

Artificial technologies

valorizing the beauty of HUMAN talent

ANTOINE PIN

November 28th, 2023

BVLGARI

THE NOSTRADAMUS SYNDROM



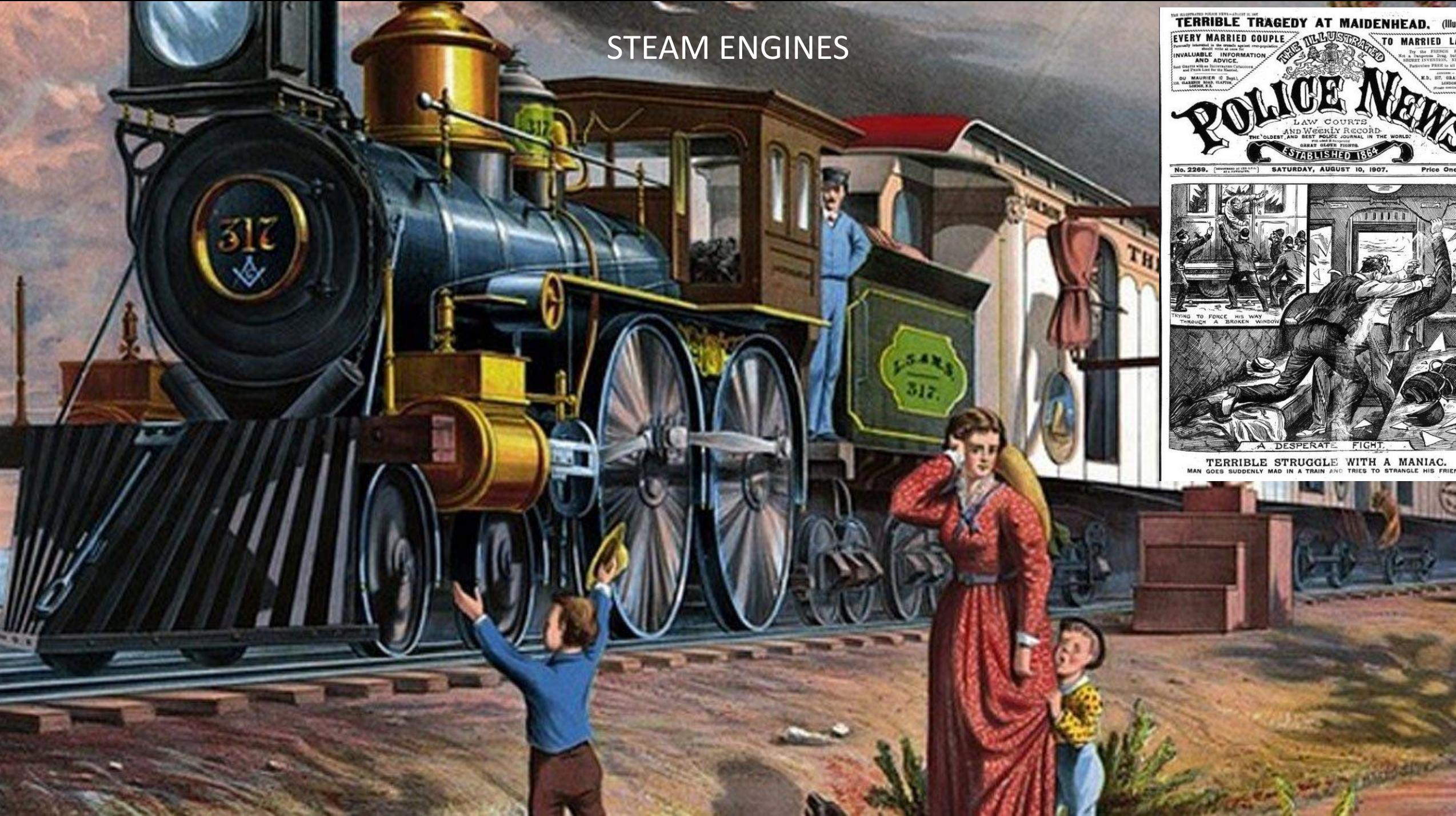
PRINTING



weaving loom



STEAM ENGINES



THE ILLUSTRATED POLICE NEWS—ADJUST 10.000
TERRIBLE TRAGEDY AT MAIDENHEAD. (Illustrated)
EVERY MARRIED COUPLE should read this paper for
INVALUABLE INFORMATION AND ADVICE.
By the FRENCH
TO MARRIED L
THE ILLUSTRATED
ESTABLISHED 1854
No. 2269. SATURDAY, AUGUST 10, 1907. Price One



TRYING TO FORCE HIS WAY THROUGH A BROKEN WINDOW.
A DESPERATE FIGHT.
TERRIBLE STRUGGLE WITH A MANIAC.
MAN GOES SUDDENLY MAD IN A TRAIN AND TRIES TO STRANGLE HIS FRIEND.

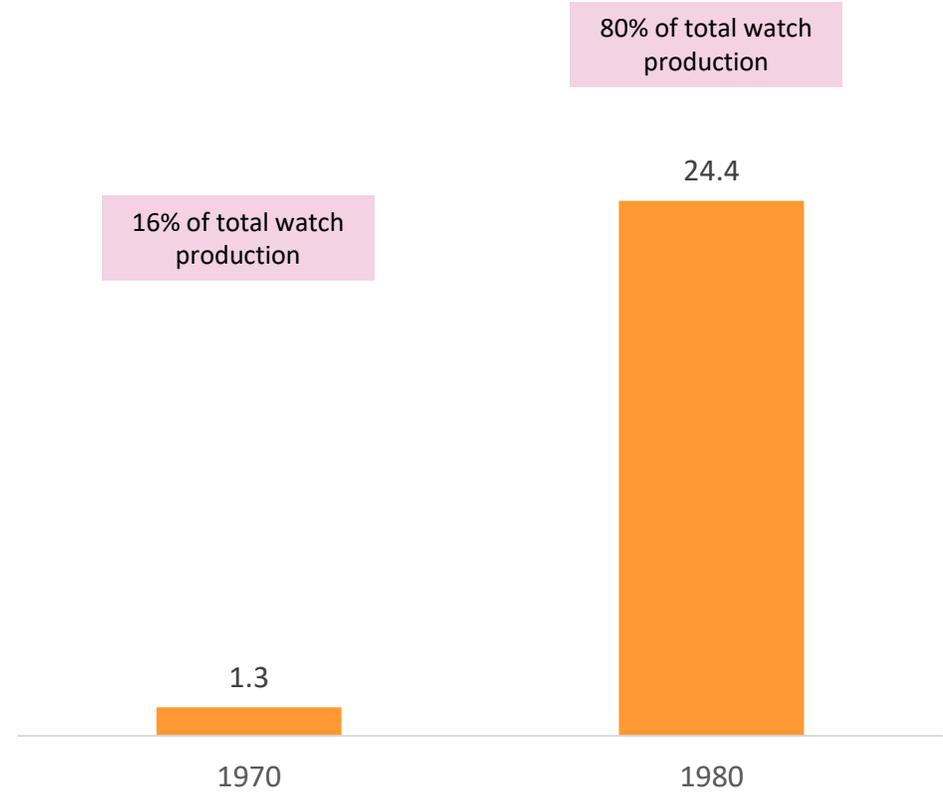
Le Connaisseur




SEIKO QUARTZ

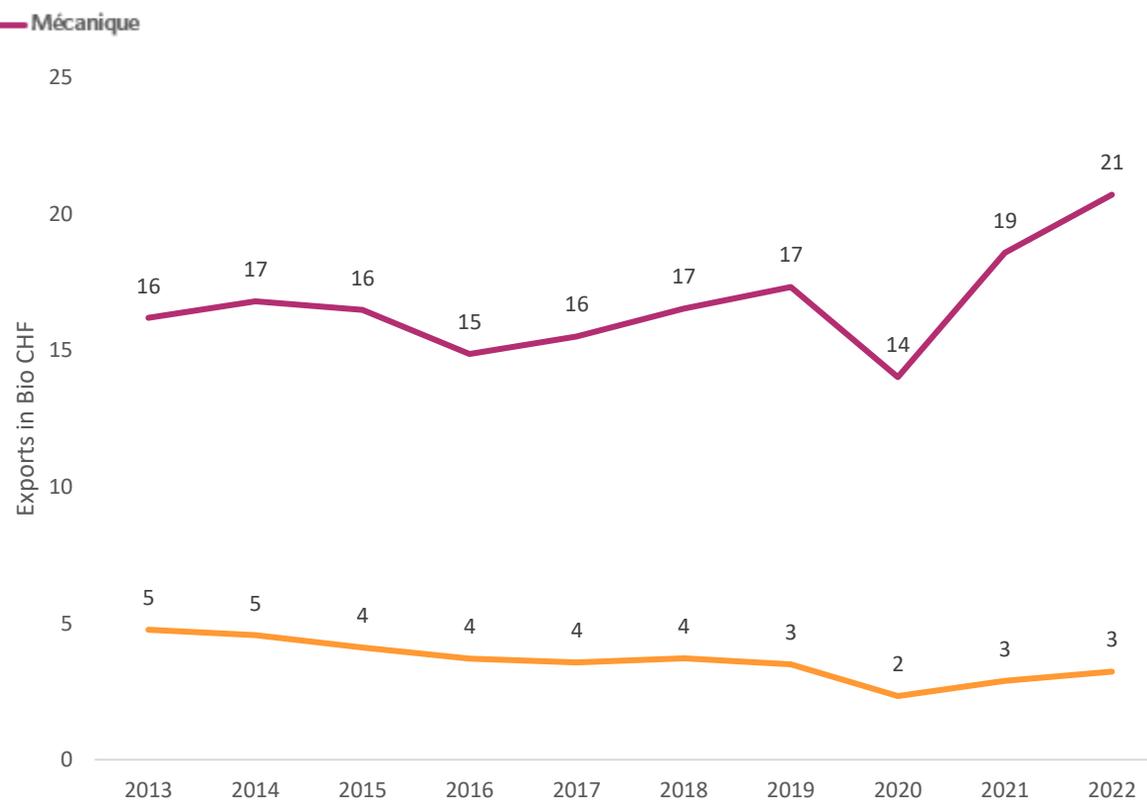
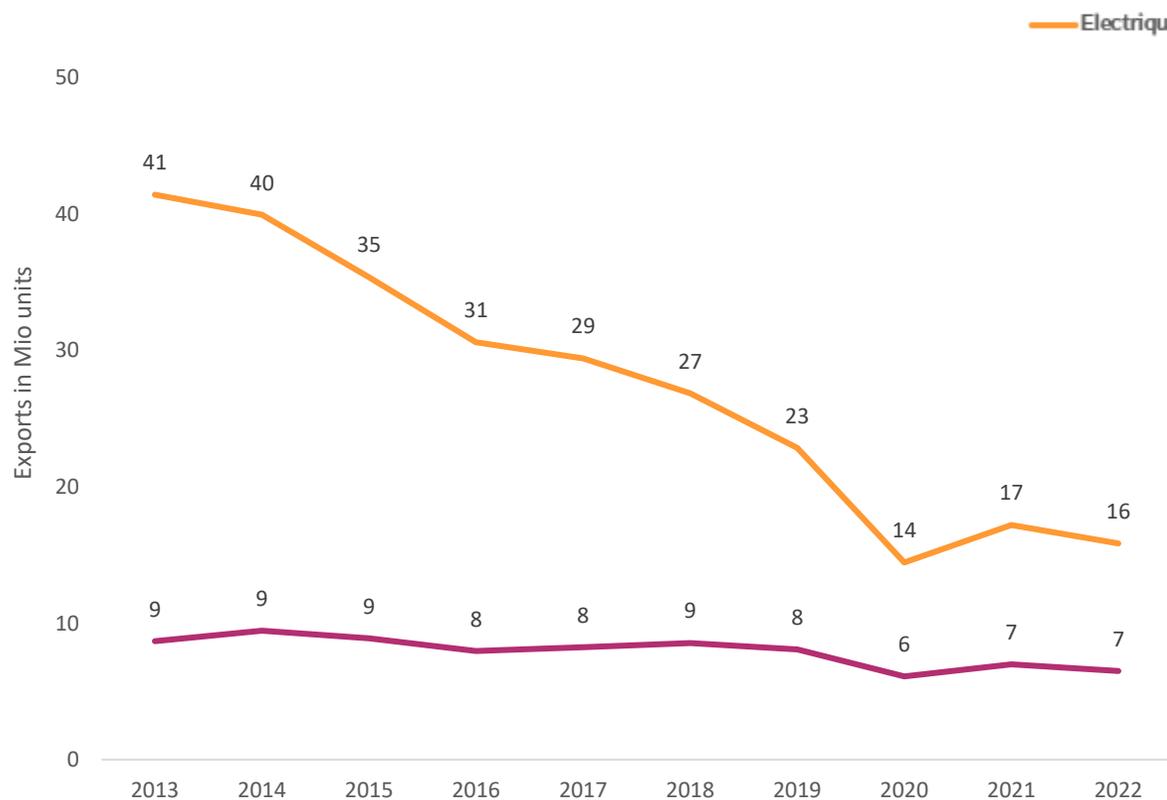
QUARTZ WATCHES

Quartz watch production
(in Mio units)



BVLGARI

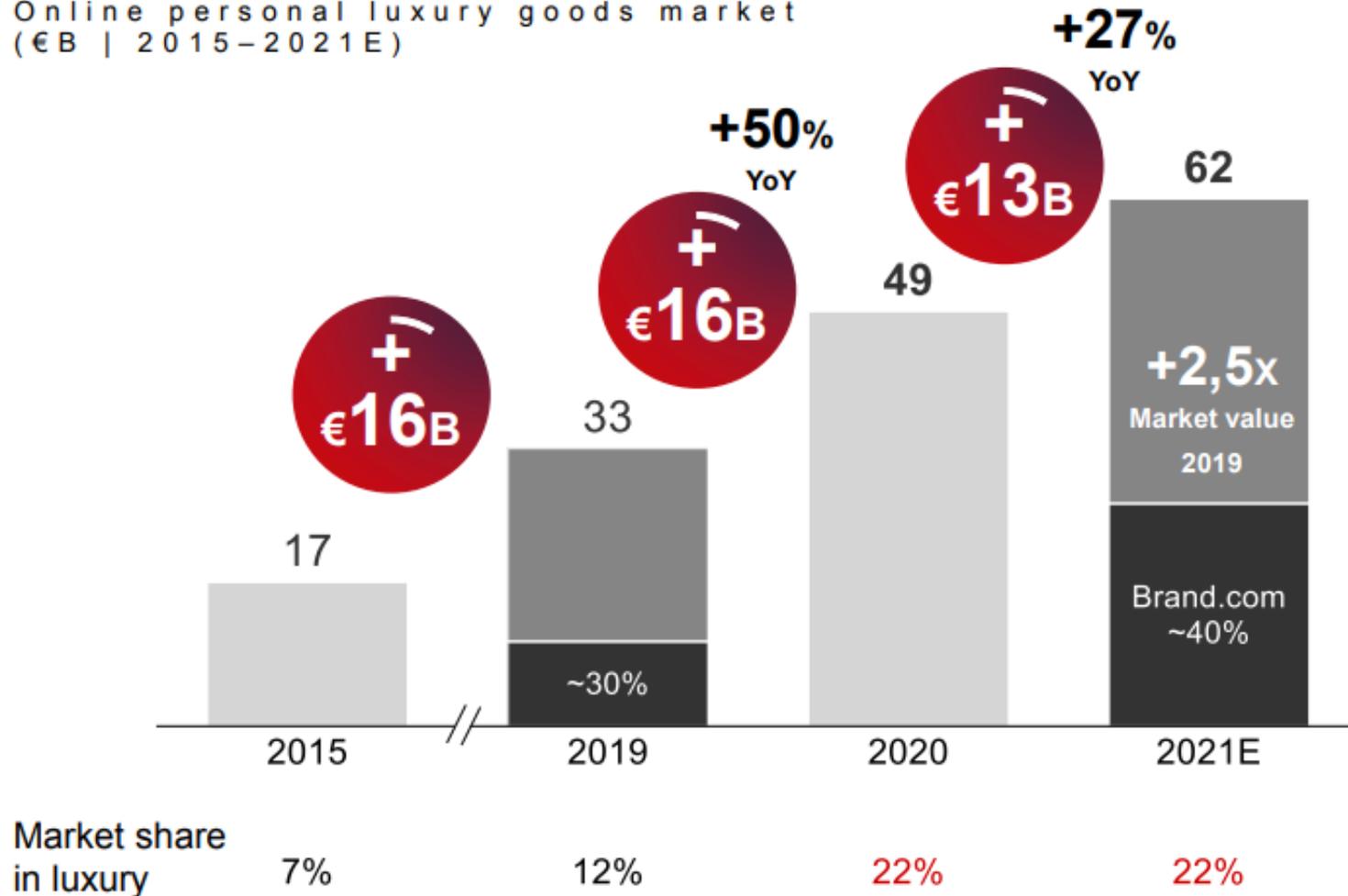
LA CRISE DU QUARTZ, UN TOURNANT DÉCISIF DANS L'HISTOIRE DE L'HORLOGERIE



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



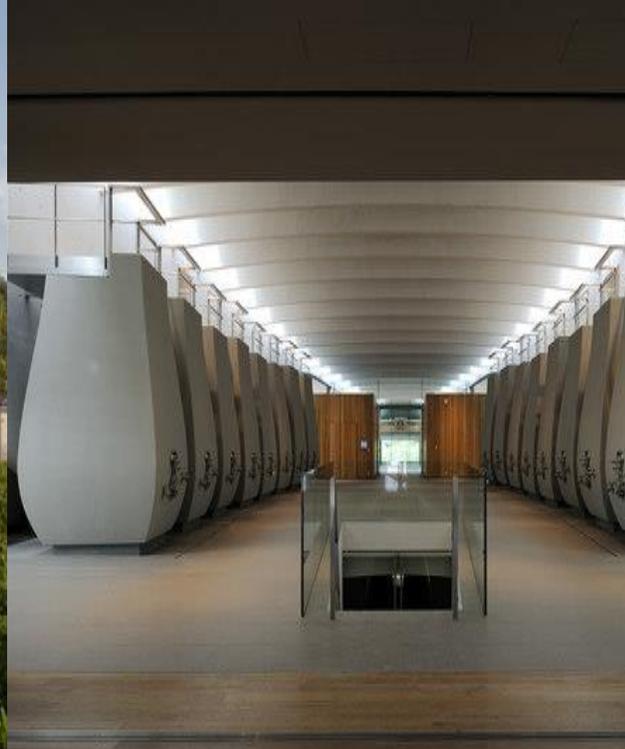
MANUAL EXCELLENCE DIRECTLY EXPOSED IN STORES



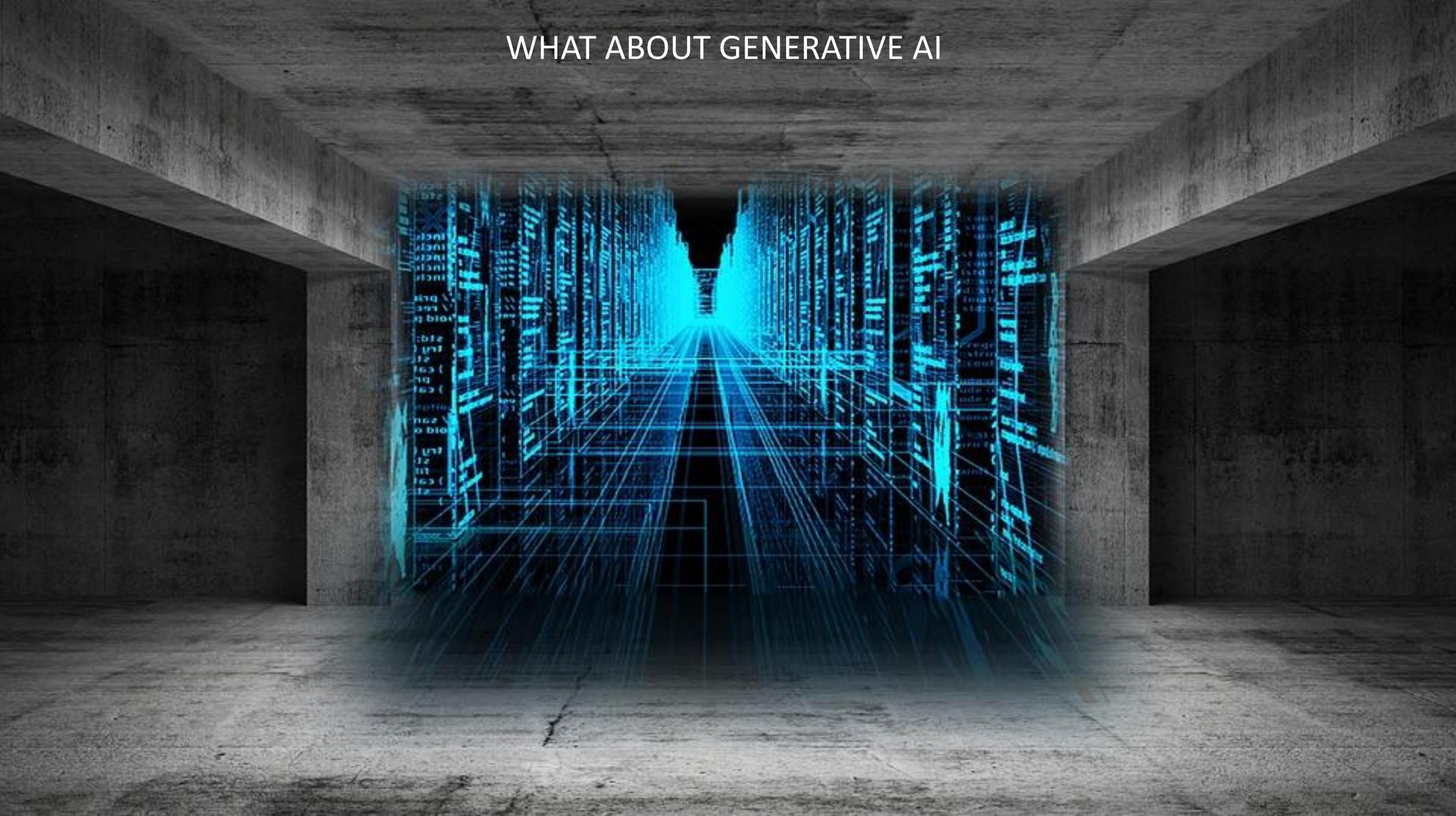
LEADING TO RE-DISCOVERY AND EXPOSURE OF ANCIENT KNOW HOWS



... AND INDUSTRIAL
TOURISM



WHAT ABOUT GENERATIVE AI



THE NEW FEAR: WHITE COLLARS JOB DESTRUCTION

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

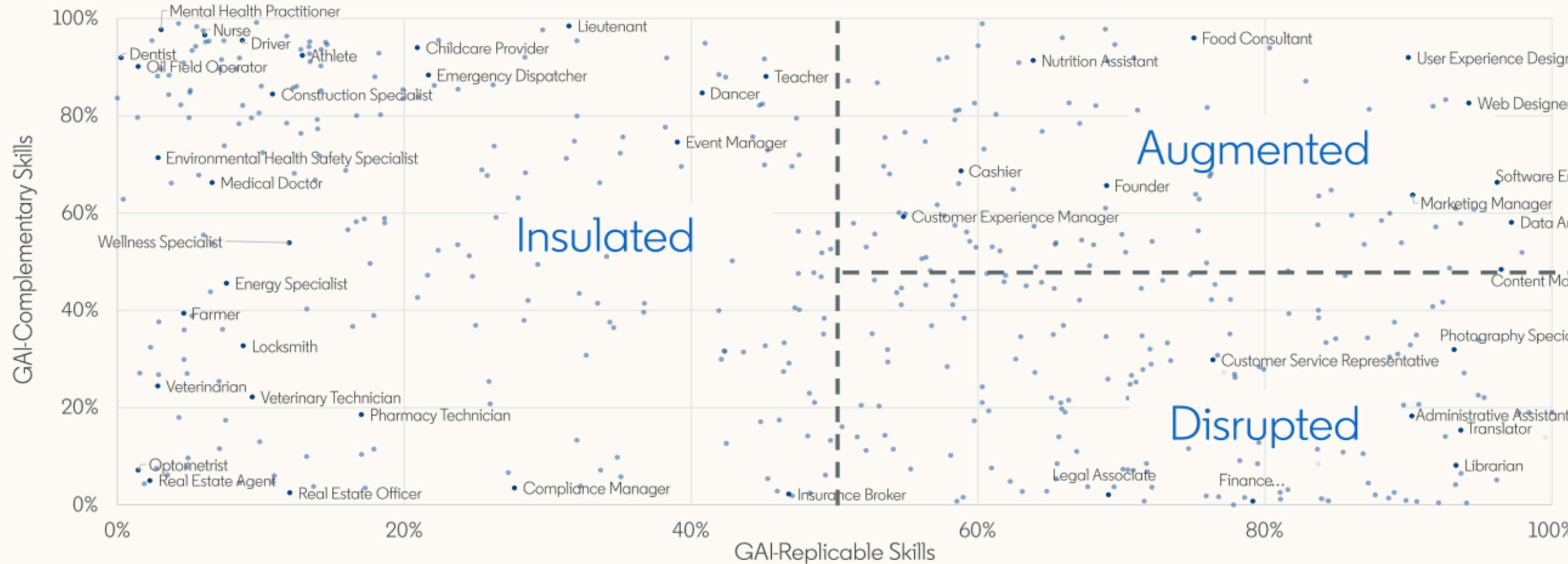
■ Without generative AI¹
■ With generative AI

Occupation group	Overall technical automation potential, comparison in midpoint scenarios, 2023, %		Share of global employment, ² %
Educator and workforce training	15	54	4
Business and legal professionals	32	62	5
STEM professionals	28	57	3
Community services	39	65	3
Creatives and arts management	28	53	1
Office support	66	87	9
Managers	27	44	3
Health professionals	29	43	2
Customer service and sales	45	57	10
Property maintenance	29	38	4
Health aides, technicians, and wellness	34	43	3
Production work	73	82	12
Food services	70	78	5
Transportation services	42	49	3
Mechanical installation and repair	61	67	4
Agriculture	59	63	21
Builders	49	53	7
Overall	51	63	100

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

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



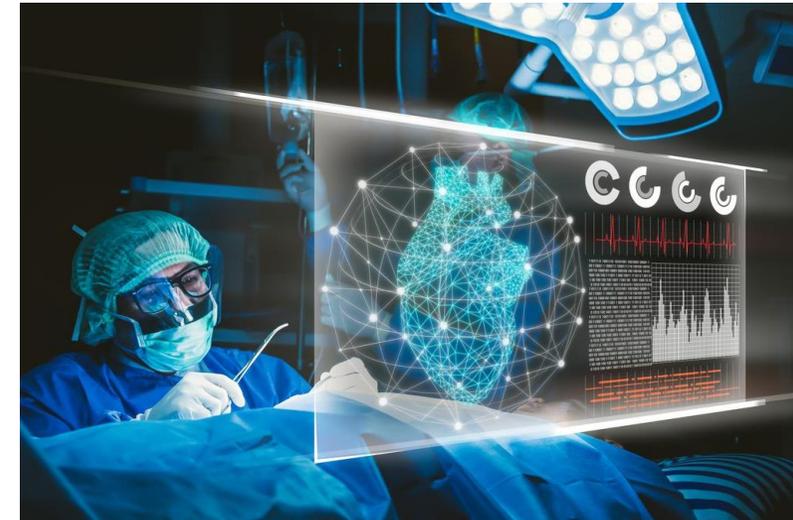
=> OPEN INFORMATION
TO STAFF
TECHNOLOGY EXPOSURE

JOBS AT RISK



=> CHANGES IN ORGANIZATION

JOBS BOOSTED WITH GENERATIVE AI



=> TECHNOLOGY ACCEPTANCE AND
LEARNING

The TAKEOUTS

- ⇒ CONSIDER THAT ALL TECHNOLOGICAL BREAKTHROUGHS 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 illuminated from below, creating a warm, golden glow. The background is softly blurred, showing a bottle of wine on the left and several out-of-focus lights on the right. The overall mood is elegant and sophisticated.

**LOOK FOR THE GLASS
ENJOY THE GOOD HALF OF IT!**

GRAZIE

BVLGARI