HOME FURNISHINGS

Summer campaign from Pratesi features AI-generated visuals

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Casa Pretesi is an imaginary home adorned in the label's fine fabrics. Image courtesy of Pratesi/Hajar Ali

By ZACH JAMES

Italian linens brand Pratesi is daring to break from tradition, using cutting-edge technology in a new promotion.

Casa Pratesi comes to life in a summer campaign from the maison that takes viewers to the titular Italian villa outfitted with its existing collections. In a twist on typical luxury marketing materials, the imagery is entirely generated by artificial intelligence, following a trend of the tool gaining steam in everyday use and within the greater luxury space.

"This campaign differentiates itself from other AI-centric marketing endeavors in several ways," said Romey Louangvilay, head of communications and creative strategy at ELMNT L, New York.

"Unlike many AI-focused campaigns emphasizing technology, Casa Pratesi seamlessly integrates AI with Pratesi's rich heritage and craftsmanship, creating a unique blend honoring tradition while embracing innovation," Mr. Louangvilay said. "The campaign elevates AI-generated work to the level of high art, positioning it as an integral part of luxurious, living art.

"This artistic approach is more sophisticated compared to typical tech-driven campaigns."

Mr. Louangvilay is not affiliated with Pratesi, but agreed to comment as an industry expert.

Evolving with the times

The collection of artworks that make up the fictional mansion was created by up-and-coming AI-centric architectural and interior design firm Reverse Orientalism.

Singaporean artist and entrepreneur Hajar Ali is the founder and creative lead of the company, which opened in 2022. To craft the computer-generated images, Ms. Ali claims that the entire process took a month of full-time work to finish, with upwards of ten hours a day spent meticulously refining small details within each picture.

Ms. Hajar's design firm has a prominent presence on Instagram, sporting nearly a half a million followers. Image courtesy of Pratesi/Hajar Ali

"I was very excited when first approached by Pratesi, and incidentally the first commercial brand I've said yes to," said Ms. Ali, in a statement.

"The synergies were obvious given how I was already using the products in real life projects," she said. "Given Pratesi's history, I was careful to create a villa setting suitable to the heritage of Pratesi.

"I created an atmosphere that reflected both my signature style of bringing natural elements indoors as well as settings that would serve as the ideal backdrops to showcase Pratesi linens."

With Casa Pratesi, the 106-year-old maison is utilizing modern technological solutions to promote its existing collections of bedding, pillows, duvets, table linens, bath towels and more through various spaces within and around the titular home, from bedrooms to poolside views of the mountains.

Multiple scenes showcase the maison's selection of luxury linens. Image courtesy of Pratesi/Hajar Ali

The summer campaign serves as the latest addition to Pratesi's ongoing effort to reinvent itself, which began in 2022 and has materialized in the following years with a boutique within British department store Harrods and its first stand-alone flagship in Palm Beach, Florida (see story).

"This campaign signifies Pratesi's strategic evolution, showing that the brand is not only preserving its storied legacy but also boldly stepping into the future. This balance can strengthen Pratesi's position in the luxury market," said Mr. Louangvilay.

"The campaign has the potential to deeply engage consumers by offering a narrative that intertwines historical elegance with modern innovation, making it memorable and impactful," he said. "Hajar Ali's involvement and the Reverse Orientalism concept introduce cultural and intellectual dimensions to the campaign, making it relevant and appealing to a globally aware and culturally sensitive audience."

Embracing the future

Across the luxury segment, many maisons have been looking to new technologies, specifically AI, to both give themselves an edge over their competitors and engage with their savvy consumer bases.

In the last year, the tool has emerged as a favorite of prestige brands, with uses spanning from advertising actions to internal developmental programs.

Pratesi's wide-ranging refresh now includes burgeoning technology. Image courtesy of Pratesi/Hajar Ali

French luxury conglomerate LVMH is among the big names in the high-end space embracing AI, enlisting Stanford University's Human-Centered Artificial Intelligence Institute to help find solutions to improve the customer experience as well as streamline internal activities (see story). German automaker Mercedes-Benz is looking to do the same, but with its focus instead centered on training its workforce (see story).

At French cosmetics company Clarins, a generative AI chatbot will help lighten the load on customer service representatives, as the program is trained to support clientele in various ways, from returns to off-hour and late-night requests (see story).

Meanwhile, some are utilizing the software for marketing purposes, with French beauty brand Guerlain making a short film using the tool (see story). As time and the technology behind the application progress, AI's prevalence is sure to balloon along with them.

"Luxury consumers often seek out the latest advancements and innovations," said Mr. Louangvilay.

"AI-generated artwork represents technology, which can be seen as a forward-thinking and avant-garde approach," he said. "AI allows for creating highly unique and customized designs that may not be achievable through traditional methods; this exclusivity is attractive to consumers who desire one-of-a-kind pieces.

"Fusing AI with traditional craftsmanship creates a compelling narrative that enhances the consumer experience."