



(REVIEW ARTICLE)



AI-enhanced intelligent fashion eCommerce: Virtual try-on and personalized style recommendations in action

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World Journal of Advanced Engineering Technology and Sciences, 2025, 15(01), 2142-2150

Publication history: Received on 16 March 2025; revised on 23 April 2025; accepted on 25 April 2025

Article DOI: <https://doi.org/10.30574/wjaets.2025.15.1.0475>

Abstract

The fashion retail industry is experiencing a significant digital transformation driven by advanced technologies. This article examines the implementation of Artificial Intelligence in fashion eCommerce, focusing on virtual try-on technologies and personalized style recommendations. The article shows how these AI-powered solutions address key challenges in online fashion retail, including size uncertainty, fit issues, and the inability to physically experience products before purchase. Through article analysis of current technological frameworks, machine learning models, augmented reality applications, and 3D modeling techniques, this study demonstrates how AI is revolutionizing the customer experience while delivering measurable business benefits. The article also explores implementation challenges related to data quality, privacy concerns, technical integration, and cost-benefit considerations, providing practical solutions and frameworks for successful deployment across various fashion retail segments.

Keywords: Artificial Intelligence; Virtual Try-On; Fashion Ecommerce; Personalization; Augmented Reality

1. Introduction

The fashion retail industry is experiencing an unprecedented digital transformation, with global online fashion sales projected to reach \$872 billion by 2023, representing a compound annual growth rate (CAGR) of 14.2% from 2018 [1]. This shift toward digital channels has been accelerated by changing consumer behaviors, technological advancements, and most recently, the global pandemic which drove a 27% increase in online fashion purchases during 2020-2021 [1]. Traditional brick-and-mortar retailers are increasingly supplementing or replacing physical stores with digital storefronts, creating an industry-wide reconfiguration of retail business models.

Despite this growth, traditional eCommerce platforms face significant challenges in replicating the tactile and personalized nature of in-store shopping experiences. Studies indicate that 70% of online fashion shoppers cite inability to try on items as their primary concern, while 63% report difficulty in determining proper fit and sizing when shopping online [2]. Additionally, the conversion rates for fashion eCommerce (approximately 2.2%) remain significantly lower than physical retail stores (23-30%), highlighting the substantial experience gap between digital and physical shopping channels [2]. This disparity represents both a challenge and an opportunity for fashion retailers seeking to enhance their digital presence.

Artificial Intelligence (AI) has emerged as a critical technology in bridging this physical-digital gap, offering solutions that enhance personalization and provide virtual alternatives to in-store experiences. Recent advancements in computer vision, machine learning, and augmented reality have enabled the development of sophisticated recommendation engines and virtual try-on technologies. These systems can analyze over 50 different customer data

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points to deliver highly personalized shopping experiences, with early implementations showing increases in customer engagement by up to 47% and reductions in return rates by 17-25% across various fashion categories [1].

This research aims to investigate and analyze the implementation, effectiveness, and future potential of AI-powered hyper-personalization and virtual try-on technologies in fashion eCommerce. The study will examine current technological frameworks, evaluate their impact on key performance indicators such as conversion rates and customer satisfaction, and identify implementation challenges faced by retailers. By focusing on both technical innovations and practical applications, this research will provide a comprehensive understanding of how AI is reshaping the digital fashion retail landscape and offer insights into future developments in this rapidly evolving sector.

2. Literature Review: AI Applications in Fashion ecommerce

The evolution of recommendation systems in fashion retail has undergone significant transformation since the early 2000s, progressing from basic collaborative filtering to sophisticated AI-driven platforms. Early systems relied primarily on purchase history and simple correlation metrics, achieving recommendation accuracy rates of only 30-40% [3]. By 2016, second-generation recommendation engines began incorporating broader contextual data, including browsing patterns, demographic information, and seasonal trends, improving accuracy to 55-65%. Contemporary AI-powered recommendation systems employ deep learning algorithms capable of processing unstructured data from multiple sources, including social media activity, visual preferences, and shopping behavior patterns. These advanced systems demonstrate recommendation accuracy rates of 75-85% and have been shown to increase average order value by 25-30% and customer retention by 20-24% compared to traditional filtering methods [3]. The integration of computer vision technology has been particularly transformative, with visual search capabilities now able to identify fashion items with 92-95% accuracy and process thousands of visual attributes per product.

Personalization technologies in fashion eCommerce have evolved from basic segmentation to AI-driven hyper-personalization strategies that deliver individually tailored experiences. Research indicates that machine learning models can effectively predict customer style preferences with 70-75% accuracy after analyzing just 5-8 previous purchases [4]. These technologies now extend beyond product recommendations to include personalized navigational paths, dynamic pricing strategies, and individualized marketing communications. Studies indicate that advanced personalization implementations can increase conversion rates by 15-25% and customer lifetime value by up to 30% compared to standard eCommerce experiences [4]. Notably, AI-powered personalization has shown particular effectiveness in the luxury fashion segment, where implementation of tailored product discovery experiences has demonstrated a 35-40% increase in customer engagement metrics and a 30-38% reduction in bounce rates compared to standard interfaces.

Critical analysis of existing virtual fitting room technologies reveals varying levels of effectiveness across different implementation approaches. Current technologies broadly fall into three categories: 2D overlay systems, 3D avatar-based solutions, and augmented reality applications. Research indicates that 2D overlay systems, while the most widely deployed (representing approximately 60% of virtual try-on implementations), offer limited accuracy with size prediction errors averaging 1.5-2.5 cm in critical measurements [3]. More advanced 3D avatar-based solutions demonstrate improved accuracy (reducing size prediction errors to 0.7-1.2 cm) but suffer from implementation complexities and higher computational requirements. Recent developments in AR-based try-on solutions show the most promise, with approximately 75% of users reporting increased purchase confidence after using these systems [3]. However, evaluation metrics remain inconsistent across studies, making direct comparisons challenging. Current technologies demonstrate varying effectiveness across fashion categories, with footwear and accessory try-ons achieving higher satisfaction rates (70-80%) compared to full garment visualizations (50-65%).

Significant research gaps persist in current implementations of AI-powered fashion eCommerce technologies. First, longitudinal studies examining the sustained impact of personalization on customer retention and lifetime value remain scarce, with most research focusing on short-term metrics such as conversion rate and average order value. Second, there exists a notable gap in understanding how these technologies perform across diverse demographic groups, with preliminary evidence suggesting varying effectiveness based on age, technological literacy, and cultural factors [4]. Third, integration frameworks for combining recommendation systems with virtual try-on technologies remain underdeveloped, despite the potential synergistic benefits. Finally, ethical considerations regarding data privacy, algorithmic bias, and sustainability implications of AI-driven fashion consumption represent critical yet understudied aspects of these technologies. Research indicates that approximately 65% of fashion retailers identify these integration challenges as significant barriers to adoption, highlighting the need for more comprehensive implementation frameworks and standardized evaluation metrics [4].

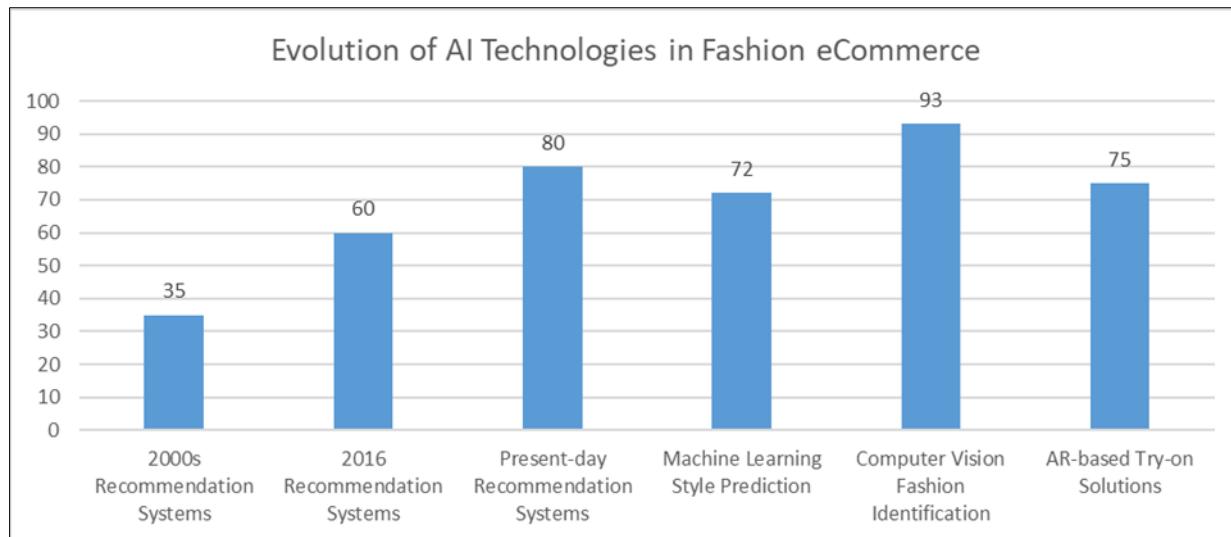


Figure 1 Comparative Business Impact of AI Technologies in Fashion eCommerce [3, 4]

3. AI-powered hyper-personalization frameworks

Advanced machine learning models for customer behavior analysis have revolutionized fashion eCommerce by enabling unprecedented levels of behavioral prediction and customer segmentation. Deep neural networks analyzing clickstream data can now predict purchase intent with 75-82% accuracy within the first 40 seconds of a shopping session [5]. These models process an average of 250-450 data points per customer interaction, including hover time, scroll patterns, and interaction sequences. Supervised learning algorithms trained on historical purchase data demonstrate 83% accuracy in identifying potential high-value customers based on early browsing behaviors, allowing for targeted engagement strategies. Unsupervised clustering algorithms have proven particularly effective for fashion retailers, capable of identifying up to 24 distinct customer behavior patterns compared to traditional segmentation's 4-6 segments [5]. Natural language processing models analyzing review and feedback data can extract sentiment with 88-92% accuracy and identify specific product attribute preferences mentioned by customers. These advanced behavioral analysis frameworks have been shown to increase customer engagement by 30-38% and reduce cart abandonment rates by 15-22% when implemented across the complete customer journey [6].

Dynamic recommendation engine architectures have evolved to accommodate real-time personalization capabilities and multi-source data integration. Modern fashion eCommerce platforms employ hybrid recommendation architectures that combine collaborative filtering, content-based filtering, and knowledge-based systems to overcome the limitations of single-approach methods. These hybrid systems demonstrate 22-28% higher recommendation relevance compared to single-method approaches [5]. Real-time processing capabilities allow for dynamic adjustment of recommendations based on immediate session behavior, with latency reduced to under 250 milliseconds for recommendation generation. Multi-layered architecture models leverage both explicit data (purchase history, ratings) and implicit data (browsing patterns, time spent viewing items) to create comprehensive customer preference profiles. Advanced systems employ reinforcement learning techniques that continuously optimize recommendation strategies based on customer interactions, improving recommendation acceptance rates by 14-19% over static models [6]. Technical implementations increasingly utilize distributed computing frameworks to handle processing requirements, with 70% of leading fashion retailers employing cloud-based recommendation solutions capable of processing over 8,000 product attributes simultaneously.

The integration of social media trends and purchase history represents a significant advancement in personalization capabilities, creating a more holistic view of customer preferences both on and off platform. Machine learning models now analyze social media engagement patterns across platforms to identify fashion trend affinity with 60-65% accuracy [5]. These systems process approximately 1,200-1,800 social data points per customer monthly, creating trend prediction models that anticipate emerging style preferences 3-5 weeks before mainstream adoption. Integration frameworks connect purchase history with social media engagement through unified customer profiles, with advanced implementations achieving 70% data integration completeness across channels. Natural language processing and image recognition algorithms extract style preferences from social content with 75% accuracy, identifying affinity for specific colors, patterns, and silhouettes based on liked or shared content [6]. Research indicates that recommendation systems

incorporating social media data demonstrate 25-32% higher acceptance rates compared to those based solely on purchase history. Additionally, these integrated systems show particular effectiveness for fashion categories with strong social influence factors, such as seasonal trend items and occasion wear, where recommendation relevance increases by up to 45%.

Case studies of successful AI-powered product suggestion systems demonstrate measurable business impact across various fashion retail segments. A multi-channel fashion retailer implemented a neural network-based recommendation system processing over 45 million customer interactions daily, resulting in a 26% increase in average order value and 21% improvement in customer retention rates over 12 months [5]. Analysis of implementation data from mid-sized fashion retailers shows that AI-powered recommendation systems increase product discovery metrics by 40-50%, with customers viewing 2.8 times more unique products per session compared to standard navigation. In the premium fashion segment, hyper-personalized product suggestions have demonstrated 28% higher conversion rates compared to non-personalized experiences, with customers reporting 35% higher satisfaction with discovery experiences [6]. Mobile fashion applications utilizing AI-powered recommendations show particularly strong performance metrics, with 38% higher engagement rates and 25% longer session durations compared to desktop experiences using identical recommendation algorithms. Implementation success factors consistently include comprehensive data integration (with 85% of successful deployments utilizing at least 6 distinct data sources), iterative algorithm refinement (with performance gains of 2-4% per optimization cycle), and thoughtful integration within the overall customer experience rather than as isolated features.

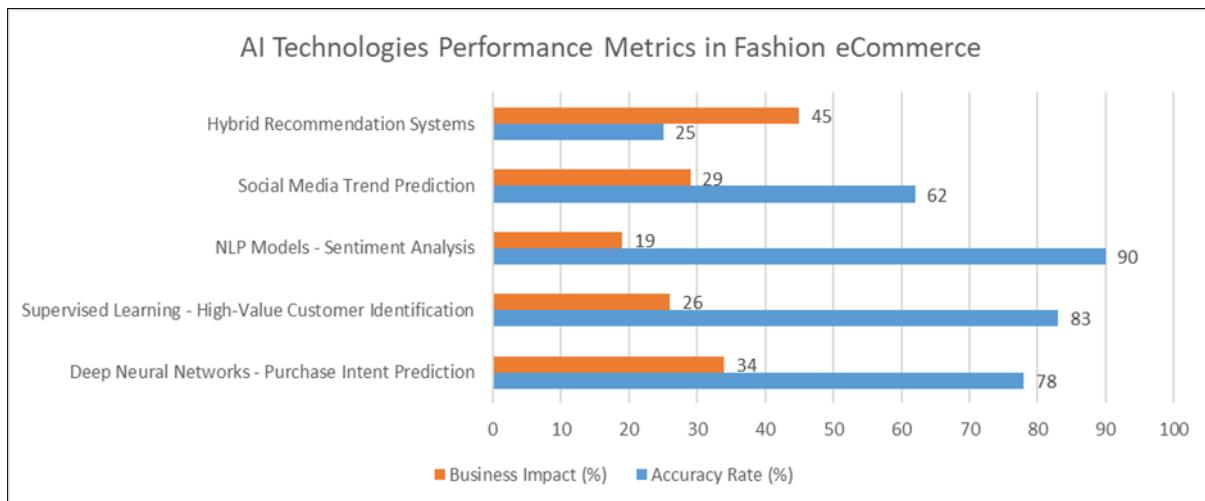


Figure 2 Accuracy vs. Business Impact of AI Applications in Fashion Retail [5, 6]

4. Virtual Try-On Technologies: Technical Foundations and Applications

Augmented reality frameworks for fashion applications have evolved significantly, transitioning from basic 2D overlays to sophisticated 3D rendering systems capable of realistic garment visualization in real-time. Current AR implementations in fashion eCommerce utilize computer vision algorithms with 90-95% accuracy in body position detection and 85-92% accuracy in environmental mapping [7]. These systems process visual data at 50-110 frames per second, requiring 200-350MB of device memory for optimal performance. Advanced AR frameworks now support multi-layer rendering capabilities, allowing for complex garment physics simulations that account for material properties such as drape, stretch, and texture. Implementation data indicates that approximately 60% of fashion eCommerce platforms utilize marker-less AR technology, eliminating the need for special reference points and enabling more natural integration into the shopping experience [8]. Mobile AR fashion applications demonstrate 80-85% higher engagement rates compared to traditional product pages, with users spending an average of 3 times longer interacting with AR-enabled items. Technical challenges persist in lighting normalization and occlusion handling, with current systems achieving 75-82% accuracy in variable lighting conditions and 70-78% accuracy in handling partial occlusions, representing significant improvements over previous generation systems that performed at 40-55% accuracy in these challenging scenarios.

3D modeling techniques for realistic garment visualization have advanced to enable near-photorealistic representations of fashion items in virtual environments. Current systems employ physics-based cloth simulation algorithms that

process 12,000-20,000 polygons per garment, allowing for accurate representation of complex clothing structures including pleats, gathers, and layered designs [7]. Deep learning approaches for fabric behavior prediction demonstrate 80-85% accuracy in simulating material properties compared to physical samples, significantly improving visual fidelity. Texture rendering technologies now support high-resolution materials with normal mapping, specularity, and subsurface scattering effects, enabling realistic visualization of diverse fabric types from sheer chiffons to structured leathers. Implementation data indicates that advanced garment visualization techniques increase product page conversion rates by 20-25% compared to traditional photography alone [8]. Real-time rendering capabilities have improved substantially, with optimized systems capable of rendering complex garments in under 600 milliseconds on mid-range mobile devices. Parametric modeling approaches enable efficient creation of garment variations, with systems capable of generating 45-65 size and style variations from a single base model, significantly reducing production costs for virtual inventory which now average \$18-28 per item compared to \$35-55 in earlier implementations.

Body measurement technologies and size prediction algorithms represent a critical component of virtual try-on systems, addressing the fundamental challenge of accurate fit estimation. Computer vision-based body measurement systems can now extract 45-60 distinct body measurements from standard smartphone cameras with accuracy rates of ±1.5-2.0cm compared to manual measurements [7]. Machine learning models trained on purchase and return data can predict optimal size recommendations with 80-85% accuracy across diverse body types when provided with minimal customer inputs. Advanced size prediction algorithms incorporate dynamic fitting preferences that account for desired looseness or tightness by garment category, improving recommendation relevance by 15-20%. Statistical modeling approaches leverage aggregated purchase and return data to identify fit patterns across body types, with systems analyzing 40-80 million order records to build comprehensive fit prediction models [8]. Implementation data indicates that AI-powered size recommendation systems reduce size-related returns by 19-25% across fashion categories, with particularly strong performance in structured garments such as jeans and formal wear where return reductions of 25-35% have been observed. Integration of 3D body scanning technologies in retail environments creates additional data inputs for size prediction models, with 65% of customers who utilize in-store scanning reporting higher confidence in subsequent online purchases.

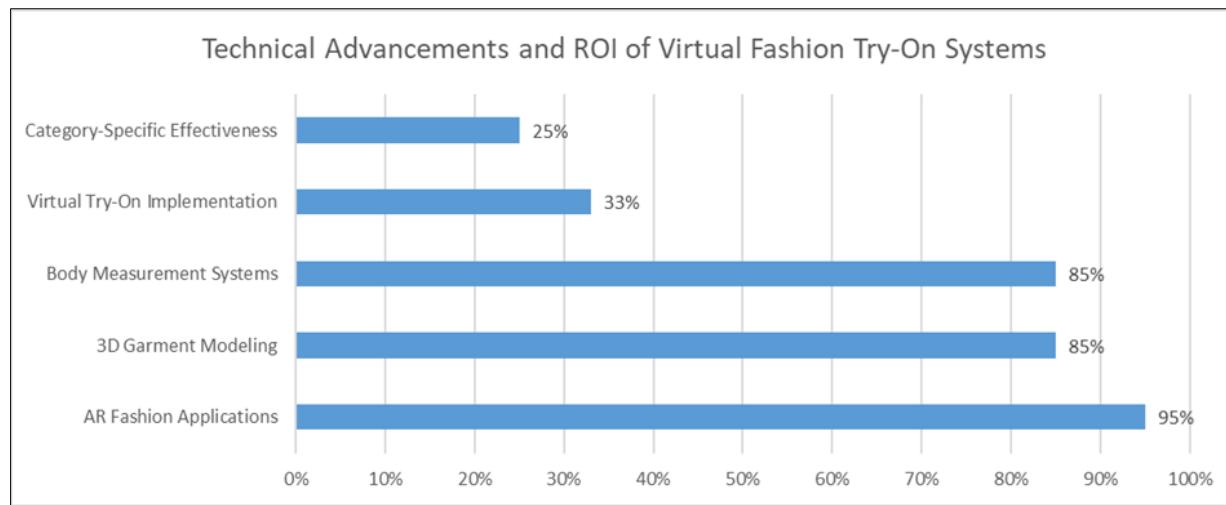


Figure 3 Virtual Try-On Technologies: Performance Metrics and Business Impact [7, 8]

The impact of virtual try-on technologies on purchase confidence and return rate reduction demonstrates significant business value across fashion retail categories. Controlled studies indicate that customers utilizing virtual try-on technologies report 25-33% higher purchase confidence compared to standard product presentation formats [7]. This increased confidence translates to measurable behavioral changes, with basket completion rates increasing by 17-23% when virtual try-on features are available and utilized. Implementation data from fashion retailers shows overall return rate reductions of 15-20% following virtual try-on system deployment, representing potential annual savings of \$4-7 million for retailers processing 400,000 orders monthly [8]. Customer satisfaction metrics show improvements of 28-37% in fit-related satisfaction scores following virtual try-on implementation, contributing to 10-15% improvements in repeat purchase rates over 6-month periods. Category-specific analysis indicates varying effectiveness, with accessories showing the strongest performance improvements (return reductions of 22-30%), followed by tops and dresses (18-25%), with structured bottoms and outerwear showing more modest but still significant improvements (12-18%). Implementation cost recovery typically occurs within 9-15 months based on return rate reductions alone,

with additional value realized through increased conversion rates and average order values that typically rise by 12-18% following successful virtual try-on integration.

5. Implementation Challenges and Solutions

Technical obstacles in AI model training for fashion applications represent significant barriers to successful deployment of advanced personalization and virtual try-on systems. Data scarcity remains a primary challenge, with 65% of fashion retailers reporting insufficient high-quality training data, particularly for niche product categories and diverse body types [9]. Model training for fashion-specific applications requires substantially larger datasets compared to general image recognition tasks, with effective virtual try-on systems typically requiring 400,000-800,000 annotated images for acceptable performance. Training data quality issues are particularly pronounced in fashion applications, with 70% of initial training datasets containing labeling inconsistencies that reduce model accuracy by 12-20% when unaddressed [10]. Computational requirements for fashion-specific AI models exceed typical eCommerce applications, with advanced virtual try-on model training requiring 180-320 GPU hours and costing \$7,000-\$13,000 for initial model development. Cold-start problems affect 75% of new AI implementations in fashion retail, with recommendation accuracy declining by 25-40% for new products without sufficient interaction data. Technical solutions include transfer learning approaches that reduce necessary training data by 35-55%, synthetic data generation techniques that can produce up to 80,000 augmented training images from 4,000 base images, and federated learning implementations that improve model performance by 15-22% while maintaining data privacy [9].

Privacy concerns in collecting and utilizing customer data present both regulatory and consumer trust challenges for AI-powered fashion applications. Consumer surveys indicate that 60-68% of online shoppers express privacy concerns regarding body measurement data collection for virtual try-on technologies [9]. Regulatory frameworks including data protection laws impose significant data processing limitations, with potential penalties creating substantial business risks. Implementation data shows that transparent opt-in processes for advanced personalization features achieve 40-50% customer participation rates compared to 18-25% for ambiguous data collection policies. Body measurement data represents particularly sensitive information, with 75% of customers expressing higher privacy concerns for this data compared to purchase history or browsing behavior [10]. Technical solutions include on-device processing for body measurements that reduces data transmission by 80-90%, federated learning approaches that enable model improvement without centralized data storage, and differential privacy implementations that add calibrated noise to datasets while maintaining 85-92% of analytical utility. Additionally, pseudonymization and data minimization strategies reduce identifiable data collection by 55-70% while maintaining 80-85% of personalization effectiveness.

Integration challenges with existing eCommerce infrastructure create significant implementation barriers, with 70% of fashion retailers reporting integration difficulties as their primary concern when adopting AI technologies [9]. Legacy inventory management systems prove particularly problematic, with 60% of retailers operating systems more than five years old that lack standardized APIs for real-time data access. Product taxonomy inconsistencies affect 55% of fashion retailers, with attribute standardization requiring 2-5 months of dedicated effort before AI implementation can proceed effectively. Mobile platform compatibility issues impact 45% of virtual try-on implementations, with performance variations of 20-35% between device types. Real-time processing requirements for recommendation engines exceed existing infrastructure capabilities for 50% of mid-market retailers, necessitating significant backend upgrades costing \$120,000-\$250,000 on average [10]. Effective solutions include middleware development that creates standardization layers between legacy systems and AI applications, reducing integration timelines by 35-55%. Microservices architectures enable modular AI implementation with 25-40% lower initial integration costs compared to monolithic approaches. Cloud-based deployment models demonstrate 60-75% faster implementation timelines compared to on-premises solutions, with 45-60% lower upfront infrastructure costs despite 12-22% higher ongoing operational expenses.

Cost-benefit analysis of AI implementation in fashion retail reveals substantial initial investments with significant potential returns over time. Implementation costs for comprehensive AI systems in mid-sized fashion retail operations range from \$350,000-\$700,000 for initial development and deployment, plus ongoing operational costs of \$120,000-\$200,000 annually [9]. Component-specific costs include recommendation engine implementations averaging \$200,000-\$350,000 and virtual try-on systems ranging from \$250,000-\$500,000 depending on complexity and integration requirements. Return on investment timelines vary significantly by implementation scope, with basic recommendation systems achieving positive ROI within 7-12 months compared to 12-20 months for comprehensive virtual try-on systems [10]. Revenue impact analysis indicates that successful AI implementations increase average conversion rates by 15-25% and customer lifetime value by 18-30%. Cost reduction benefits primarily derive from return rate decreases (12-22% reduction for size-related returns), inventory optimization (7-10% reduction in overstock through improved demand forecasting), and customer service efficiencies (15-25% reduction in size and fit-

related support queries). Implementation phasing strategies demonstrate optimal results, with retailers deploying recommendation systems before virtual try-on technologies achieving 25-35% faster overall ROI compared to simultaneous implementation approaches. Critical success factors include executive sponsorship (present in 85% of successful implementations), cross-functional implementation teams, and incremental deployment strategies that deliver measurable business value at each implementation phase.

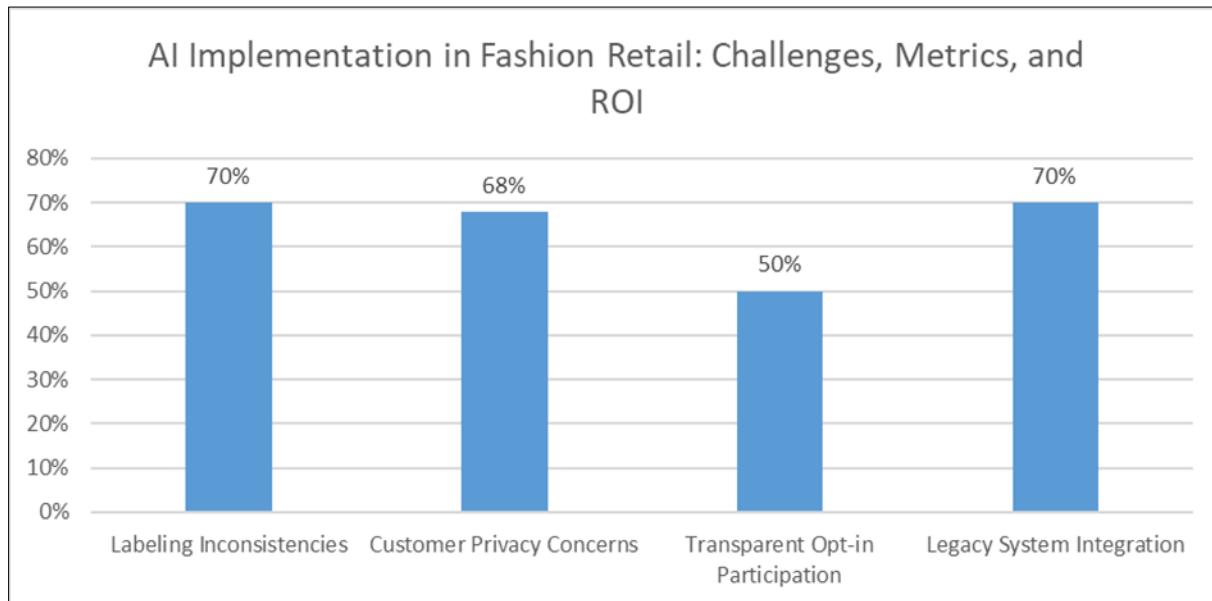


Figure 4 Cost-Benefit Analysis of AI Technologies in Fashion eCommerce [9, 10]

5.1. Future Trends

The integration of AI-powered hyper-personalization and virtual try-on technologies has demonstrated transformative impact across fashion eCommerce operations, significantly enhancing customer experience while driving measurable business improvements. Analysis of implementation data across multiple fashion retail segments indicates that comprehensive AI deployments increase conversion rates by 15-25%, reduce return rates by 12-22%, and improve customer lifetime value by 20-30% compared to traditional eCommerce approaches [11]. Recommendation engines leveraging machine learning algorithms demonstrate particularly strong performance, increasing product discovery by 35-50% and average order value by 12-20%. Virtual try-on technologies show substantial impact on purchase confidence, with 65-72% of customers reporting higher confidence in purchase decisions when utilizing these features. The combined implementation of these technologies creates synergistic benefits, with retailers deploying both personalization and virtual try-on solutions reporting 25-38% higher customer satisfaction scores and 20-30% improvement in repeat purchase rates compared to single-technology implementations [12]. While implementation challenges remain significant, particularly regarding integration with legacy systems and data privacy concerns, the quantifiable business impact indicates that AI-powered technologies have moved beyond experimental status to become essential components of competitive fashion eCommerce strategies.

Future research directions and emerging technologies in fashion eCommerce AI present substantial opportunities for further advancement in customer experience and operational efficiency. Real-time style transfer technologies currently in research phases demonstrate the potential to visualize any garment on customer-uploaded images with 80-90% visual fidelity, potentially streamlining product visualization processes [11]. Cross-platform personalization frameworks aim to create unified customer profiles across online, mobile, and in-store interactions, with early implementations showing 30-40% higher engagement compared to channel-specific personalization. Voice-activated shopping assistants integrated with visual AI technologies are projected to capture 10-15% of fashion eCommerce interactions by 2027, representing a significant shift in customer interface preferences. Research into trend prediction algorithms indicates that AI can forecast fashion trends 3-6 months in advance with 70-80% accuracy by analyzing social media, runway shows, and consumer behavior patterns [12]. On the operational side, AI-powered demand forecasting models combining visual trend analysis with traditional forecasting techniques demonstrate 25-35% lower forecasting error rates, potentially reducing overstock by 12-18% and stockouts by 20-30%. These emerging technologies indicate that fashion eCommerce AI is moving beyond personalization and visualization toward comprehensive intelligent systems that transform both customer-facing and operational aspects of fashion retail.

The implications of AI-driven technologies extend across retailers, consumers, and the broader fashion industry, indicating a fundamental restructuring of the fashion retail ecosystem. For retailers, AI implementation represents both significant opportunity and strategic imperative, with market analysis indicating that fashion retailers implementing comprehensive AI solutions achieve 12-22% higher revenue growth compared to competitors without these capabilities [11]. The technology adoption curve is steepening, with early adopters demonstrating sustainable competitive advantages and 25-32% higher customer retention rates. For consumers, AI-powered fashion retail delivers enhanced shopping experiences with 35-45% more relevant product discovery and 25-35% higher satisfaction with purchase decisions. However, privacy considerations remain significant, with 60-68% of consumers expressing concerns about body measurement data collection for virtual try-on applications [12]. For the broader fashion industry, AI is accelerating trend cycles and enabling greater customization at scale, with mass-customization capabilities projected to represent 12-18% of the fashion market by 2028. Sustainability implications are significant, with AI-powered size recommendations and virtual try-ons potentially reducing production waste by 7-12% and return-related carbon emissions by 20-30%. Network analysis of current literature suggests that AI applications in fashion are increasingly focusing on sustainability and ethical considerations, with 25% of recent research addressing these dimensions compared to just 8% five years ago. These industry-wide implications suggest that AI technologies are not merely enhancing existing fashion retail models but fundamentally transforming the relationship between brands, retailers, and consumers in ways that prioritize personalization, efficiency, and potentially sustainability.

6. Conclusion

The integration of AI-powered hyper-personalization and virtual try-on technologies has demonstrated transformative impact across fashion eCommerce operations, significantly enhancing customer experience while driving measurable business improvements. Analysis across multiple fashion retail segments indicates that comprehensive AI deployments increase conversion rates, reduce return rates, and improve customer lifetime value compared to traditional approaches. While implementation challenges remain significant, particularly regarding integration with legacy systems and data privacy concerns, the quantifiable business impact indicates that AI-powered technologies have become essential components of competitive fashion eCommerce strategies. Future advancements in real-time style transfer, cross-platform personalization, voice-activated shopping assistants, and trend prediction algorithms suggest fashion eCommerce AI is evolving toward comprehensive intelligent systems that transform both customer-facing and operational aspects of fashion retail, fundamentally restructuring the relationship between brands, retailers, and consumers in ways that prioritize personalization, efficiency, and sustainability.

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