ready videos for different platforms as top bottleneck<sup>2</sup>

51%

Of brands take hours or days to publish videos leading to lost revenue opportunities<sup>2</sup>



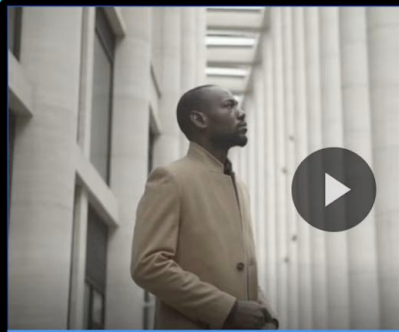
# Cloudinary Video

Boost conversion and performance

Intelligent on-the-fly and quality-led video optimization

Player-less progressive delivery for shorts or content-aware ABR for streams

Cutting-edge format support and multi-CDN for fast, reliable delivery



**Original**  
MP4 1920×1080 6.65 MB

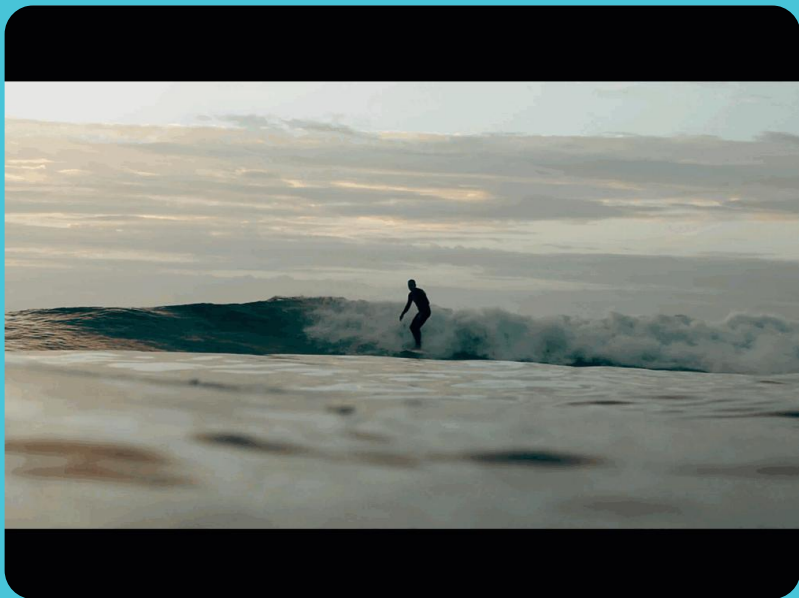
**MP4/H.264**  
MP4 1920×1080 2.36 MB  
Reduced by: 64%

**MP4/H.265**  
MP4 1920×1080 1.28 MB  
Reduced by: 81%

**WEBM/VP9**  
WEBM 1920×1080 1.01 MB  
Reduced by: 85%

**WEBM/AV1**  
WEBM 1920×1080 923.72 kB  
Reduced by: 86%





# Cloudinary Video

Improve developer efficiency and time-to-market

API and AI-powered automation to edit or customize videos at scale

Robust APIs/SDKs to quickly setup custom video workflows

Certified integrations with popular CMS, Marketing or Ecommerce tools

# Cloudinary Video

Speed content editor and marketer workflows

Fast, flexible upload widget with automatic presets to manage and create variations at scale

Fully customizable video player with AI-powered automations for localization, accessibility

AI-powered tagging based on audio and visual content to boost search efficiency

