
Commercial Strategy
CONFERENCE
hsmai
SINGAPORE 29-30 MAY 2025

Cross-Industry Innovation: Lessons from Luxury Retail

Dr. Jinju Heo
Visiting Professor - Sustainable Luxury & Ecosystems
Glion

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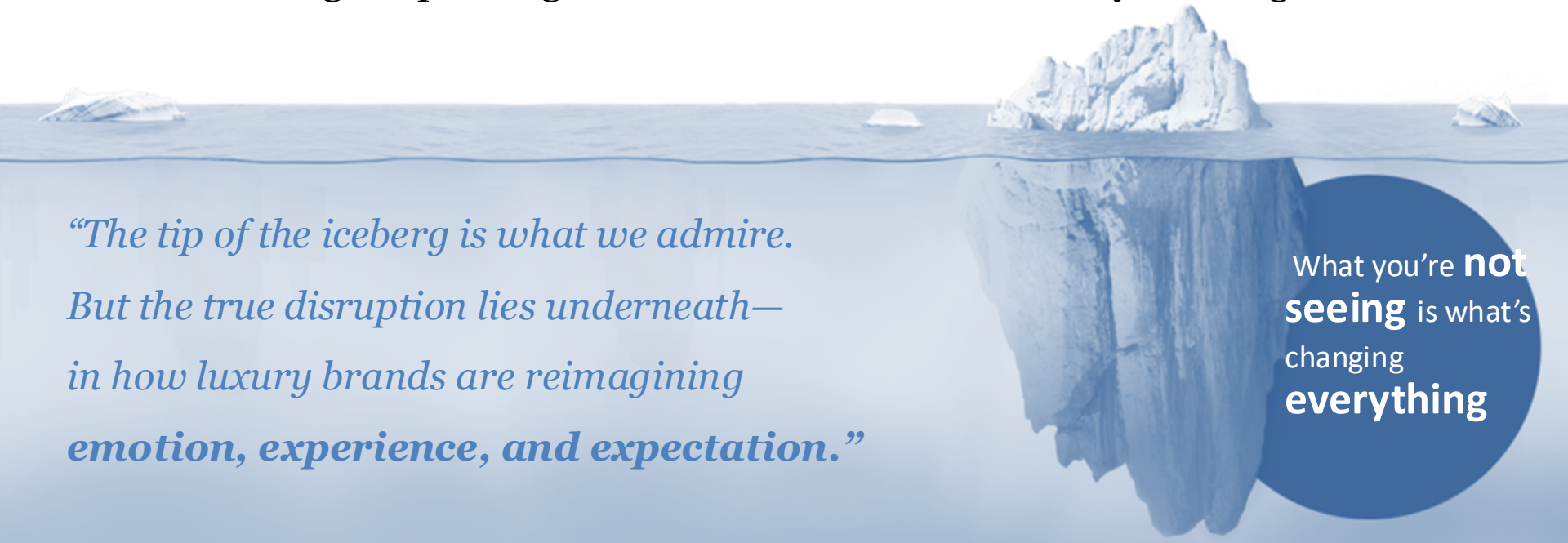
Luxury is transforming in ways that go far beyond what we see on the surface.

Are we looking deep enough to understand where it's truly heading?



"The tip of the iceberg is what we admire.

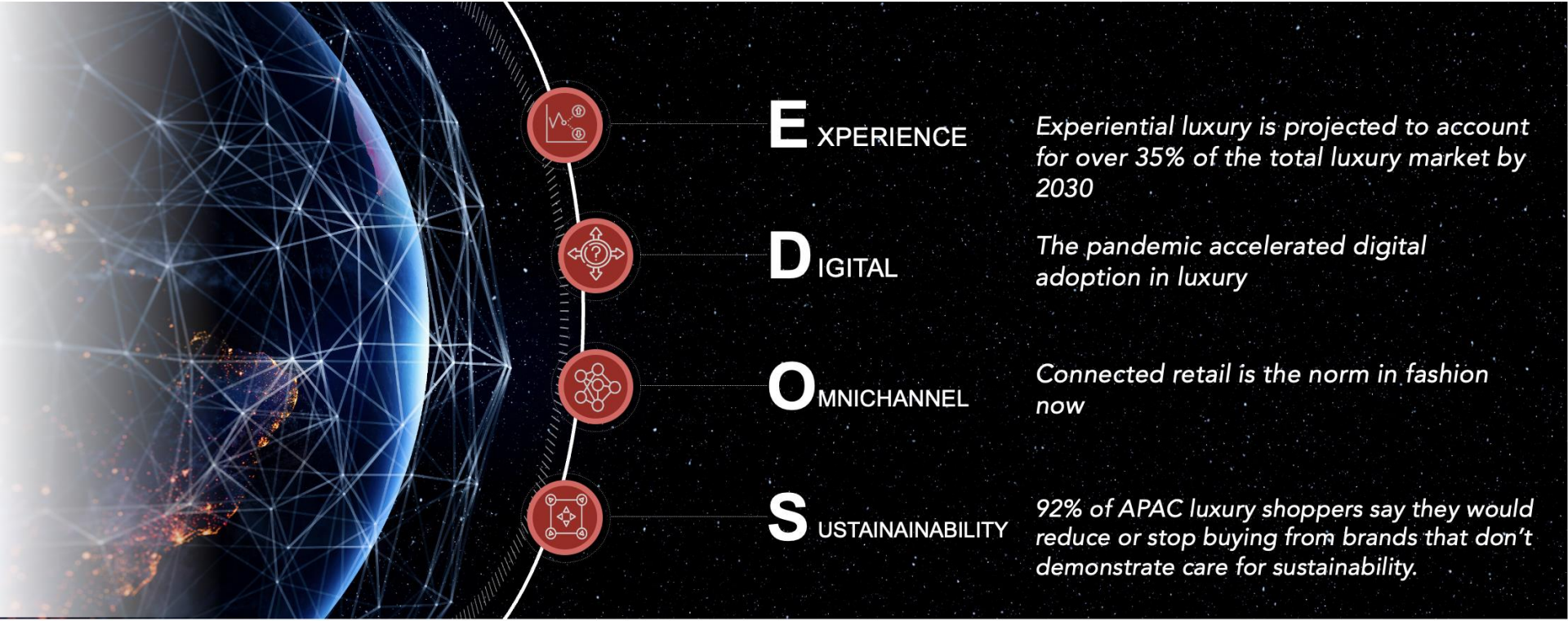
But the true disruption lies underneath—

in how luxury brands are reimagining

emotion, experience, and expectation."

What you're **not seeing** is what's changing **everything**

Macro Trends Shaping Luxury



E XPERIENCE

Experiential luxury is projected to account for over 35% of the total luxury market by 2030

D IGITAL

The pandemic accelerated digital adoption in luxury

O MNICHANNEL

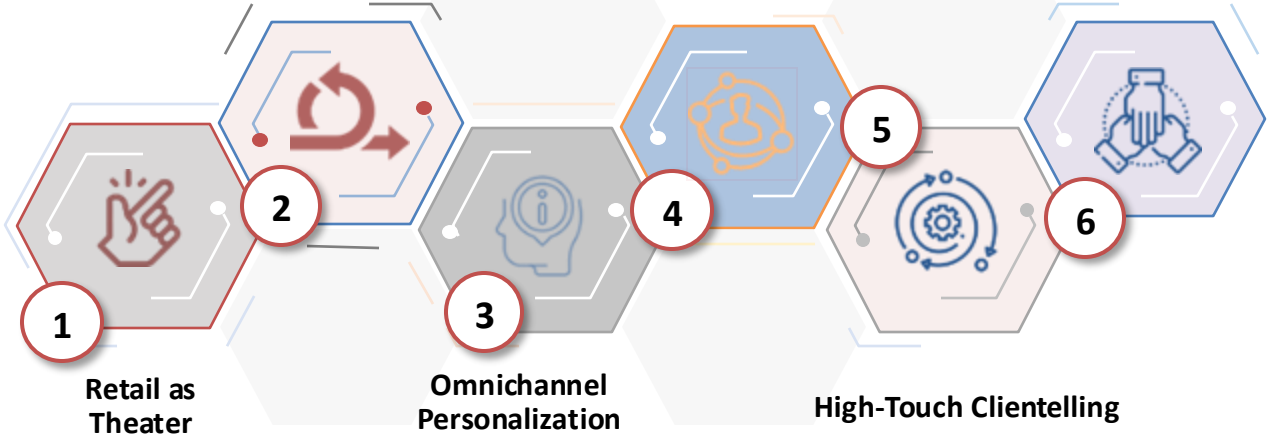
Connected retail is the norm in fashion now

S USTAINAINABILITY

92% of APAC luxury shoppers say they would reduce or stop buying from brands that don't demonstrate care for sustainability.

Retail Reimagined

How Luxury Retail is Shaping the Future of Guest Experience



Retail as Theater

Immersive Retail Environments. "retail-tainment," blending shopping with entertainment and culture

Heritage and Brand Universe

Use storytelling and heritage to create immersive worlds that captivate, inspire, and build loyalty.

Omnichannel Personalization

Luxury brands harness data and tech to deliver seamless, personalized experiences across every channel and touchpoint.

From Store to Sanctuary

Asian beauty brands fuse tech, wellness, and education to create immersive, multi-sensory luxury retail experiences.

High-Touch Clientelling

Luxury retail's true edge lies in emotionally intelligent, high-touch service that builds lasting client relationships.

Cross-boarder Collaborations

Luxury brands increasingly partner with hospitality, blending fashion, design, and lifestyle to elevate both worlds.

Immersive Retail Environments

Photo @Lamberto Rubino
Source: adfwebmagazine

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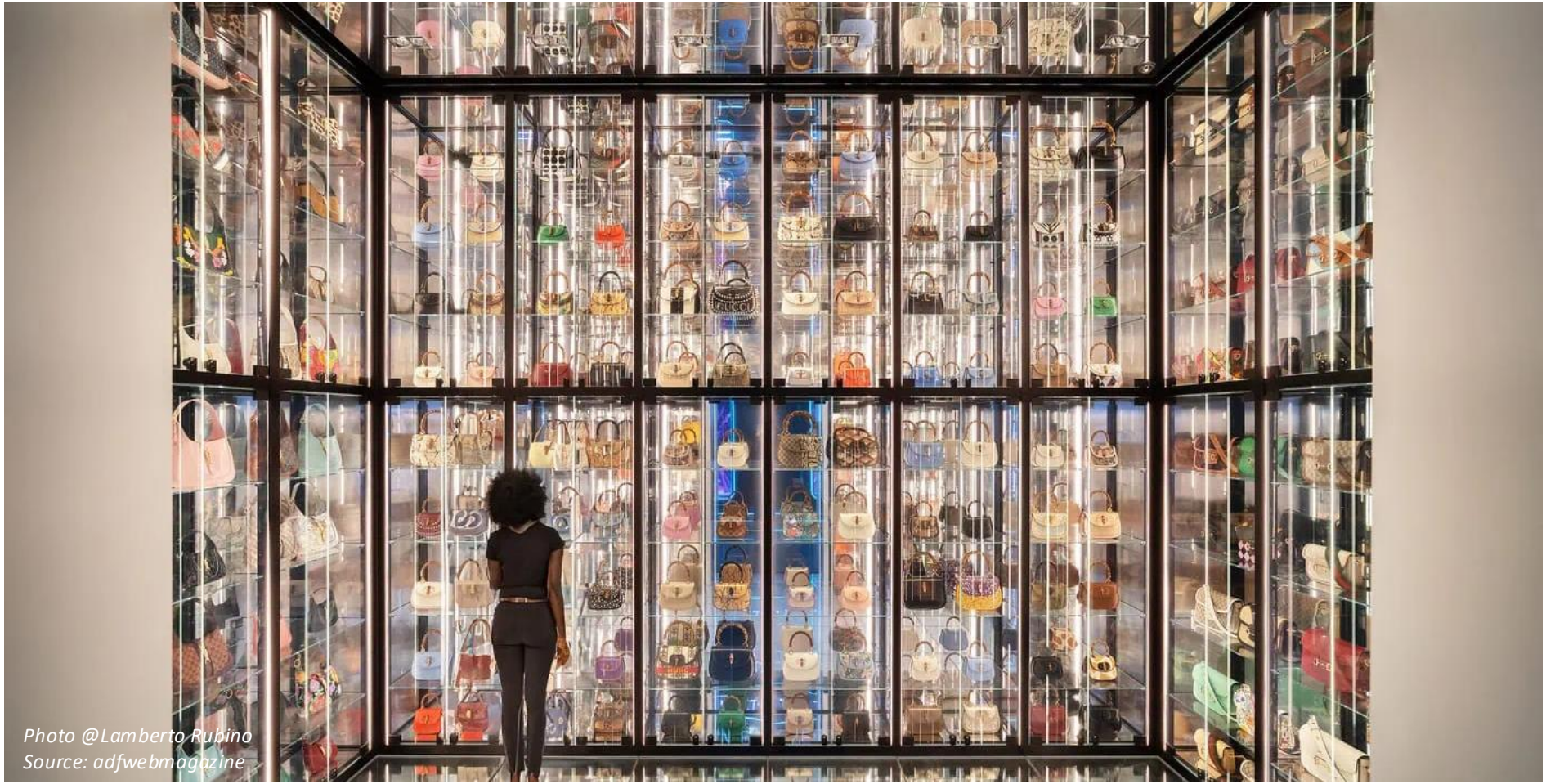

Photo @Lamberto Rubino
Source: adfwebmagazine

Immersive Retail Environments

Source: WoW/ SHISHEIDO

Immersive Retail Environments

Luxury flagships are becoming cultural spaces—where art, design, and storytelling converge.
These immersive environments invite customers to not just shop, but to feel, explore, and belong.

Source: dezeen

Cross-Boundary Collaborations

- **Hotel Vermelho Melides** by Christian Louboutin

Source: irkmagazine


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