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SUSTAINABLE MINDSET OF LUXURY-TO-INTELLIGENT ADVERTISING THROUGH ARTIFICIAL INTELLIGENCE AND OTHER TECHNOLOGICAL ASPECTS

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ABSTRACT

The twentieth century stitched the modern, systemic concept of luxury advertising into the world, though ancient societies practiced different forms of status display and commercial promotion. The context here is the tradition of luxury, the transition from a 5,000-year-old civilization to a highly luxurious mindset, and the era of artificial intelligence, with sustainable luxury advertising influenced by other technological aspects. A mindset that was initiated by the Romans even before the world actually understood this concept of advertising intelligence, though rational but artificial, sizzled with various technological gourmet, so that it can be prepared and served graciously to the targeted consumers. Luxury brands face a dilemma: a nourishing concept that relies on intelligent marketing, manual craftsmanship, and timeless heritage generates a carbon footprint, leading to artificially driven digital models and advertisements. This establishes a strategic objective that uses data-driven insights and advanced analytical methods to identify and reach a specific, well-defined audience with tailored messages. This paper reviews this practice, which marks a shift away from broad, one-size-fits-all approaches toward highly focused campaigns designed to deliver a relevant message to the people most likely to convert, thereby mediating the potential for pleasure in this relationship.

Keywords: Luxury advertising, Mindset, Technology, Sustainable influence.

1 INTRODUCTION

Artificial Intelligence and Augmented Reality are fundamentally different technologies; when combined, they can deliver an augmentation of intelligence that magnifies human effort and significantly enhances human capabilities. The major difference between the two is what constitutes human intelligence. We live in a world of big data, and the volume of data is growing exponentially. The objective here is to merge human intelligence and virtual reality technology to deliver powerful learning and training experiences. However, the question here is that, for both equity and access, a good user experience poses significant challenges. Both artificial intelligence and augmented reality face ethical issues related to awareness, exhibit bias, and engage in unethical practices related to data privacy and digital rights. The limiting factor here is trust. Consumers feel manipulated when brands use artificial intelligence in advertising without

disclosing it. When users treat assistants as advisors, any perceived manipulation carries a higher penalty than an ad in a feed. The winners will be the platforms and brands that preserve credibility through clear disclosure, relevance, and restraint. Social media is one way luxury brands use to increase exposure to sustainability concerns and raise awareness and interest among individuals about the fashion industry's environmental footprint and the need for a change in values (Angel et al., 2018).

2 LITERATURE REVIEW

The earliest remnants of luxury as a social phenomenon can be traced to the Paleolithic period. In this era of the first human societies (2.5 million years ago to 10,000 B.C.), luxury was exclusively perceived as a collective spiritual concept. It had a rather non-materialistic and spiritual form. This is the origin of the character of luxury as something not ordinary but godlike, unusual, and special. The first societies practiced luxury through certain ceremonies and exchanges, such as collective invocations of deities, prayers, and singing. The transition into the 21st century sparked the most radical shift in advertising history since the invention of the printing press. As audiences migrated from traditional television and print to the internet, the broadcast model of advertising, sending one message to a mass audience, was replaced by a broader strategy that includes targeting, crafting, and delivering personalized messages. Enterprises often prefer this comprehensive approach to build long-term loyalty and meet high customer expectations for personalization throughout the entire journey, though it requires greater investment. The rise of social media platforms transformed consumers from passive viewers into active participants, allowing brands to integrate into personal social feeds and transforming outbound campaigns by replacing broad strategies with focused, data-driven efforts. This allows businesses to deliver tailored messages to specific audience segments, increasing engagement and resonance. Digital technologies enhance transparency and traceability in the supply chain, supporting sustainable practices and strengthening fashion's infrastructure (Abdelmeguid et al., 2024; Thorisdottir et al., 2024).

Furthermore, luxury fashion promotes durable, high-quality products and embraces circular economy principles, such as reuse and recycling (Ko et al., 2019). The luxury sector has the potential to redefine consumer expectations by promoting sustainable luxury, in which a product's value is tied not only to its exclusivity but also to its environmental and social impact. This provides an understanding of the theoretical framework: firstly, the Coupling framework, which involves strategic co-branding, cross-industry partnerships, and high-profile collaborations between distinct brands or cultural sectors to create unique, high-demand products. Aesop, the Greek fabulist, once said, "In union there is strength" (The Bundle of Sticks story). Luxury brand collaborations and strategic partnerships have proven that this quote stands the test of time. Secondly, the Triple Bottom Line (TBL) framework, proposed by Elkington (1997), provides a comprehensive approach for businesses to define their purpose and measure performance by balancing the three pillars of sustainability: economic, social, and environmental performance (Park & Kim, 2016; Ros'ario et al., 2024). It emphasizes that business success is evaluated not only by profitability but also by the fulfillment of social and environmental responsibilities (Bocken et al., 2014).

3 METHODOLOGY

This study adopts a qualitative approach to develop a comprehensive understanding. Luxury brands have a long history and rich connotations, but those with deep roots should also keep pace with societal and technological development. The growing market competition and socioeconomic progress have led to the emergence of luxury and fast-fashion segments within the fashion industry, each characterized by distinct brand representations and inherent differences (Mrad et al., 2020). Therefore, this relies on a combination of advertising to promote and publicize, and to continually enhance its charm, distinctive symbols, and local characteristics. Luxury brands are well known for providing consumers with distinctive shopping experiences and products, as well as serving as symbols of wealth and taste (Mrad et al., 2020). Because the consumer base of the luxury goods industry is highly specific, luxury goods must maintain scarcity and nobility to stimulate demand, making the requirements for advertising extremely high. Unlike ordinary brands, luxury advertising emphasizes spiritual pursuit, ambiguity, vague and mysterious meaning, and skillfully combines classic art and elements. These need to be expressed through special and recognizable "symbols". Therefore, consumers of luxury brands often experience a profound sense of pride, status, and self-worth (Yoo, 2023).

Success often depends on trust and perceived humanness, with consumers more receptive when artificial intelligence is positioned as an augmentation rather than a replacement for human creativity (Jung et al., 2025; Ryoo et al., 2025). Social media and business social networking platforms help brands build awareness, strengthen their positioning, and connect with potential customers (Jain et al., 2021; Morra et al., 2018). In today's rapidly evolving luxury landscape, collaborations are reshaping how brands engage with consumers. These strategic alliances are not only redefining brand identity but also creating unique, exclusive products and experiences that captivate consumers and maintain cultural relevance in an increasingly competitive market.

4 DISCUSSION

By the mid-2020s, artificial intelligence became the primary engine of the advertising world. Beyond targeting, it is now used for dynamic creative optimization, in which an ad's imagery, headline, and call-to-action are automatically rewritten for each user to maximize the likelihood of a click. This is the first time in advertising history when brands can talk to customers one-to-one at scale, act, and listen to the feedback.

What comes next will depend on how platforms balance monetization with credibility, how brands adapt to being interpreted by models, and how consumers respond as conversations become commercial environments. The next era of advertising will not be defined by where ads appear; it will be defined by how decisions are shaped inside artificial intelligence systems.

Artificial intelligence-driven interfaces may prove most transformative for categories where decisions require research, explanation, and trust. While digital advertising has long been effective for transactional products, many categories have struggled to tell a complete story within feeds, banners, or keyword-driven formats. These interfaces allow users to explore complex questions in one place, ask follow-ups, weigh trade-offs, and compare options within a trusted, context-aware environment. When advertising appears in these spaces, it can function less as an interruption and more as guided decision support. For categories built on understanding rather than impulse, these interfaces take on a more central role in complex decisions, and the way advertising appears within them, as well as the standards governing transparency, data use, and trust, become increasingly consequential. Promoting transparency means using technology that verifies the source and authenticity of digital content and ensures that any alterations are recorded transparently.

Advertising itself cannot change the product's quality or content, but it can create a unique product with intrinsic meaning and brand tone. Moreover, by appealing to consumers' visual and auditory senses and guiding them to develop a desire to buy, sales continue to rise. Since we want to bring consumers an audiovisual feast, we must pay attention to aesthetic mood, taste, and ingenious artistry. Therefore, advertising should treat the audience and target group as important considerations. Luxury brands are characterized by a premium image, high prices, superior quality, multisensory appeal, exclusivity, heritage, unique aesthetics, and a significant human element (Kapferer & Bastien, 2009; Keller, 2009; Dubois et al., 2001).

5 CONCLUSION

The Oxford English Dictionary defines luxury as a state of great comfort and elegance, especially when involving great expense, or as an inessential, desirable item that is expensive, hard to obtain, or enjoyed only rarely. As consumers and regulators increasingly demand environmentally responsible business practices, the luxury fashion sector is transforming. Luxury fashion brands, traditionally known for their craftsmanship, exclusivity, and heritage, are exploring sustainable alternatives that align with sustainable fashion principles. The slow fashion approach has been gaining increased attention in recent years, as opposed to fast fashion, emphasizing long-lasting products, traditional production methods, and designs unrelated to specific seasons, which luxury brands naturally embody through their commitment to quality and artisanship (Jain et al., 2021; McKeown & Shearer, 2019; Pencarelli et al., 2019). This transition offers opportunities for luxury fashion to contribute to broader sustainability goals (Abdelmeguid et al., 2023; Aramendia-Muneta et al., 2022). Advertising itself cannot change the product's quality or content, but it can create a unique product with intrinsic meaning and brand tone. Moreover, by appealing to both visual and auditory senses to attract and guide consumers and generate a desire to buy, sales continue to rise. Since we want to bring consumers an audiovisual feast, we must pay attention to aesthetic mood and taste, as well as ingenious artistry. Therefore, the creation of advertising should treat the audience and target group as important considerations, taking into account factors such as cultural and artistic psychology, aesthetic value, erotic meaning, and cognitive ability.

The fashion approach has been gaining attention in recent years, offering more sustainable and circular fashion solutions (McKeown & Shearer, 2019) that align with changing consumer values and new regulations. According to Pencarelli et al. (2019), slow fashion refers to long-lasting products, traditional production methods, or design concepts unrelated to specific seasons. Moreover, luxury fashion features aspects that fashion brands are traditionally known for, such as exclusivity, craftsmanship, artisanship, and innovation (Jain et al., 2021). These luxury brands emphasize attributes such as timelessness, durability, heritage, and production cycles (Angel et al., 2018). For any luxury brand, key attributes include the ability to combine augmented reality and human intelligence in ways that inspire deeper engagement, which is increasingly essential and impactful, delivering high quality, premium pricing, authentic value, and the ability to sense the passion built across prestige and a sensible image built for the future to come.

STATEMENTS ON COMPLIANCE WITH ETHICAL STANDARDS

Disclosure of conflict of interest

The author declares that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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