



# AI Luxury Summit 15 JAN 26: Building Trusted, Personalized, and Private AI Experiences that Elevate Brand Value

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# Abstract

Luxury has always balanced craftsmanship with intimacy. Incorporating AI should enhance, not weaken, that relationship. What are the practical ways to embed AI into product design, concierge services and marketing using generative and predictive intelligence to boost human artistry, while making sure that every digital interaction feels personalized, secure and trustworthy?

# A Four Part Act

## Act I

What's  
Actually  
Happening  
Around AI:  
From Tech  
Stack to  
Relationship  
Stack

## Act II

The New  
Expectation:  
Relationship-  
Driven  
Experiences

## Act II

The Power,  
Trust, and  
Asymmetry  
Shift

## Act IV

What Leaders  
(You) Should  
Do Now

# ACT I

WHAT'S ACTUALLY  
HAPPENING AROUND AI:  
FROM TECH STACK TO  
RELATIONSHIP STACK

# Luxury Has Always Been About Relationships and Trust

- ▶ Craftsmanship
- ▶ Continuity
- ▶ Memory
- ▶ Discretion
- ▶ Confidence over conversion



# What We Mean (most of the time) by “AI” — and Why It Matters Right Now

- ▶ Inference, decisioning, automation
- ▶ Increasing autonomy and scale
- ▶ Moving from assistance to action

# What AI Is — and What It Is Not

## AI is

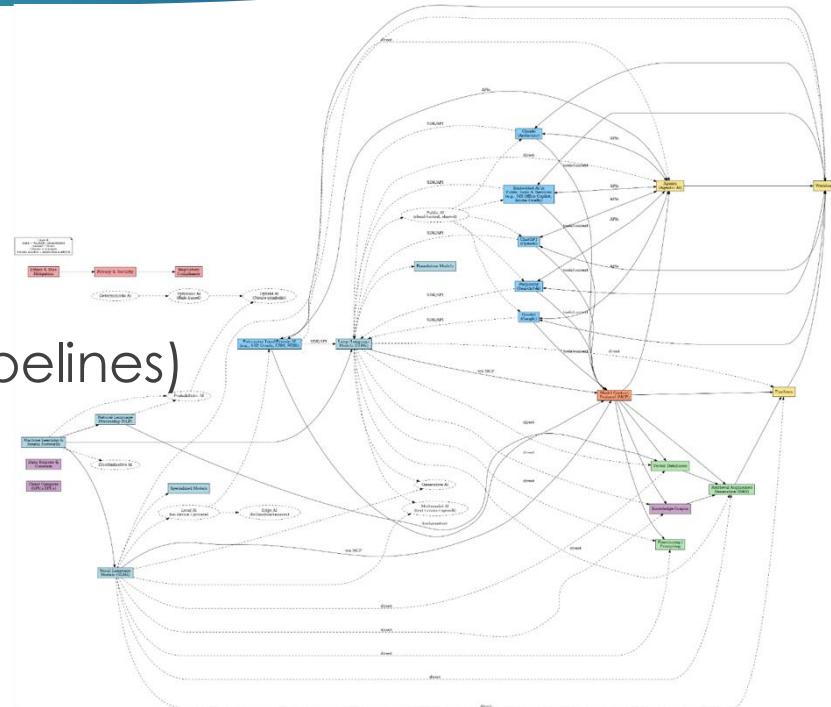
- ▶ A decision & inference system — a probability engine
- ▶ Driven by data, objectives, constraints
- ▶ Capable of acting without humans

## AI is not

- ▶ Human judgment
- ▶ Neutral by default
- ▶ Context-aware on its own
- ▶ Inherently trustworthy

# How AI Actually Works and How It's Being Used

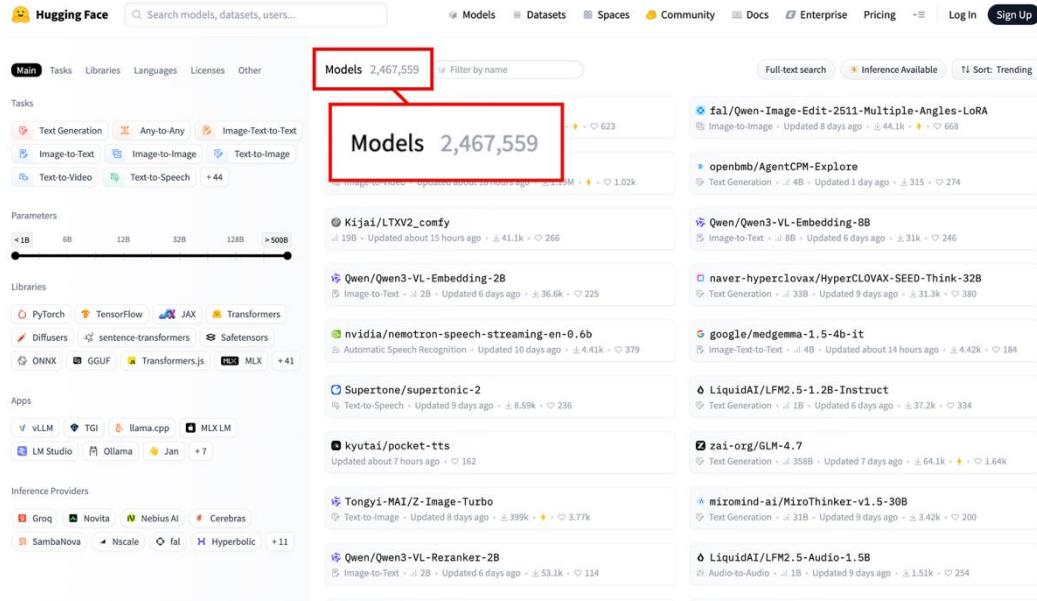
- ▶ Foundation Models (LLMs / SLMs)
- ▶ Deployment (Public / Private)
- ▶ Retrieval (RAG)
- ▶ Orchestration (workloads and pipelines)
- ▶ Model Context Protocol (MCP)
- ▶ Inference (cloud & edge)



# More to AI than the Big 5

- ▶ OpenAI's ChatGPT
- ▶ Google's Gemini
- ▶ Meta's Llama
- ▶ Anthropic's Claude
- ▶ Microsoft's CoPilot

## Bonus: Perplexity AI



# What Brands Control — and What They Don't

## Brands don't control

- ▶ Foundation models
- ▶ Pre-training data
- ▶ Emergent behavior

## Brands do control

- ▶ What AI can retrieve
- ▶ Context & grounding (RAG)
- ▶ Policies, prompts, constraints
- ▶ Workflows & where the experience happens (i.e., channels)

**Trust doesn't come from the model — it comes from what the model is allowed to know and say.**

# Why Retrieval-Augmented Generation (RAG) Matters

**Retrieval-Augmented Generation (RAG) is an AI architecture that grounds model responses in curated, governed knowledge so the system knows what to say, when to say it, and what not to say.**

## Without RAG

- ▶ Hallucination
- ▶ Drift
- ▶ Inconsistent voice
- ▶ Compliance risk

## With RAG

- ▶ Grounded answers
- ▶ Consistent behavior
- ▶ Explainability
- ▶ Governability



RAG: Curated knowledge, governed context.

**The RAG turns AI from a guesser into your representative.**

# Same Facts. Different Stories. RAG Chooses the Moment



## Story Unaware RAG Entry

This watch is made of titanium and has a 72-hour power reserve.

## Story Aware RAG Entry

“This watch exists because we believe longevity matters more than novelty. The titanium isn’t there to impress — it’s there so the watch can be worn daily, for decades, without fatigue.”

To train your twin, you’ll want to create customer journey-specific stories.

# From Decision Support to Delegated Action

- ▶ Decision support → delegated decisioning (actions)
- ▶ Conditional autonomy within boundaries
- ▶ Often described as “Agentic AI”

## Act I Takeaway

AI has moved from supporting decisions to acting on a brand's behalf. What ultimately matters is the relationship it builds over time — and what determines that is what the AI is allowed to retrieve, remember, and say.

# ACT II

THE NEW  
EXPECTATION:  
RELATIONSHIP-  
DRIVEN  
EXPERIENCES

# Data and Personalization: What's Changing

## Then

- ▶ Brands learned about customers
- ▶ Centralized data
- ▶ Segmentation & targeting

## Now

- ▶ Real-time interaction
- ▶ Context & continuity
- ▶ Learning with the individual

***Bottom line: Personalization is becoming conversational.***

# Customers Now Expect to Talk to Brands — Not Navigate Them

- ▶ Conversational
- ▶ Context-aware
- ▶ Persistent across touchpoints

# The Emerging AI Experience Layer: Digital Twins

A digital twin is a living, AI-powered representation of a product, service, company, space, or person that maintains an ongoing, contextual, consent-based relationship with an individual on the brand's and/or the individual's behalf.

- ▶ Encodes brand (company, product, people) and individual knowledge & values
- ▶ Relationship engine behind all brand touchpoints
- ▶ Channel-agnostic across touchpoints
- ▶ Maintains contextual continuity to nurture the relationship over time



**You'll have many twins**

# What Digital Twins Enable Today

Act as a digital representative of your products, services, company, and executives. Contextually help with:

- ▶ Awareness generation
- ▶ Concierge & service
- ▶ Guided discovery
- ▶ Preference refinement
- ▶ Conversational commerce
- ▶ Relationship continuity

# AI-Enabled vs. Digital Twin Example

## A virtual shopping assistant is typically

- ▶ Task-oriented (answer questions, find products)
- ▶ Session-based (forgets context after the interaction)
- ▶ Channel-specific (web chat, app, voice)
- ▶ Optimized for support or conversion
- ▶ Often rules-based or lightly personalized

Think: “Helpful clerk for this moment.”

**Trust doesn’t come from the model — it comes from what the model is allowed to know and say.**

## A digital twin (as you’re using the term) is:

- ▶ A persistent representation of a product, brand, or person
- ▶ Maintains memory across interactions and channels
- ▶ Governed by brand knowledge, policy, and consent
- ▶ Context-aware across relationship stages
- ▶ Optimized for continuity, trust, and long-term relationships
- ▶ Expressed through many channels, not tied to one

Think: “The brand (or product) showing up consistently over time.”

# How Digital Twins Learn

- ▶ Retrieval, not retraining
- ▶ Content defines behavior
- ▶ Context defines judgment

**Remember:** They are not necessarily workloads and pipelines, although these may populate the RAG.

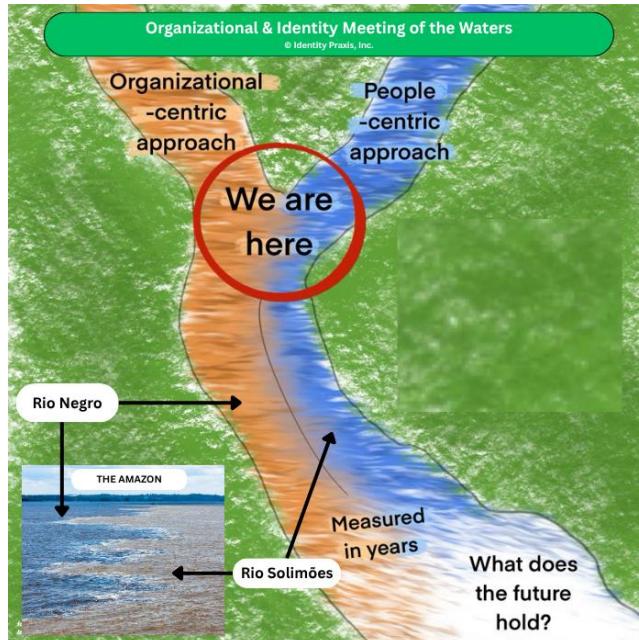
## Act II Takeaway

Personalization is becoming conversational, contextual, and relationship-driven — and AI, particularly digital twins, is an interface that makes it possible.

# ACT III

THE POWER,  
TRUST, AND  
ASYMMETRY  
SHIFT

# The Meeting of the Waters



## Organization-centric

- ▶ Centralized data
- ▶ Brand-owned intelligence
- ▶ Extractive personalization

## People-centric

- ▶ Individual agency
- ▶ Privacy & dignity
- ▶ Selective disclosure

## This is A Global Shift — Not a Regional One

- ▶ Agency & dignity asserted worldwide
- ▶ Regulation reflects values
- ▶ Same direction, different cultures

**This isn't regulation catching up to technology — it's technology catching up to human values.**

# The Connected Individual Will Arrive with Their Own Tech Stack

- ▶ Identity & credentials (VD/DID-based digital wallet)
- ▶ Personal Knowledge Management System (PKS) / Personal data stores
- ▶ Insight interface (raw data stays personal; answers/claims are shared)
- ▶ SSI-principled consent, consent & access policies
- ▶ Personal AI (acting on their behalf)

*"In the future, a customer's own data store may temporarily enrich a brand's digital twin. If that access is revoked, the experience gracefully degrades — it doesn't break. That's what trust by design looks like."*

# What Changes When Relationships Become AI-Mediated

A relationship exists when:

- ▶ Interaction persists
- ▶ Memory accumulates
- ▶ Inference shapes action
- ▶ Power is exercised repeatedly

**If there is memory, inference, and action, there is a relationship.**

# Trust vs Efficiency

- ▶ Efficiency optimizes operations
- ▶ Trust sustains relationships and builds reputation
- ▶ AI increases asymmetry (asymmetry is inevitable — but abuse of asymmetry is a choice)
- ▶ Reputation is trust made visible
- ▶ Security enforces the boundaries of trust, specifically end-to-end encryption and workload-to-workload real-time monitoring

**Trust is a condition both parties must accept — especially under asymmetry.**

## Act III Takeaway

As AI mediates relationships, power concentrates, asymmetry increases, and trust becomes non-negotiable.

# ACT IV

WHAT LEADERS  
(YOU) SHOULD  
DO NOW

# Start Treating AI as Relationship Infrastructure

- ▶ AI mediates memory & action
- ▶ Trust must be designed
- ▶ Governance must be architectural

# Nurture Content Readiness (RAG, Not Models)

## Part 1: Content defines what can be said

- ▶ Product & service knowledge
- ▶ Origin, craft, care, longevity stories
- ▶ Policies, commitments, boundaries

## Part 2: Metadata defines when, for how long, how, whether, and with what confidence it should be said

- ▶ Narrative mode (discovery, reassurance, craft)
- ▶ Audience & relationship stage
- ▶ Tone & voice constraints
- ▶ Context & channel suitability
- ▶ Trust, sensitivity & governance rules

```
watch_titanium_longevity_craftsmanship_discovery_v1.md

id: watch_titanium_craftsmanship_v1
product: titanium_watch
narrative_mode: craftsmanship
audience: considering
relationship_stage: discovery
tone:
  - calm
  - confident
  - restrained
avoid:
  - urgency
  - price
  - comparison
context:
  - concierge
  - guided_discovery
sensitivity: public
approved: true
last_reviewed: 2025-01-05

This watch exists because we believe longevity matters more than novelty. The titanium isn't there to impress - it's there so the watch can be worn daily, for decades, without fatigue.
```

**RAG is where brand voice, trust, and compliance live.**

# Design Principles for Relationship-First AI

- ▶ Design for continuity, not campaigns
- ▶ Design for trust, treat it as an architectural constraint
- ▶ Design for compliance
- ▶ Design for graceful failure and visible deferral
- ▶ Default to discretion, not maximal data use
- ▶ Make consent explicit, revocable, and visible
- ▶ Embrace selective disclosure

# The Economics of Relationship-First AI

- ▶ Trust compounds over time
- ▶ Access is earned, not captured
- ▶ Better signal with less data
- ▶ Lower downside risk
- ▶ Higher lifetime relationship value

# A Practical Starting Sequence

- ▶ Get content ready for retrieval
- ▶ Calibrate confidence based on source authority and relationship context (e.g., funnel stage)
- ▶ Define relationship boundaries and policies
- ▶ Introduce a scoped digital twin
- ▶ Instrument trust and consent signals
- ▶ Design for future individual agency
- ▶ Align early with legal (IP, privacy, surveillance, provenance, retention, disclosure obligations)

## Act IV Takeaway

Design your digital twins(s), i.e., AI relationships, so trust (security, control, compliance, reputation, etc.) is built in — not bolted on later.

## Final Takeaway

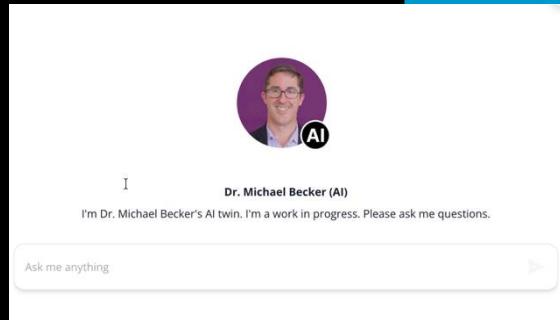
The future of brand value will belong to those who earn and retain access — not those who simply capture data.

Every luxury brand will use AI.

Only a few will be trusted with it.

# Thank You

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Scan Here  
to Talk to AI  
Michael:



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