Fourth Episode of the "Luxury Digital Law Series" at the Digital Law Center

On 3 December 2020, the DLC hosted the fourth webinar of the "**Artificial Intelligence, Data and Privacy: What Impact for the Luxury Industry?**" The webinar featured Mr. **Alexandre Papanastassiou** (Integration Manager, Emakina, Brussels), Mr. **Giangacomo Olivi** (Partner, Dentons, Milan), and Ms. **Ana Andrijevic** (Digital Law Center, University of Geneva), as panelists. Professor **Jacques de Werra** (Professor and Director, Digital Law Center, University of Geneva) and Professor **Nicoletta Giusti** (Clinical Professor and Program Director, Master in Luxury Management, Glion Institute of Higher Education) moderated the event.

Mr. **Alexandre Papanastassiou** opened the session and explained the intersections between luxury, artificial intelligence, and data science. He discussed how the luxury industry could use machine learning and deep learning, and why data and AI are important for the industry's future. Mr. **Giangacomo Olivi** addressed the question of tech use by fashion companies and highlighted some relevant questions in relation to privacy and the GDPR. He also presented the EU White Paper on Artificial Intelligence. Finally, Ms. **Ana Andrijevic** discussed how AI impacts intellectual property. She presented three case studies in this respect and detailed how AI is used as a tool to detect counterfeiting goods, as a designer, and predictor of future fashion trends.

The webinar was attended by over 35 participants. Next webinar will take place on 17 December 2020 and will focus on "**Marketing Shifts in the Digital Age: Social Media and Influencers**". For information and registration see: http://luxurydigitallaw.ch