

# Artificial technologies

valorizing the beauty of HUMAN talent

ANTOINE PIN

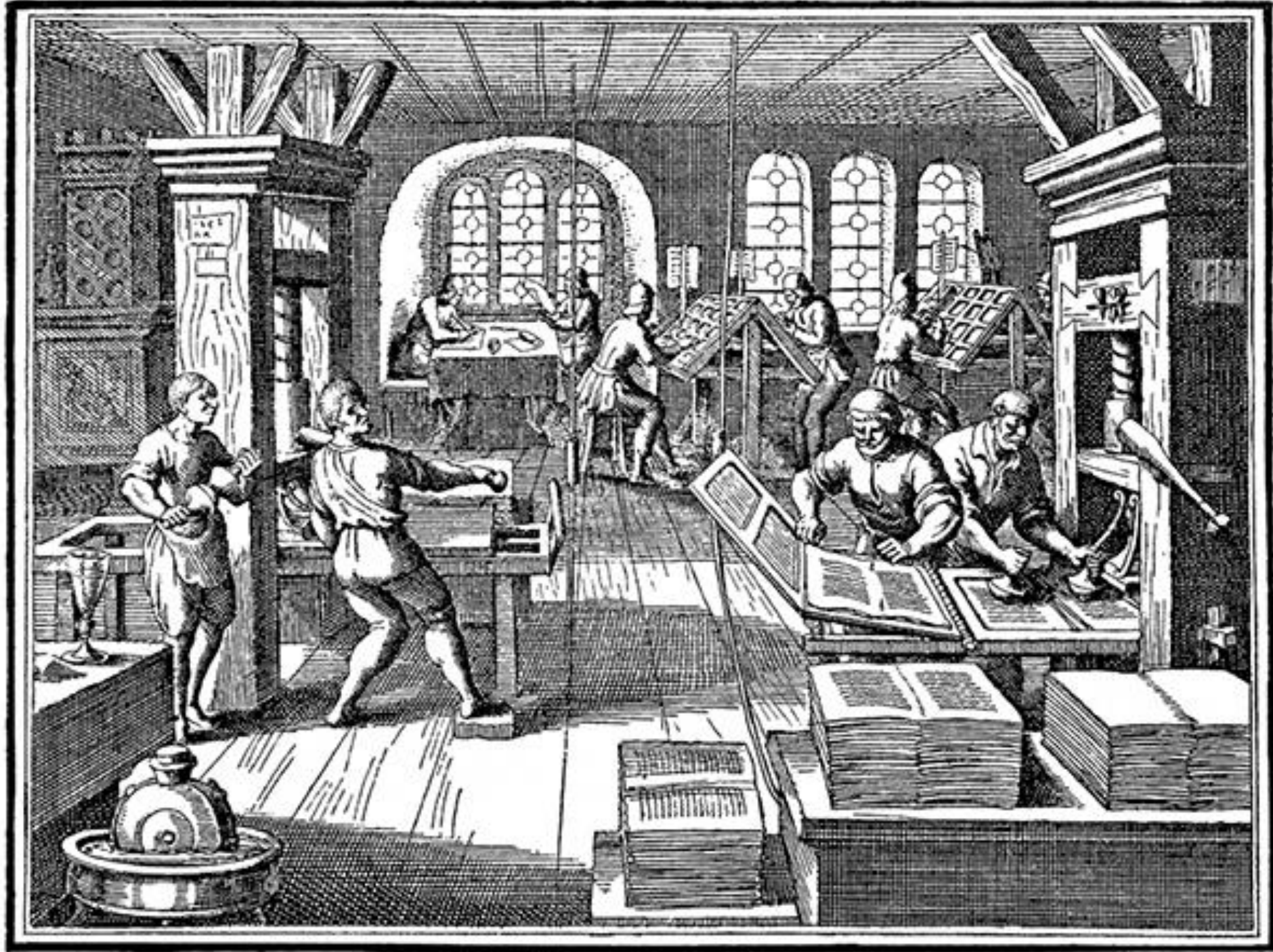
November 28<sup>th</sup>, 2023

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# THE NOSTRADAMUS SYNDROM



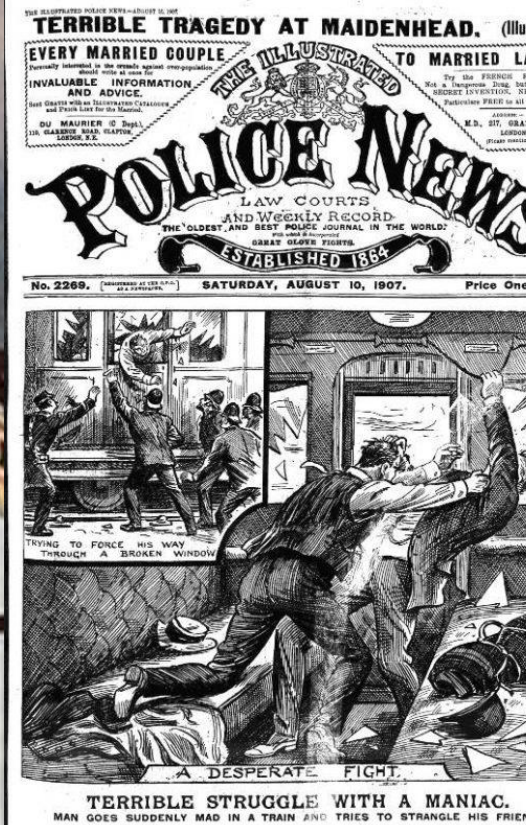
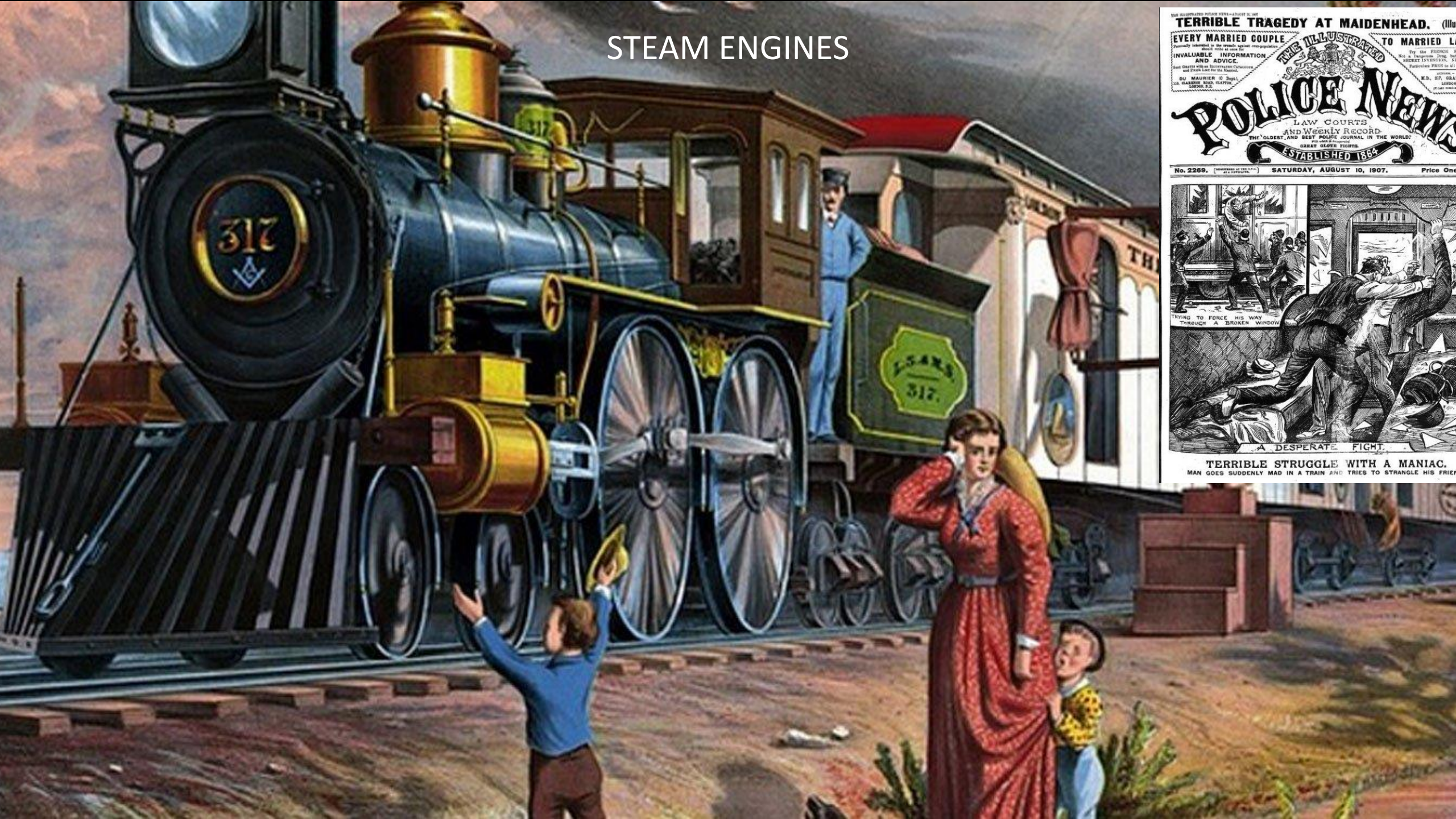
# PRINTING



# weaving loom




# STEAM ENGINES



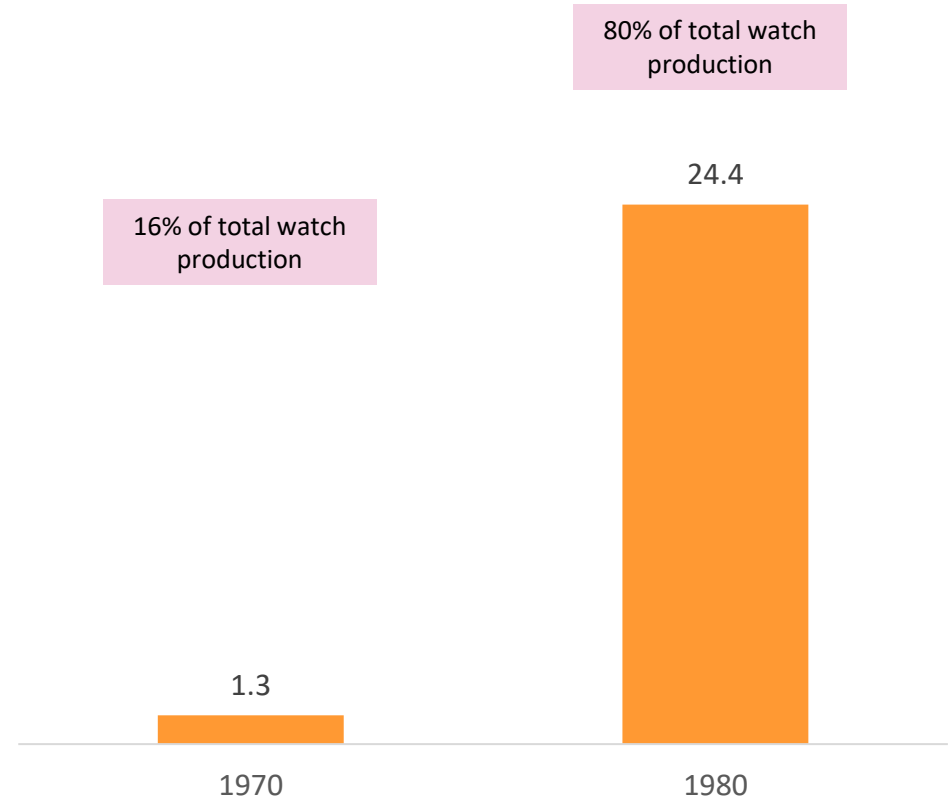
*Le Connaisseur*



  
**SEIKO QUARTZ**

## QUARTZ WATCHES

Quartz watch production  
(in Mio units)



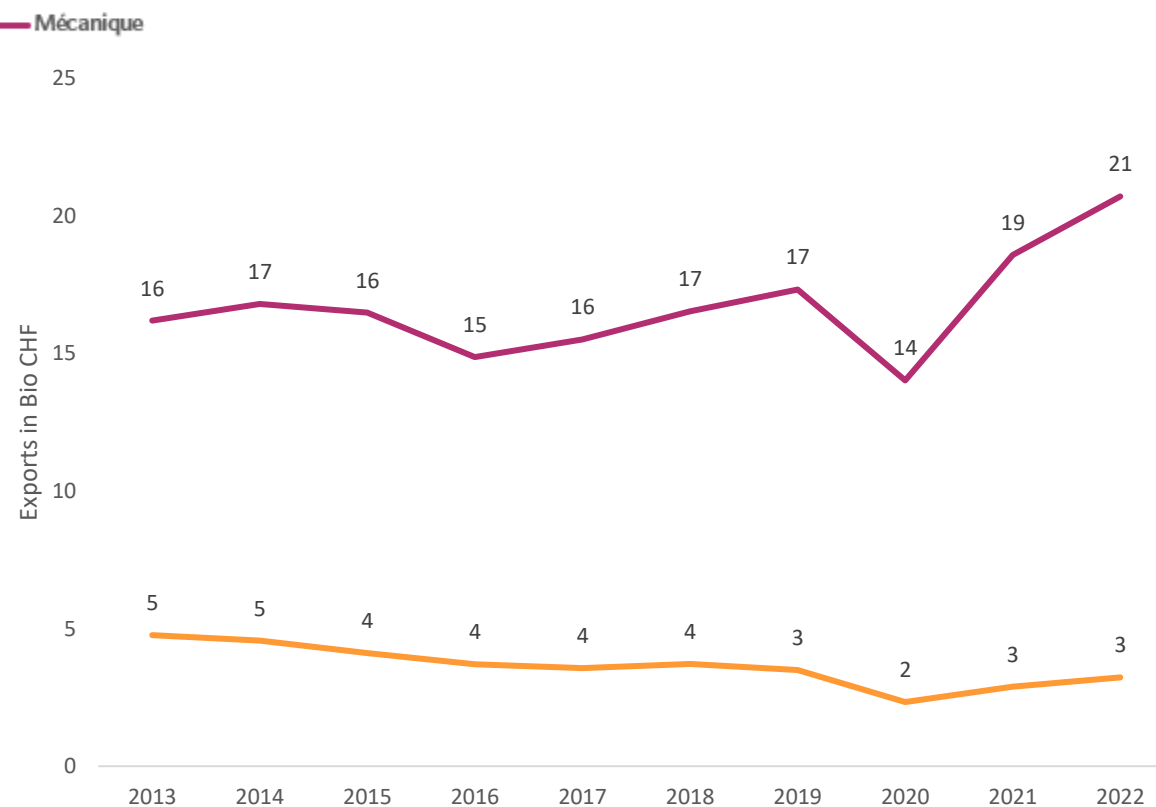
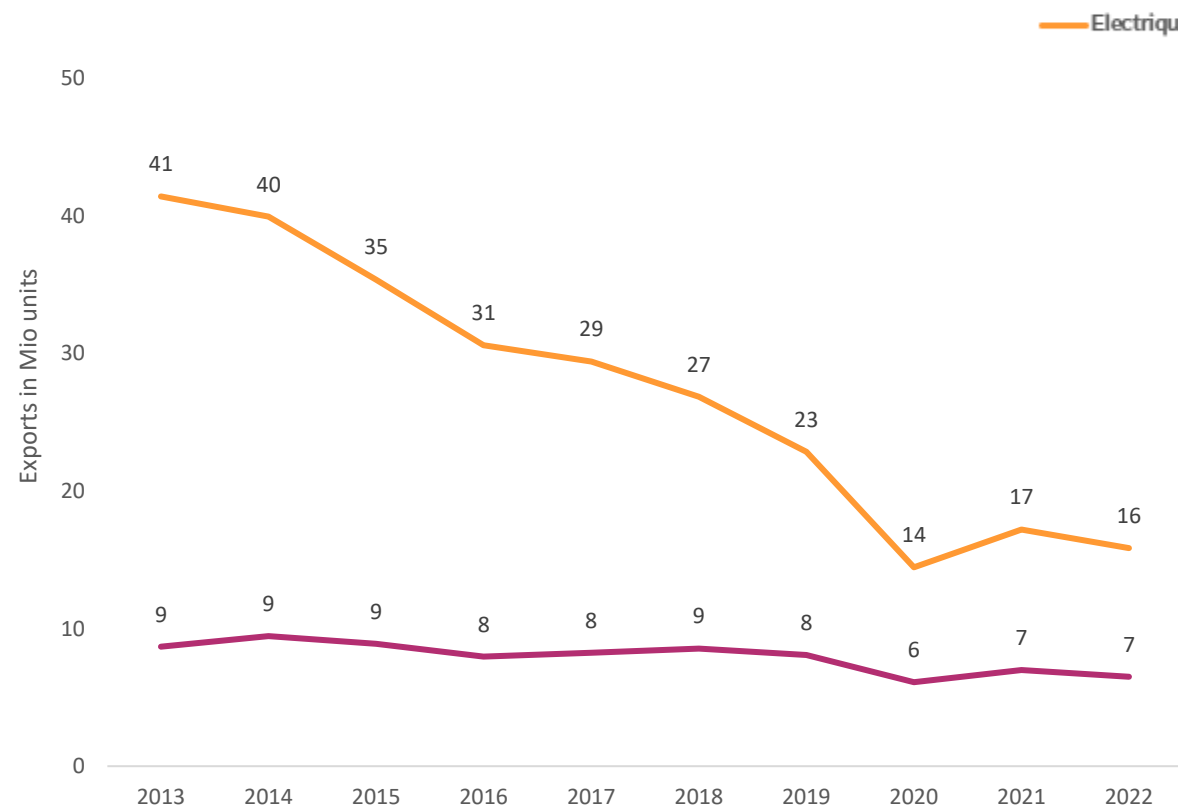
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CULTURE MONTRE

CHRONIQUES

# LA CRISE DU QUARTZ, UN TOURNANT DÉCISIF DANS L'HISTOIRE DE L'HORLOGERIE

17



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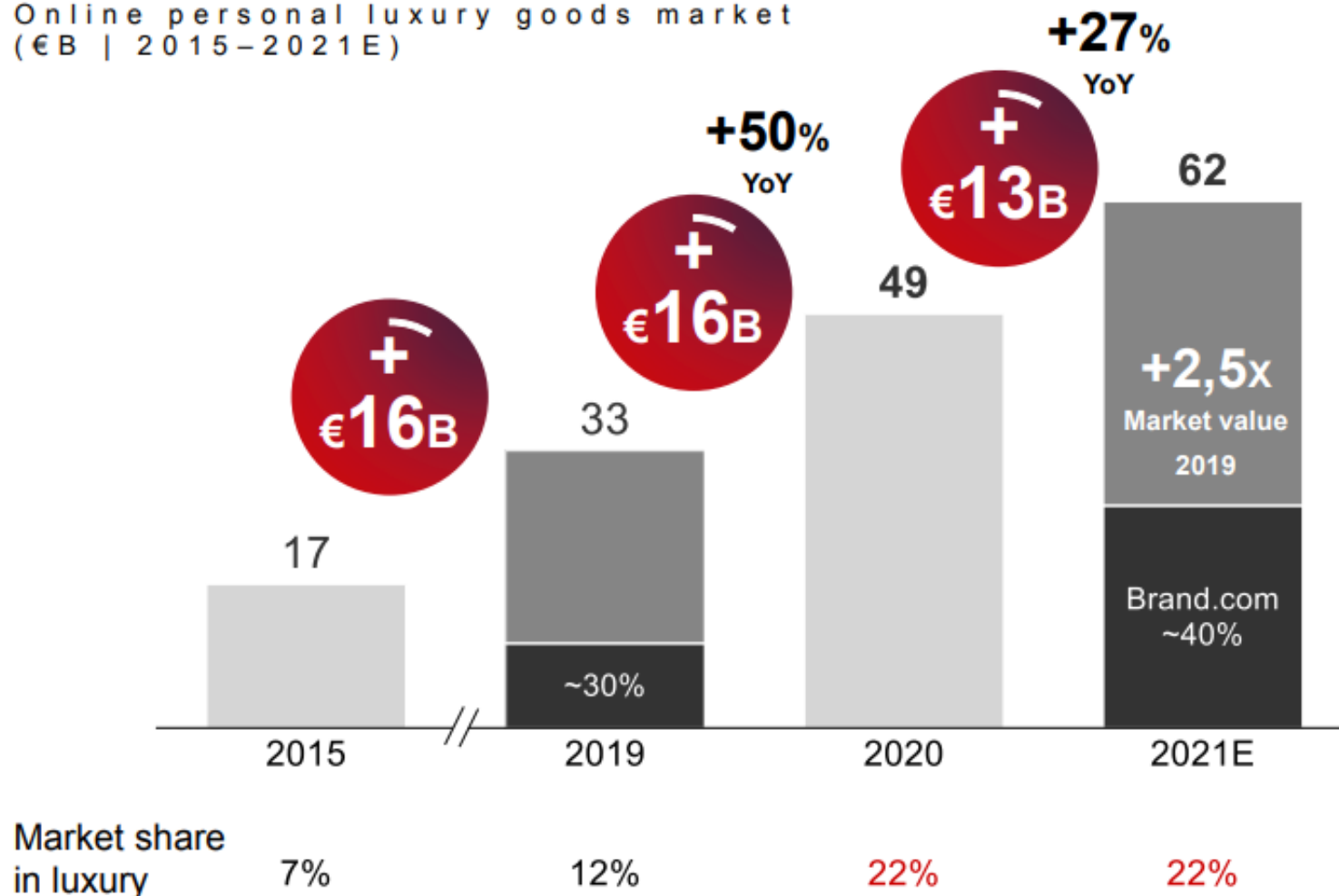
# THE DIGITAL AGE, ERA OF TRANSFORMATION OR REVOLUTION?



## DIGITALIZATION smashing RETAIL?

**Online** alone almost doubling its size in 2 years;  
overinvestments in brand.com paying off

Online personal luxury goods market  
(€B | 2015–2021E)



Not yet

CONSUMER

# UPS Earnings Had an Ominous Warning for Amazon and Other E-Commerce Companies

United Parcel Service and Packaging Corp.'s first-quarter earnings reports carried an ominous warning for e-commerce companies preparing their own quarterly results: American are ordering fewer things online.

## NOT REALLY

Digital Native Vertical Brands moving to retail



Richemont H1 online sales progression 16pp  
behind retail



Tendances en retail du luxe – la boutique Cartier à New York dans son nouveau décor

THE DIGITAL AGE,  
THE ERA OF DOUBT





TOM CRUISE

# MISSION: IMPOSSIBLE

DEAD RECKONING

PART ONE

THE longer the distance to REALITY...



...THE HIGHER the NEED OF PROOF OF AUTHENTICITY



# MANUAL EXCELLENCE DIRECTLY EXPOSED IN STORES



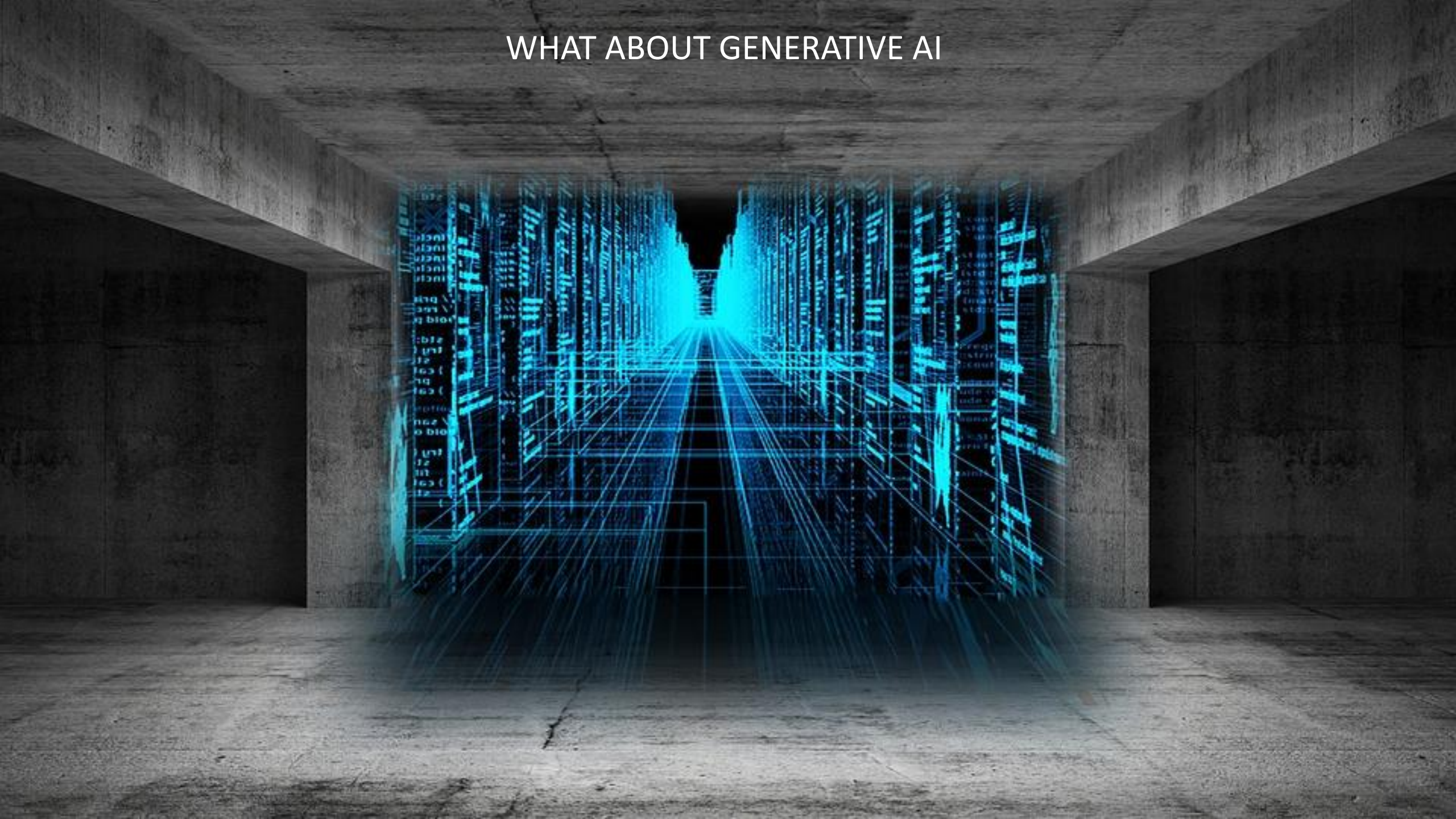
# LEADING TO RE-DISCOVERY AND EXPOSURE OF ANCIENT KNOW HOWS



# ... AND INDUSTRIAL TOURISM



# WHAT ABOUT GENERATIVE AI

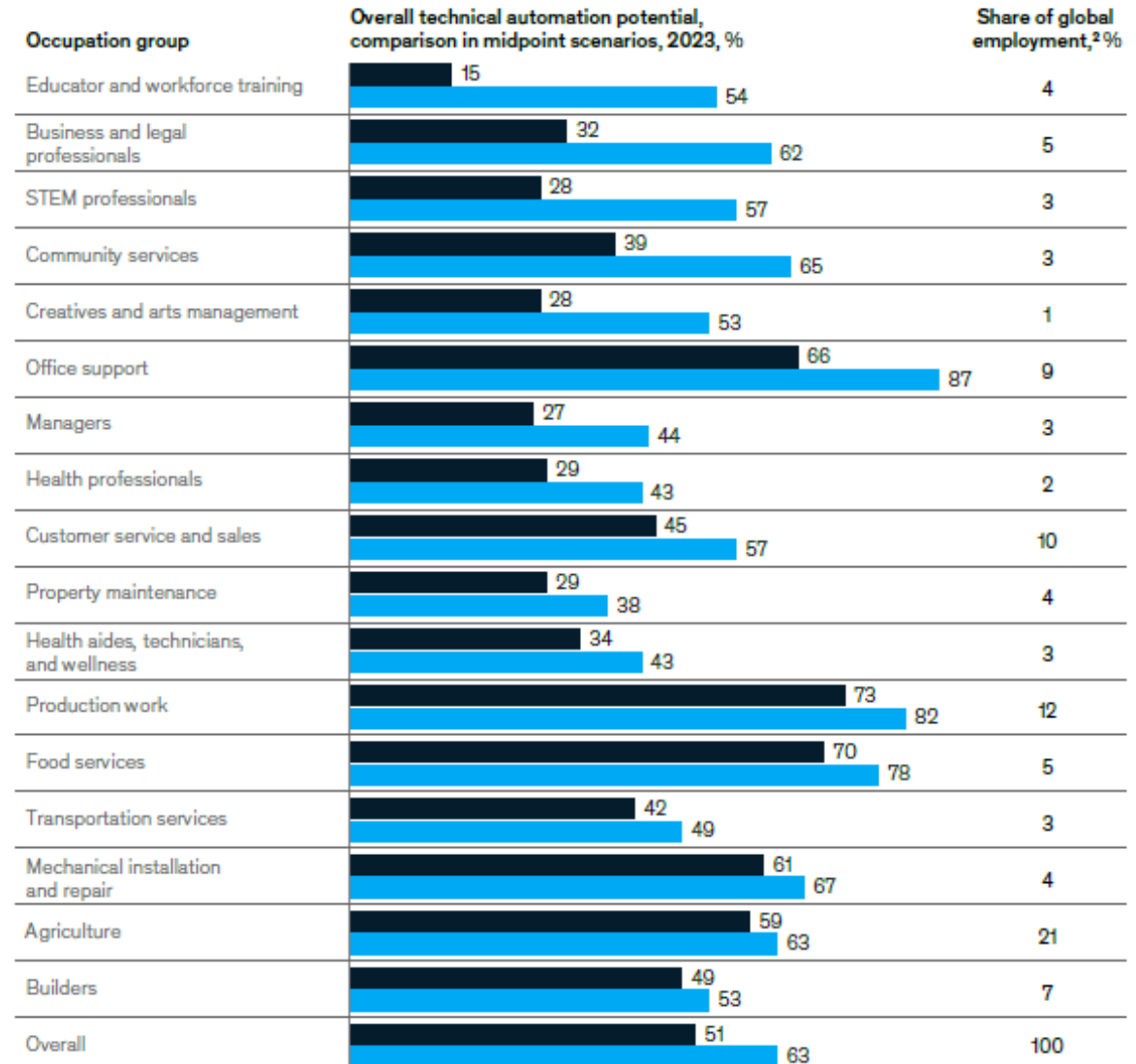


# THE NEW FEAR: WHITE COLLARS JOB DESTRUCTION

Advances in technical capabilities could have most impact on activities performed by educators, professionals, and creatives

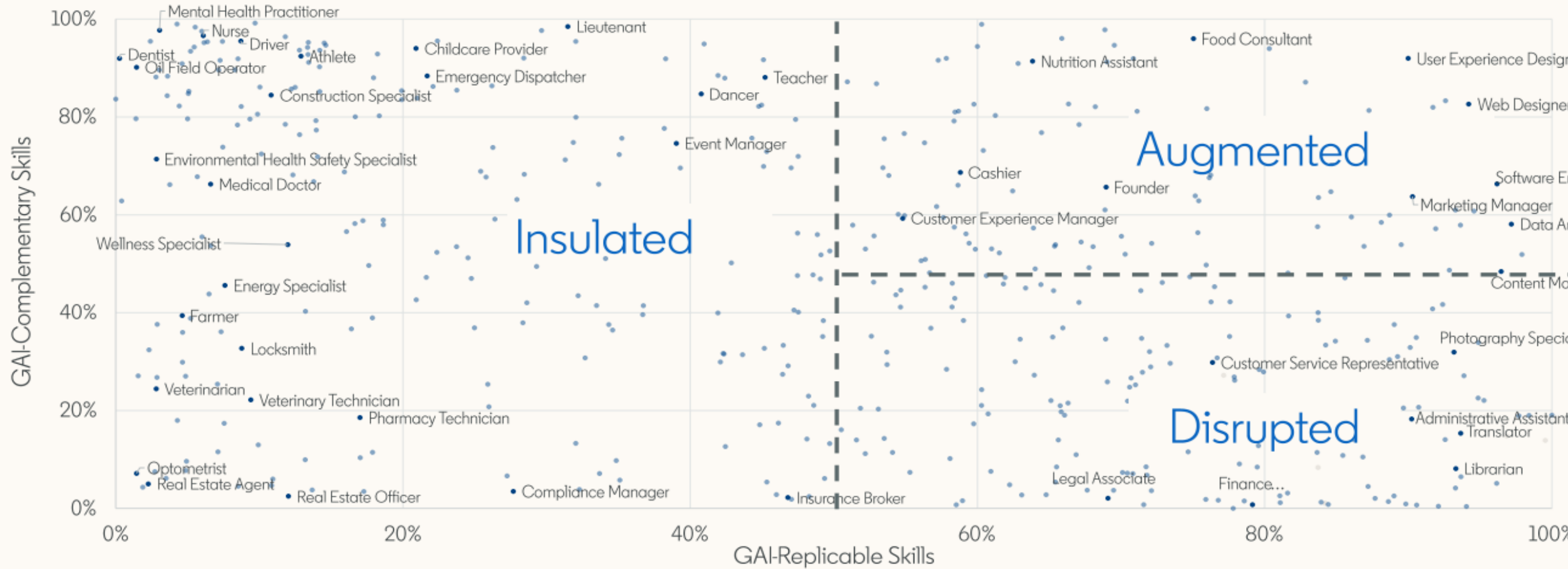
**Impact of generative AI on technical automation potential in midpoint scenario, 2023**

■ Without generative AI<sup>1</sup>  
■ With generative AI



Most jobs have skills GAI can perform,  
but not all jobs are equally exposed

## Normalized percentage GAI-replicable and GAI-complementary skills by occupation



# MAPING NOW THE POTENTIAL IMPACTS OF GENERATIVE AI ON THE ORGANIZATION

JOBS NATURALLY PROTECTED



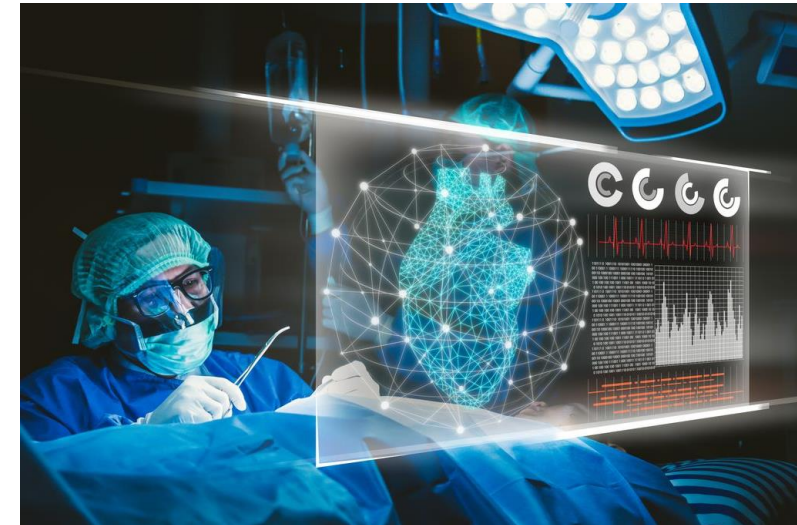
=> OPEN INFORMATION  
TO STAFF  
TECHNOLOGY EXPOSURE

JOBS AT RISK



=> CHANGES IN ORGANIZATION

JOBS BOOSTED WITH GENERATIVE AI



=> TECHNOLOGY ACCEPTANCE AND  
LEARNING

# The TAKEOUTS

- ⇒ CONSIDER THAT ALL TECHNOLOGICAL BREAKTHROUGH ARE CONCEIVED TO ENHANCE AND LEVERAGE HUMAN TALENTS
- ⇒ ADDRESS OUR LACK OF KNOWLEDGE AND DEMYSTIFY THE TECHNOLOGICAL CHANGE IN ORDER TO ADAPT THE ORGANIZATION
- ⇒ ACCEPT TO BE MISTAKEN WHEN ANTICIPATING THE IMPACT OF NEW TECHNOLOGIES – BE HUMBLE AND AGILE
- ⇒ DEVELOP A CULTURE OF LEARNING AND DEVELOPMENT: EMBARK OUR TEAMS AND ACCOMPANY THEM TO EMBRACE CHANGE

CONCLUSION

A close-up photograph of a wine glass filled with white wine. The glass is the central focus, with the wine reflecting light. The background is blurred, showing a bottle on the left and warm, bokeh lights on the right.

LOOK FOR THE GLASS  
ENJOY THE GOOD HALF OF IT!

GRAZIE

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