

## **Fashion and AI mini lit review**

### **Retail specific resources**

1. [Applying the Art of Artificial Intelligence to Retail: AI and its impact on retail's future was front and center at Dreamforce](#) Published 11/12/17
2. [IT Professionals Converge in Boston for Liveworx: The annual event touted itself as the "definitive event" for digital transformation](#). Published 6/13/19
  - The study referenced here is included as an attachment titled The Future of Retail
  - And just to show the flip side in article form: [Hey Alexa, 95% of consumers don't want to talk to a robot when shopping](#)
3. [RevTrax Adds AI Muscle to Platform as a Way to Better Persuade Shoppers: The solution is designed to target shoppers more effectively](#). Published 5/14/19
4. [JD.com and fung retailing form AI partnership. \(2018\). \*Enterprise Innovation\*, Retrieved from](#)  
<http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/1994157929?accountid=27975>
5. Weber, F. D., & Schütte, R. (2019). State-of-the-art and adoption of artificial intelligence in retailing. *Digital Policy, Regulation and Governance*, 21(3), 264-279.  
doi:<http://dx.doi.org/10.1108/DPRG-09-2018-0050> - requested via ILL on 7/22/19 - will add to folder when available - added to folder on 7/24/19
6. [Think Tank: Artificial Intelligence and Its Impact on the Retail Sector](#) Vic Bageria, chief executive officer and chief visionary officer of Xpandretail powered by Sávant Data System LLC, discusses. Published 6/24/19
7. [Bits & Bytes | H&M Bets on AI, The Rise of Digital Supermodels. This week, H&M turns to tech to build a stronger business and drive operational efficiencies, while a new wave of modelling agencies offer brands virtual models.](#)
8. [Artificial Intelligence Software Market Report. \(2018\). \(\). Melbourne: Acquisdata Pty Ltd. Retrieved from ABI/INFORM Trade & Industry Retrieved from](#)  
<http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2164126116?accountid=27975>
  - A keyword search of fashion is best

9. [How artificial intelligence is refashioning the retail industry. \(2017, Apr 15\). Telegraph.Co.Uk Retrieved from http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/1888652912?accountid=27975](#)
  - This one is interesting because it includes quite a few examples of brands and what they have successfully used AI for...and not so successfully in some cases. Good jumping off point for students to research something further.
10. [Lee, A. \(2019\). 6 CES tech trends for fashion and beauty: Women's wear daily women's wear daily. Wwd. , 14-15. Retrieved from http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2249001718?accountid=27975](#)

**Design specific resources (I separated out the designer examples requested in a subheading)**

1. [Standish, J., & Ganapathy, V. \(2018\). How AI can power the future of fashion: Women's wear daily women's wear daily. Wwd. , 20. Retrieved from http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2250996805?accountid=27975](#)
2. [In the Apparel Industry, Actual Size Will Vary. BodyBlock AI helps brands design better fitting garments informed by thousands of body scanners worldwide. Published 7/15/19](#)
3. [How Fashion Should \(and Shouldn't\) Embrace Artificial Intelligence - Business of Fashion 4/17/18 - OpEd](#)
  - The biggest opportunities are in trend forecasting and better supply chain management, but AI in customer service could backfire if brands jump in too early, argues Chris Boos.
4. [LVMH Touts Blockchain, Artificial Intelligence at VivaTechnology. Now a major player at the annual French conference, the luxury conglomerate wants to be seen as a technology leader. 5/17/19](#)
5. [Standish, J., & Ganapathy, V. \(2018\). How AI can power the future of fashion: Women's wear daily women's wear daily. Wwd. , 20. Retrieved from http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2250996805?accountid=27975](#)

6. [Choi, T. M., Hui, C. L., Liu, N., Ng, S. F., & Yu, Y. \(2014\). Fast fashion sales forecasting with limited data and time. \*Decision Support Systems\*, 59, 84-92.](#)
  - Highlights
    - This paper develops a hybrid sales forecasting algorithm for fast fashion operations.
    - The algorithm can work well with limited time and data.
    - Insights on the situations under which the algorithm works especially well are revealed.
    - Managerial implications to fast fashion operations are discussed.
    - This paper lays the foundation for achieving real time fast fashion forecasting.
  - Concerns: published in 2014, very academic
7. [Artificial Intelligence Empowers Designers In IBM, Tommy Hilfiger And FIT Collaboration](#)
  - Same topic - [IBM and FIT announce collaboration to help build the creative fashion workforce of the future. \(2019, Apr 23\). \*Targeted News Service\* Retrieved from   
http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2213135275?accountid=27975](#)

### ***AI fashion designer examples***

8. [Ananth, V. \(2018, Jul 22\). Wearing AI dress code\]: Two of the most successful brands at myntra, india's top online fashion retailer, are designed by AI engine. we are already in the future. \*The Economic Times \(Online\)\* Retrieved from   
http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2072903941?accountid=27975](#)
9. [AI fashion designer wins second prize at major competition. \(2019\). \*SMB World Asia \(Online\)\*. Retrieved from   
http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2217095963?accountid=27975](#)
10. [China's newest AI fashion designer xiaoice unveils her first collection for 2019. \(2018\). \*SMB World Asia \(Online\)\*. Retrieved from   
http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2132985244?accountid=27975](#)

11. [Knight, W. \(2017, September 06\). Amazon has developed an AI fashion designer. Retrieved from   
https://www.technologyreview.com/s/608668/amazon-has-developed-an-ai-fashion-designer/](#)
12. [Is the Fashion World Ready for AI-Designed Dresses? \(2019, April 05\). Retrieved from   
https://syncedreview.com/2019/04/04/is-the-fashion-world-ready-for-ai-designed-dresses/](#)
  - o Brand website: [http://coven.ai/](#)

### **Promotion specific resources**

1. [Zoovu Rolls Out Self-Service, AI-Powered Digital Assistant Product Suite: The platform is designed to bolster engagement between brands and consumers.](#)
2. [Report: Artificial Intelligence to Develop 2.3 Million Jobs by 2020. Gartner experts predict that the technology will remove redundancies and refocus on the consumer experience.](#)
3. [The Future of Fashion: How Artificial Intelligence is Transforming the Apparel Industry](#) - digital marketing blog
  - a. Concerns: business blog
4. [10 Jaw-Dropping Examples of Artificial Intelligence in Retail](#) - digital marketing blog
  - a. Concerns: business blog
5. [Nearly 17 percent of CPG manufacturers are incorporating artificial intelligence into pricing and promotion analytics, the promotion optimization institute finds: The annual POI trade promotion and retail execution report found that 75 percent of manufacturers have challenges obtaining key data from retailers. \(2019, Mar 06\). PR Newswire](#)  
Retrieved from [http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2188157573?accountid=27975](#)
6. [Jarek, K., & Mazurek, G. \(2019\). Marketing and artificial intelligence. Central European Business Review, 8\(2\), 46-55. Retrieved from   
http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2260989870?accountid=27975](#)

7. ~~Seunga, V. J., & Ryu, E. (2019). Celebrity fashion brand endorsement in facebook viral marketing and social commerce. Journal of Fashion Marketing and Management, 23(1), 104-123. doi:<http://dx.doi.org/10.1108/JFMM-01-2018-0001> -- requested via ILL on 7/22/19 will add to Google folder --received on 7/24 and not relevant to the topic~~

### **Other articles of interest/background**

1. [Cao, S., & Cao, S. \(2018, April 13\). Zac Posen Talks Fashion in the Era of Artificial Intelligence. Retrieved from https://observer.com/2018/04/zac-posen-fashion-artificial-intelligence/](https://observer.com/2018/04/zac-posen-fashion-artificial-intelligence/)
  - a. Interview with Zac Posen re: AI and fashion - just to switch up from readings only
2. [Del Rowe, S. \(2018, 11\). Don't expect immediate results with ai: CRM CRM. \*Customer Relationship Management\*, 22, 16. Retrieved from http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2167242334?accountid=27975](http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2167242334?accountid=27975)
3. [How fashion became A digital industry. \(2018\). \*Textile World\*, 168\(2\), 40-42. Retrieved from http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2036288883?accountid=27975](http://proxymu.wrlc.org/login?url=https://search.proquest.com/docview/2036288883?accountid=27975)
4. [AI, Technology Discussed at Milan's Gucci Hub . The Italian company hosted Fast Company's First European Innovation Festival and included speakers such as Jared Leto and Natalie Massenet, as well as the brand's president and ceo Marco Bizzarri. Published 7/10/19 - could search for video if of interest](#)
5. [Op-Ed | Can Artificial Intelligence Ever Understand Fashion? Artificial intelligence, machine learning and the blockchain are infiltrating every aspect of fashion, from managing supply chains to analysing customer data. But humans still have one essential quality these technologies lack: intuition. 2/27/19](#)
6. [Wang, H., & Rasheed, K. \(2014\). Artificial intelligence in clothing fashion. In \*Proceedings on the International Conference on Artificial Intelligence \(ICAI\)\* \(p. 1\). The Steering Committee of The World Congress in Computer Science, Computer Engineering and Applied Computing \(WorldComp\).](#)
  - a. Abstract: "Clothes make the man," said Mark Twain. This article presents a survey of the literature on Artificial Intelligence applications to clothing fashion. An AIbased stylist model is proposed based on fundamental fashion theory and the early work of AI in fashion. This study examines three essential components of a complete styling task as well as previously launched applications and earlier research work. Additionally, the implementation and performance of Neural

Networks, Genetic Algorithms, Support Vector Machines and other AI methods used in the fashion domain are discussed in detail. This article explores the focus of previous studies and provides a general overview of the usage of AI techniques in the fashion domain

- i. Concerns: published in 2014

**WGSN reports:** So there wasn't a ton of WGSN reports, included in the folder is what I could track down just for a variety to combat the text heavy pieces for your students.