

AI-Driven Design and Cultural Transformation: Impact Assessment on the Core of Luxury Culture

Yefan Zhou

School of Design, Nanjing University of the Arts, No. 74 Beijing West Road, Nanjing, Jiangsu Province, China

Keywords: Artificial Intelligence, Luxury Goods, Cultural Heritage, Craftsmanship, Gucci, Hermès.

Abstract: The technological revolution brought about by digital transformation and artificial intelligence technology is challenging the core values of luxury brands' craftsmanship, scarcity, and cultural heritage. This study explores the tense relationship between AI driven design and traditional luxury craftsmanship through a comparative analysis of Gucci and Hermès. Although artificial intelligence has improved production efficiency and innovation, it has the potential to dilute the uniqueness, emotional resonance, and cultural narrative of luxury brands. This study highlights the different strategies of Gucci and Hermès, with the former using artificial intelligence for digital experiments and the latter prioritizing manual craftsmanship. The research findings indicate that artificial intelligence should serve as a "narrative enhancer" rather than a substitute for human creativity, emphasizing the need for a "culture first" framework to maintain brand integrity. This study provides theoretical and practical insights for luxury brands to integrate technology without compromising cultural depth, while also identifying limitations and future research directions.

1 INTRODUCTION

Under the dual impact of the digital wave and the iteration of AI (Artificial Intelligence) technology, the luxury goods industry is experiencing a profound identity crisis. As a composite carrier of cultural assets and material wealth, the core value of luxury goods lies in the scarcity of handicrafts, the inheritance of traditional crafts, and the narrative of historical symbols.

However, with the penetration of technologies such as generative AI and virtual reality, the production process of traditional crafts is gradually being rewritten: algorithms can quickly generate patterns comparable to those designed by craftsmen with ten years of experience after training, while Non Fungible Token technology transfers scarcity from the physical world to the digital space, allowing consumers to "own" a virtual high-end dress through the screen. The efficiency revolution brought about by this technology is shaking the cultural foundation on which the luxury goods industry relies for survival - when machines can simulate or even surpass human skills, the "luxury" attribute of luxury goods is facing fundamental questioning of its material and spiritual value sources, prompting people to re-examine

whether its cultural foundation is rooted in the material carrier of precision manufacturing or the spiritual premium that cannot be replicated by human skills.

The current academic research on the intersection of AI and luxury goods mostly focuses on the application of technology, but rarely explores its mechanism of deconstructing and reconstructing cultural values in depth. Among the four strategic goals of AI to improve operational efficiency, customer relations, team expansion, and creative functionality, luxury maisons have the highest retention rate when using AI in the creative process. Due to adoption rates below 5%, acceptance rates are still limited. This is also the most controversial area, the use of generative AI has sparked discussions about its legitimacy. On the one hand, 72% of participants oppose the introduction of these tools in the creative process, fearing that the instrumental rationality of algorithms may lead to symbol abuse and semantic disintegration, which could harm the essence of luxury goods; On the other hand, some maisons have started exploring specific uses of AI, such as inspiring inspiration or accelerating the visualization of prototypes. Technology optimists believe that AI can become a "digital archivist" for cultural heritage, preserving endangered crafts

through digitization (Haemmerlé et al., 2024). This divergence exposes the core contradiction of research, which is the game between technical efficiency and cultural depth. If the intrinsic mechanism between AI and brand value cannot be clarified, the luxury goods industry may fall into the trap of "technological upgrading but cultural degradation".

The significance of this study lies not only in expanding the research field of AI and cultural value, but also in deepening the understanding of luxury cultural value, and attempting to provide a technological empowerment rather than cultural compromise transformation path for global luxury brands. In the future where digital civilization and handicraft civilization coexist, luxury goods may redefine their essence: they are no longer scarce replicated by machines, but a cultural sovereignty declaration upheld by humanity in the tide of technology.

This article compares and studies two representative brands, Gucci and Hermes, with a focus on analyzing the essential issues at three levels: firstly, revealing the reconstruction path of luxury cultural symbol system through the intervention of AI technology in the design process; Secondly, explore the irreplaceable nature of the "human warmth" characteristic carried by traditional handicrafts in the efficiency oriented technological logic; Finally, analyze the necessary path for luxury brands to construct a "technology culture" dynamic balance model, in order to avoid the risk of algorithmic colonization eroding the brand's cultural genes.

2 TRADITIONAL CRAFTSMANSHIP IN LUXURY GOODS VERSUS AI-DRIVEN DESIGN

2.1 Cultural Heritage Transmission

The traditional craftsmanship in luxury design is a living archive of cultural memory and humanistic values. When craftsmanship surpasses technical proficiency, the regional identity and historical narrative carried by the brand will spontaneously integrate into tangible forms. Taking Hermès silk scarves as an example, a century after the brand's establishment, this category was first launched in 1937. Hermès' first square scarf, like many other product categories, grew out of craft-oriented roots. During the production process, Hermès never sets

time limits or production quotas on its artisans or designers and is willing to wait years of time for freelance artists to complete their designs. These processes transform raw materials into cultural rewrites, making every work a moving museum. In addition, production in Lyon takes approximately 18 months, with an average of 750 hours spent carving individual screen prints. At the same time, Hermès scarves are also suitable for establishing noble associations between art and design. As the company itself points out, a square silk scarf is its own blank canvas and is therefore an especially harmonious assignment for any artist (Luckel, 2021). Under continuous inheritance and innovation, the scarves have also naturally become a cultural carrier of Hermès.

AI design operates through algorithmic deconstruction and recombination, excelling at pattern recognition but lacking contextual consciousness. AI art has gradually become the ultimate form of "cultural industry products" due to its special generation mechanism, and this art form has surpassed the traditional art category and evolved into a pure technological product. In this mode, the temporality of artistic works is dissolved by the principle of "identity", leaving only traces of technical creation. With the strengthening of quantifiable features in AI art, works are showing a trend towards high homogenization, which can lead to art works no longer inheriting history and not involving the future (Yu, 2024). This homogenization will also affect the luxury goods industry. AI can efficiently extract, imitate and even deconstruct traditional symbols of luxury brands through long-term data training. However, while AI produces efficiently, the cultural memory and humanistic spirit behind the skills are difficult to convey.

This decoupling is more evident in the Asian market. Most AI technologies are developed by occidental companies, and training data and model design may be more based on Western culture and values, leading to the neglect of Asian specific cultures, which invisibly accelerates the dislocation and dissolution of cultural inheritance under the wave of technology. A study on the application of generative AI in Guizhou batik printing pattern design has shown that with the introduction of digital design tools, the efficiency of pattern creation has significantly improved. However, this innovation sometimes leads to a decrease in cultural uniqueness and recognition, and in some cases, overemphasizing innovation can result in a misalignment of symbolic meanings in the model (Peng & Yu, 2025).

Therefore, if the luxury goods industry wants to adhere to the cultural core in the wave of technology, it needs to re-examine the dialectical relationship between traditional craftsmanship and artificial intelligence. In the use of AI tools, cultural empowerment and localization calibration are necessary to avoid them becoming tools for deconstructing historical values. The future design paradigm should pursue a symbiotic relationship between technological efficiency and cultural depth, rather than one-way substitution.

2.2 Uniqueness and Scarcity

Luxury's traditional value proposition hinges on controlled imperfection and material scarcity. This theory can be traced back to the discourse of German scholar Wolfgang Rätzler in his book "Luxury creates wealth" but now facing algorithmic subversion. The Belgian luxury leather goods brand Delvaux has always maintained the ultimate pursuit of craftsmanship and artistic quality. In terms of craftsmanship, each leather handbag needs to undergo material selection, multiple processing techniques, and collaborative carving by multiple craftsmen before it can be launched. And this time-consuming and laborious production tradition was officially recognized as early as the 19th century, and in 1883, it was officially awarded the title of "Royal Supplier" (Li, 2021). Not only that, the brand's exquisite craftsmanship and emotional craftsmanship, as well as the products polished over time, have become a symbol of identity and elegant taste, highly respected by consumers. In the brand's classic series of Brillant handbags, the number of stitches in each row is strictly controlled at 13 and the upper and lower lines are symmetrical without deviation. However, subtle changes in stitch density can be observed at a magnification of 10 times, which is also the "authenticity" that distinguishes handicrafts from machine production. Similarly, the scarcity and natural flaws of Burmese jade determine its unique jewelry configuration. The uniqueness of materials directly affects processing strategies, and craftsmen need to consider the final form of production while spending a lot of time researching the structure of raw stones to maximize the use of rare textures. The scarcity of materials is transformed into exclusivity, and the phenomenon of defects being regarded as status targets is deeply reflected in a wristwatch sold at the Phillips auction. This watch comes from Patek Philippe's legendary Ref.1518 model series, but its uniqueness lies in its use of stainless steel material, which is completely different from the common

precious metal versions in the series. In the tradition of watchmaking, stainless steel is often seen as a "populist" choice, but it is precisely this seemingly "atypical" material choice that has achieved its extraordinary value - according to brand archives, there are only four stainless steel versions of this model left in the world, and its scarcity directly pushed it to a sky high price of 11 million Swiss francs at the 2016 Geneva auction, not only breaking the auction record for this model, but also topping the list of the world's most expensive wristwatches at that time (Time Square, 2016).

AI disrupts this paradigm through computational democratization. Wensli, a famous silk culture enterprise in China, has collected aesthetic elements such as color and structure from over 600 top artists' paintings over the past 1500 years, and summarized 350000 basic patterns. At the same time, Wensli uses these patterns as the underlying logic of the plan. With Wensli's AI design capabilities, if it designs 100,000 silk scarves for one person, it can instantly come up with 10^{27} solutions. However, eight years ago at Wensli, even fifty or sixty designers could only design around 100 scarves per day for extreme work (Teng, 2022). While enabling mass customization, this algorithmic abundance paradoxically devalues exclusivity. Farfetch, a luxury e-commerce platform, has tried to cooperate with Yoyi, an Internet advertising company, to make accurate prediction and product recommendation around users' full link marketing through federal learning and dynamic algorithm recommendation through its data capabilities (Yoyi, 2021). However, although this technology significantly improves conversion rates, excessive reliance on algorithms may lead to a convergence of personalized experiences for consumers. When a large number of users are recommended similar high-frequency hot selling items, the originally scarce "uniqueness" will be subtly diluted, and the function of luxury goods as identity symbols will also be weakened.

The ability of artificial intelligence for mass customization poses fundamental challenges to the value system maintained by traditional scarcity. This technology driven paradigm shift is driving the reconstruction of the definition standards for "scarcity" and "authenticity" in the luxury goods industry.

2.3 Emotional and Narrative Value

Human craftsmanship thrives on biographical storytelling—a narrative economy where temporal investment becomes tangible value. Chanel has been

acquiring atelier since the 1980s, while also attempting to integrate disappearing traditional craftsmanship into modern fashion design. In 2002, Chanel officially launched the Métiers d'art collection, whose core is handcraft craftsmanship. Not only that, Chanel also tell the century long history of these workshops through documentaries, workshop exhibitions, and other forms, transforming the narrative of "craftsmanship revival" into consumers' recognition of the depth of brand culture. These stories achieve quantifiable market impact (Chanel, 2024). The Greubel Forsey "Hand Made 1" series of tourbillon watches takes 6000 hours to produce, with only 2-3 pieces produced annually. 95% of its components, including the case, dial, hands, and movement, are handmade. The exquisite craftsmanship makes the price of this series of watches significantly different from those of the same brand that use partial mechanical assistance (Greubel Forsey, 2025).

However, the goods designed by AI are facing an affective valley. When AI-generated art dissolves emotional elements, its essential sensory characteristics as art cease to exist. Such purely computation-based technical rationality struggles to resonate with human aesthetic sensory experiences (Yu, 2024). This has also been validated in practical applications in the fashion industry. AI will definitely not replace Fashion Maisons' studios or image departments, even after the public release of several generative AI tools such as ChatGPT and Midjourney in 2023, well-known brands such as GANNI, Valentino, Balenciaga, etc. actively accept and use generative AI tools (Vitry et al., 2024).

The technological characteristics possessed by AI itself determine that it is more suitable as an auxiliary tool to participate in specific aspects of the creative process, and cannot replace the core values of human designers in situational cognition and conceptual innovation. Otherwise, in the wave of technological iteration, luxury brands will gradually weaken their emotional warmth and narrative power, ultimately becoming colonies of technology.

3 COMPARATIVE ANALYSIS OF GUCCI AND HERMÈS

3.1 The Degree of AI Integration in Design Processes

Gucci has emerged as a vanguard of algorithmic experimentation. Based on its commitment to the

digital art world, the brand has decided to experiment with generative AI. In January 2022, Gucci launched the Art Space platform, and in June of the same year, Gucci invited 21 artists to imagine Gucci's future through NFTs (Schulz, 2023). In June 2023, Gucci collaborated with Christie's auction house to launch a series of NFT artworks, marking Gucci's first introduction of a generative artificial intelligence project (McDowell, 2023). Five months later, the two parties collaborated again to use generative AI to create artworks. During Spring/Summer 24 Fashion Week, Gucci collaborated with AI creative blogger Joann to create promotional photos for the collection. It is worth noting that although Gucci actively explores the field of digital innovation, the use of generative AI tends to be more focused on art rather than clothing. This also shows that the brand's anchor points are currently more focused on experimentation and testing, rather than fully embracing AI. The cooperation with Christie's is not only beneficial for establishing Gucci's creative identity, but also a reflection of AI design's understanding and practical presentation of the core concepts of luxury brands. The latest report mentions that Kering Group, as the parent company of Gucci, has launched a personal shopping assistant called "Madeline", which is equipped with ChatGPT and integrated into its innovative digital shopping platform KNXT, aiming to help users access the group's numerous brands more conveniently (Tan, 2025).

Hermès has always followed two principles through generations of inheritance: exquisite craftsmanship and understanding customers' lifestyles, which also determines Hermès' strategy of still adhering to craftsmanship as the core in the wave of technology (Hermès, 2023). At the same time, due to the fact that most of the core executives of the brand are older white males with financial backgrounds, management personnel with technical and marketing backgrounds, and low fault tolerance mechanisms with short terms of office, the management tends to avoid risks and show relatively negative performance in innovation (Xu, 2022). Therefore, brands are quite conservative in their experimentation with digitalization, with most of them only scratching the surface in marketing and promotion. For example, online games such as the mobile game "Hermès H-pitchhh" launched in 2018 and "Jumping Bag" four years later. Furthermore, there is no conclusive public evidence to prove that Hermès is attempting to incorporate digital technologies such as artificial intelligence design into product production.

3.2 Logic of Traditional Symbol Transformation

Gucci's use of AI design is not simply a replacement for traditional symbols, but rather a new possibility generated through algorithms, endowing symbols with dynamic modern narratives while enhancing their historical coherence. The Bamboo 1947 series handbag, as the core symbol of the brand, has remained unchanged since its birth, despite the innovation of materials and shapes by generations of designers. In the new exhibition "Gucci Bamboo: Decoding an Icon" presented in Shanghai, AI technology is used to reinterpret this classic element. Exhibition Hall One "The Whispering Grove" uses video images created by artist Christian Kondi é with the help of artificial intelligence to present the vibrant vitality of the core material "bamboo". The "Metamorphosis" exhibition hall on the 6th showcases the future form of bamboo handbags through an AI created imaging installation by interdisciplinary artist Francesco D'Abraccio, using the original curvature of the handle as a constant cultural anchor and a flowing sequence (Milan, 2025).

As a representative of traditional luxury brands, Hermès has always maintained a conservative attitude towards traditional symbols. This conservatism was fully demonstrated in the 2022 MetaBirkins NFT trademark infringement case. As the first trademark protection case in the NFT field, the plaintiff in this case is Hermes, who chose to protect their rights through legal litigation rather than technical means. The core product of the brand, Birkin bag, with its excellent craftsmanship and scarcity, has not only become the "ultimate goal" of the handbag category after time accumulation, but also sublimated into an important component of the brand's classic symbol system. Artist Mason Rothschild directly reconstructed the appearance of 100 "MetaBirkins" NFT works based on Birkin's design using colored faux fur, which was released at the Art Basel Miami exhibition in December 2021. In addition, the names of the series, domain names, and social media accounts all directly use "Birkin", which not only violates Hermès' trademark for "Birkin", but also subtly dilutes the commercial value of the Hermès brand (Liang, 2023).

3.3 Consumer Value Perception

Gucci's multiple innovations in recent years are based on its anchoring of Generation Z as the main consumer group. The brand has also strengthened its

virtual fitting and personalized recommendation system through AI technology, directly responding to Generation Z's preference for digital experiences. At the same time, the AI system will analyze customers' physical data and purchase history, generate virtual fitting effects, and provide dressing suggestions. Gucci's application of AI technology not only improves shopping efficiency, but also enhances user stickiness through personalized services. In addition, Gucci has also partnered with Genies Inc., a virtual image service provider, and launched 200 virtual styles and themed actions. Users can customize virtual avatars and purchase exclusive digital fashion items, and Genies' AI technology can recognize over 180 emotional dimensions and action scenes, simulate real interactions, and align with Generation Z's emphasis on virtual identity and social expression.

Hermès' market strategy focuses on exclusivity, craftsmanship, and controlling development, all in order to maintain the brand's image and quality (Cuofano, 2024). Since its establishment, Hermès has been committed to the inheritance of craftsmanship and customer service, which has rooted the brand's development in craftsmanship while gaining a loyal customer base. Therefore, in the operation of the brand covering multiple aspects such as customer segmentation, demand forecasting, and public opinion management, there has never been the addition of new technologies.

4 THE IMPACT OF AI DESIGN ON THE CORE OF LUXURY GOODS

AI will not necessarily change its cultural core, the key lies in whether brands place technology in the position of "service providers" rather than "leaders". Only by adhering to the cultural subjectivity of the brand can AI become a driving force for the evolution of luxury goods, rather than a disruptor. To maintain its original intention under contemporary technology, the brand itself needs to consider the positioning and practical use of AI technology in design.

4.1 Toolification: Assisting Production

The positioning of AI should be anchored in auxiliary tools, rather than replacing creators of human intelligence. In 2024, luxury technology brand BUTTONS launched its AI intelligent agent HALI and headphone product line. The product design of BUTTONS CLIP earphones is led by humans, while

the metal polishing and leather wrapping details of the earphone shell still use traditional luxury manufacturing processes, while AI assistance is used to optimize acoustic parameters and noise reduction functions. This also confirms that although AI design is suitable for improving product performance, the core of brand luxury design and craftsmanship still relies on human creativity.

4.2 Cultural Preservation: As the Guardian of Heritage

AI can be used to protect and manage brand cultural and heritage. In 2021, the eponymous founder of Italian luxury brand Brunello Cucinelli led the development and launch of an AI website called Brunello Cucinelli.AI. Unlike traditional website information display modes, this website uses AI to generate personalized copy to answer user input questions into the search box. This not only optimizes the dissemination and understanding of brand concepts, but also preserves the philosophy and cultural heritage behind the brand.

4.3 Shallow Intervention: Continuation of Core Technology

At its global debut in Shanghai, Italian luxury brand Loro Piana showcased its iconic camel hair and cashmere craftsmanship through an innovative immersive digital exhibition. At the same time, the brand has achieved a high degree of restoration of raw material collection scenes through virtual reality technology, building a digital process traceability experience. However, despite the use of cutting-edge digital technology for display, core processes such as textile and dyeing still strictly follow tradition and are completed by craftsmen with exquisite skills. Loro Piana clearly emphasizes the uniqueness and irreplicability of its "Know How" technology system, believing that craftsmen's tactile perception experience of raw materials and the hand woven skills passed down from generation to generation are the core elements to ensure excellent product quality. This also validates the effectiveness of the "technology shallow intervention process display, core process adhering to manual inheritance" model. At the same time, this model not only achieves the organic integration of traditional craftsmanship and modern technology, promoting the modernization of craftsmanship, but also continues the unique value of brand cultural heritage through strict protection of manual skills, providing a reference for the

inheritance and development of traditional luxury brands in the digital age.

4.4 Domain Expansion: Practical Application of Technology

AI design is not limited to graphic and core product design in order to shine. A collaboration between Tiffany&Co and Snapchat has developed an AR filter that allows users to try on Tiffany Lock bracelets online while also experiencing their unique texture. This greatly enhances the customer experience and rapidly shortens the purchasing chain, assisting Tiffany in achieving exponential sales conversion. German fashion brand Hugo Boss has partnered with Reactive Reality to launch a virtual reality fitting room, allowing online shoppers to try on clothes using personalized virtual avatars. Users can create personalized body models to try on thousands of products and more accurately understand the fit of clothing. The application of AI design is multi-channel and multi-faceted, and brands can achieve a win-win situation by choosing the appropriate way to invest based on their own attributes.

5 CONCLUSION

This study focuses on the dual impact of AI on luxury brands, revealing that while AI-driven design significantly enhances production efficiency, it simultaneously undermines the scarcity and exclusivity central to luxury value. The key issues identified in the research are the dilution risk of cultural uniqueness caused by the homogenization of AI algorithms, and the inability of technical rationality to replicate the emotional and narrative value of manual craftsmanship. For brands, excessive reliance on AI may weaken their brand image. These problems stem from the tension between technological efficiency and cultural depth, exacerbated by the Western-centric development of AI tools, which often neglect regional cultural contexts.

Based on this, the study proposes a "culture first" framework, advocating AI as a "narrative enhancer" rather than a substitute for human creativity. Meanwhile, this article suggests that luxury brands establish a "non algorithmic cultural red line" before using AI design to transparently disclose the role of technology. The conclusion of the study challenges the universality of "technological determinism" and provides a balanced theoretical path for luxury brands to integrate AI without compromising cultural

integrity. At the same time, it guides brands in digital transformation while protecting handmade heritage at the practical level.

However, selecting only Gucci and Hermès brands for comparative analysis may not capture the dynamics of the entire industry. In addition, the emphasis on the design process in the research scope may overlook the broader impact on the supply chain. Future research can explore the role of artificial intelligence in sustainable processes or cross-cultural adaptation.

REFERENCES

- Cuofano, G., 2024. Hermès business model, FourWeekMBA. Available at: <https://fourweekmba.com/hermes-business-model/> Accessed: 20 April 2025.
- Haemmerlé, M. et al., 2024. Luxury and technology: Artificial Intelligence's quiet revolution, Bain. Available at: <https://www.bain.com/insights/luxury-and-technology-artificial-intelligences-quiet-revolution/> Accessed: 20 April 2025.
- Liang, X., 2023, February 2. How to define who owns NFT art?, 21st Century Business Herald, 12.
- Li, J.F., 2021. Research on Innovative Design Of Traditional Folk Handicrafts. Jilin University.
- List of major events in the watch industry in 2016. 2016. *Time Square*, 06, 96-98.
- Luckel, M., 2021. Picture perfect: Hermès, its silk scarves, and twenty-first-century experiential events. In Sikarskie, A (Ed.), *Storytelling in Luxury Fashion* (1st ed., 19-28). Routledge.
- MAVEN SARL - Agence Web, D. 2025. Collection: Hand made 1, *Greubel Forsey*. Available at: <https://greubelforsey.com/watches/hand-made-1> Accessed: 20 April 2025.
- McDowell, M., 2023. New Gucci nfts combine fashion and art using Generative AI, *Vogue Business*. Available at: <https://www.voguebusiness.com/technology/new-Gucci-nfts-combine-fashion-and-art-using-generative-ai>, Accessed: 24 April 2025.
- Milan, 2025, Gucci Bamboo: Decoding an Icon: An immersive exploration journey about craftsmanship and design', *Vogue*. Available at: https://www.vogue.com.cn/fashion/brand_news/news_17443a01de19bae3.html (Accessed: 20 April 2025).
- Peng, Q., & Yu, H. R., 2025. The application of generative AI in the design of Guizhou batik patterns. *Humanities and Social Science Research*, 8, 21.
- Schulz, M., 2023. Why Gucci is still experimenting with Generative AI art, *Vogue Business*. Available at: <https://www.voguebusiness.com/story/technology/why-Gucci-is-still-experimenting-with-generative-ai-art> Accessed: 20 April 2025.
- Six Generations of artisans, 2023. *The official Hermes online store*. Available at: <https://www.hermes.com/us/en/content/271366-six-generations-of-artisans/>, Accessed: 20 April 2025.
- Tan, W.T., 2025, February 4. "AI dress-up" is trendy enough and needs to be more "human", *Guangzhou Daily*, 2.
- Teng, H.R., 2022, August 1. Wensli: The aesthetic password in AI. *China Textile News*, 2.
- The Maisons d'art Ateliers, 2024. *CHANEL*. Available at: <https://www.chanel.com/hk-en/fashion/collection/savoir-faire-metiers-art/>, Accessed: 20 April 2025.
- Vitry, D. et al., 2024. Mad luxury fast forward 24-25, MAD. Available at: <https://www.mad.fr/en/insights/mad-luxury-fast-forward-24-25>, Accessed: 20 April 2025.
- Xu, X., 2022. Research on digital marketing of luxury goods. Shanghai University of Finance and Economics.
- Yoyi., 2021. How does FARFETCH utilize the OneDesk intelligent advertising platform of Yoyi to achieve both product and efficiency? <https://www.yoyi.com.cn/shechipinhangye/-fafaqi.html>
- Yu, G.Y., 2024. The limitations and contemporary value of Artificial Intelligence Art. *Journal of Aesthetics*, 1, 106–120.