



Luxury in every frame : Redefining fashion with smart video



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e-Luxury Summit
2025

The Story behind Plein





How video transforming Luxury fashion

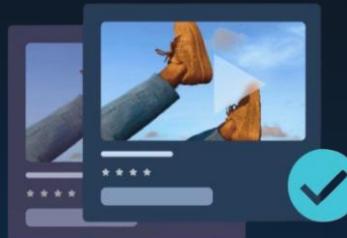


Why Brands Love Video



65%

See video as critical for market awareness



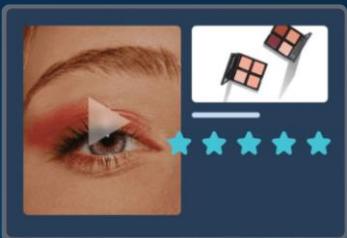
54%

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 performance¹

58%

Of brands cited time and skills needed to edit and ready videos for different platforms as top bottleneck²

51%

Of brands take hours or days to publish videos leading to lost revenue opportunities²



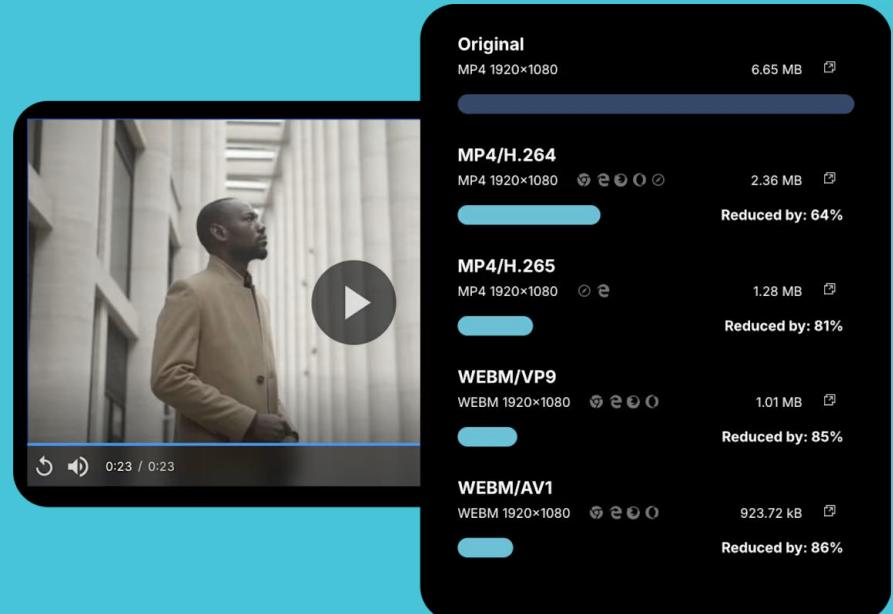
Cloudinary Video

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



The screenshot displays a video player interface on the left and a list of optimization results on the right. The player shows a thumbnail of a man in a suit looking up, with a play button overlay. Below the player are controls for volume and playback progress (0:23 / 0:23). To the right is a table of five rows, each representing a different video format and its optimization details:

Format	Dimensions	Original File Size	Optimized File Size	Reduction
Original	MP4 1920x1080	6.65 MB		
MP4/H.264	MP4 1920x1080	2.36 MB		Reduced by: 64%
MP4/H.265	MP4 1920x1080	1.28 MB		Reduced by: 81%
WEBM/VP9	WEBM 1920x1080	1.01 MB		Reduced by: 85%
WEBM/AV1	WEBM 1920x1080	923.72 kB		Reduced by: 86%

A photograph of a person surfing on a wave at sunset. The surfer is in the center of the frame, riding a white-capped wave. The sky is filled with warm, orange and yellow clouds. The image is framed by a thick black border.

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

