

# SOCIETIES.

APRIL - JUNE 2025

QUARTERLY

QUARTERLY

A VISIONARY GUIDE FOR EXTRAORDINARY HOSPITALITY BRANDS

# A Visionary Guide for *Exceptional Places*

Welcome to the second edition of quarterly guide for the visionary hoteliers shaping what's next. In these 31 pages, you'll find curated inspiration from the edges of design, technology, AI, art, and digital culture. It's not just a moodboard. It's a benchmark created to keep you informed, inspired, and ahead.

We're living in an era of unprecedented creative possibility. Generative AI has made high-quality imagery, video, and storytelling accessible to anyone with a browser and a spark of imagination. Boundaries to creation are dissolving. Tools are becoming intuitive. Ideas can move from concept to execution in minutes. The playing field is wide open, and that's incredibly exciting.

But if everyone has access to the same tools, what makes the difference?

Taste.

Technology can generate content. It can remix aesthetics. But it cannot make choices. It cannot tell what matters. That remains the domain of the tastemakers, the people who see clearly, curate boldly, and connect dots in ways others don't. As AI levels the technical playing field, those with great taste will stand out.

This is your quarterly reset. A dose of vision. A snapshot of what's coming. A reminder that the future doesn't just happen, it's designed.

Enjoy the Q2 2025 edition of SOCIETIES, Quarterly. We're proud to share it, and committed to keeping you inspired every quarter.

[Sebastien Felix, Founder and CEO of Influence Society](#)

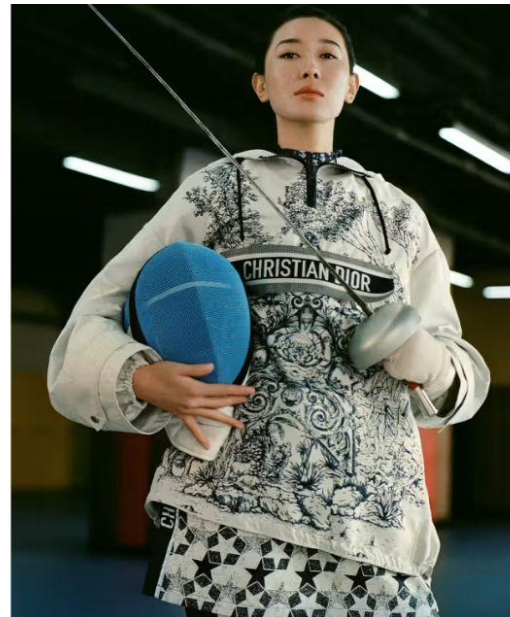
**INFLUENCE**  
SOCIETY



# The New Language of Cultural Identity

Blurring the lines between **sport** and **fashion**, sportstyle isn't just about performance—it's about presence. A fusion of athletic heritage and streetwear **aesthetics**, it's shaping a new cultural archetype where expression is as dynamic as the game itself. From 'Blokecore' nostalgia to high-fashion collaborations, this movement is redefining personal storytelling through apparel. As global youth embrace fluid fandoms and **digital-first** narratives, sportstyle becomes more than clothing—it's a statement of belonging, a cultural passport, and a reimagining of identity in motion.

<https://matteprojects.com/editorial/sport-style-shaping-culture-sportswear-fashion>



# A Bold Vision of Electric Luxury Unveiled in Paris

Jaguar's Type 00 concept car, a bold expression of its electric future, turned heads as it navigated Paris' streets for Fashion Week. Draped in French Ultramarine—a new shade unveiled for the occasion—the striking vehicle commands attention with its radical, opinion-dividing design. First revealed in Miami last year, the concept embodies Jaguar's fearless creative direction, bridging art and automotive innovation. While purely a design study, its influence will soon shape Jaguar's next-generation electric sedan. A moment of high-fashion meets high-concept, redefining luxury on four wheels.

<https://www.dezeen.com/2025/03/11/jaguar-type-00-concept-car-driving-paris/>



# Pharrell Williams & Moët: A Celebration Reimagined

Pharrell Williams and Moët & Chandon reimagine the art of celebration with a limited-edition collection that merges heritage with contemporary **luxury**. Inspired by the maison's archival bow motif from 1892, Williams crafts an elevated champagne experience—featuring detachable, hand-embroidered bows that double as brooches. The collection includes opulent **Jeroboams** adorned with artist **Astrid de Chaillé's** embellishments, magnum bottles in deep midnight hues, and signature Brut Impérial in vibrant, celebratory tones. A seamless blend of fashion, craftsmanship, and savoir-faire, this collaboration transforms each toast into a moment of **personal expression**.

<https://www.wallpaper.com/entertaining/food-drink/pharrell-williams-moet-and-chandon-collaboration>



# Reclaiming Taste in the Age of the Algorithm

For Gen Z, taste has been fine-tuned by the **algorithm** for over a decade. Playlists, watchlists, and recommendation feeds dictate our every choice—until we can't tell curated preference from genuine affinity. When was the last time you engaged with **art** without the invisible hand of **Big Algo** guiding you? Stepping back doesn't mean abandoning digital entirely—it means creating **intentional spaces**. The **iPod Classic**, a relic of pre-streaming autonomy, reminds us that taste is cultivated through friction, patience, and **discovery**. Because sometimes, the best way forward is a step back.

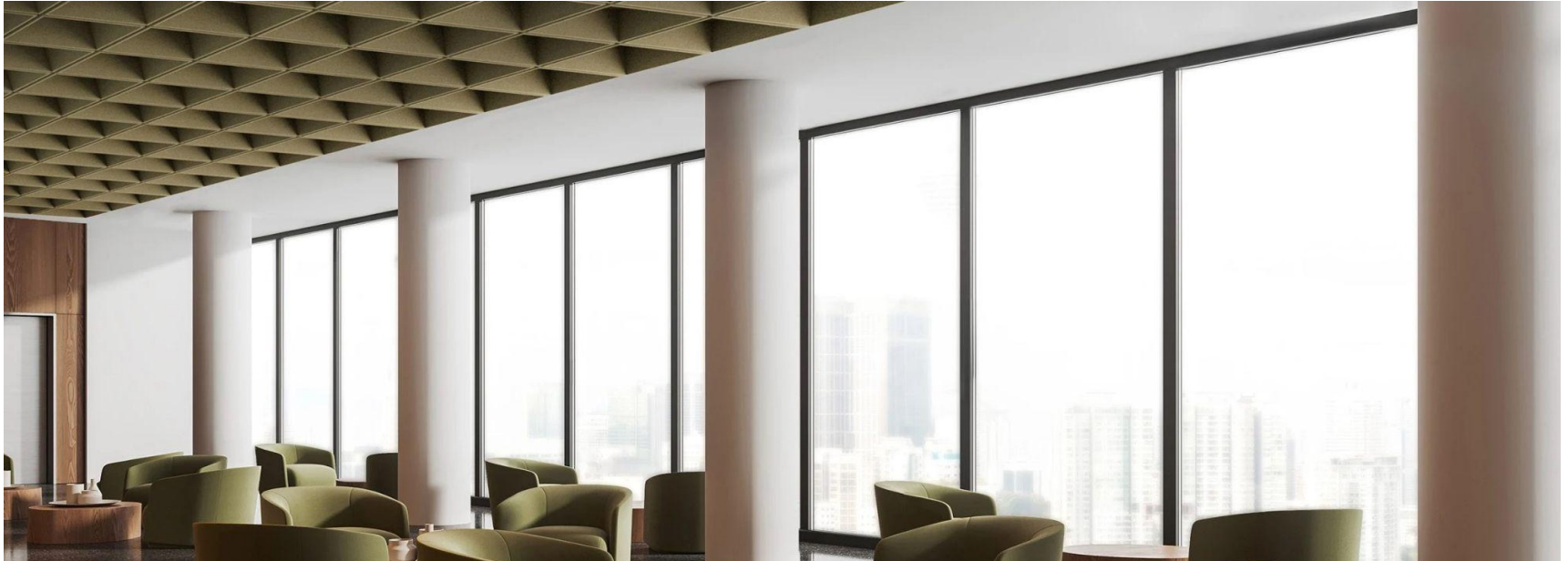
<https://matteprojects.com/editorial/why-isnt-it-hitting-on-salvaging-music-from-the-background>



# New Dimensions in Ceiling Design

Suspended ceilings, reimagined. Autex Acoustics' Grid ceiling tiles transform sterile grid systems into **architectural statements**—where texture, depth, and sound absorption converge. Seven sculptural patterns create rhythm overhead, softening acoustics while adding quiet intrigue. Crafted from **recycled** polyester and certified **carbon neutral**, Grid tiles aren't just design elements—they're a commitment to sustainability. Whether shaping light, shadow, or silence, they offer designers a canvas to redefine spatial **atmosphere** with subtle elegance.

<https://www.dezeen.com/2025/03/11/grid-ceiling-tiles-autex-acoustics-dezeen-showroom/>



# Bulgari x MB&F Serpenti: A Fusion of Heritage and Futurism

A visionary fusion of **heritage** and **innovation**, the **Bulgari x MB&F Serpenti** redefines timekeeping as sculptural art. For the first time, Bulgari's serpentine icon coils onto a man's wrist, its fluid Italian elegance infused with MB&F's **avant-garde** mechanics. The timepiece's twin domed apertures display time with futuristic clarity, while a sapphire-backed movement reveals an engine of precision. Limited to just 33 pieces per edition, this **bold** collaboration is both an homage to Bulgari's rich **legacy** and a statement of modern horology—where past and future entwine with striking intensity.

<https://www.wallpaper.com/watches-jewellery/bulgari-mb-and-f-serpenti-mens-watch>



# Louis Vuitton's Egg Bag, Reimagined in Chocolate Artistry

A couture icon takes a delicious detour. **Louis Vuitton's Egg Bag**—first revealed on the runway in 2019—reemerges as a limited-edition chocolate **sculpture**, meticulously crafted in collaboration with master chocolatier **Maxime Frédéric**. Cast in 70% dark and 40% milk chocolate, the bag is adorned with the **Maison's** signature monogram, creating a striking fusion of fashion heritage and artisanal indulgence. This edible **objet d'art** blurs the lines between luxury accessory and gourmet craft, offering a sensorial celebration of **Easter** that's as refined as it is unexpected. A new frontier in experiential design—and a rare treat for the eyes and palate alike.

<https://www.trendhunter.com/trends/egg-bag>



# Where Sound Becomes Legacy

A testament to timeless craftsmanship, the latest **Saint Laurent Rive Droite** collaboration sees **Bang & Olufsen's** iconic **Beogram 4000** turntable reimagined under Anthony Vaccarello's direction. Precision-restored in Denmark, each piece is housed in a striking **Ziricote** wood case, merging heritage with **modern** refinement. Meanwhile, Sonic Heirloom by Map Project Office and Father redefines how we preserve sound—an artful fusion of **analog warmth** and **digital clarity**, designed to carry voices across generations. Where past and future converge, design becomes an experience.

<https://www.wallpaper.com/tech/bang-olufsen-beogram-4000c-saint-laurent-rive-droite-edition-turntable>



# The Art of Spectacle

Leigh Bowery was never one to blend in. A **visionary** of excess, his East London council flat became a **surrealist** stage—an 11th-floor sanctuary where high camp met high concept. Star Trek wallpaper framed his world, Trojan's art adorned the walls, and a baby grand piano set the tone for a life of **performance**. Taboo, his infamous **nightclub**, reshaped London's underground, while his avant-garde costumes defied convention. From squats to the spotlight, Bowery sculpted his identity with fabric, paint, and unflinching audacity—forever a spectacle, **always a statement**.

<https://www.worldofinteriors.com/story/leigh-bowery-hamish-bowles>



# Fashion's Most Disciplined Rebellion

The **Severance** aesthetic is **redefining officewear**, stripping it of nostalgia and excess in favor of stark uniformity. In a moment when work culture looms large—both in reality and on screen—**fashion** is taking cues from the show's meticulously controlled world. Single-breasted suits, crisp shirts, and subtle ties create a look that is neither nostalgic nor seductive, but distinctly corporate. **Balenciaga**, **Kent & Curwen**, and **Lemaire** have all tapped into this precision, proving that even the most rigid dress codes can be reimagined. In an era of blurred boundaries, this is fashion's most disciplined response yet.

<https://www.gq-magazine.co.uk/article/severance-aesthetic>



# The A/W 2025 Sets That Captivated and Transformed

The A/W 2025 runway sets told a story of longing and escape, reflecting a world in flux. From **Burberry's** countryside reverie at Tate Britain to **Ferragamo's** romantic rose-strewn stage, designers used space to evoke emotion. At **Louis Vuitton**, a grand train station set paid tribute to nostalgia, while **Balenciaga's** shadowy labyrinth mirrored the creative process. Alessandro Michele reimaged intimacy in a crimson-lit bathroom for **Valentino**, and **Dior** channeled the dawn of time with a spectacle of light and form. Across cities, these environments shaped not just collections, but the very mood of the season.

<https://luxiders.com/anything-we-do-nature-did-first-biomimicry-in-modern-design/>



# AI is Rewriting the Rules of Brand Strategy

The future of **brand strategy** isn't about data alone—it's about knowing what questions to ask. AI can optimize, refine, and predict with remarkable precision, yet the most profound insights often emerge beyond the reach of algorithms. True brand **differentiation** happens in the realm of human intuition, where cultural shifts are sensed before they surface, and emotional resonance outweighs efficiency. As **AI** accelerates the mechanics of marketing, the brands that will thrive are those that blend technological intelligence with strategic artistry—crafting experiences that inspire, not just analyze.

<https://adrian518.substack.com/p/ai-is-rewriting-the-rules-of-marketing>



# Couture in Reflection

A masterclass in couture living, **Ralph Rucci's** mirrored **penthouse** is both an atelier and an artistic sanctuary. Nestled above Manhattan's Upper East Side, this space fuses haute couture with curated antiquities—Jansen furniture, Chinese coromandel screens, and **Elsa Peretti** treasures—all set against a palette of silk velvet and mirrored reflections. Every detail, from the artfully placed Peretti bibelots to the layered textures of velvet and lacquer, creates an environment of **refined** elegance. Here, fashion is not just worn but lived, in a space that is as sculpted and considered as Rucci's own creations.

<https://www.worldofinteriors.com/story/ralph-rucci-manhattan-flat>



# La Première by Air France: A New Era of Luxury in the Sky

**Air France** redefines the art of travel with its new **La Première suite**—an exquisite fusion of design, technology, and service. Unveiled after three years of meticulous **craftsmanship**, this ultra-private space offers 3.5m<sup>2</sup> of refined comfort, transforming into a two-meter bed with five panoramic windows framing the sky. Thoughtful details elevate the experience: **JACQUEMUS**-designed loungewear, **Michelin-starred** gastronomy, and cutting-edge 4K entertainment. From a discreet pre-flight journey at Paris-CDG to first-class service onboard, La Première is not just a cabin—it's a statement of French elegance in motion.

<https://corporate.airfrance.com/en/press-releases/air-france-inaugurates-exceptional-new-airport-journey-la-premiere-passengers>



# Sustainability Moments From Fashion Month

**Sustainability** may not have dominated the conversation this fashion month, but forward-thinking **designers** quietly wove it into their narratives. From **Collina Strada's** upcycled bridal gowns to Stella McCartney's plant-based sequins, innovation met artistry on the runway. **Tolu Coker** reimagined the show format with a working studio, while **Gabriela Hearst** crafted faux fur from silk. **Roksanda** transformed deadstock foam into sculptural statements, proving that overlooked materials can hold new beauty. These moments aren't just trends—they're a glimpse into fashion's future, where creativity and responsibility go hand in hand.

<https://www.vogue.co.uk/article/sustainability-aw25-fashion-month>



# How People Are Really Using Gen AI in 2025

Far beyond novelty, **generative AI** has evolved into a nuanced companion—offering everything from structured therapy to soul-searching clarity. In 2025, **emotional connection** now rivals technical support as its most valued role. Users are leaning on AI to **organize** their lives, pursue **purpose**, and even feel less alone. This isn't about automation for efficiency's sake—it's about tools that reflect our complexity, quietly shaping a softer, more **introspective** digital era. The most compelling innovation? How **human** it's all starting to feel.

<https://hbr.org/2025/04/how-people-are-really-using-gen-ai-in-2025?ab=HP-hero-for-you-2>



# Rethinking Hospitality Through Design, Access, and Place

The hospitality landscape is shifting—from centralized luxury to decentralized, design-led experiences rooted in **place** and **purpose**. Tomu exemplifies this evolution, offering a modular approach that prioritizes agility, **aesthetic integrity**, and **environmental sensitivity**. Rather than replicating tradition, Tomu empowers creators to redefine it—transforming remote sites into immersive stays that reflect both the host's intent and the guest's desire for meaningful connection. These are not just cabins; they are expressions of a broader movement toward accessibility in ownership and diversity in design. As hospitality expands beyond walls and into the wild, **Tomu** is helping shape a more inclusive, elemental, and resonant future.

<https://tomuhaus.com/about>



# The Pocket Concierge: Samsung Redefines Digital Hospitality

AI, meet the guest experience. Samsung's **Galaxy S25** series introduces **on-device intelligence** that quietly reshapes how travellers engage with their stay. From intuitive itinerary updates via Now Brief to AI-assisted photo journals of their trip, guests can **curate and connect effortlessly**. With Gemini just a button away, booking a last-minute spa treatment or discovering the story behind a local landmark becomes second nature. For hotels, it's a new **frontier**—where tech-savvy guests arrive already **equipped** with tools that anticipate their needs, making every digital touchpoint feel more personal, fluid, and beautifully frictionless.

<https://www.gq-magazine.co.uk/article/samsung-galaxy-s25>



# Precision in Motion: The Graphic Edge of S/S 2025

A sharp focus on **design** and **construction** defined the **S/S 2025** collections, where engineered silhouettes met bold, graphic precision. At **Dior**, **Maria Grazia Chiuri** reinterpreted archival **equestrian** codes into lean, athletic tailoring—echoed across runways from **Acne Studios**' sculptural hourglass dresses to **Balenciaga**'s exaggerated lace-up fastenings. Captured through the lens of Wallpaper\*'s April issue, these silhouettes become more than garments—they're visual statements of control, craft, and **contemporary** edge. Each piece reflects a season shaped by precision, proportion, and a sleek, disciplined power.

<https://www.wallpaper.com/fashion-beauty/ss-2025-streamlined-graphic-trend>



# Where Art Meets Aerodynamics

Canyon's new MyCanyon program turns the **racing bike** into a **collectible canvas**. Merging elite performance with expressive design, the initiative debuts with bespoke **Aeroad CFR** frames adorned by artists like **Elena Salmistraro** and **Felipe Pantone**. Each piece—from **Salmistraro's** fingerprint-inspired kaleidoscope to Pantone's iridescent ode to velocity—is **hand-finished** and wholly **unique**. MyCanyon isn't just about aesthetics—it offers tailored fit, components, and wheelsets, inviting riders into a more **intimate relationship** with their machine. It's a new chapter for Canyon: one where design and speed meet in motion.

<https://www.wallpaper.com/transportation/bike-maker-canyon-goes-custom-with-a-new-service-offering-unique-artist-designed-frames>



# The Tech You Need to Level Up Your Humanity

From exoskeletons to **AI-powered glasses**, the frontier of wearable technology is quietly reshaping human **potential**. Tools once imagined in science fiction—neuroimaging helmets, smart prosthetics, even **robotic coworkers**—are now precision-crafted realities. These innovations don't just enhance performance; they **redefine** the relationship between people and machines. Whether it's a handlebar that senses your fitness rhythm or a six-foot humanoid designed for seamless collaboration, each piece reflects a shift toward more intuitive, **human-centered design**. In hospitality, too, technology becomes an **elegant extension** of service—enhancing, not replacing, the warmth and intuition of a hotel's staff.

<https://www.wired.com/gallery/gear-human-computing/>



# Valextra and Zaven Reimagine Travel as Art

A kinetic **sculpture** tucked inside a bespoke suitcase—**Valextra's** latest collaboration with Zaven blurs the line between utility and artistry. Revealed at Milan Design Week 2025, **Costa 70 + Zaven** transforms archival inspiration into a portable design experience. Echoing **Bruno Munari's** Travel Sculptures, this tactile object invites users to play, arrange, and reinvent. **Crafted** in Valextra's signature parchment leather, the case reflects the brand's precise, architectural **DNA**—while Zaven infuses it with playful movement and modular creativity. It's a poetic nod to **Italian** design history, reimaged for today's curious, design-literate traveler.

<https://www.wallpaper.com/fashion-beauty/valextra-zaven-travelling-sculpture-milan-design-week-2025>



# Connection is the New Currency

In a landscape shaped by emotional fatigue and digital saturation, luxury is undergoing a quiet **transformation**. Brands like **Four Seasons**, **Celine**, and **Dior** are reframing indulgence—not as isolation, but as a conduit for connection. From wellness journeys to community-first store openings, the rise of **“third spaces”** signals a shift: belonging is now central to value creation. As art, sport, and design intersect in new, emotionally resonant ways, luxury is no longer just personal—it’s shared. In this era, connection isn’t a byproduct. It’s the product.

<https://beyondluxury.substack.com/p/connection-is-the-new-currency-third>



# Crypto, Culture, and the Comeback of American Luxury

With China's demand cooling and **crypto** fortunes surging, European maisons are pivoting west—again. LVMH's towering **Louis Vuitton** trunk installation in **Manhattan** isn't just a visual spectacle, it's a symbol of intent. Buoyed by **Bitcoin** highs and a resurgent stock market, U.S. cities beyond the usual suspects—Austin, Charlotte, Scottsdale—are becoming luxury's **new frontiers**. Watch sales tick upward, and "luxury snacking" finds a home on Fifth Avenue. In **2025**, the revival of American affluence may not wear a suit—but it's definitely carrying monogrammed leather.

<https://www.bloomberg.com/opinion/articles/2024-12-13/can-crypto-bros-save-big-bling-s-bacon-in-2025>



# Google vs Microsoft in the age of digital assistance

In the evolving landscape of **artificial intelligence**, Google's **Gemini** and Microsoft's **Copilot** aren't just competing tools—they're design philosophies shaping how we **engage** with technology. Gemini leans into real-time, sensory-rich interaction, translating vision into answers. Copilot, meanwhile, explores AI's **emotional** resonance through voice, memory, and even customizable visual personas. Both speak to a future beyond screens—where assistance feels intuitive, ambient, and human. Yet, questions remain: can these systems truly understand us, or are we training them to reflect a **curated mirror** of ourselves? Either way, design will determine how close they get.

<https://www.wallpaper.com/tech/microsoft-vs-google-where-is-the-battle-for-the-ultimate-ai-assistant-taking-us>



# The Art of Architectural Lighting

Light as **architecture**. These luminaires don't simply illuminate—they shape atmosphere and intention. From Bendheim's glowing **glass walls** to Vibia's sculptural Knit pendants, lighting becomes a medium of expression. Coronet's acoustic **Gridiron** and DMF's ultra-efficient H Series prove that form and function need not be separate. Meanwhile, **Artemide**, Juniper, RBW, and Kuzco bring a tactile, almost **poetic** sensibility to modern light forms. Whether sculpted, woven, or diffused, each fixture offers more than **brightness**—it offers presence. A reminder that in design, light isn't just seen; it's felt.

<https://metropolismag.com/products/architectural-lights-astonish/>



# Analog Soul, Digital Precision

A nostalgic nod to **cassette culture**, the **Snowsky Retro Nano** by Fiio reimagines the charm of **90s music players** with a modern heartbeat. Under its tactile buttons and boxy silhouette lies serious **audio tech**—twin Cirrus Logic DACs and a headphone amp that cater to today's discerning listeners. With its icy blue finish and optional sticker set, this pocket-sized player invites **personalization** while paying homage to **analog rituals**. It's not just a device—it's a **design-forward** tribute to the intimacy of listening, **elevated** for a new era.

<https://www.trendhunter.com/trends/snowsky-retro>



# Apple's Quiet Revolution in Private AI Design

Apple's latest AI refinement quietly reimagines how personal data can elevate design. By blending **synthetic data** with a privacy-first approach, Apple is enhancing features like **Genmoji** and email summaries—without compromising user trust. Devices opted-in to analytics receive curated prompts, allowing Apple to compare model responses to **real-world** use. It's a subtle, deeply technical **choreography** that improves user experience while safeguarding privacy. For brands invested in **innovation** with **discretion**, this signals a new era: where AI becomes not louder, but smarter, and increasingly seamless within our everyday digital rituals.

<https://techcrunch.com/2025/04/15/apple-details-how-it-plans-to-improve-its-ai-models-by-privately-analyzing-user-data/>



# Lean Strategy Making: A Smarter Way to Choose

In the world of design-led innovation, process matters. Forward-thinking companies like **Google**, **Dell**, and **Amgen** are transforming how strategy is made—by standardizing it. Drawing on principles of lean manufacturing, they treat **strategy** not as a **scattered** brainstorm, but as a **refined** system: setting bold ambitions, prioritizing decisions, and tracking outcomes with **surgical** precision. The result? Smarter choices, faster execution, and more aligned teams. Strategy becomes less about intuition and more about **intention**—crafted, not improvised. It's a lesson in applying design thinking to leadership itself.

<https://hbr.org/2025/05/lean-strategy-making?ab=HP-hero-featured-1>



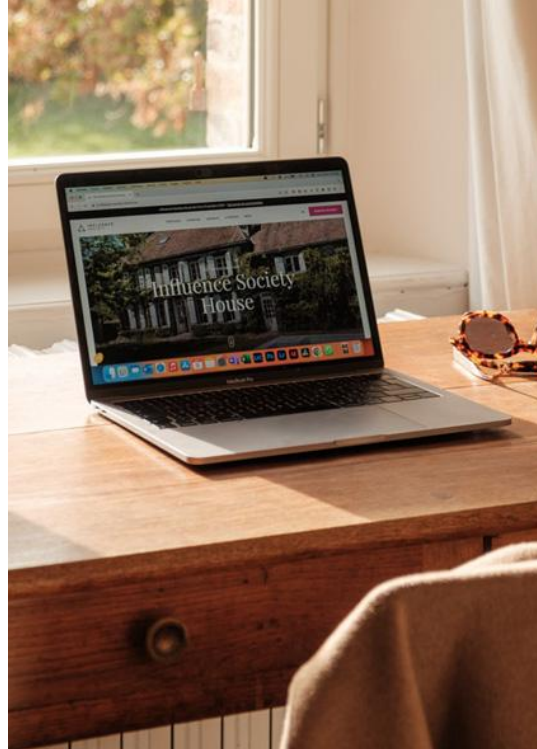
# Our Thoughts

As we close this second edition of SOCIETIES Quarterly, we're reminded that the most exciting part of this work isn't just what's happening now, it's what's coming next.

We explored some of the things that inspired us in the last quarter: design that softens sound and shapes atmosphere, like Autex's sculptural ceilings; fashion that blends nostalgia and rebellion, from the stripped-back office wear of the Severance aesthetic to Ferragamo's emotional runway storytelling; and collaborations that fuse heritage with futurism, like Bulgari and MB&F's sculptural timepieces and more. We've seen how hospitality is being redefined through modular design, immersive technology, and emotionally intelligent branding.

Throughout it all, one idea stands out: creativity is more accessible than ever, but great taste is what will set brands apart.

AI is rewriting how we generate content, yes, but it cannot replicate the instinct to know what matters. That's still human.



It's why the best brands aren't just using AI to automate, they're using it to deepen emotional resonance, build identity, and provoke feeling. The tools are evolving, but it's the tastemakers who decide what's worth making.

We believe staying curious is essential. And we believe you: the hoteliers, designers, marketers, and visionaries, are the ones shaping what comes next.

So we invite you to share your signals. What are you seeing? What new intersections of technology, culture, and design are you most excited by? Tell us what should be in the next edition. We're listening.

Let's use these tools, not just to do more, but to do better. Better hospitality. Better storytelling. Better human connection. Better marketing.



Thank you for being part of this journey. We'll be back in Q3. Until then: stay sharp, stay inspired, and keep building the future.

# Let's build the future, *together.*

Influence Society is a creative agency at the intersection of design, technology, and hospitality. We help extraordinary hotels craft compelling brand narratives, blending aesthetics with cutting-edge digital strategies to shape the future of hospitality. Through visionary storytelling, innovative marketing, and deep industry expertise, we empower hotels to stay ahead in an ever-evolving landscape.

Societies Quarterly is a curated exploration of the ideas shaping the future of hospitality. Every insight, trend, and innovation featured here has been carefully selected, with original sources linked for further exploration.

For inquiries, collaborations, or to share your thoughts, reach out to us at:

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