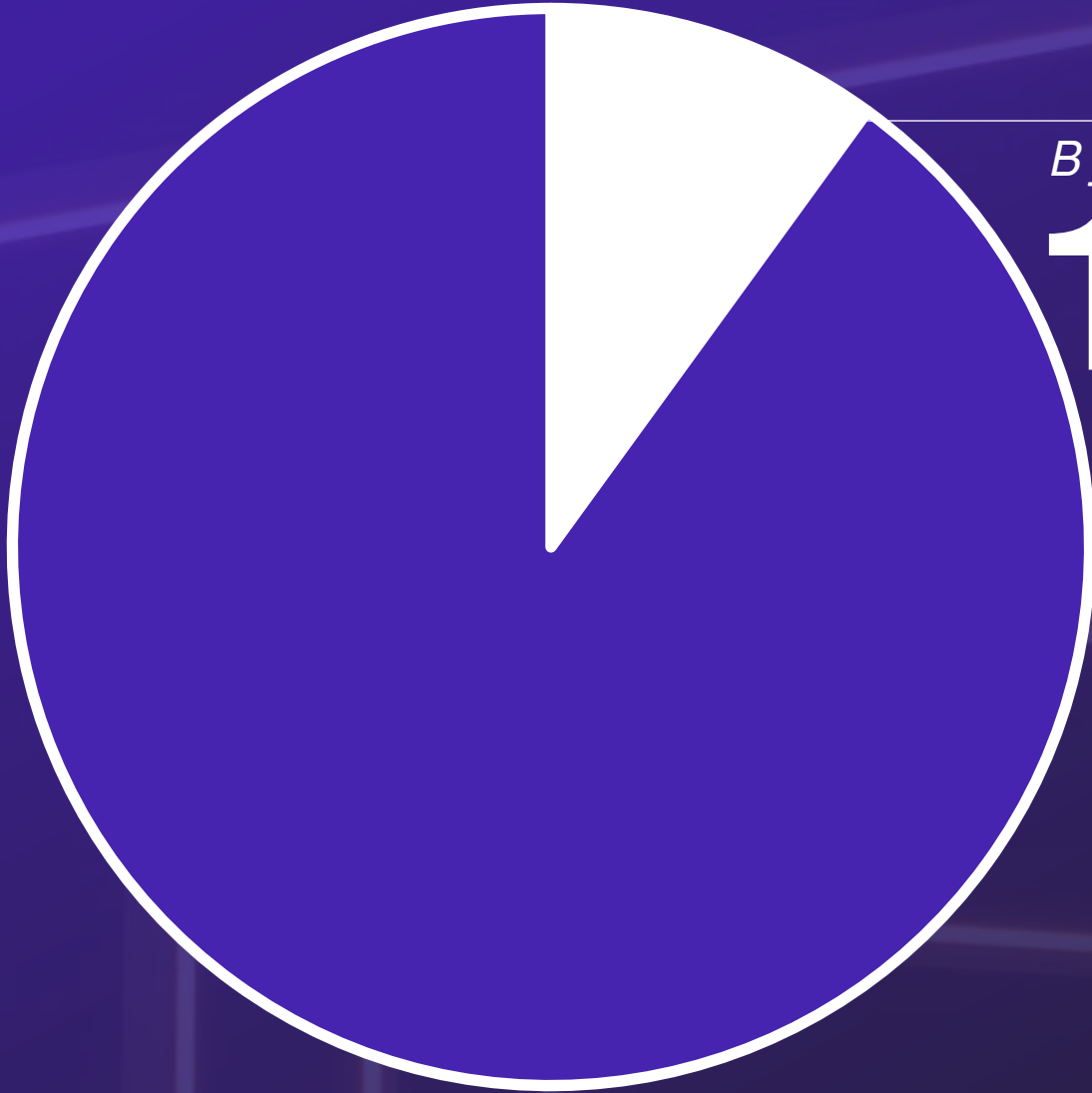




# **TODAY'S FUTURE:** HOW LUXURY'S DIGITAL EVOLUTION IS HELPING TO DEFINE THE METAVERSE

**NBCUniversal**

**% of Projected Digital Asset Sales  
out of Total Sales in 2030 - Luxury**

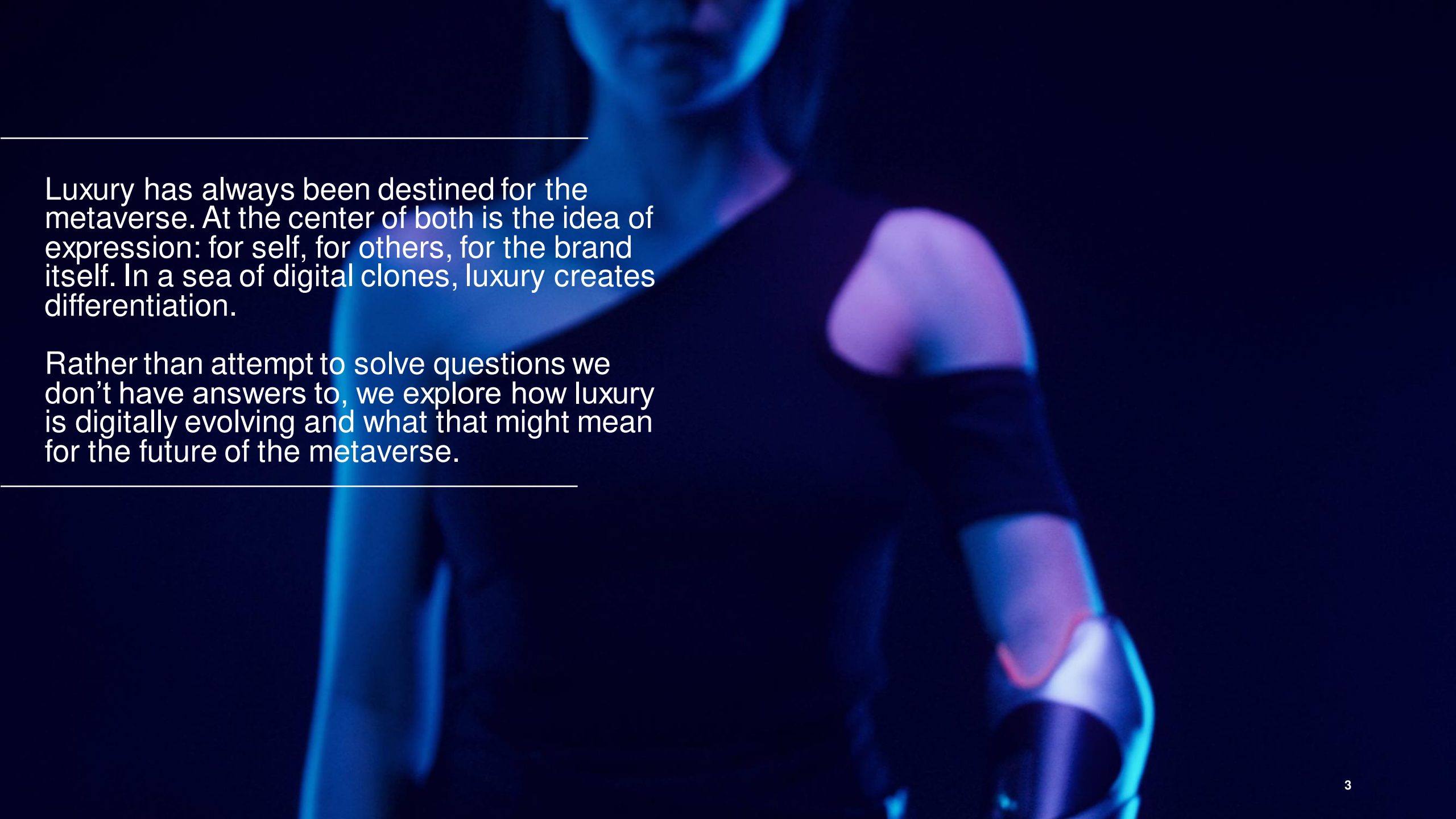


*By 2030,*

**10%**

**Of all Luxury sales  
will be digital assets**

**Morgan Stanley estimates that the  
luxury digital market alone could be  
worth \$50b by 2030 (currently <\$1b)  
(NFTs, skins, in-game tie ins, etc.)**



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Luxury has always been destined for the metaverse. At the center of both is the idea of expression: for self, for others, for the brand itself. In a sea of digital clones, luxury creates differentiation.

Rather than attempt to solve questions we don't have answers to, we explore how luxury is digitally evolving and what that might mean for the future of the metaverse.

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# LUXURY'S METAVERSE FOUNDATIONS

HOW LUXURY IS  
ALREADY LEADING  
THE WAY



## Brand Integrations

As interest in the Metaverse grows, the industry is forging partnerships to access new clients.



## Interactive Worlds

The virtual world gives luxury brands the space to experiment with new technology and tell their story in new ways.



## Blending Experiences

Brands continue to offer immersive experiences to engage and attract consumers, fusing the analog with the digital.

## *BRAND INTEGRATIONS:* **FORGING NEW PARTNERSHIPS**

As the demand for virtual experiences increases, luxury brands are collaborating with tech companies to unlock potential new customers.

### **What brands are doing:**

Balenciaga partnered with Epic Games as the first ever luxury-video game collaboration to create a fashion collection for Fortnite. The goal of the campaign was to reach younger audiences and "build[ing] a new language of creativity."



*INTERACTIVE WORLDS:*  
**EXPERIMENTING  
WITH NEW  
TECHNOLOGY**

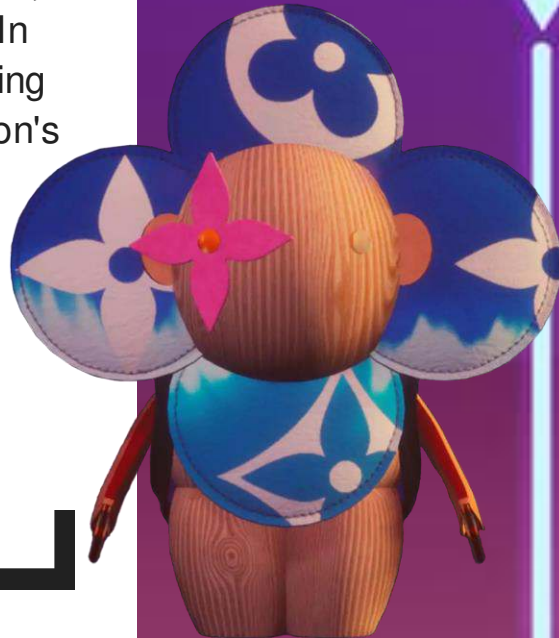
The industry has found new ways to tell stories through technology. Fashion players are tapping into the \$176 billion dollar gaming business to create brand love and deepen connections.

**What brands are doing:**

To commemorate its 200th anniversary, Louis Vuitton launched Louis the Game, a video game with collectable NFTs. In the app, users are tasked with collecting 200 candles, a homage to Louis Vuitton's 200th birthday.

**GAME OVER**

**LV**



## *BLENDING EXPERIENCES* **DIGITAL IMMERSION, REAL-LIFE**

As consumer desires and interests continue to change, luxury brands are creating immersive experiences to provide new audiences with unique and customized virtual moments through events that were traditionally exclusive.

### **What brands are doing:**

Virtual reality platform Decentraland, launched the world's largest, exclusively virtual fashion show. During Metaverse Fashion Week, there were multiple catwalks, afterparties, and opportunities to try on clothes. This event has been coined "fashion's biggest digital experiment."



# LOOKING FORWARD

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*What Today will mean for Tomorrow*



# HOW LUXURY BRANDS CAN CONTINUE GROWTH IN THE METAVERSE



## Forging New Partnerships

How can brands leverage new technology partnerships to tell unique stories or create differentiation in market?



## Fully Immersive Worlds

How can luxury brands leverage AR + VR to create fully immersive environments for their brands to come to life?



## Seamless Experiences

Where can luxury brands test and learn new tech to create frictionless connections between analog and digital?





## FORGING NEW PARTNERSHIPS

In order to grow into the metaverse, Luxury must move beyond video-games. Forging partnerships in new tech sectors like haptic manufacturing or robots can help luxury define the look, feel and representation of luxury goods for a new era.

### **How brands should prepare:**

Rethink how brands can be represented in tomorrow's world. The first ever robotic runway? Avatars as influencers? Brands should create direct relationships with technology companies to be at the forefront of what's next.

# IMMERSIVE WORLDS

Too much reliance on digital representation can get a bit uncanny. Balancing digital expression with the need to keep users absorbed will be vital in creating fully immersive worlds.

## **How brands should prepare:**

While video games are currently the focus area for luxury brands, expanding to other areas can help widen the brand's impact. Using embedded content and amplifying via social will be important to scale these worlds.

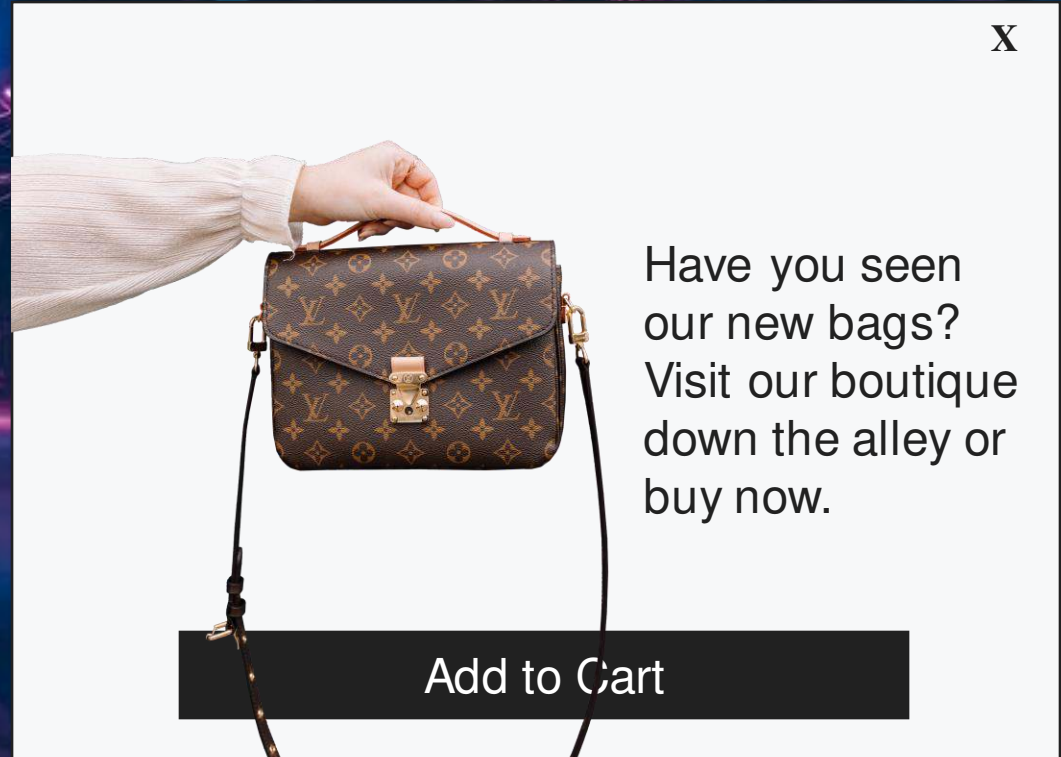


# SEAMLESS EXPERIENCES

The challenge between blending worlds is maintaining the luxury experience. Shifts between the two should feel seamless... not like an AR pop-up ad as you walk down the street.

## How brands should prepare:

Now is the optimal time to learn about blended experiences by testing new technologies. Some examples include live streaming shopping trips, dynamic ad insertions into video games or shopping in the metaverse.



X

Have you seen our new bags? Visit our boutique down the alley or buy now.

Add to Cart

# HOW NBCU CAN PARTNER



## Talent as Influencers

Leverage NBCU's diverse talent or bring your own brand ambassadors (even virtual ones) to showcase a product or tell your brand's story through custom content.

*Great for: Fashion & Accessories, Travel*



## In-Game Advertising

Meet consumers where they are by seamlessly integrating into their favorite games with blended ads, powered by Anzu.

*Great for: Auto, Fashion & Accessories*



## Livestream Shopping

Combine the power of influential talent, social, and streaming in a real-time commerce content experience.

*Great for: Alcohol, Fashion & Accessories, Home Decor*



## Metaverse Shopping

Elevate the fan experience with unique shopping environments that combine the power of AR/VR with the power of our talent and IP.

*Great for: All Categories*

# THANK YOU

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*For more information, please reach out to:  
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