

M E T A V E R S E

WHAT DOES THIS  
MEAN TO US?

DFS

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M E T A V E R S E | W H A T D O E S T H I S M E A N T O U S ?

# AGENDA

1

The Evolution  
Of The Web

2

The Rise Of  
The Metaverse

3

What All This Means  
For Travel Retail

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# THE EVOLUTION OF THE WEB

# Web 1.0

Connecting people with information via internet





# Web 2.0

Connecting people with each other via mobile and social media



Uber



Apple iPhone



# Web 3.0

Connecting to new environment,  
powered by a blockchain

BlockBar  Meta



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# THE RISE OF THE METAVVERSE

The Metaverse represents the next era of the web ▶

# Web 3.0 Leads Us To...the Metaverse

## Louis Vuitton

Rolls out NFT video game to celebrate founder's 200th birthday



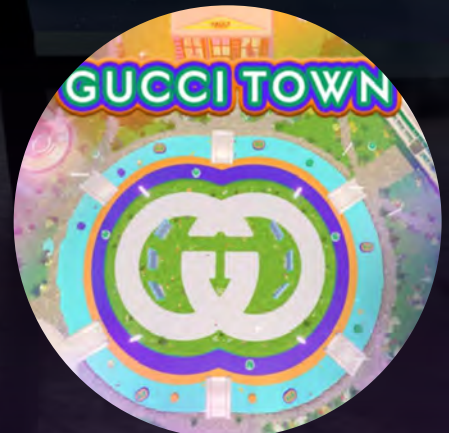
## Nike

A bird's-eye view of Niketown



## Gucci

Joins Metaverse



## Balenciaga

Joins Fortnite in the Metaverse





The Metaverse represents the next era of the web ▶

# From 2D Internet Experiences Into Connected 3D, Immersive, Virtual Worlds



Blackpink Metaverse concert



Tencent Music Entertainment (TMELAND) digital concerts

The Metaverse represents the next era of the web ▶

# Immersive E-commerce & Shopping Experiences

Gamified learning, communal activities and simulations



Meta Ziwu hosts livestreams of luxury brands like Dior and Prada.



Burberry teams up with Minecraft in gamified collaboration

The Metaverse represents the next era of the web ▶

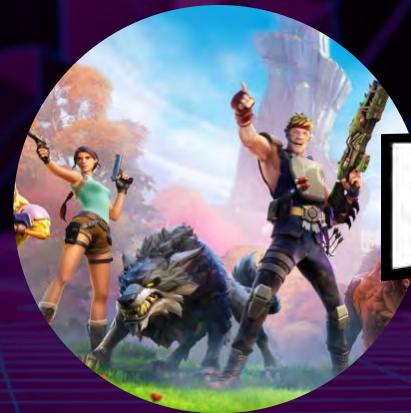
# The Beginning Of Virtual Worlds



**RÖBLOX**



**MINECRAFT**



**FORTNITE**

The Metaverse represents the next era of the web ▶

# Today's Virtual Landscape

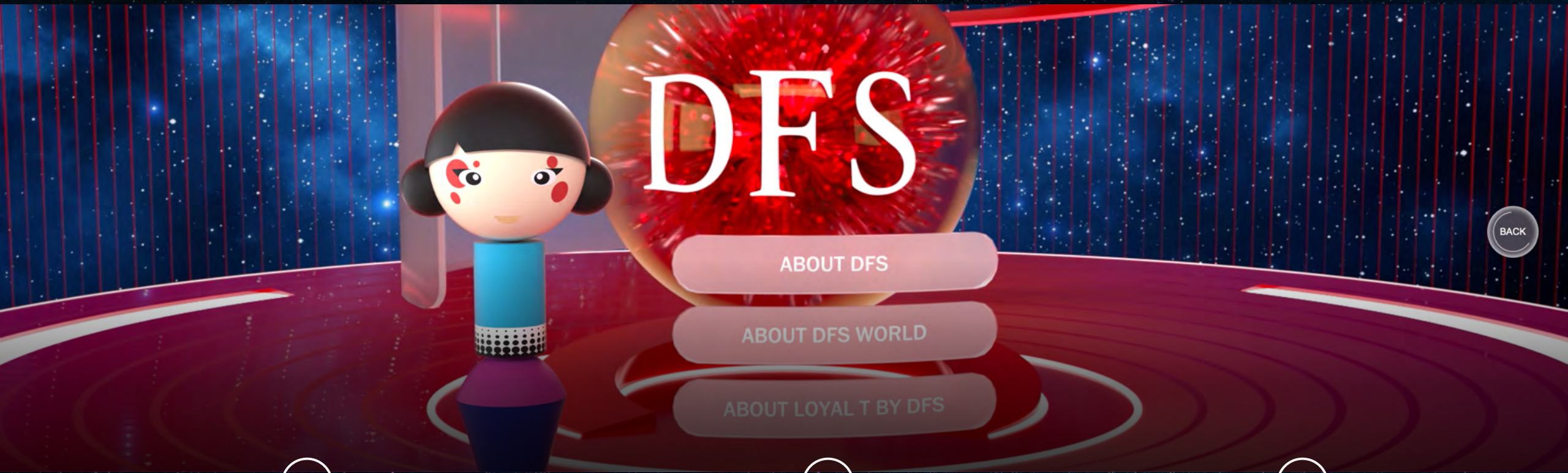


Decentraland



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# WHAT ALL THIS MEANS FOR TRAVEL RETAIL



Develop a strategy focused on generating value for your customers and partners

The virtual should be used to enhance the real, the physical



Test initiatives, monitor results, and refine

Experiment and think about a holistic consumer experience across physical, digital and virtual worlds.



Prepare to scale and embed in your business strategy and operating model

THANK YOU

