

RESEARCH

Immersive technologies reshaping how heritage labels design, sell: The Future Laboratory, Together Group

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LVMH announced a partnership with Epic Games in 2023. Image credit: TFL

By AMIRAH KEATON

Immersive technologies are creating new opportunities for luxury brands.

A new report from The Future Laboratory, produced in partnership with Together Group, argues that immersive technologies are reshaping how heritage labels design, sell and communicate. Titled “**New Codes of Luxury: Immersive Technologies for Transformation**,” the study describes how a range of concepts, from digital twins to spatial simulation, now play a central role in luxury brand marketing.

“We can create emotionally engaging and highly personalised immersive digital luxury experiences that reach well beyond what traditional websites, movies or live events offer,” said Christian Kurtzke, CEO of Together Group, in a statement.

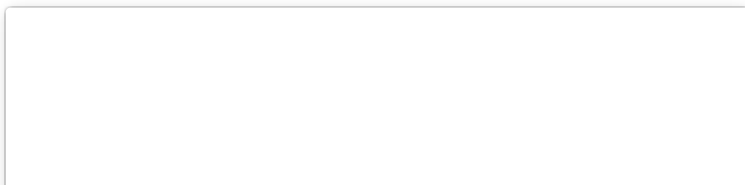
“In short, we blend creativity, culture and cutting-edge immersive technologies to take ideation, storytelling and entertainment to the next level.”

The report is based on qualitative research, case studies and expert interviews conducted across global luxury markets, in sectors such as fashion, beauty, real estate and automotive.

Creative refresh

Authors of the report outline how luxury brands are moving beyond traditional content toward immersive tools such as spatial design technologies, simulation engines and photorealistic digital twins, which now enable teams to emotionally test and refine environments before they are built.

These tools also improve internal alignment. Stakeholders including architects, creative directors and marketing leads can codevelop spaces and activations within a shared model.



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The report highlights that 72 percent of luxury fashion consumers in the U.K. now expect brands to offer augmented reality shopping features, per *Vogue Business* and Snap, pointing out the increased appetite for immersive retail experiences.

Emerging technologies such as biometric feedback-integrated VR and generative AI co-pilots are also gaining traction. The Future Laboratory's findings suggest these innovations will soon empower brands to adapt content and experiences live, based on consumer reactions.

Luxury's experiential future

Immersive technologies are reshaping everything from luxury real estate development to flagship store builds and experiential event planning.

Case studies from brands such as French fashion house Louis Vuitton ([see story](#)) and German automaker Porsche ([see story](#)) illustrate how maisons are leveraging these tools real-time.

Other recent reports have similarly addressed luxury's pivot to immersive technologies.

TikTok's luxury commerce study explores how creator-led social commerce is redefining luxury brand discovery and purchase ([see story](#)), while Bain & Company's has repeatedly predicted that, despite a softening, the state of the global luxury sector will be upheld by younger, digitally native consumers ([see story](#)).

"The vision is to leverage innovative digital-twin technologies to empower the brand's creative directors to share and amplify their creative visions in the most uncompromising ways with the brand's diverse audiences," said Together Group's Mr. Kurtzke, in a statement.

"Eventually transforming the traditional, siloed ways of luxury marketing and communications, and equally transforming the luxury retail experience for both online retailers and offline, physical retail."