

bizztech

How can a luxury goods company benefit from its own metaverse platform?

- 1) Virtual Showrooms – The company can create virtual showrooms where customers can browse and interact with products in a realistic 3D environment. This can be especially useful for businesses that sell expensive, high-end items that customers can't see in person before making a purchase.
- 2) Virtual Fashion Shows: The company can create virtual fashion shows that customers can view in real time or on demand. This can be a great way to showcase new collections and promote upcoming trends.
- 3) Virtual Personal Shopping: Business may offer virtual personal shopping experiences, where customers can interact with a personal stylist in a virtual environment. This can help increase the likelihood of a sale and provide a more personalized shopping experience.
- 4) Virtual Events: The company can host virtual events such as product launches, panel discussions, or virtual meet-ups with designers and celebrities. This can help build excitement around the brand and increase customer engagement.
- 5) Data Collection – By having a metaverse platform, the business can collect data about customer behavior and preferences, which can be used to create more targeted and personalized marketing campaigns. This can help increase sales and customer loyalty.
- 6) Virtual Pop Up Stores – The business can create virtual pop up stores that are accessible only to invitees, this can help create an exclusive feel and increase the likelihood of a purchase.

Overall, a metaverse platform can help a luxury goods company improve customer engagement, increase brand awareness, and drive sales by creating a unique and engaging shopping experience while offering a variety of data-driven benefits.

The most strategically important requirements of a metaverse platform for a luxury goods company are:

- **Download-free access via web browser**
- **General access without special equipment such as powerful computers or VR glasses**
- **No specific internet speed requirements**
- **Highly realistic to photorealistic graphics and avatars to allow users to identify with the platform**
- **The platform must be white label and accessible through the brewery's domain**
- **Flexible platform that can be adapted at any time - for example: additional 3D worlds, new features or technologies**
- **The platform must be scalable in terms of the number of users**
- **Easy implementation of interactive 3D objects (such as products)**