AnnóAnno

AI has replaced **70% of our employees**

1/3

of all women in
Europe are plus
size

81%

are concerned about the impression they make, due to their size

74%

feel uncomfortable shopping plus size apparel

We set out to change that!

We created a **personalized styling service** dedicated to plus size women
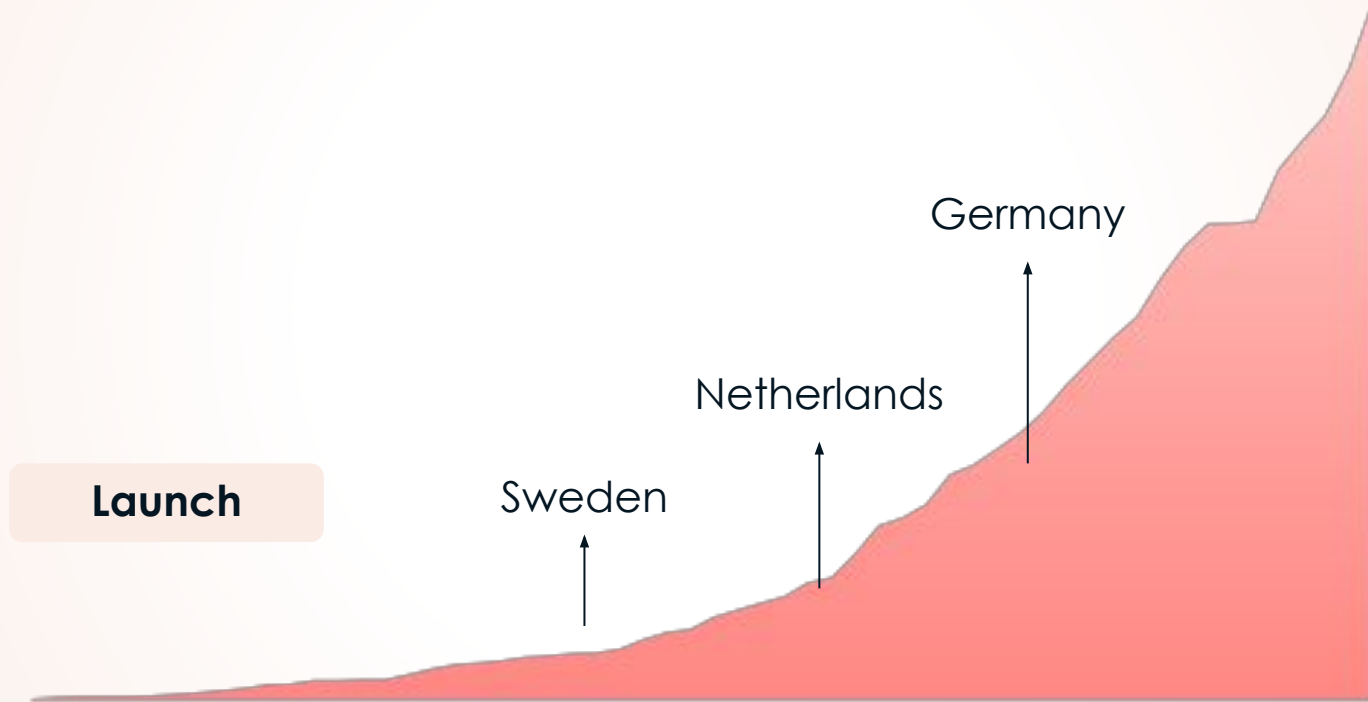
1. Data Collection

2. Stylist Picks Clothes

3. Try at Home

We were on a **crazy growth** journey, **where we expanded** to 3 other countries

Germany

Netherlands

Sweden

Launch

…But we **started to see problems** when growing fast

Too many employees in no time

Inconsistent styling quality

Too much data to handle

In other words, **we needed to change fundamentally**

2022
We began building the foundation for AI

2024 Q1
We went all in on AI

Today, our AI tech platform consists of **various models and technologies**

Our AI platform consists of three overall components
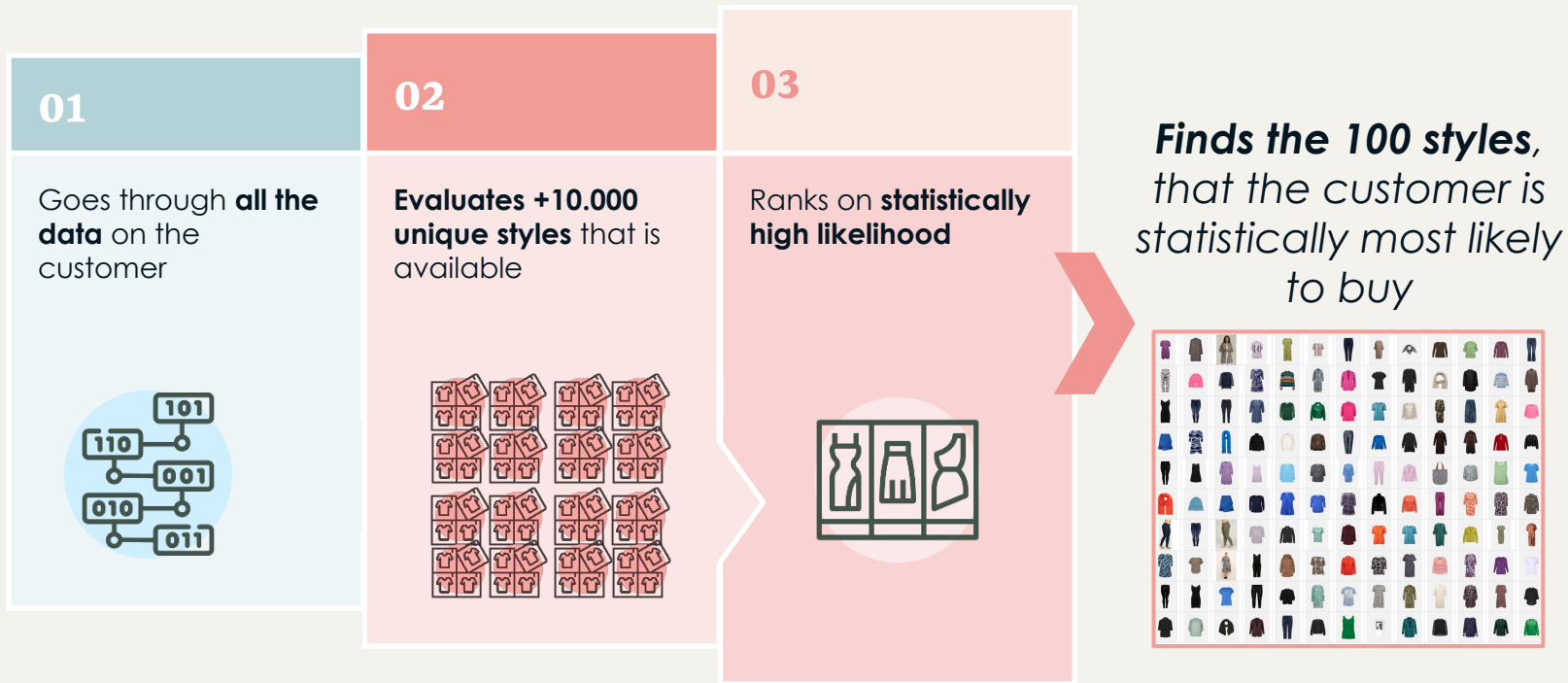
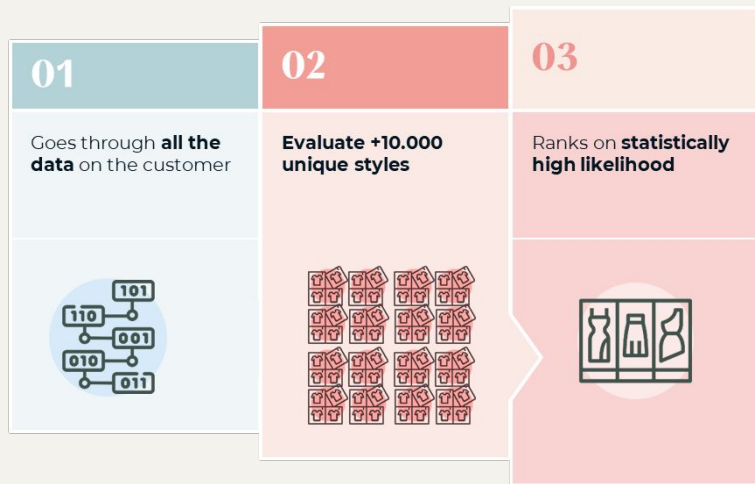**Recommendation Engine**

Large Language Models

Orchestration Logic

What does the **Recommendation Engine do**?

01

Goes through **all the data** on the customer

02

Evaluates +10.000 unique styles that is available

03

Ranks on **statistically high likelihood**

Finds the 100 styles, that the customer is statistically most likely to buy

However, Recommendation Engine **has no reasoning**, leaving many gaps in the customer experience

01
Goes through **all the data** on the customer

02
Evaluate **+10.000 unique styles**
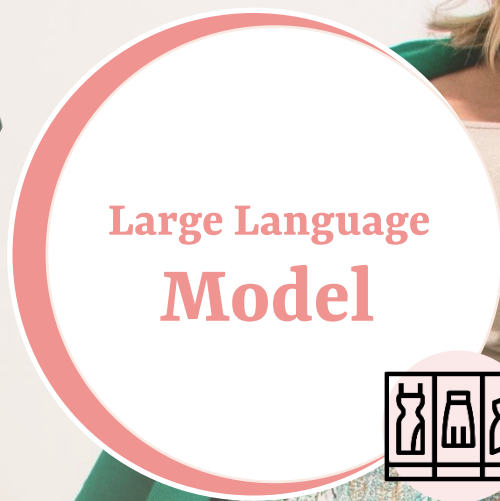
03
Ranks on **statistically high likelihood**

Gap

Example:

"I am going to casual summer wedding. What to wear?"

The Recommendation Engine **sends the products to the Large Language model**

Recommendation
Engine

Large Language
Model

But what is the Large Language Model **then doing with this?**

Customer Data Analysis

+

Product Data Creation

=

Decision-making

Example of **Customer Data**

CUSTOMER DATA
EXAMPLE

A. Static quantitative profile data

Look & body
- Age
- Height
- Hair color
- Skin color
- Body type
- Shoulder width
- Hip width

Size & Fit
- Tops size
- Pants size
- Dress size
- Bra size
- Upper wear fit preference
- Lower wear fit preference
- Dress cut preference

Style preference
- Classic style preference
- Raw style preference
- Feminine Style preference
- Boheme style preference
- Pattern preference
- Color preference
- Formal vs. casual
- Don't like details (ex. stripes)

Price & Budget
- Overall price vs. quality preference
- Upper wear price preference
- Jacket price preference
- Pants price preference
- Dress price preference

B. Dynamic written feedback

"I love animal print on tunics"

Feedback from previous stylings

Order feedback

Ønsker mig nok noget med mere pænt og mere moderne. Jeg er vild med det jeg har valgt at beholde. Styles som flatterer min krop. Selvom det er moderne med oversize så er det langt fra pænt til mig. Dyreprint tunika er super med e bælte så jeg ikke ligner et telt. Jeg vil gerne lidt spræl og farver der pifter op og gerne tilbehør at style med. Ikke så meget blomsterprint men mere grafiske mønstre og prikker ;) ELSKER min nye efterårsjakke i rustrød!! Tak.

Written preference description

Jeg kan simpelthen ikke have lange ærmer på bluser og har det ekstremt svært i tøj af kunststof som polyester. Tøjet skal være i naturmaterialer og åndbart. Polyester er næsten 100 % no-go. Lange ærmer kan være ok på en trøje/cardigan/jakke så jeg kan tage det af. Gigt-aktivitet i næsten alle led, gør at jeg let bliver overophedet.
Jeg går stortset kun i løbesko/converse sko og ask og gigten. Det gør ondt at have andre typer sko godt finde et par pæne sko. Eksklusive, flip modtages gerne ;)
Sneakers/kondisko er helt givis vist være på mode for mindst for 1-2 år siden.
Jeg går nu mere i bukser, takket være at jeg blevet øjenene op for hvad bukser kan. Alt for mange år har jeg gået i leggings med kjoler eller i en pæn bluse med knælang pencilne.
Elsker den type nederdele! Typiske mærker har været. Carmakoma, Juna Rose, Zizzi o
Så ny inspiration ønskes, bland det med lidt kendt.
Jeg trives bedst i V-hals. Hvis halsen kommer for højt op føler jeg mig kvalt. Synes jeg mærkelig og lidt klumpet ud med rund halsede overdele. Det bliver en kort tyk hals.
Jeg har brug for farver. Jeg har forsøgt at købe mønstrede overdele så det hele ikke va ensfarvet. Grøn, blå, pink, gul og efterårsfarver som Teal, kobber, vinrød mm er favoritt
Håret er oftest mørkere og mere brunt efterår og vinter, men mere kobber og rød forår
sommer.

Feedback from previous products

Virkelig ikke god til mig. Uformelig stor og bred. Små roser og rund hals er slet ikke mig. Virkede konet og kedelig.

"I don't like small roses & round neck"

"Polyester material is no-go"

Sneak Peek Product Feedback

Customer commented:
Den har lange ærmer. Jeg koger så jeg næsten ikke kan være til. Korte ærmer eller 3/4 kan bruges.

Example of **Product Data Creation**

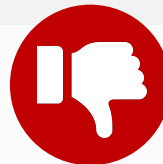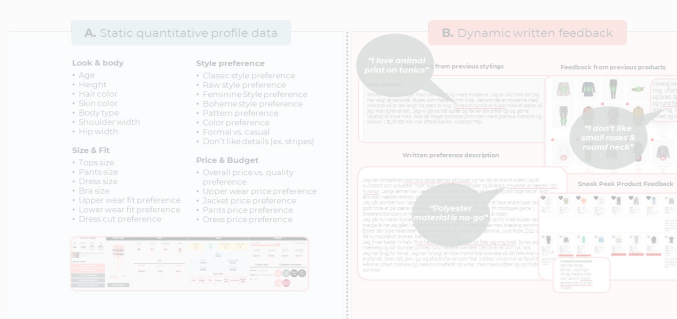## Product data *before* we developed our AI

- Long sleeve
- Middle fit
- A shape
- Print
- Long length
- Pockets

Product data generated from our AI

- **Product Type**: Camouflage Print Longline Shirt
- **Color and Pattern**: Features a camouflage pattern in shades of gray.
- **Texture**: Cotton material with a slight stretch due to elastane, likely to have a soft and breathable feel with some give for comfort.
- **Cut and Fit**: Longline cut, with relaxed fit and a straight, slightly A-line silhouette. Works well for most body types, but especially Apple-shaped and Hourglass. Would not work well for Inverted Triangle body type.
- **Sleeves and Neckline**: Classic shirt collar, long sleeves with the option to be rolled up, as seen on the model.
- **Length and Hemline**: The shirt is long, extending to mid-thigh or possibly knee-length depending on the wearer's height, with a straight hemline.
- **Embellishments and Details**: Front button fastening, no visible embellishments, but the camouflage print acts as a bold detail.
- **Occasion and Style**: Suitable for casual occasions, could be worn for a streetwear look, outdoor activities, or as a light layering piece in transitional weather.
- **Age Suitability**: Camouflage and casual longline shirts are generally suitable for a wide range of ages but might appeal more to younger adults looking for a trendy, casual piece

The **Decision-Making**

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The model **analyze the products in depth** and decides

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- Age
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- Shoulder width
- Hip width

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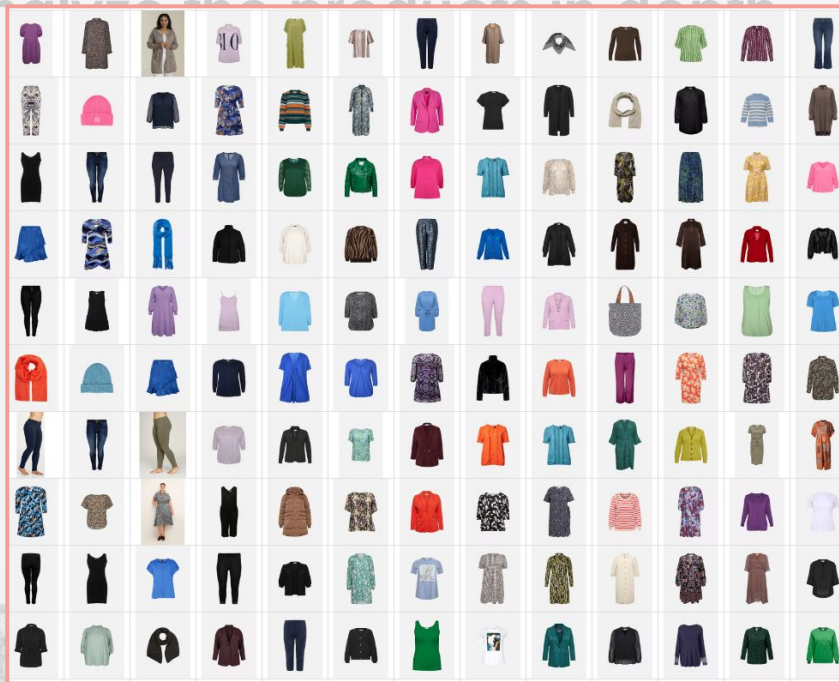- Lower wear fit preference
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Customer Data

Product Data

In-depth **Rationale Making** for the product

especially if looking for a looser, casual style.
- **Sleeves and Neckline:** Classic shirt collar, long sleeves with the option to be rolled up, as seen on the model.
- **Length** ... ...
- **Embellishments and Detail** ... button ... in ... camouflage print acts as a bold detail.
- **Occasion and Style:** Suitable for casual occasions, could be worn for a streetwear look, outdoor activities, or as a light layering piece in transitional weather.
- **Age Suitability:** Cam... ...rally suitable for a wide range of ages but m... ... for a trendy, casual piece.

This is done for every product - instantly

The selected styles are instantly **shared with the customer** digitally for feedback

Our results of working with AI

From manual driven business, to a **fully automated AI model**

From 75 full time employees **to 20 people**

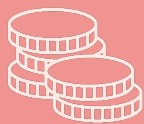From cost pr. styling of €12

to €0,05

From styling speed of 5 days
to under 5 minutes

New customer growth
increased with +60%

Average sales pr. order
increased with over 23%

Cost Cutting

Customer Experience

Growth Enabler

Sales pr. order

Thank you!