



BARTKO PAVIA BRINGS AI AND LUXURY INSIGHTS FROM NOVA 2025

Events

19, November 2025

Bartko Pavia was excited to be part of [NOVA's 2025 conference](#) in New York. The conference was full of thought-provoking panels, practical strategy, and a truly magical gala at Cipriani Downtown.

Some takeaways our team brought back:

- **Every company can (and should) be an AI company:** Even small firms can leverage AI agents (multilingual, culture-aware) to scale knowledge and reach global customers. AI is a democratizing force when paired with the right safeguards.
- **Human skills still matter:** Soft skills, creativity and critical thinking remain the differentiators that keep people and businesses safe and valuable in an AI world.
- **Build, don't just borrow:** European leaders argued for investing in homegrown AI infrastructure and models (and partnering with the right compute vendors) rather than relying on external, black-box systems.
- **Luxury is shifting:** The industry is moving away from pure scale and benchmarking toward authenticity, curated experiences, and cross-category collaboration, blending heritage with technology to create truly personal brand moments.
- **Practical uses of AI in luxury:** Personalization at scale, creative ideation, and operational efficiency, but only when grounded in a clear brand personality and strong IP protection.

Thank you to the organizers and speakers for an excellent weekend program. We left inspired and look forward to continuing these conversations with our community!

RELATED SERVICES

Fashion & Luxury Goods

RELATED PROFESSIONALS



ALBERTO CANTON
Associate

📞 212.980.3500



DONATELLA SANTILLO
Paralegal

📞 212.980.3500