

# WHO SPEAKS FOR YOUR BRAND WHEN A CUSTOMER ASKS AN AI?



Four answers. We tried two of them with the same question.

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1

Rent the voice

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3

Build your own front door

2

Rent the room

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4

Let your stores teach it

# SAME QUESTION. TWO ANSWERS.

"I have a dinner in Milan next week and want something understated. What would you put me in, and where can I try it on in person?"

## PRADA, INSIDE CHATGPT

### WHOSE SHELF

Prada's: pictures,  
prices, store finder

### WHOSE WORDS

ChatGPT's

### WHAT IT SAID

*"More Milanese creative  
director than conventional  
business executive."*

### NAMED A STORE?

**YES: GALLERIA**

## BRUNELLO CUCINELLI, ITS OWN AI SITE

### WHOSE SHELF

The house's

### WHOSE WORDS

The house's

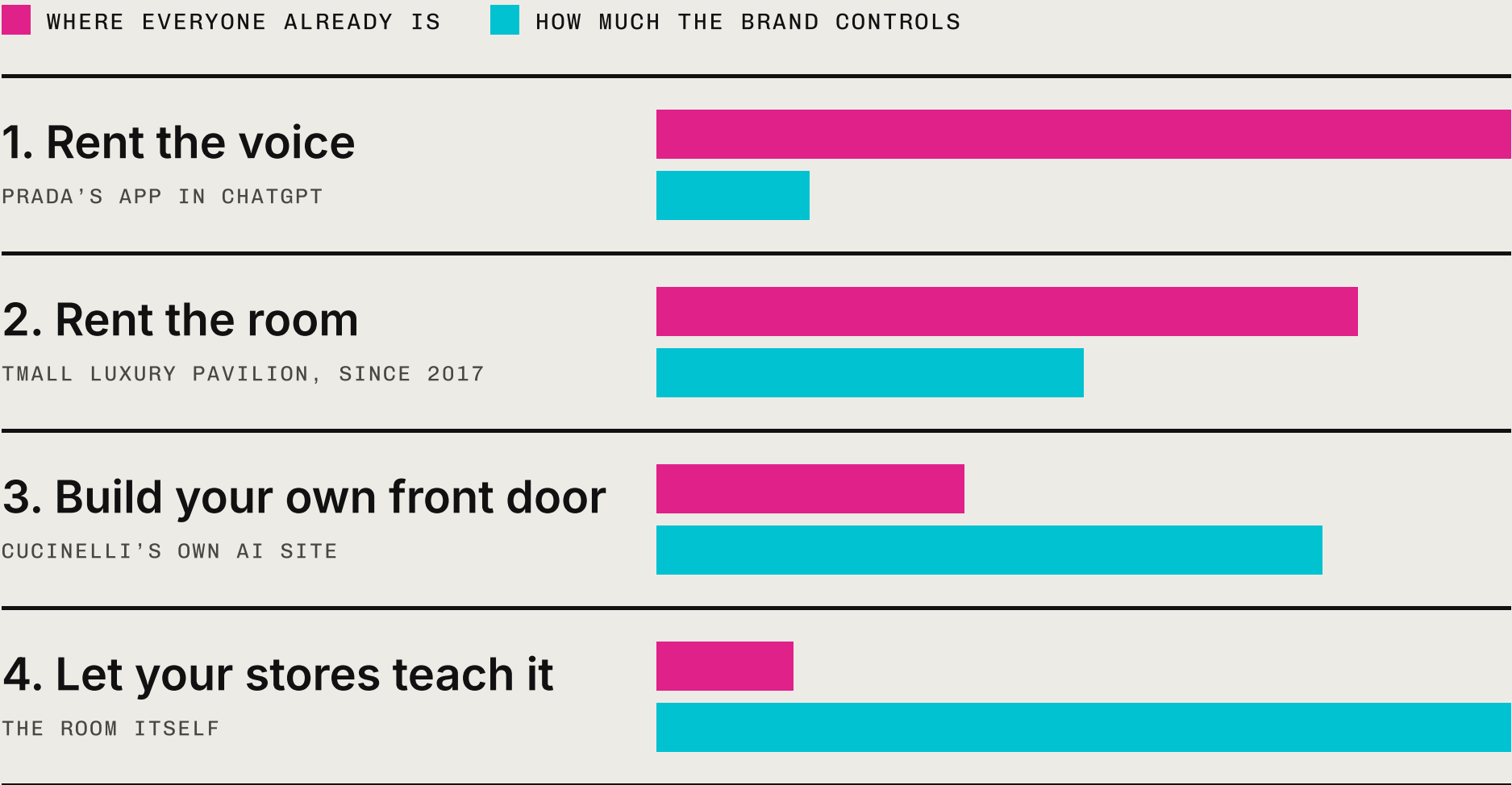
### WHAT IT SAID

*"A subtle shade of color,  
an almost hidden detail..."*

### NAMED A STORE?

**NO**

# REACH OR VOICE. PICK ONE, FOR NOW.



Be where everyone is, and give them  
a reason to come to where you are.

Bars show order, not scale. Tmall Luxury Pavilion launched August 2017; brands run their own storefronts inside it (look, content, pricing). Cucinelli's site runs on Callimacus, an AI platform from Solomei AI, a company the group set up.

# 4. LET YOUR STORES TEACH IT.



IMAGE: STUDIO STUDY.

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IN EVERY STORE

An AI of its own: an open source model on a box in the back room.

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WHAT TRAVELS

Only what it found, never what it saw, to a mothership.

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EVERY NIGHT

It reads what that store recorded and writes the manager a note.

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THE NEXT STORE

Opens knowing what the others found.