

# AI *fashion*

Transforming Style with Artificial Intelligence



# The Evolving Fashion Retail Landscape

- Fast-paced and competitive environment.
- Consumer preferences change rapidly.
- Rise of online shopping and omnichannel strategies.
- Growing focus on sustainability.





# Personalizing Fashion: AI to Enhance Customer Experience

- **H&M**

H&M is a major player in the fast-fashion industry with a worldwide presence. H&M uses AI to personalize the shopping experience through virtual try-ons.

- **Purpose of AI**

H&M AI technology uses 3D body scanning and machine learning to create personalized clothes.

- **Hallenstein Glassons**

Hallenstein Glassons is a prominent fashion retailer in New Zealand. Implementing H&M's AI could personalize the shopping experience at Hallenstein Glassons.

- **Shared Business Goals (H&M and Hallenstein Glassons)**

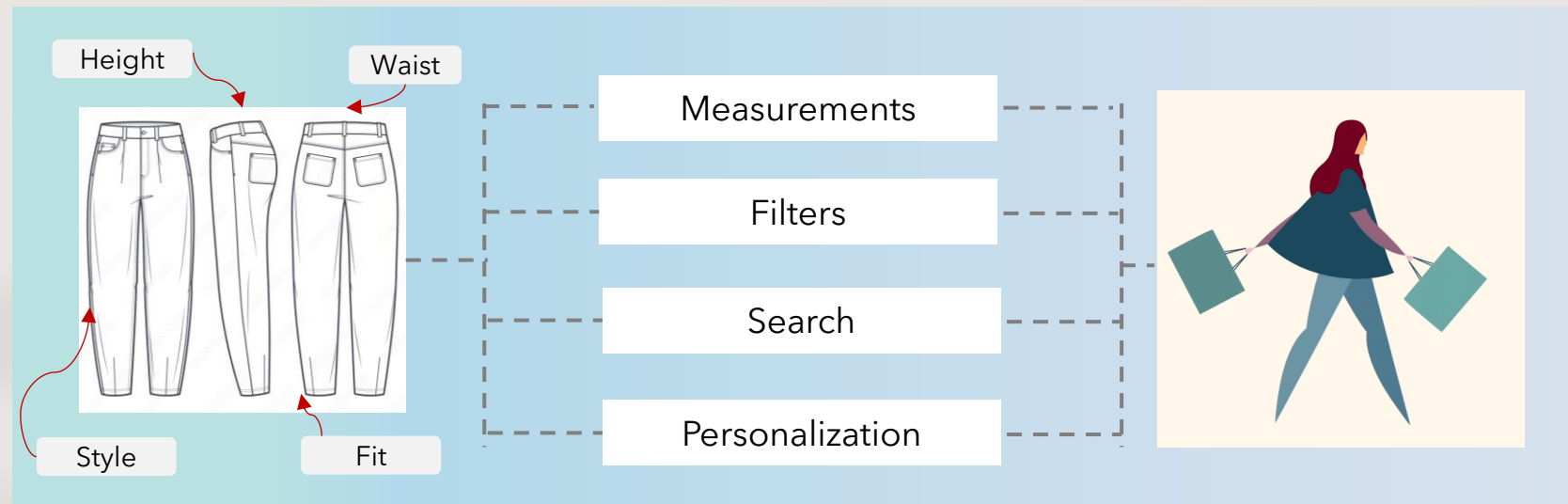
- Enhance customer experience and satisfaction through personalization.
- Reduce returns due to ill-fitting garments.
- Promote sustainability by minimizing overproduction.

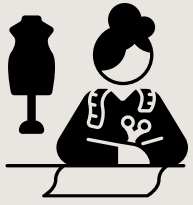


# 'Body Scan Jeans' A Pioneering AI Application



- 3D body scanning technology for customized jeans.
- Virtual try-on experience with different styles and colors.
- Machine learning creates personalized patterns and measurements.
- On-demand manufacturing reduces waste.

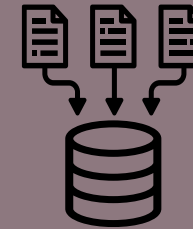




# Process for Implementing AI Solutions

## Proof of Concept (POC)

- Utilize existing data for testing.
- Spin up virtual machines for quick testing.
- Aim to complete POC within a few weeks.
- Move to the pilot stage if POC is successful.



## Pilot

- Test the AI solution in select markets.
- Evaluate if theory translates to real-world results.
- Implement the solution on a small scale.
- Proceed to roll out if the pilot demonstrates success.



## Industrialization and Roll-out

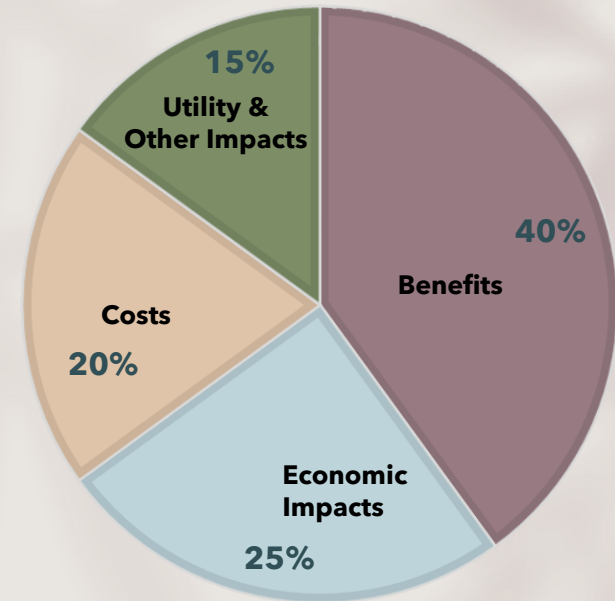
- Scale the solution to all H&M operations globally.
- Requires robust and reliable AI solutions due to a large user base.



# The Impact of AI-powered Personalized Jeans

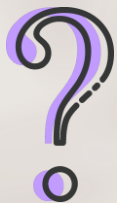


- **Benefits**  
Increased customer satisfaction, reduced returns, brand reputation boost, and potential for on-demand manufacturing.
- **Economic Impacts**  
Increased sales, and potential job creation in data analysis and AI development.
- **Costs**  
Integration costs (equipment, software, training), potential data privacy concerns.
- **Utility & Other Impacts**  
Improved efficiency in the clothing supply chain, potential environmental benefits from reduced overproduction.



- Benefits
- Economic Impacts
- Costs
- Utility & Other Impacts

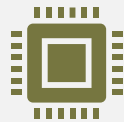
# Challenges and Considerations



Technical complexities of integrating new technology.



Data privacy concerns regarding body scan information.



Investment in 3D scanning equipment, software, and training.



Potential disruption to store operations during integration.