



WAVESTONE

Luxury Start-ups Radar

Which innovative solutions can help the luxury industry address the challenges it is facing?

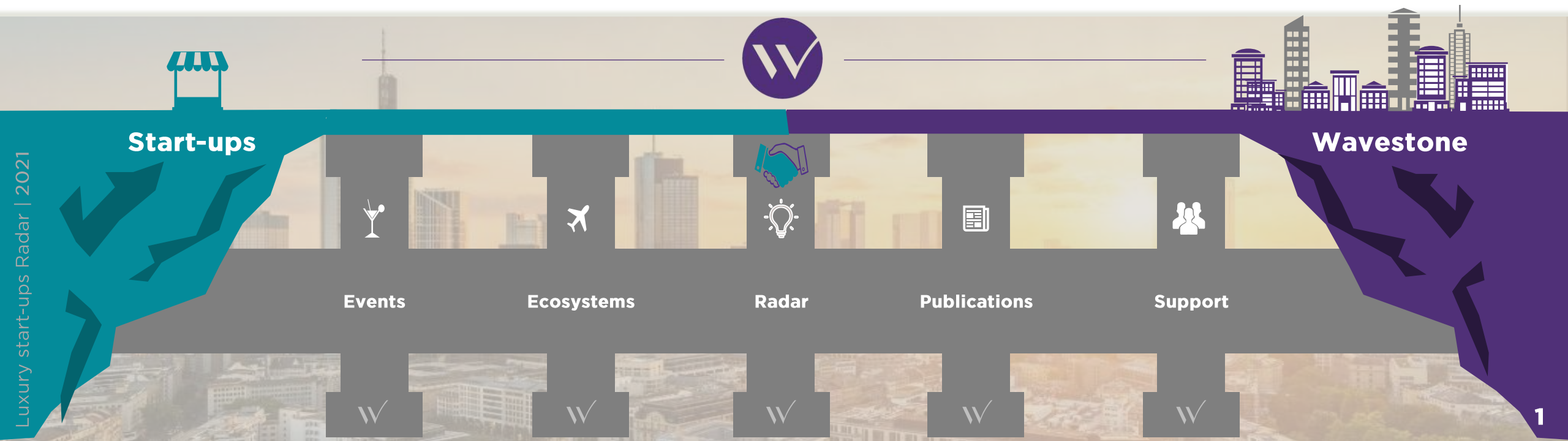
Wavestone, at the heart of the Innovation ecosystem



At the confluence of **management and digital consulting**, Wavestone supports leading companies and organizations in **delivering their most critical transformations**.

As we consider **digital innovation a major challenge**, we aim to build privileged links with the most promising start-ups.

Thanks to our ecosystem, we have built an accurate vision of luxury challenges, market trends and we provide our expertise on the latest technologies.





01

Luxury
Challenges

New challenges arise for the Luxury industry...



Adapting to a new generation of customers: Gen Z & Millennials

Gen Z & Millennials are expected to represent over **40% of the luxury goods market by 2025.**

Technologically-sophisticated consumers with **increasing purchasing power** are seeking **brands tackling sustainability, environmental, diversity and inclusion** issues.



Investing in sustainability: From Conspicuous to Conscientious

Luxury brands must undertake an **ecological transformation of their value chain**: from sourcing, production, logistics, management to retailing. **New standards** of quality and experience **must be defined** without **losing desirability.**

Post-purchase recycling should be a focus as the **secondary market for Luxury goods** could reach 31 billion euros by 2021.



Living with the virus: shaping tomorrow

2020 reset the world's luxury market and **disrupted consumer behavior.** Brands have been forced to rethink retail and must scale the newly implemented sophisticated digital interactions: distance selling, virtual customer service and social shopping.

While luxury tourism will keep facing unprecedented downturn, **experience-based goods** are expected to be the key winner of the crisis.



Fully embracing e-commerce & bridging the experience gap

Omnichannel is a standard to meet, as by 2025 **e-commerce** will become the **main channel** for Luxury purchases.

Fast delivery, slick returns process and a strong digital presence have become more important than ever. Luxury brands must elevate **digital experience.**

...and traditional ones are still to be addressed



Maintaining desirability

As **Luxury codes** seem to be **challenged** by younger generations and with the rise of e-commerce, not only is the brand desirability triggered by the relevance of distribution and media channels but also by its artistic orientation (environmentally friendly materials, product style, brand partnerships...).

AI seems to be the **relevant technology to predict consumers habits** and better **understand their desires**.



Fighting counterfeiting

Estimated at **around half a trillion dollars a year**, the counterfeit market remains a fight that has not been won yet, neither lost.

Blockchain technologies represent a promising solution already leveraged by several luxury brands. However, its implementation faces several challenges and issues.



O2

The
Radar

Are there new innovative start-ups that will further solve the next challenges ?



>115

French start-ups **identified** in our database



74

Start-ups **studied** in our radar



5

Categories

Our criteria



French start-ups



Less than 9 years



An MVP already on the market



forinov

The **Forinov** platform helped us to identify and select **the most promising start-ups**, as all the start-ups from the radar are accessible there. **Forinov** is an online platform connecting **the best startups, corporates and partners** (incubators, accelerators...) to speed up collaborations.

Five technology trends are reshaping the Luxury market



1

2

3

4

5



Artificial Intelligence

- Predicting modelling
- Deep learning
- Computer vision
- Natural language analysis



XR Immersive

- 3D Modelling
- AR / VR / MR
- 360 Images / video
- Hologram



Raw material

- Fundamental research
- Robotized processes



Data securitization

- Blockchain
- Identity Engraving
- Encryption protocol



Internet of Things

- Connected devices
- Connected furnitures
- RFID / NFC

Despite the wide variety of start-ups, five key trends are influencing the whole market to reinvent Luxury



The New Store as a Connected Hub

A catalyst for personalized and augmented experiences

#ARVR
#unifiedcommerce



The Connected Sales Associate

Transforming the Brand-Customer Relationship

#clienteling



The traceability of goods

Ensuring product sourcing and certification

#blockchain
#anticounterfeit



The central role of e-commerce

Creating significant virtual experiences

#distanceselling
#ecommerce

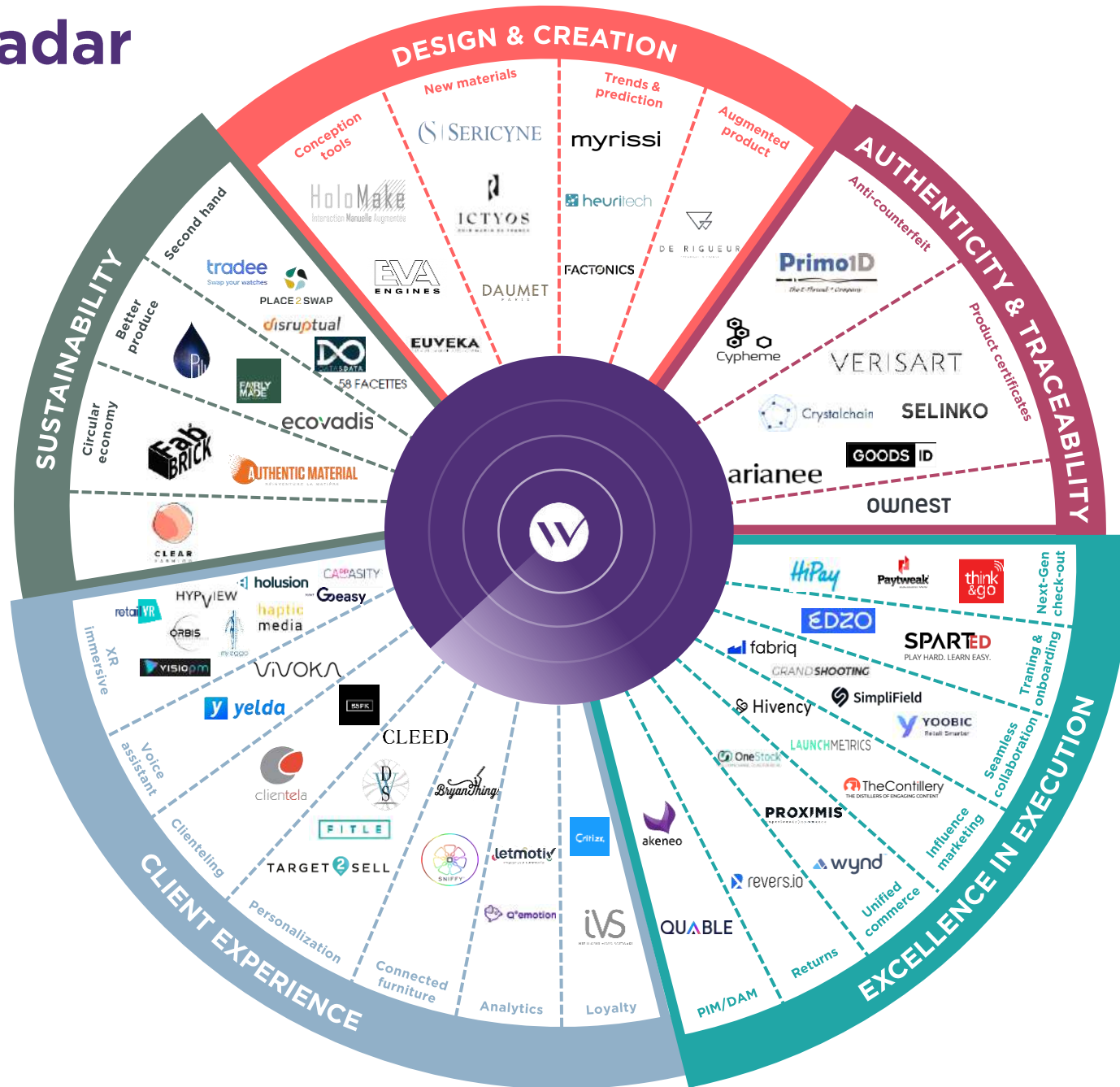


The sustainable goods

Producing and consuming in a more sustainable way

#secondhand
#rawmaterials

Our luxury radar



-  French start-ups
-  Less than 9 years
-  An MVP already on the market

Wavestone

In a world where knowing how to transform is the key to success, Wavestone's mission is to enlighten and guide large companies and organisations in their most critical transformations with the ambition of making them positive for all stakeholders. This is what we call "The Positive Way".

Wavestone has over 3,000 employees in 8 countries. It is one of Europe's leading independent consultancies.

Wavestone is listed on Euronext in Paris.

Contact our experts

Are you interested in more information or would you like to talk to us about this subject?

Do not hesitate to contact us.



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