



***CRAFTSMANSHIP IN THE DIGITAL AGE***  
***Identity and the power of a coherent storytelling***



1917

THE BEGINNING

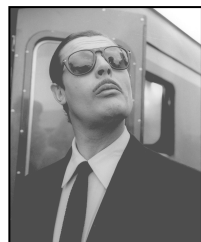
Giuseppe Ratti invents his first sunglasses in his garage in via Cabota.



1938

THE BRANDING

The name Persol (meaning for the sun) is officially trademarked.



1957

THE FIRST ICON

The 649 is created. Designed for Turin's tram drivers, it becomes an icon.



1968

THE SILVER SCREEN

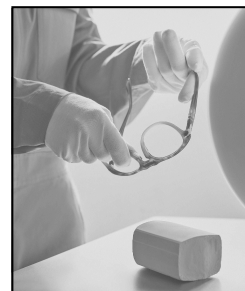
Steve McQueen immortalises the 714 in his film The Thomas Crown Affair.



1980S

THE DEVELOPMENT

Persol pushes its limits, testing its frames and lenses in extreme expeditions.



1995

THE NEW ERA

Persol becomes part of Luxottica Group while maintaining its factory in Lauriano.



2017

THE ANNIVERSARY

Persol celebrates 100 years of history with friends and fans of the brand.



2019

THE OPENINGS

Two new stores are opened - one in Milan, one in New York City.



2024

NEW CHAPTER

Persol Brand Elevation: product, communications, distribution.

TURIN, ITALY — Founded under the principles of Italian Maestria and design, elevating functionality to timeless style. We are time tested.

We were there when Francesco De Pinedo crossed the Atlantic sea and when Juan Manuel Fangio became an undisputed motorsport legend. We were there when Marcello Mastroianni and Steve McQueen became the cinema icons they are today.

We've crossed generations, with unwavering integrity, always staying true to ourselves.

An everyday masterpiece, since 1917.



# MARKET CONTEXT | LUXURY UNDER PRESSURE

- Macroeconomic tensions (tariffs, inflation, slower China rebound)
- Rising consumer selectivity and value-consciousness
- Bernstein forecast: -2% sector shrink in 2025\*

\* *Jing Daily*, Bernstein forecasts luxury goods sector contraction – April 8th, 2025

LUXURY

## LVMH's Moët Hennessy to Cut Workforce by 10%, FT Reports

The luxury conglomerate's wine and spirits business will shrink its workforce by about 1,200 employees, according to the Financial Times.

COMPANIES

## Kering sales drop 14% in Q1 as Gucci woes continue

Deputy CEO Francesca Bellettini talked about the creative transition at Gucci and Balenciaga during the group's earnings call.

BY LAURE GUILBAULT

April 23, 2025

LUXURY

## Luxury Slowdown Could Last Longer Than Previous Crises, Chanel Watches and Jewellery President Warns

LUXURY

## Luxury Has a Fake News Problem. Is Silence the Right Strategy?

Hermès, Chanel and Louis Vuitton are among the luxury megabrands that have largely remained quiet amid a flood of viral TikToks falsely suggesting a luxury slowdown.

Reading Time: 10 minutes  
Andrea Guerra – Prada Group CEO: “It was a huge mistake to raise prices so much.”

## THE PRICE BACKLASH AND THE BROKEN PROMISE

Between 2019 and 2024, the price of Prada's Galleria Saffiano bag increased by 111%, Louis Vuitton's Speedy 30 by 100%, Gucci's GG Marmont by 75% and Chanel's 2.55 (large version) by 91%\*

\* Cpp Luxury, *Luxury fashion and handbags sales are expected to decline by 2027, January 20th, 2025*



## THE DECLINE OF FLASH, THE RISE OF MEANING

True luxury shifts from being about *display* to being about *essence*.

**Desire moves inward:** from showing *what I own* to reflecting *who I am*.

Luxury becomes a **symbol of permanence**, something that survives volatility — both financial and emotional.

This is a return to ***Aristotelian value*** over price: value resides in the intrinsic qualities, not in the label. When the world is unstable, luxury must offer emotional security and timelessness.



# THE POWER OF COHERENCE: INNOVATING TIMELESS STORYTELLING

In an age of automation and speed, *slowness* becomes luxury.

True luxury lies in **how things are made**, not how many are sold.

Craftsmanship is no longer quaint — it's a radical stance against the disposable (integrity).

Consumers pay for **mastery**, not mass production.

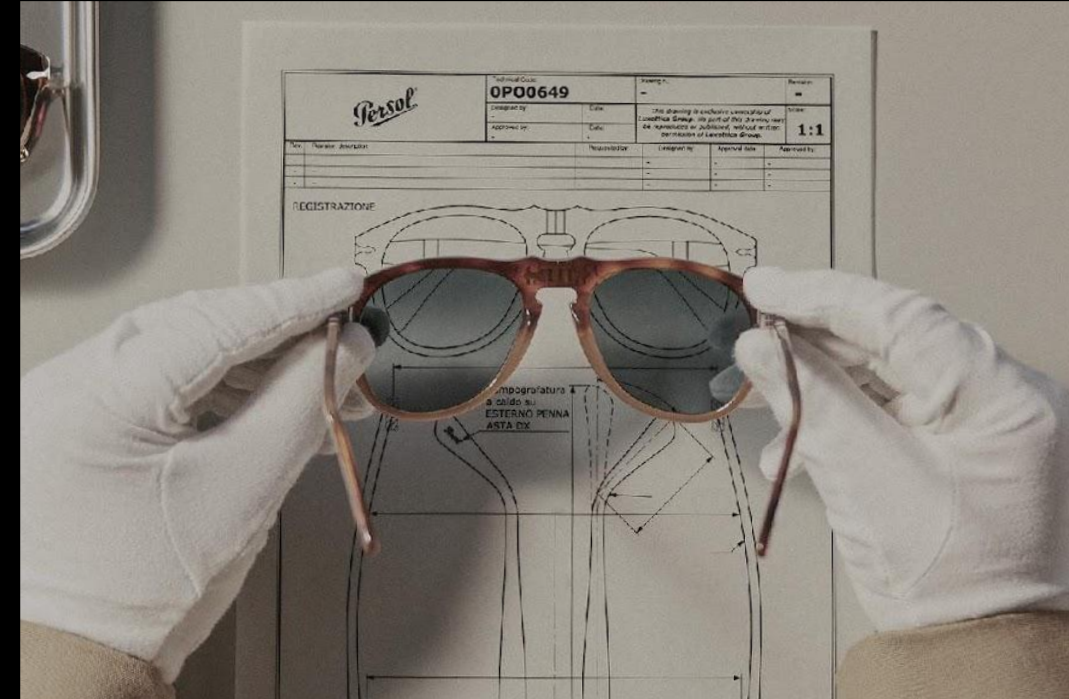
A **coherent narrative build trust**, and the storytelling is the way to enhance emotional differentiations.



## SUSTAINABILITY: LEGACY OVER EXCESS

**Longevity of objects and repairability and emotional attachment make the luxury purchase an investment pieces, not impulse buys**

*Luxury is shifting from indulgence to responsibility. Owning fewer but better things reflects evolved social intelligence.*



## HOW CRAFTSMANSHIP CAN HAVE A PLACE IN THE DIGITAL AGE?

**«92% OF PURCHASE DECISIONS IN THE ‘TRUE LUXURY’ SEGMENT ARE INFLUENCED BY DIGITAL TOUCHPOINTS».**

*True-Luxury Global Consumer Insight 2023, Altagamma/BCG*

*Digital evolution can enhance the brand positioning about authenticity and craftsmanship*

## HOW CRAFTSMANSHIP CAN HAVE A PLACE IN THE DIGITAL AGE?

AI and digital communication **don't replace the hand**: it gives it voice, proof, and memory.

Social media and real world **are complementary: craftsmanship can become the right social content.**

The next luxury feature is not a feature: it is a service of care.

If I cannot prove its origin, **it is not truly craft**

The client **buys the artisan's time**; digital buys their trust.

Real scarcity it's about **human created objects.**



# HOW DIGITAL STORYTELLING CAN ELEVATE CRAFT

**RD & prototyping** can become a storytelling enhanced by digital communication.

**Traceability & authentication** will be the next mandatory storytelling for luxury (Digital Product Passport from 2026 EU regulation, Right to Repair (by July 2026), Repairability labels, etc.).

**Data-driven personalization** can elevated service and custom creation.

Content that shows the hand (making-of, atelier live) can become entertaining both in real life than in digital one.

AI created content can be a new way to storytell craftsmanship.



# FROM REAL WORLD TO DIGITAL ERA



**THANK YOU.**