LUXURY · AI

Luxury clients adopt AI *faster* than the brands

What it means for the boutique advisor

CUSTOMER BEHAVIOR

82%

of top-spending clients used AI at their last purchase

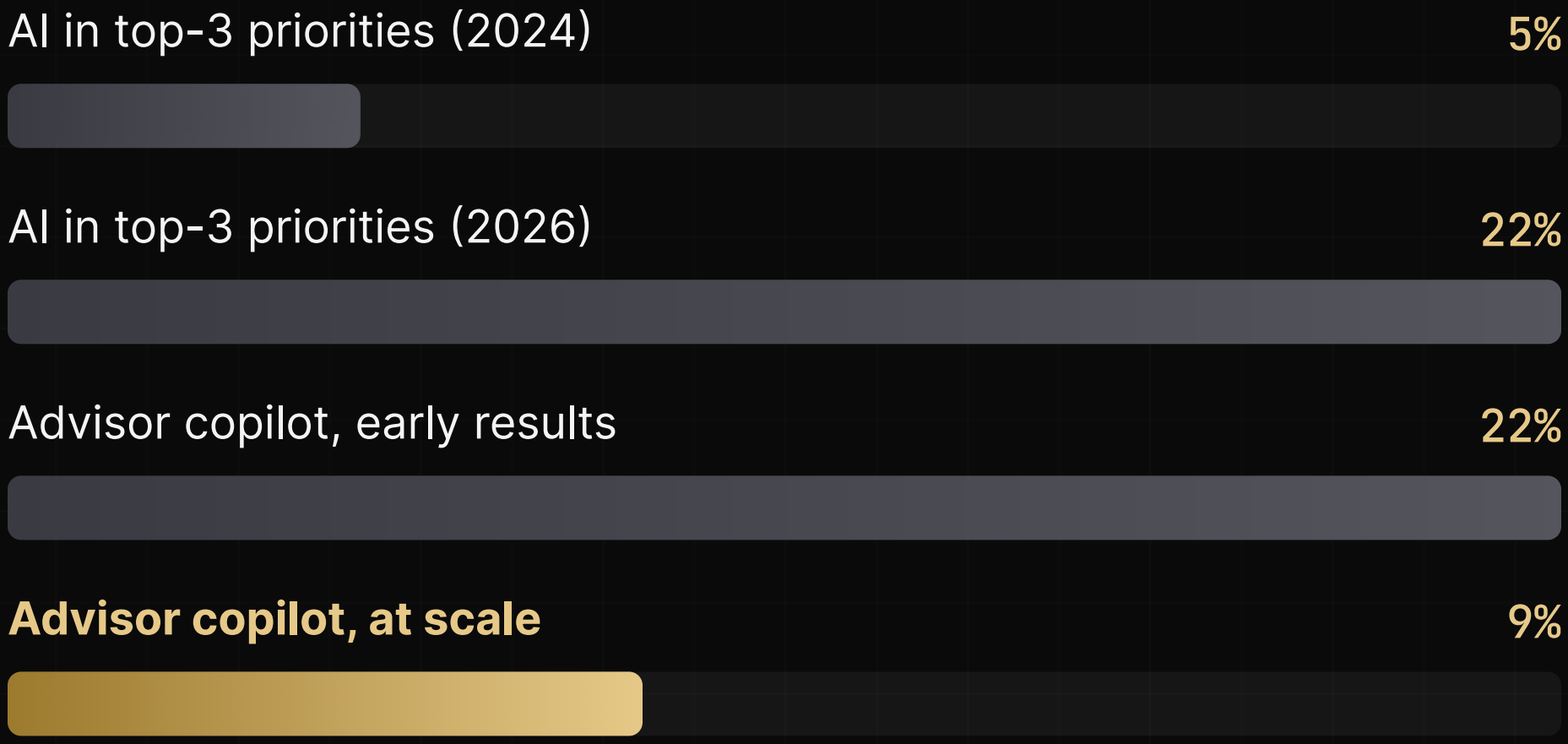
Versus 28% in the lowest-spending segment.

47%
of in-store buyers used AI before visiting

97%
intend to use AI again

BRAND SIDE

Where brands stand on *advisor AI* (% of houses)



Fewer than 20% of executives see a significant impact.

Source: Bain & Company × Comité Colbert, Luxury and Technology (30 June 2026)