



# MAXIMIZING BUSINESS OPPORTUNITIES THROUGH ARTIFICIAL INTELLIGENCE

# OUR TEAM



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# WHAT IS ARTIFICIAL INTELLIGENCE?

Process information just like our brains

Two Key Components

Machine Learning

Natural Language Processing



EXAMPLES

VIRTUAL ASSISTANTS

CHATGPT

MIDJOURNEY

# QUIKSILVER



“Quiksilver is a well-known brand in the action sports and lifestyle industry, primarily focusing on surfing, skateboarding, and snowboarding.”



# BRAND ID

According to ChatGPT:

1. Surf & Action Sports Lifestyle
2. Youthful & Energetic
3. Innovation & Performance
4. Beach Culture & Sustainability

# CONSUMER

According to ChatGPT:

1. Surfers, Skaters, and Snowboarders
2. Youth & Young Adults
3. Casual Lifestyle Consumer

# FORECASTING AND PLANNING



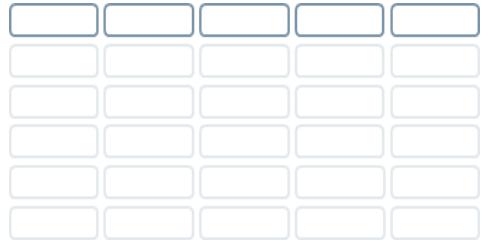


# IMPORTANCE OF FORECASTING

**Enables businesses to:**

- Manage Supply Chains
- Inventory Management
- Plan Marketing Strategies
- Identify Potential Opportunities/Problems

# WHY?



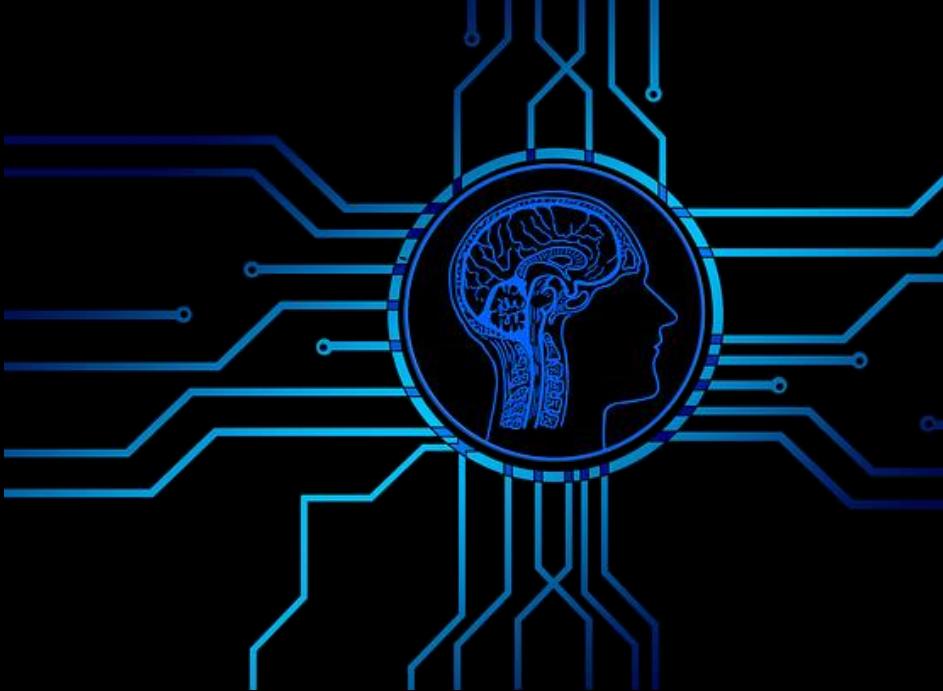
**Data**

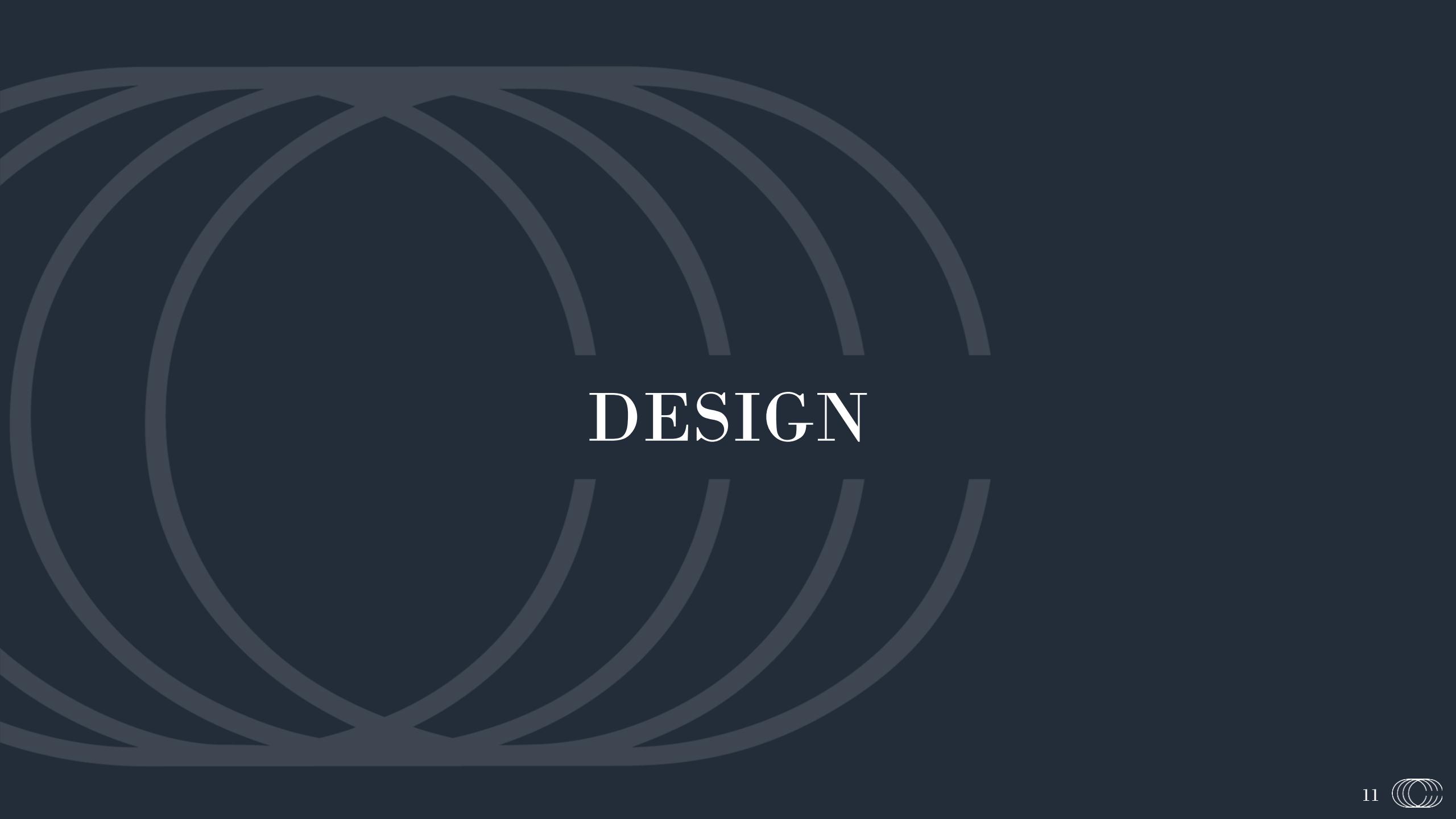
**Time  
consumption**

**Demand  
Fluctuations**

# HOW CAN AI HELP?

- Accuracy
- Ad hoc forecasting and what-if analysis
- Assimilate external factors
- Bi-directional integration of SAP IBP with SAP ERP and Excel





DESIGN

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# MIDJOURNEY

- Subscription based
- AI image generation tool that can create images from simple text or image prompts
- Fosters creativity helping reimagine and draw inspiration from intricate detail to the design aspect





 Friends

V1

V2

V3

V4

 Nitro

BUY 1, GET 1

DIRECT MESSAGES



Midjourney Bot

 ✓ BOT Midjourney Bot Boardriders department store mockup with realistic c 

Midjourney Bot ✓ BOT Today at 4:01 PM

Boardriders department store mockup with realistic details with  
customers shopping - Variations (Strong) by @AllInterns (fast)



U1

U2

U3

U4



V1

V2

V3

V4



AllInterns  
AllInterns#20...



Message @Midjourney Bot



Midjourn

Midjourney E

#### ABOUT ME

Generate an i  
under 60 sec  
command!

<https://docs.>  
service

#### DISCORD MEI

Jan 29, 2022

#### NOTE

Click to add a



Friends



Nitro

BUY 1, GET 1



DIRECT MESSAGES



Midjourney Bot



U1

U2

U3

U4



V1

V2

V3

V4



✓ BOT Midjourney Bot moodboard, surfing, boys, beach, back to school, radi 🖼



Midjourney Bot ✓ BOT Today at 4:06 PM

moodboard, surfing, boys, beach, back to school, radical time, fashion  
surf focused moodboard design process development for boys apparel -  
Image #3 @AllInterns

Mark As Read



Midjourney

Midjourney E

#### ABOUT ME

Generate an image under 60 seconds command!

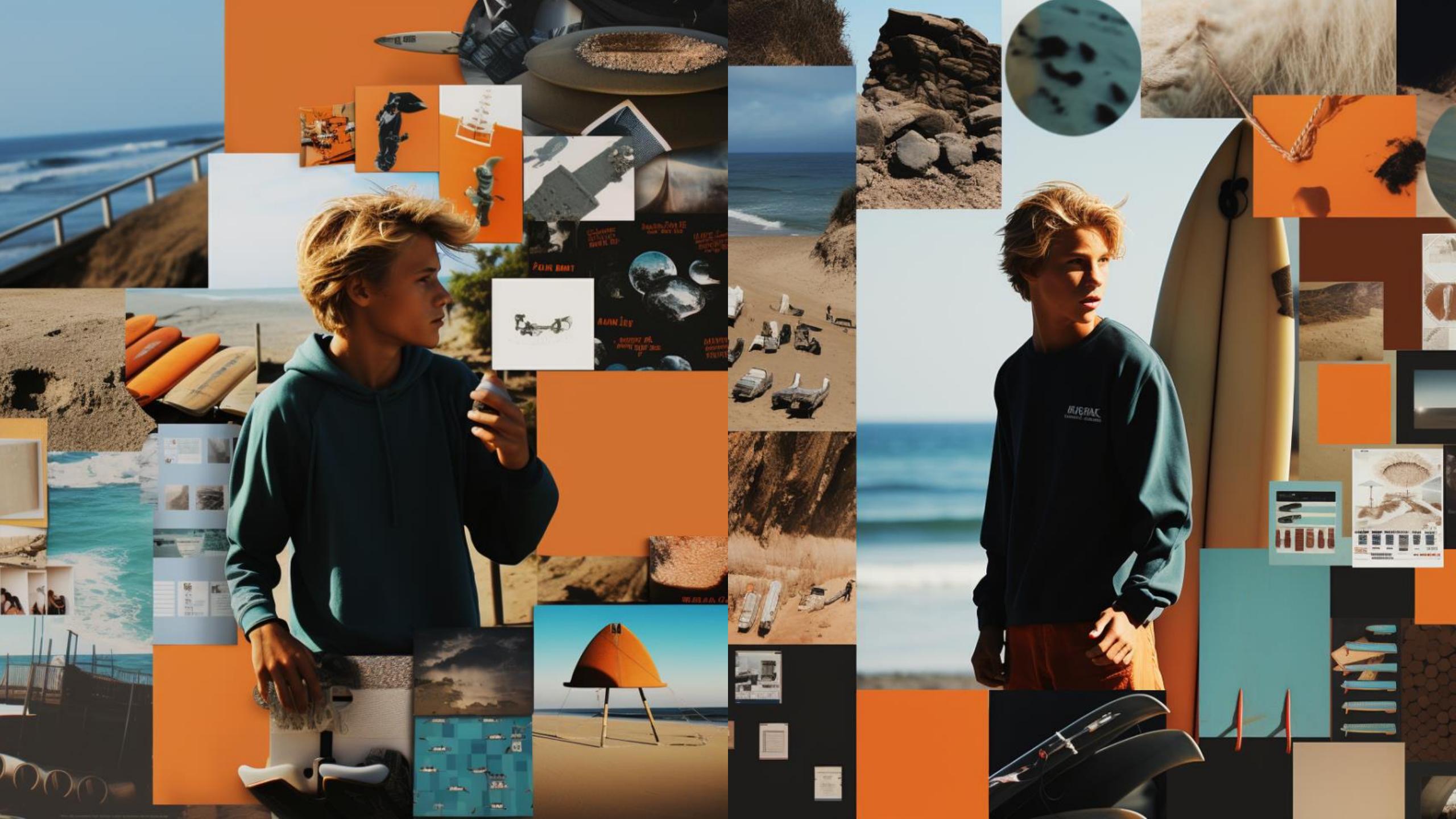
<https://docs.midjourney.com/service>

#### DISCORD MEMBERS

Jan 29, 2022

#### NOTE

Click to add a note



**1 HOUR +**

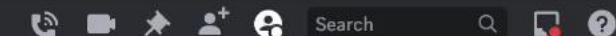


**30 SECONDS**



Find or start a conversation

Midjourney Bot



Friends

Nitro

BUY 1, GET 1

DIRECT MESSAGES

Midjourney Bot



U1 U2 U3 U4  
V1 V2 V3 V4

Midjourney Bot ✅ BOT customers shopping inside of a quiksilver surf clothing shop inside of a macy's - @Allinterns (fast) NEW

Midjourney Bot ✅ BOT Today at 4:10 PM

customers shopping inside of a quiksilver surf clothing shop inside of a macy's - Variations (Strong) by @Allinterns (fast)



U1 U2 U3 U4  
V1 V2 V3 V4



Midjourney Bot

Midjourney Bot#9282 ✅ BOT

#### ABOUT ME

Generate an image based on a text prompt in under 60 seconds using the /imagine command!

<https://docs.midjourney.com/docs/terms-of-service>

#### DISCORD MEMBER SINCE

Jan 29, 2022

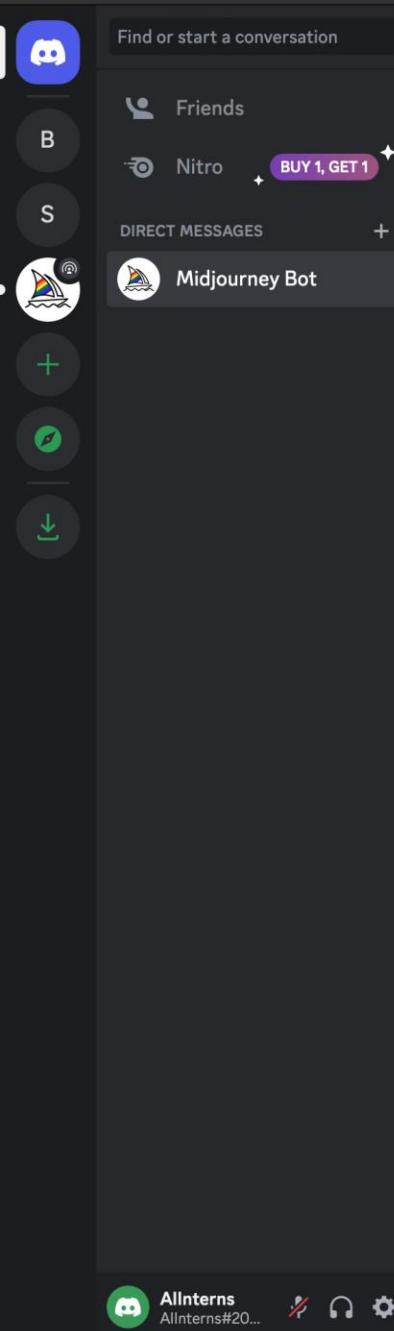
#### NOTE

Click to add a note



Message @Midjourney Bot





Midjourney Bot

U1 U2 U3 U4

V1 V2 V3 V4

Midjourney Bot ✓ BOT Midjourney Bot a grey printed swim short with an orange pattern, in the style of vaporwave, light pink and teal, contained chaos, 8k, harsh graphic lines, childhood arcadia

Midjourney Bot ✓ BOT Today at 4:15 PM a grey printed swim short with an orange pattern, in the style of vaporwave, light pink and teal, contained chaos, 8k, harsh graphic lines, childhood arcadia, beach, surfing, bright colorways, bold water prints and patterns - Variations (Strong) by @AllInterns (fast)

U1 U2 U3 U4

V1 V2 V3 V4

Message @Midjourney Bot

Gifts GIF Image Smiley

Midjourney Bot  
Midjourney Bot#9282 ✓ BOT

**ABOUT ME**  
Generate an image based on a text prompt in under 60 seconds using the /imagine command!

<https://docs.midjourney.com/docs/terms-of-service>

**DISCORD MEMBER SINCE**  
Jan 29, 2022

**NOTE**  
Click to add a note

QUIKSILVER



MIDJOURNEY







# SUSTAINABILITY



## WHY IS SUSTAINABILITY IMPORTANT TO QUIKSILVER?

- ✓ As a surf-inspired brand, Quiksilver has always had a deep connection with nature
- ✓ What have they done so far?
- ✓ Created 333,813,325 products out of recycled plastic bottles
- ✓ Avoided 10,377,437kg of CO<sub>2</sub> emissions by using recycled polyester in the majority of their products

# 3D MODELING

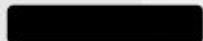
		
A chair that looks like an avocado	An airplane that looks like a banana	A spaceship
		
A birthday cupcake	A chair that looks like a tree	A green boot
		
A penguin	Ube ice cream cone	A bowl of vegetables



- 01 ————— CREATE
- 02 ————— STYLE
- 03 ————— PERFORM**

*Your finished  
garment*  
★★★★★  
\$99

M ▾



#### *Contribute to our digitised future*

This is where the impact is made. When the design is validated, you're ready to sell your 3D garments. This way, the entire process, from design to wholesale, moves more efficiently.

Uplift your wholesales and shorten time to market, whilst enjoying a more streamlined and sustainable process.

# AI FABRIC INSPECTION MACHINES



- Quickly flag non-matches
- Reduce product recalls and unusable samples



# PRODUCTION

# PROPOSING A NEW APPROACH: DRONES

**Armani is using drones to inspect garments**

**Reduce the number of defects in it's garments by 50%**

**Other brands like Nike, Zara and Levi's use it too**

## USAGE OF DRONE

- Measure garment dimension
- Inspect quality
- Check for stitching error



# RISK MANAGEMENT

Can assess potential risks within the supply chain



Example: Cotton is banned from Xinjiang Region



# SHIPPING



## RFID (Radio-Frequency Identification)

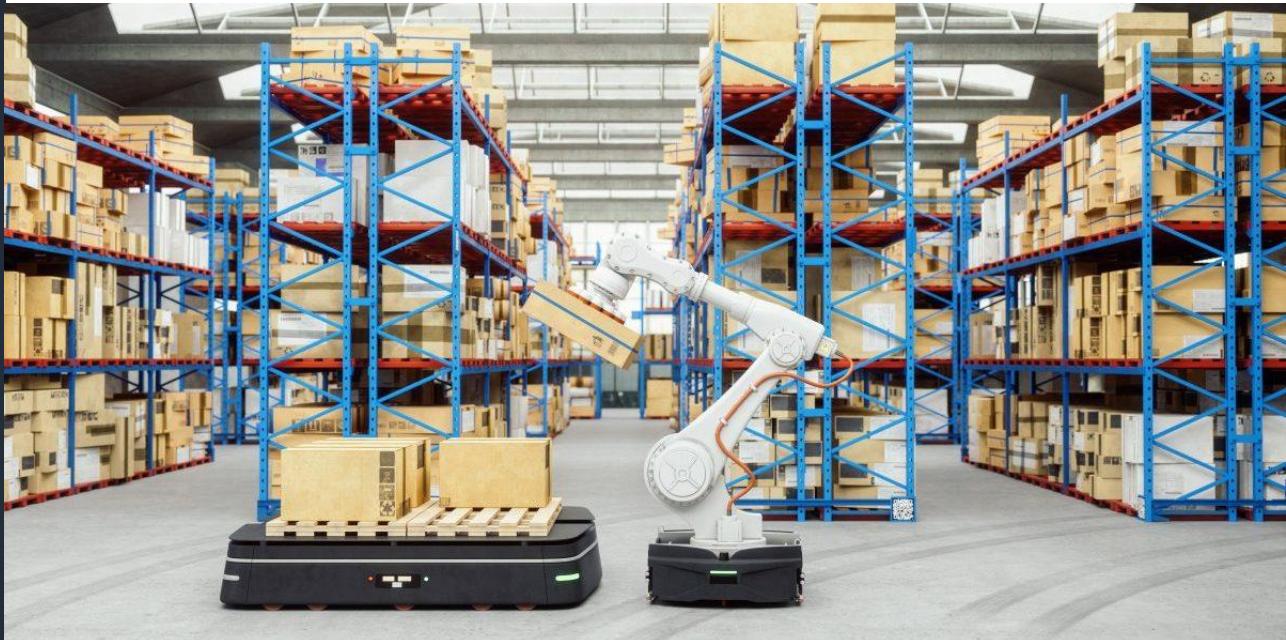
- Real Time Monitoring
- More retailers are requiring

Shipping with Air Tags



# WAREHOUSE MANAGEMENT

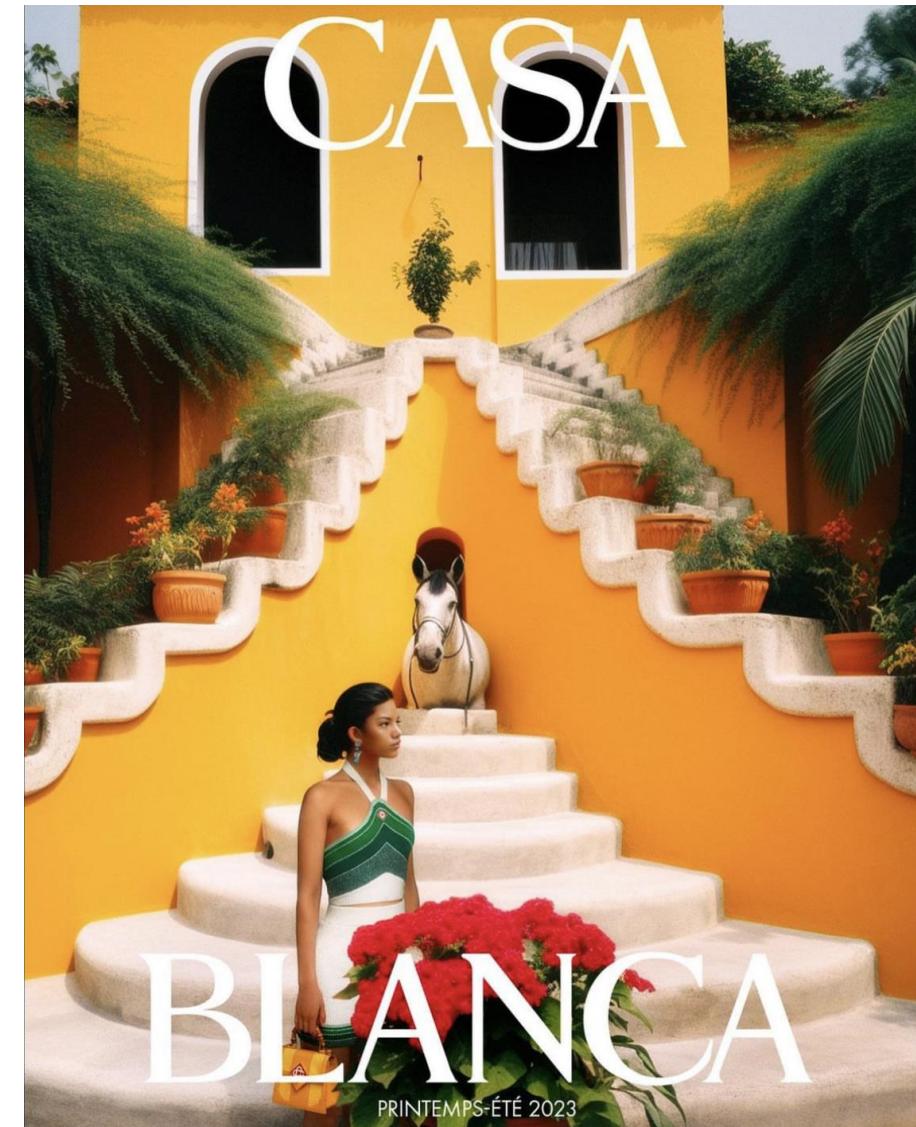
- Forecast stock and order while considering inventory levels
- Reducing manual labor
- Improve operations, efficiency, and safety





# MARKET & LAUNCH

# AI IN CREATIVE MARKETING



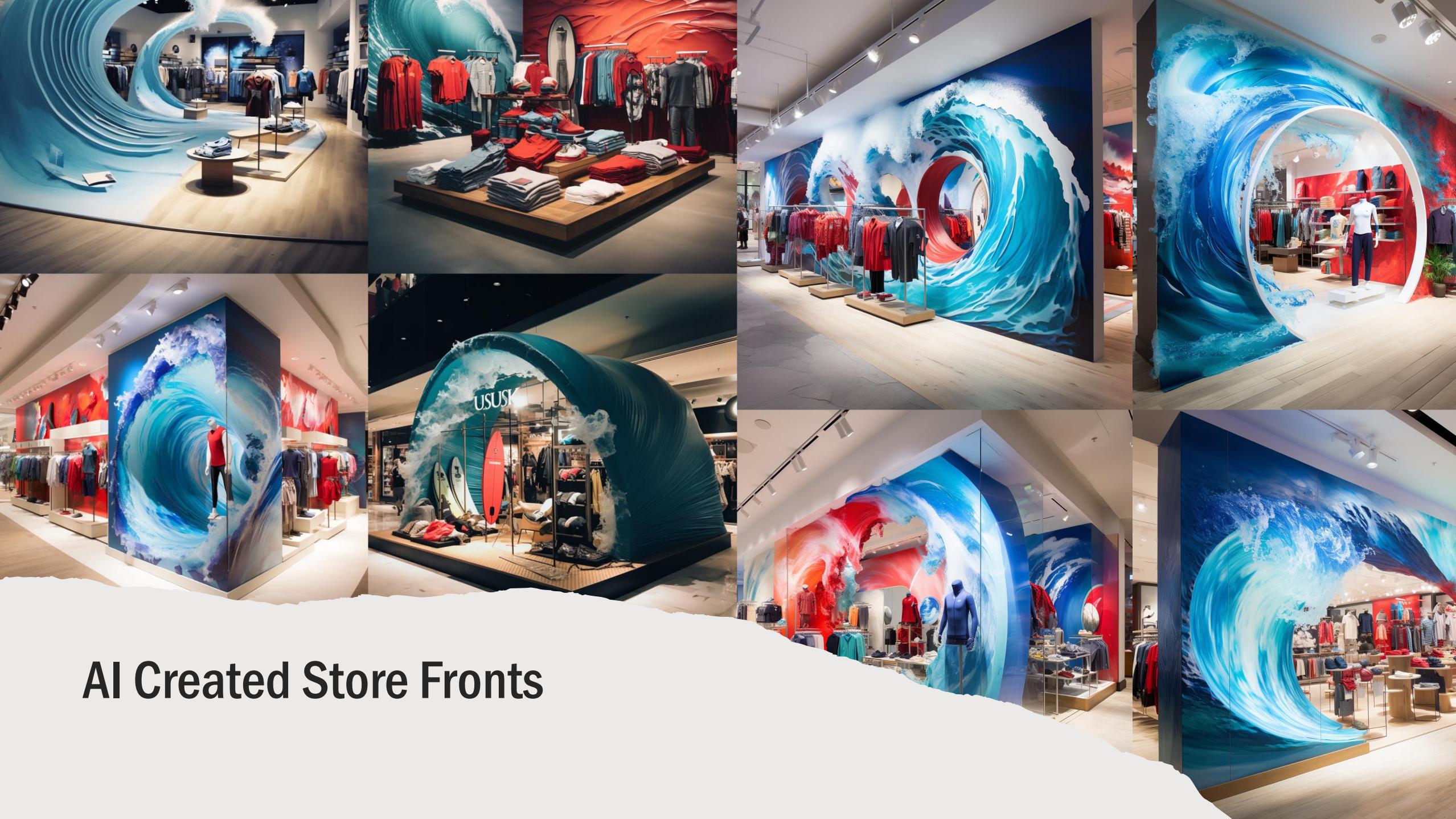
# AI IN CREATIVE MARKETING: USING MIDJOURNEY

Use to concept swipe and inspiration for a marketing campaign while maintaining brand identity









# AI Created Store Fronts

# BIARBANERO









macy's<sup>®</sup>

ON-CALL

POWERED BY



satisfi

| With  
Watson™







# NEXT STEPS

# COST BENEFITS AND VALUE PROPOSITION

## SAP IBP

Projected 90%+ Target Fulfillment Rates

Potential Benefit: Additional gross shipments of \$30-40 million

## Generative AI

High ROI with Low Costs

Lessen model fees and samples expense

## Amazon's AI Success with Kiva Robots

50% more inventory per square foot in equipped warehouses

20% reduction in operating costs reported by Deutsche Bank



# BENEFITS

 **Time and Cost Saving**

 **Increased Profitability**

 **Increased Customer Engagement**

# RISKS

 **Intellectual Property**

 **Biases in Models**

 **Risk of replacing jobs**

# COLLABORATION AT CENTRIC



Brian Root  
Michael Devito  
Melissa Kent  
Huggins Dees  
Meghan Ball  
Lucille Pagano  
Jolie Palazzolo  
Jency Montero  
Alex Peters  
Gerri Denora  
Kathleen Cedeno  
Lina Sicoli  
Albert Cabrera  
Meghan Conroy  
Breeamm Van Kirk  
Carolina Gomez  
Lluvia Jiminez Coplin  
Ellen Confino  
Jacob Paul  
Ellen Ross  
Lori Weener  
Kerry Barbadillo  
Kelly Grant  
Janie Waldman

Staci Hecht  
Leianne Beltran  
Jim Bulanda  
Keith Graber  
Jon Goldberg  
Sydney Waldman  
Nina Torres  
Geneva Serrano  
Lindsay Roegner  
Emilee Cohen  
Jill Eskenazi  
Elyse Kretz  
Tim Headley  
Bill Smartt  
Rosemary Avila  
Danielle D'urso  
Ava Scott  
Adzaan Muqtadir  
Amy Rapawy  
Herta Silva  
Candace Chestnut  
Morgan Lambert  
Allison Stupak  
Markos Mavrostomos  
Nick Tazza

# THANK YOU!

Susan Ventura