Furnishing the Future with AI

Excerpts from the Research Report by Praxis Global Alliance at

THE 5TH EDITION OF

Home &Home⁺ CONCLAVE® 2025

5TH DECEMBER 2025
Bombay Exhibition Center **Mumbai**

A KNOWLEDGE INITIATIVE ENCOURAGED BY

CREATICITY PURE | The **Land of Furniture**

5th Dec, 2025

Foreword

The global furniture and interiors industry stands at the cusp of a technological metamorphosis that is redefining the very foundations of spatial design. As Artificial Intelligence graduates from a novelty to a fundamental driver of the creative economy, and as generative design enters the mainstream manufacturing process, brands and legacy houses must take note. We are witnessing a shift where algorithms are no longer just passive tools for efficiency; they are active co-creators and strategic decision-makers in a hyper-personalized world. From predictive supply chains to ergonomic personalization, the expectations for what our environments can do for us are diverging markedly from those of the past, demanding a fresh lens through which businesses must reimagine their value proposition.

This report explores the rising dominance of AI innovations in shaping the future of furniture—transforming both the genesis of product design and the fluidity of consumer discovery. Seamlessly bridging the gap between artisanal heritage and algorithmic precision, these advancements are challenging legacy notions of mass production. They are ushering in an era where "custom-made" is scalable and where the customer journey is augmented by immersive, data-driven visualization.

The new-age demand is not just for utility but for intuitive adaptability, not just for aesthetic appeal but for intelligent living. Consumers are no longer buying static objects; they are investing in dynamic ecosystems that align with their lifestyle and values. In this evolving landscape, stakeholders must recalibrate their approach—moving beyond traditional marketing and merchandising to embrace a holistic strategy that spans generative development, sustainable material optimization, and phygital channel presence.

We, at Praxis Global Alliance, hope this report sparks new conversations and transformations across the ecosystem. We look forward to engaging with stakeholders across the industry who are committed to understanding and shaping the future of furniture industry in India

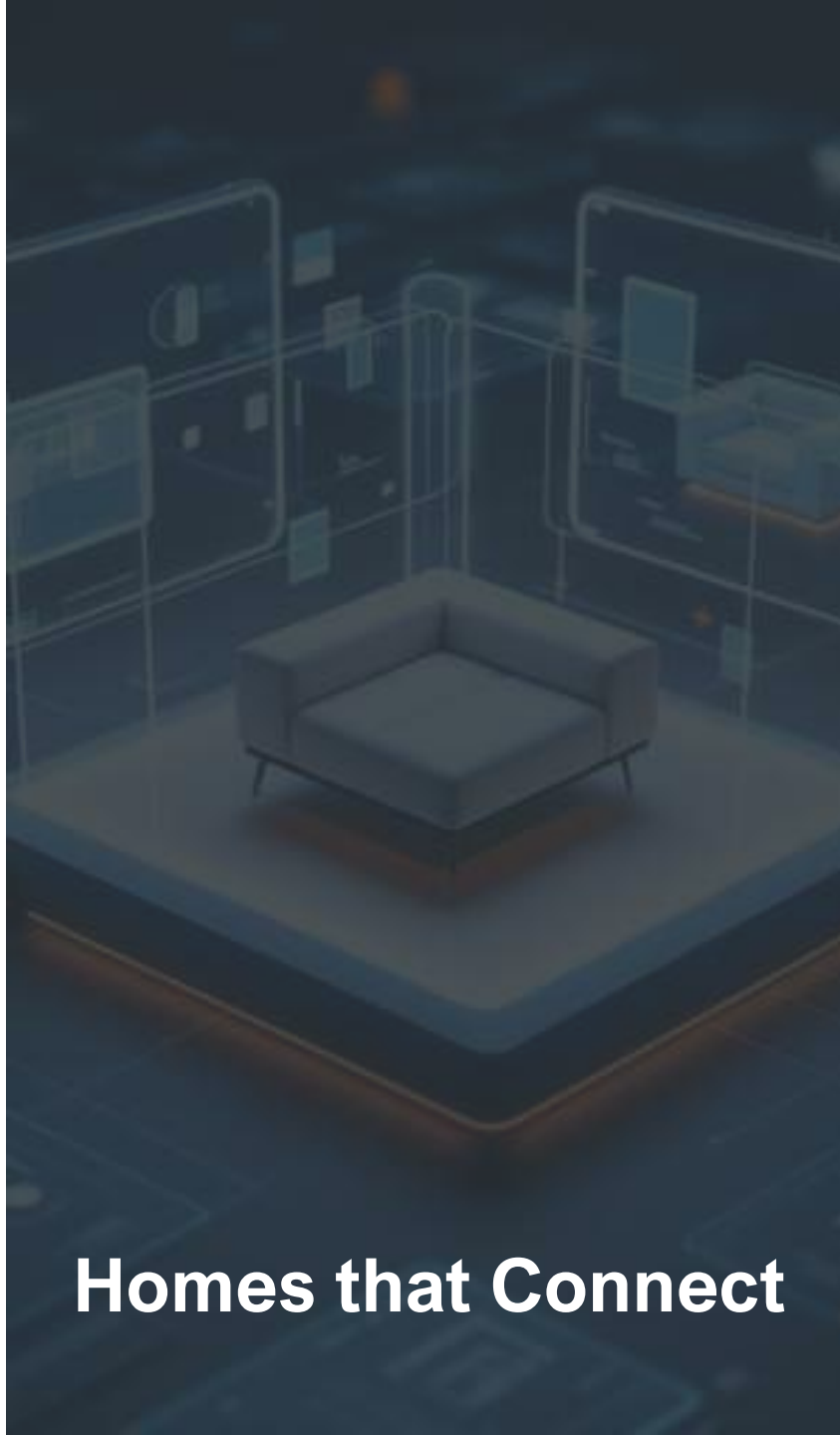*Madhur Singhal*
Managing Partner,
Praxis Global Alliance

Mahesh M
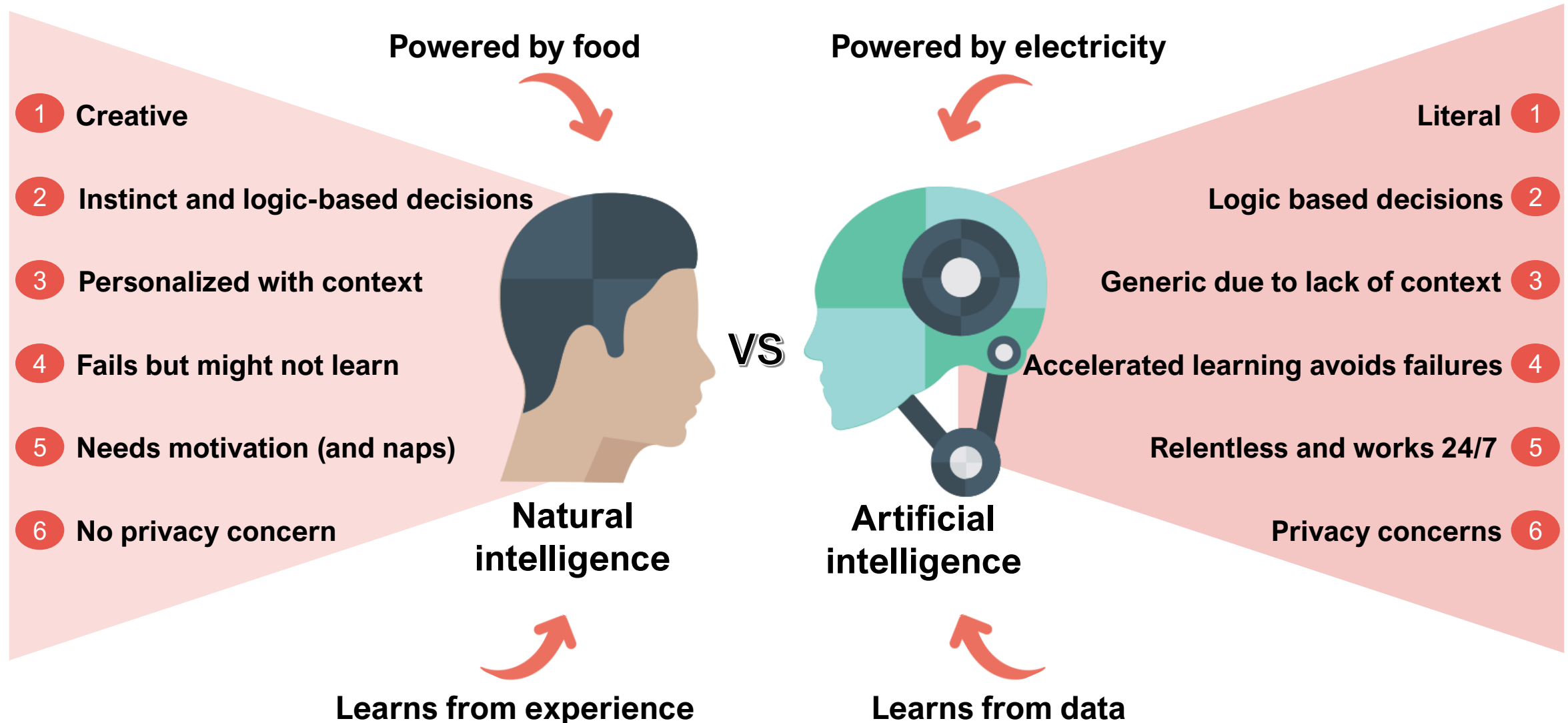*Chief Executive Officer*
Creaticity

The AI Paradox

Homes that Connect

Get Ahead with AI

The Mind vs. The Machine!
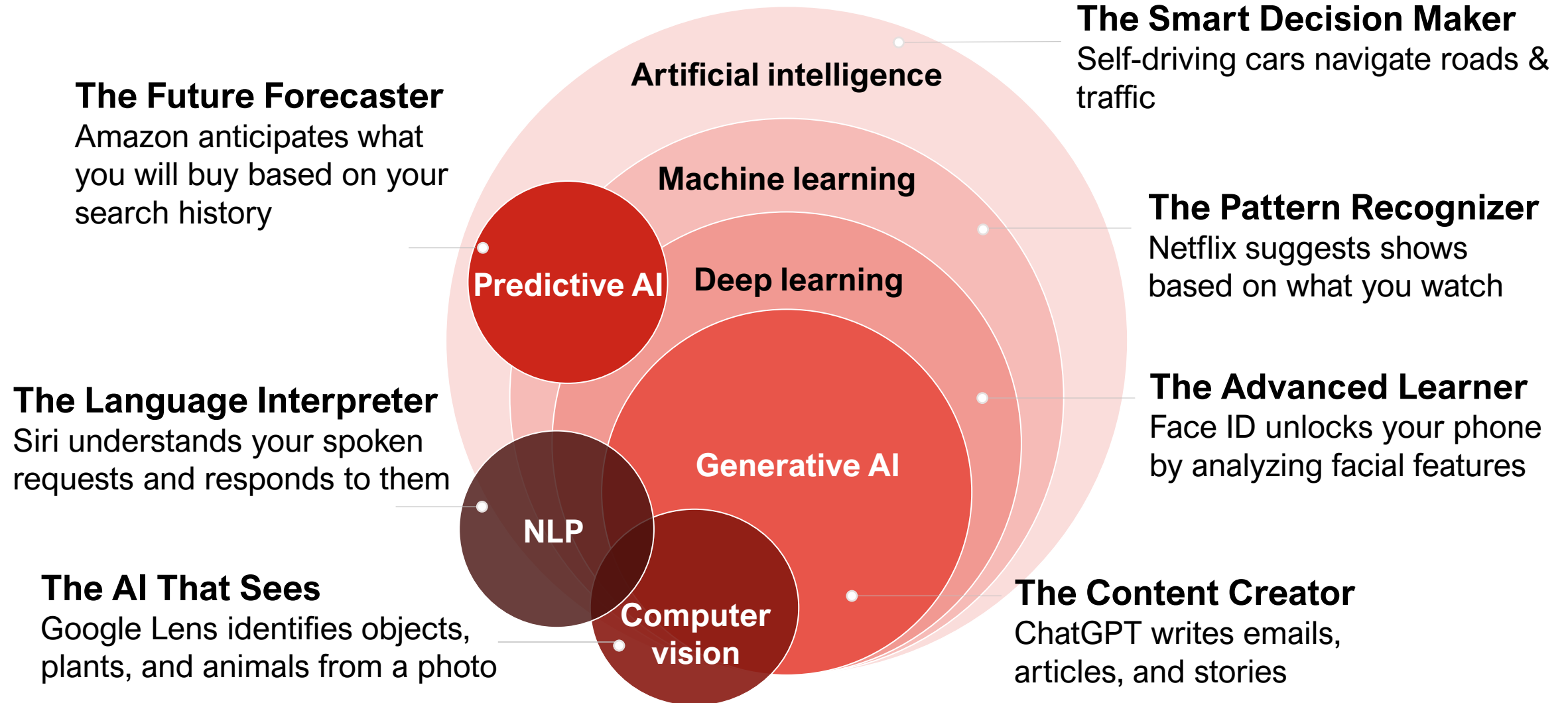
Powered by food

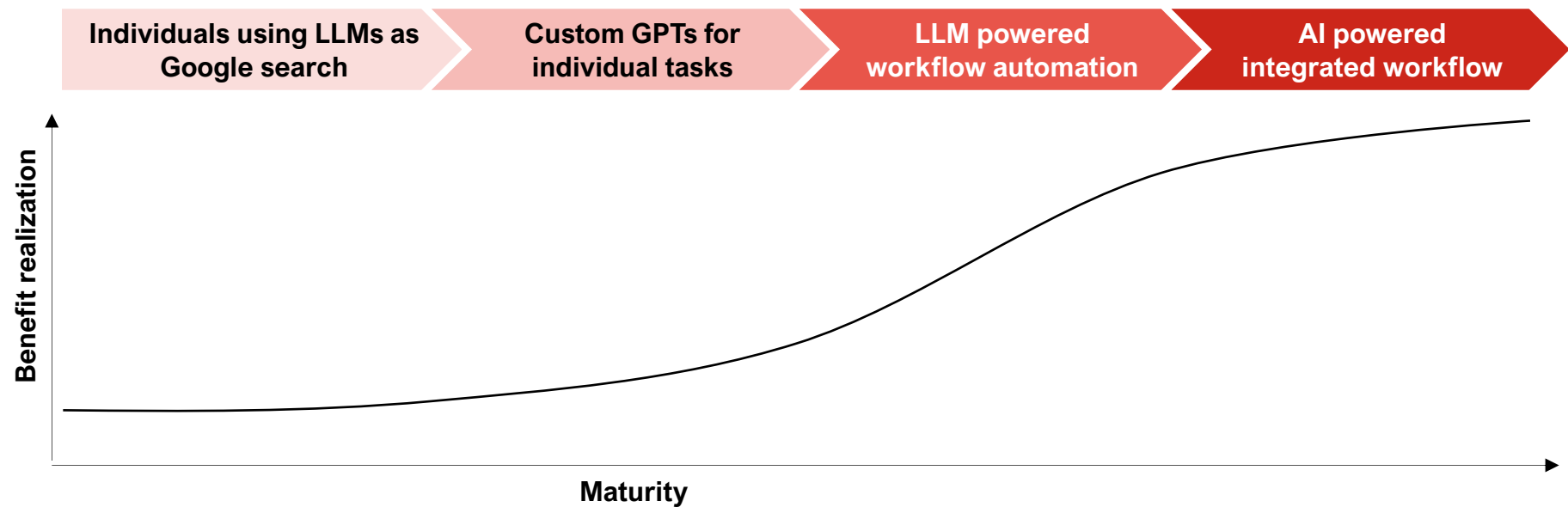**Powered by electricity**

1 **Creative**

Literal 1

2 **Instinct and logic-based decisions**

Logic based decisions 2

3 **Personalized with context**

Generic due to lack of context 3

VS

4 **Fails but might not learn**

Accelerated learning avoids failures 4

5 **Needs motivation (and naps)**

Relentless and works 24/7 5

6 **No privacy concern**

Privacy concerns 6

Natural intelligence

Artificial intelligence

Learns from experience

Learns from data

AI is a powerhouse with great potential

The Future Forecaster
Amazon anticipates what you will buy based on your search history

The Smart Decision Maker
Self-driving cars navigate roads & traffic

Artificial intelligence

Machine learning

Deep learning

Predictive AI

The Pattern Recognizer
Netflix suggests shows based on what you watch

The Language Interpreter
Siri understands your spoken requests and responds to them

Generative AI

The Advanced Learner
Face ID unlocks your phone by analyzing facial features

NLP

The AI That Sees
Google Lens identifies objects, plants, and animals from a photo

Computer vision

The Content Creator
ChatGPT writes emails, articles, and stories

Organizations are at different levels of AI maturity

Individuals using LLMs as Google search	Custom GPTs for individual tasks	LLM powered workflow automation	AI powered integrated workflow

Benefit realization (y-axis) vs **Maturity** (x-axis)

Benefit realization	Negligible	Individual productivity boost by 15-25%	Team productivity boost by 15-25%	Org-wide boost by 15-25%
Cost incurred	Zero	$200-300 per employee per annum	Tool subscriptions + compute token costs	+ development + training costs
Scalability of solutions	Zero	Individual task level	Non scalable beyond specific workflow	Infinite scalability via integrated workflows
Complexity of solutions	Zero	Zero	Basic complexity of integrating systems	Max complexity due to enterprise-grade systems

AI is powerful and risky. Get it right to win big

Availability of data

Developing AI projects on dirty, biased data, scanty data

IBM Watson for Oncology recommended incorrect or unsafe treatments due to scanty training data

Business context

Projects deployed without considering seasonality, change management

Predictive model over estimated prices leading to

$500M

losses and 25% workforce reduction

Unexplored technology

Adopting untested technologies without understanding limitations lead to errors

reported payment routing failure

US$ 900M

mistakenly transferred

System failure

Software glitches or misconfigurations can cause critical operational failures

failed to detect money laundering

US$ 1.9B

fine levied

Risk Management

Inadequate risk management in fully automated systems

$10M+ sunk costs due to Voice based order management system misinterpreting orders (eg. Ordering 260 McNuggets instead of $2.60 McNuggets)

Overspending

High AI investment without clear ROI can strain resources, causing losses

AI spending concerns with RoI

US$ 1T

spent without much effectiveness

The AI Paradox

Homes that Connect

Get Ahead with AI

THEN. WHAT. NOW: Five trends shaping the FUTURE

1 **Hyper personalization at scale**

2 **Digital Twins at frontlines**

3 **Smart manufacturing**

4 **Signals, Not Surprises**
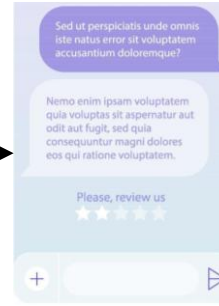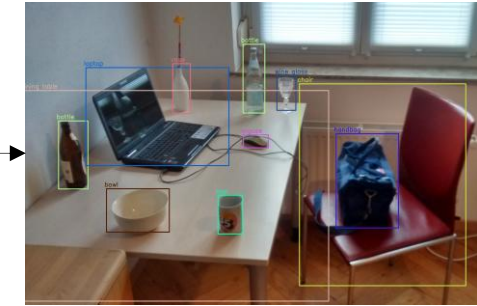
5 **Optimizers, Not managers**

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The biggest competitor is not another brand, but the speed of changing user expectations
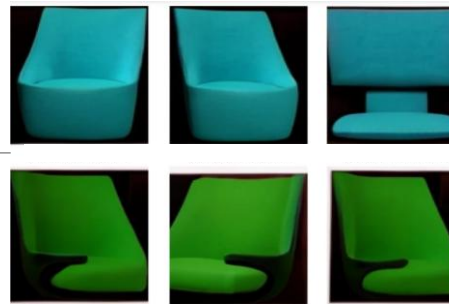

User uploads Insta or home image

User enters their requirement

Vision AI detects relevant furniture
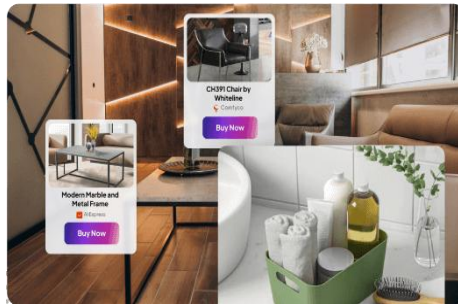
User gets personalized product recommendation

Designer bot generates design and looks as per requirements

AI model identifies size, reference images, attributes from images

wayfair → model production and imagery pipeline time from **3 months to just 4 weeks**

Tony Stark without J.A.R.V.I.S. is just a guy in a suit

Customer visits retail store

Sales agent

Happy customers in and outside the store

- Instagram image of furniture
- Image of current furniture
- Specific requests like pet friendly, etc.

Price negotiator

Knowledge bot: materials, properties

Follow up

- Higher conversion rates
- Premium prices
- Strong word-of-mouth

MATHIS HOME®
YOUR STYLE. YOUR PRICE.

→ AI Sales Copilot delivers faster cycles, empowering associates to scale bigger

③ Smart manufacturing: Build more, waste less

It's not about robots building goods; it's about AI ensuring the machines never stop

Can our factories manufacture a hyper personalized SKU efficiently?

PROHAN 1991

↓ 90%
Defects detected
Using computer vision for defect identification in wood

ASHLEY

↓ ~20%
Downtime
Using 3D printing to make complex molds

Tyson Foods

↓ 100%
Manual Inventory counting
Using computer vision for counting chicken trays

Steelcase

↑ 0%
Additional capex
IoT devices on old machines to modernize legacy systems

Presented at

The fanciest use of AI isn't a robot, but an inventory sheet that never has an "Overstock"

Can our supply chain match delivery times for furniture and fashion?

wayfair

~1-2
Days delivery
Using ML & predictive logistics to pre-position inventory

IKEA

~25%
Reduced inventory
AI-driven demand sensing predicts store-level demand

LOWE'S

~15%
SKU Reduction
AI SKU rationalization removes low-performing products

Nebraska Furniture Mart

~1K+
Hours saved
Digital price tags auto-update, reduce manual work

Optimizers, not managers: Predict. Position. Profit.

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AI copilots are nitro boost to your business

FREEDOM

⬇ **NPD timelines**

AI-driven merchandising hub with manual controls

THE HOME DEPOT

⬆ **Basket size**

Location & AR based in-store mode for enhanced product discovery

dfs

⬆ **First attempt deliveries**

Real time satellite data enhanced location verification in routing

LOWE'S

⬆ **In-store conversion**

Computer vision based heatmapping for real time associate placement

IKEA

⬆ **Cross selling**

AI bot + human design consultants for support & product reco

Crate&Barrel

⬆ **Dynamic delivery modes**

Moved to distributed supply chain strategy for higher speed

The AI Paradox
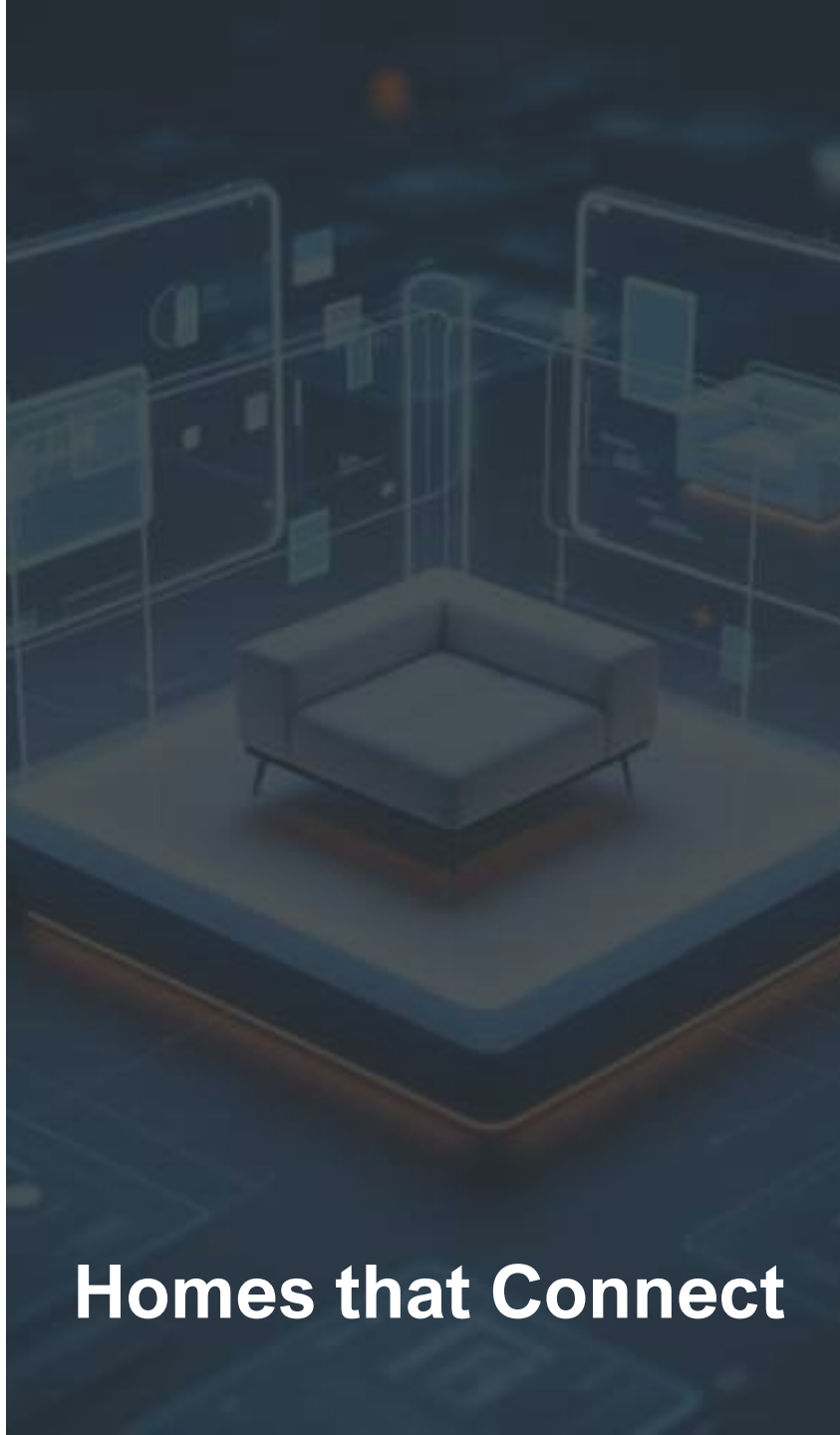
Homes that Connect

Get Ahead with AI

CXOs need a blueprint to steer their organizations in this AI storm

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Vision
- AI innovation
- Competitive edge
- Customer experience
- Automation

Reality
- Data privacy
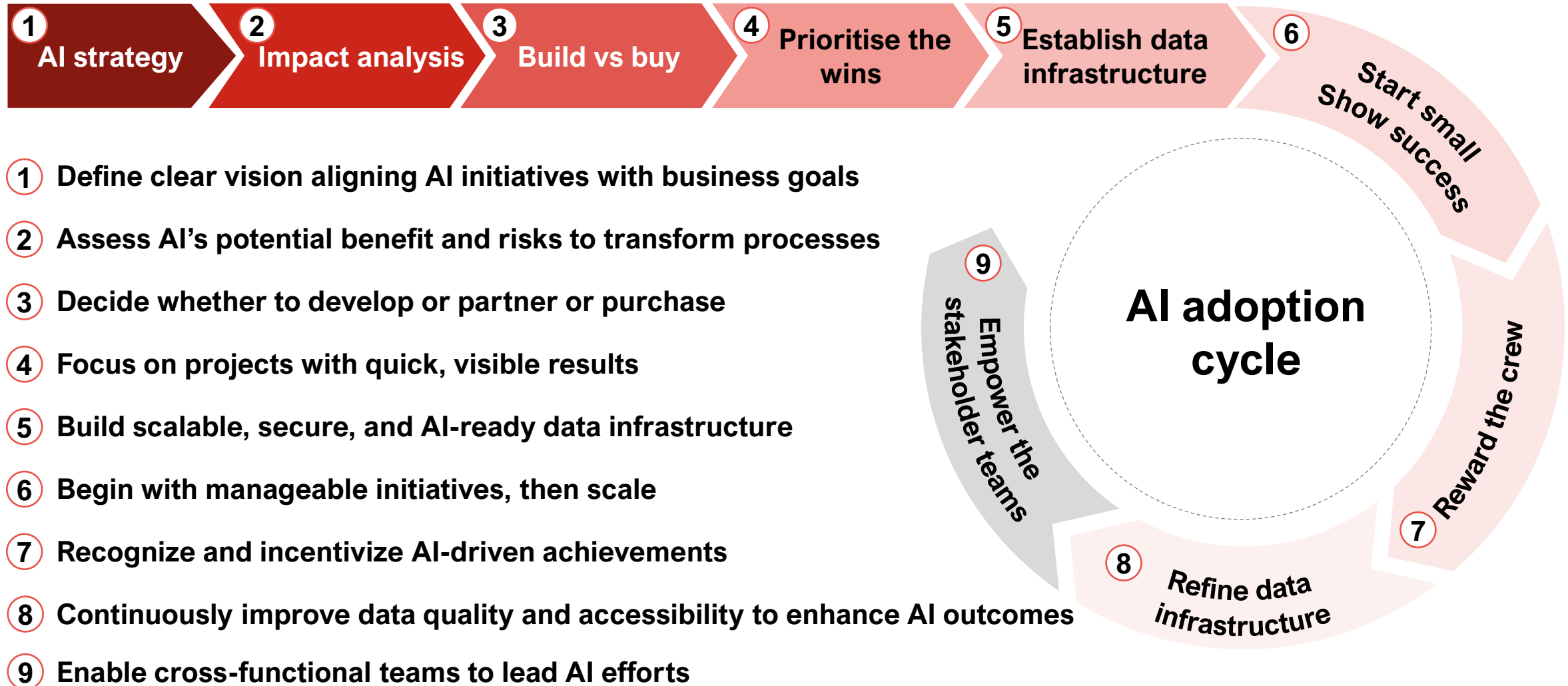- Talent shortage
- ROI uncertainty
- Ethical risks
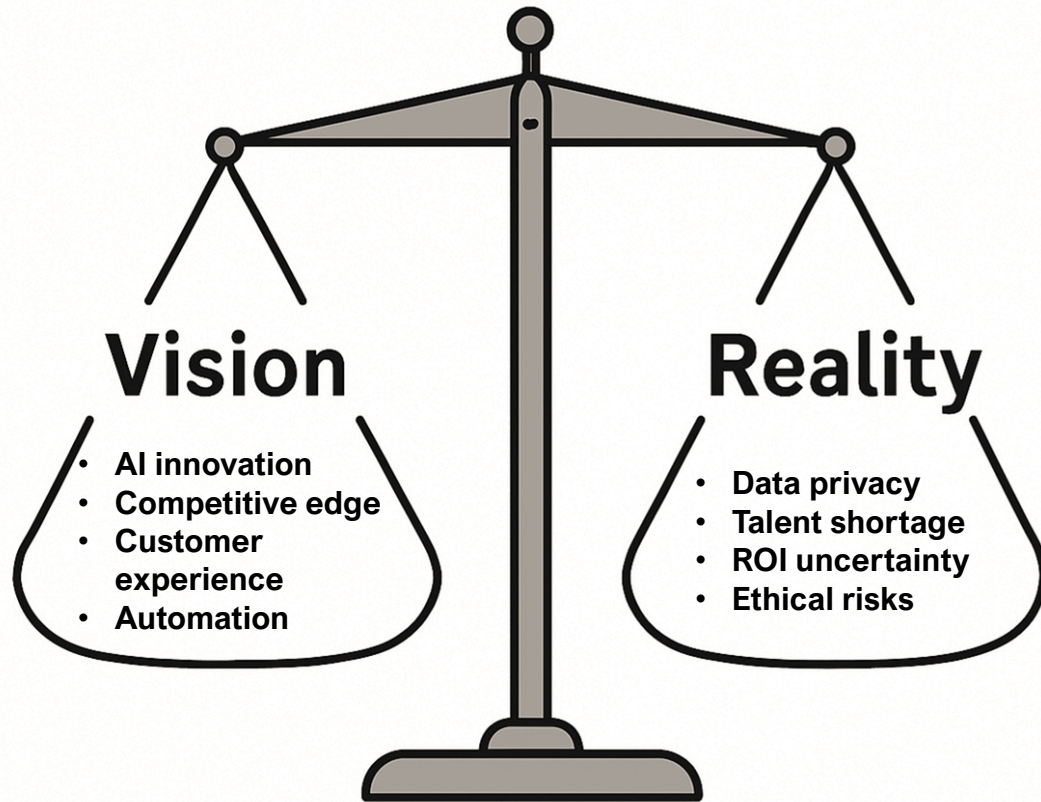
1. Where should we begin? Which use case to pick?

2. How to measure ROI of AI project?

3. Should we build a custom solution or subscribe a SaaS?

4. Which technology, which tools to pick?

5. When to hire and build internal capability?

6. How to ensure relevance of projects when LLMs are evolving so fast?

7. How to estimate project completion and value realization timelines?

AI success isn't just about adoption, it's about alignment between ambition, capability, and responsibility

AI adoption is a long and iterative process

| 1 AI strategy | 2 Impact analysis | 3 Build vs buy | 4 Prioritise the wins | 5 Establish data infrastructure | 6 |

1. Define clear vision aligning AI initiatives with business goals

2. Assess AI's potential benefit and risks to transform processes

3. Decide whether to develop or partner or purchase

4. Focus on projects with quick, visible results

5. Build scalable, secure, and AI-ready data infrastructure

6. Begin with manageable initiatives, then scale

7. Recognize and incentivize AI-driven achievements

8. Continuously improve data quality and accessibility to enhance AI outcomes

9. Enable cross-functional teams to lead AI efforts

AI adoption cycle

6 Start small Show success

7 Reward the crew

8 Refine data infrastructure

9 Empower the stakeholder teams

Success mantra: Start small → Demonstrate success → Repeat

Don't buy a Ferrari to deliver Pizza

✓ Pick 1 specific pain point

✓ Prepare required datasets

✓ Solve it & demonstrate success

✓ Increase adoption & realize business value

✓ Discontinue if not scaling or business value not achieved

× Large scale AI transformation projects

× Jump on AI before fixing data

× Pick a large use case

× Ignore data security

Prohan (Europe) piloted their quality control AI on *one* specific defect type before rolling out to the whole factory

Strong Data Pipelines: The secret to AI success

>**>80% of AI projects fail due to data issues. Fix the foundation before building the future.**

Raw data

Broken data pipelines

Deployment

❌ Poor data quality

❌ Insufficient data volume

❌ Fragmented / multiple data systems

❌ Biased datasets

❌ Inaccurate labelling

❌ Lack of governance
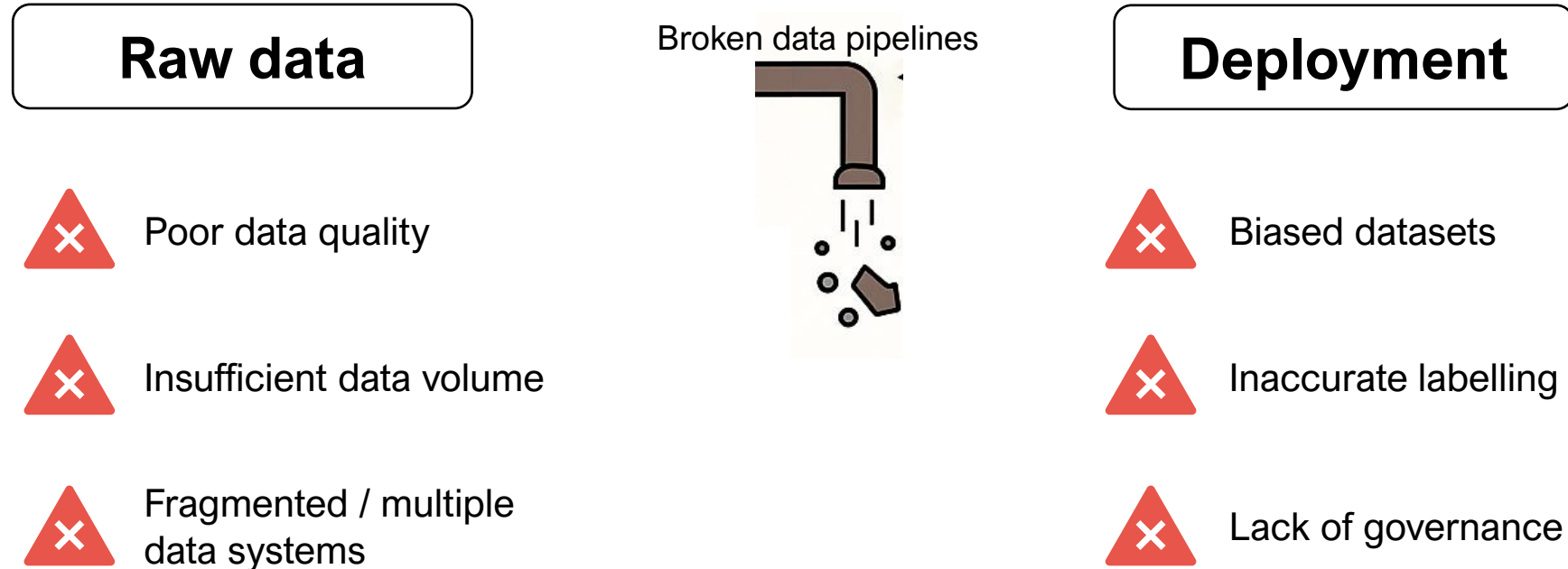
IBM IBM Watson oncology → Trained on hypothetical, dirty & unclean data

Zillow → Inadequate representation of seasonality in training data

Data security has to be woven in each step of decision making

1
Unauthorized access to data

- API key / oAuth / tokenized authentication on all integrations
- Role based access control to data and features

2
Data residency

- All data resides in owned tools & DB
- Firewalls, anti-virus and incident management protocols

3
Data encryption

- Encryption for sensitive data
- All data transfers through secure HTTPs connections

4
3rd Party integrations

- Use of enterprise grade tools with secure connection channels
- Sensitive data anonymized, masked to ensure DPDP compliance

5
File sharing

- All data and files remain in secure drive / folder
- Sanitization of data before sharing with external parties
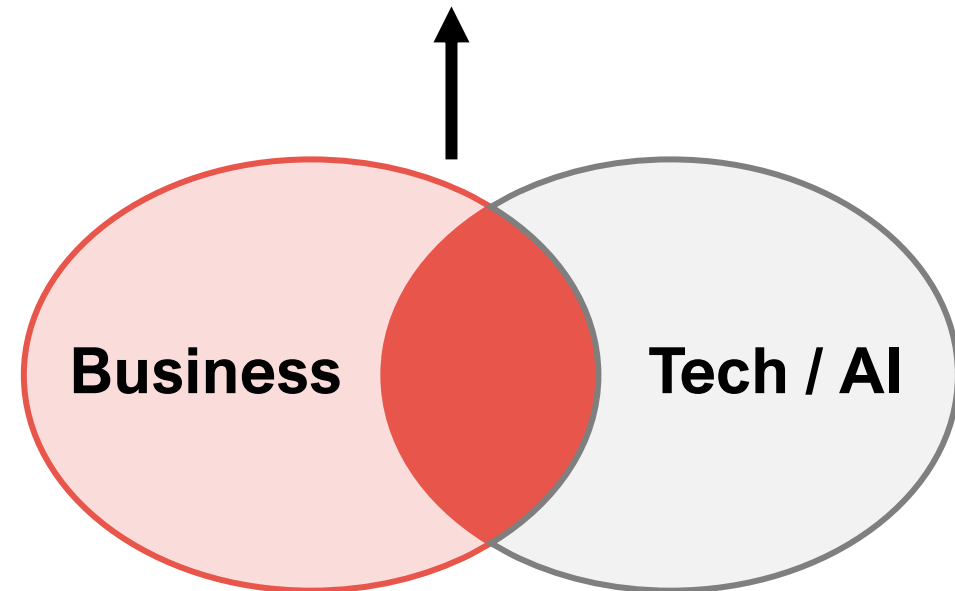
Align, Accelerate, Achieve business outcomes with DRIVE™

We work with clients from IDEATION to OUTCOME REALIZATION

D	**R**	**I**	**V**	**E**
Diagnose problem statement	**Ratify with stakeholder**	**Integrate & develop**	**Validate with pilots**	**Embed in company culture**
Quantified value	**Stakeholders aligned**	**Solution developed**	**Solution fit established**	**Org wide adoption**
• Business output metrics defined • Root cause analysis • Estimation of business value	• Stakeholder sign off • Direct stakeholder validating business value creation	• System developed with customer tools, DB, and enterprise grade security	• Validation of business value in 1 use case • Fine tune solutions based on feedback	• User training & change management • Full realization of business value

Praxis for 'Business First AI': We get things done, *practically and fully*

Business outcomes first	**Unbiased solutioning**	**End-to-end execution**	**Quickest to deploy**	**Embed at Scale**
Using AI and tech to enable business outcomes	Unbiased and best-of-breed solutions	Solutioning + Architecture + development + integration + training	95+ use cases 20+ AI Agents 50+ integrations	Training and capability building for sustained value realization

What we do: We strategize and execute Digital / AI enablement journey of organizations

AI / Technology Value Realization

Identify and realize ROI in AI use cases

- AI strategy / roadmap
- Use case prioritization
- AI-first culture: Trainings & immersion sessions

Process digitization & AI Implementation

Embed Tech / AI for competitive edge

- Process automation
- Use case implementation
- LLM, AI integration into business workflows

Tech, AI and Data maturity assessment

Assess tech, data and infrastructure

- Tech benchmarking & best practices
- Tech Due Diligence
- Data gov & Cybersec

Data Factory, BI and Reporting

Prepare for org-wide AI scale-up

- AI ready data ETL and infrastructure
- Single source of truth

AI-powered Enterprise Transformation

Revenue: Turn data into Dollars, powered by AI

- Data driven decision making
- Sales and marketing process enhancement
- Customer experience and churn management

Cost excellence: Leaner, more efficient enterprise

- Employee productivity enhancement
- Operations cost optimization
- Risk mitigation & compliance

Connect with us

We will be happy to share perspectives

Presented at

For media queries, please contact

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