AI

IN FASHION AT PEERLESS

2023

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AI IN FASHION AT PEERLESS

~~ARTIFICIAL~~ INTELLIGENCE

AUGMENTED INTELLIGENCE

ARTIFICIAL INTELLIGENCE
AUGMENTED INTELLIGENCE

- **AI is an aid, NOT a replacement:** an accessible tool to work in tandem with creators

- Rooted in the workings and associations of the human brain

- **Generative AI:** the creation of *new* content

  - Recognizing underlying patterns and data structures to create new examples

- Humans have an "edge" compared to AI when it comes to fashion and textiles
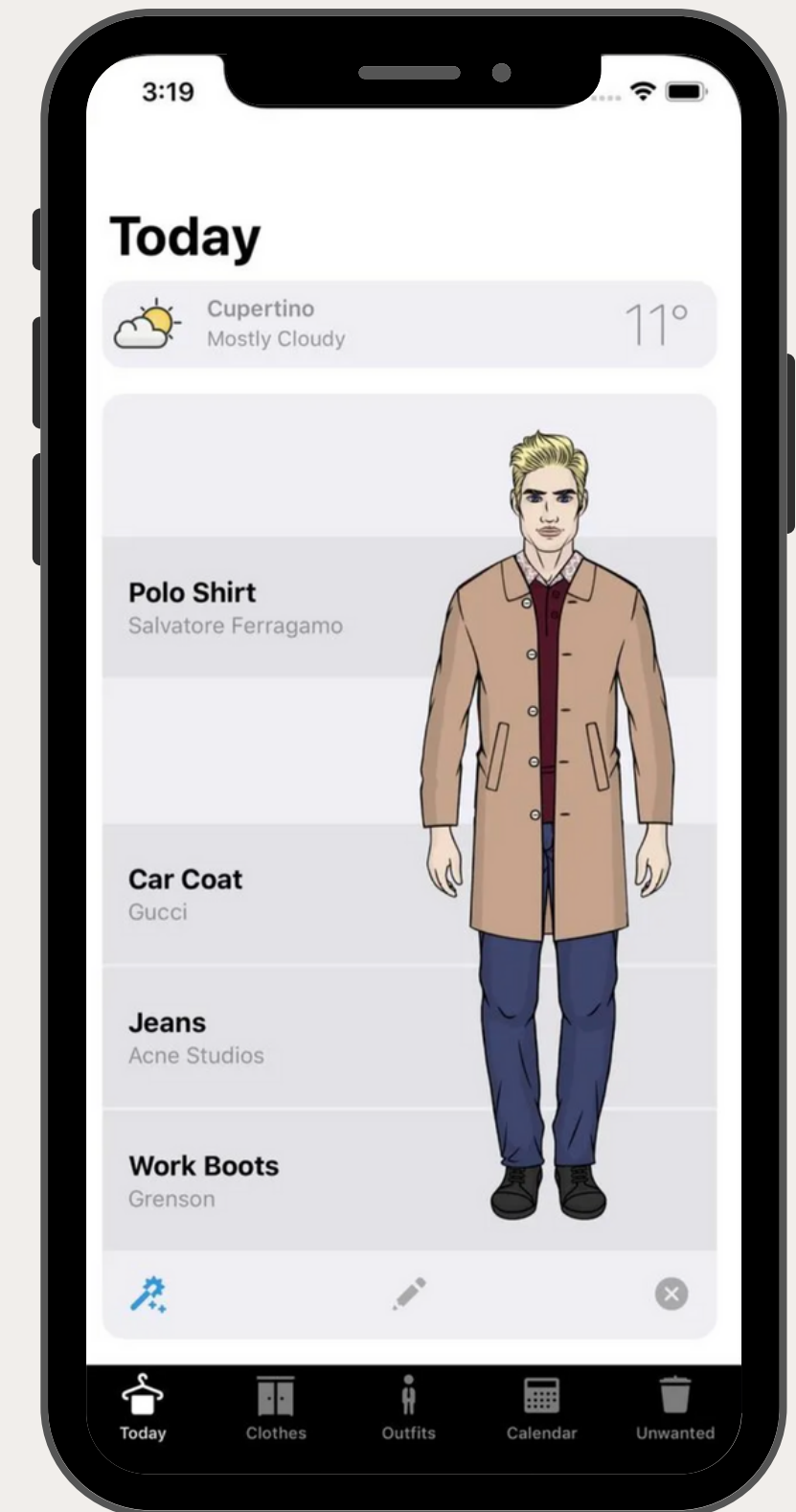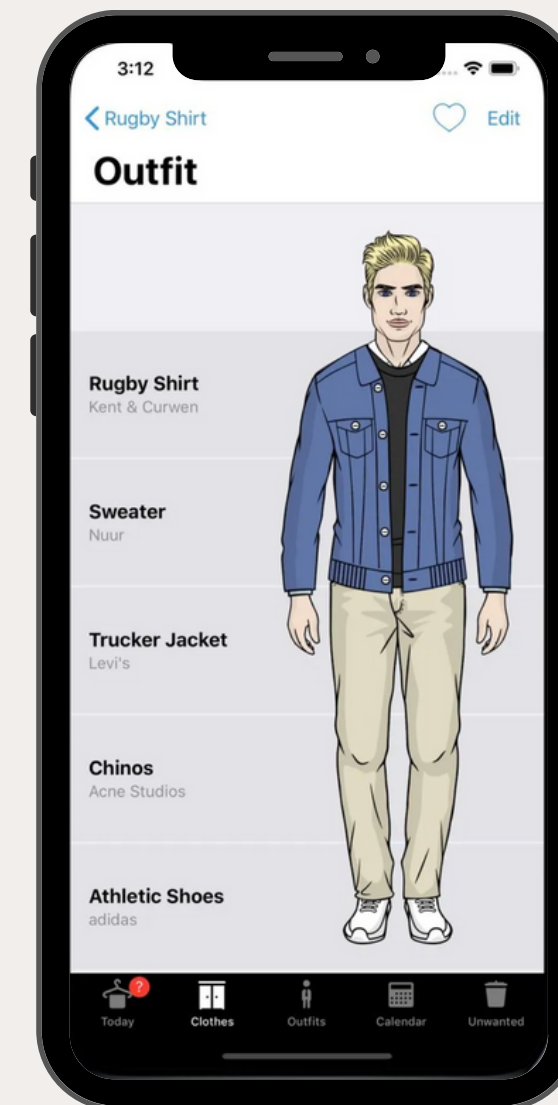
ODD ONE OUT

Using FreePik

"a photorealistic men's suit Ralph Lauren style advertisement of a man in the woods"

AI OPPORTUNITIES IN
CREATIVE DIRECTION

1. AI IN TREND FORECASTING
2. AI IN STYLING & WARDROBE
3. VIRTUAL SHOWROOMS

The Wardrobe App

AI IN TREND FORECASTING

Brown oversized blazer in Summer 2021 vs Summer 2020
FLAT
- 2%

Trendspotting via Heuritech

AI TECH:
- Heuritech
- T-fashion

"Our industry-leading visual recognition technology accurately analyzes over **3 MILLION IMAGES** everyday. More than **3000 FASHION DETAILS** can be spotted, like shapes or fabrics."
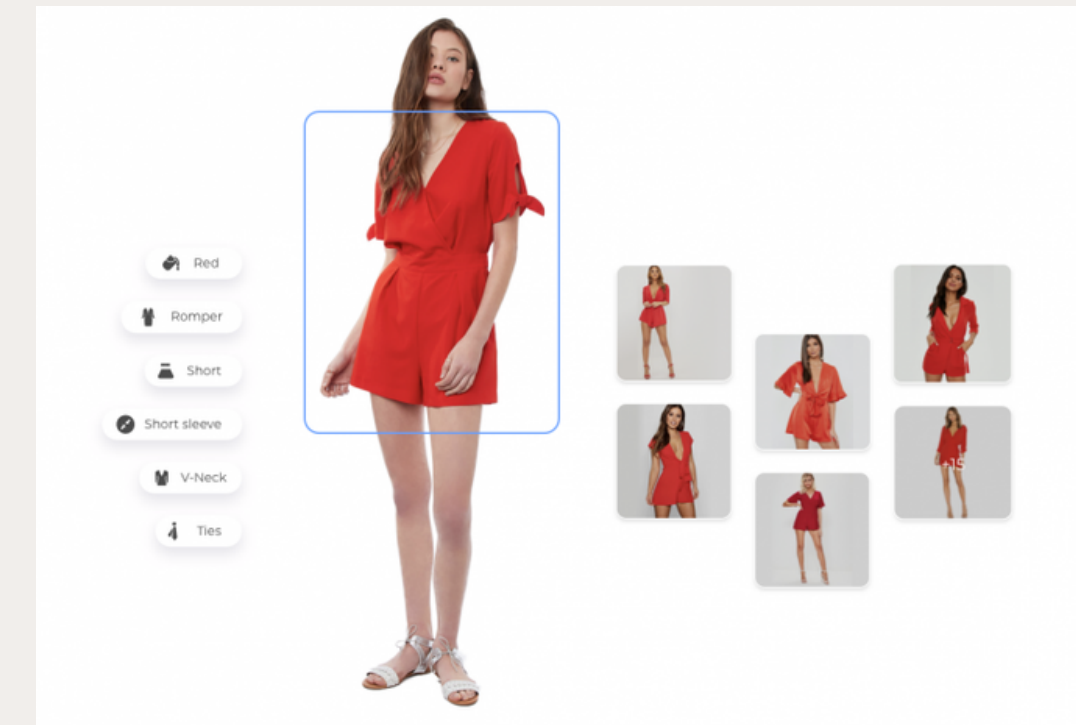
– Heuritech

S24 Fashion Week Street Style
(photo via *The Impression*)

AI IN CLOTHING DESIGN

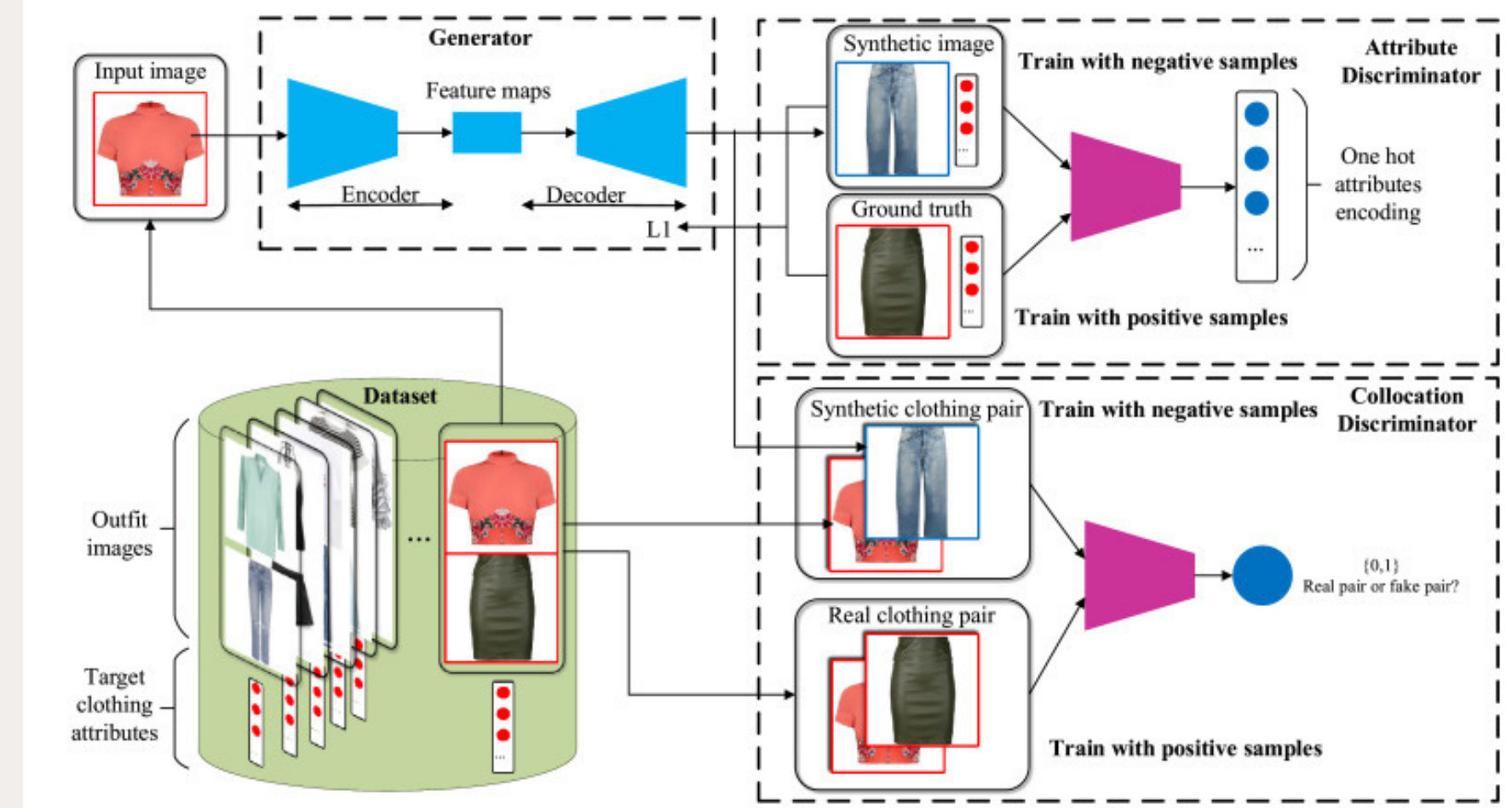Implementing Artificial Intelligence in Fashion Retail via Fashnerd.com

AI is a remarkable tool that can revolutionize the way designers develop concepts in an efficient manner.

Here's how:

- AI Algorithms
- Generative Adversarial Networks (GANs)
- Open Source Software

Toward AI in Fashion Design via Science Direct.com

Custom Suit brand Suitablee combines the art of tailoring with AI via Maxim.com

CASE STUDY: SUITABLEE

SUITABLEE seamlessly blends AI technology with years of hands-on expertise to produce top-quality suits that strike the perfect balance between fit, craftsmanship, and affordability.

This AI is based on thousands of body scans, and is able to generate perfect cuts for any customer after they've answered 12 simple questions.

CASE STUDY: PROJECT MUZE
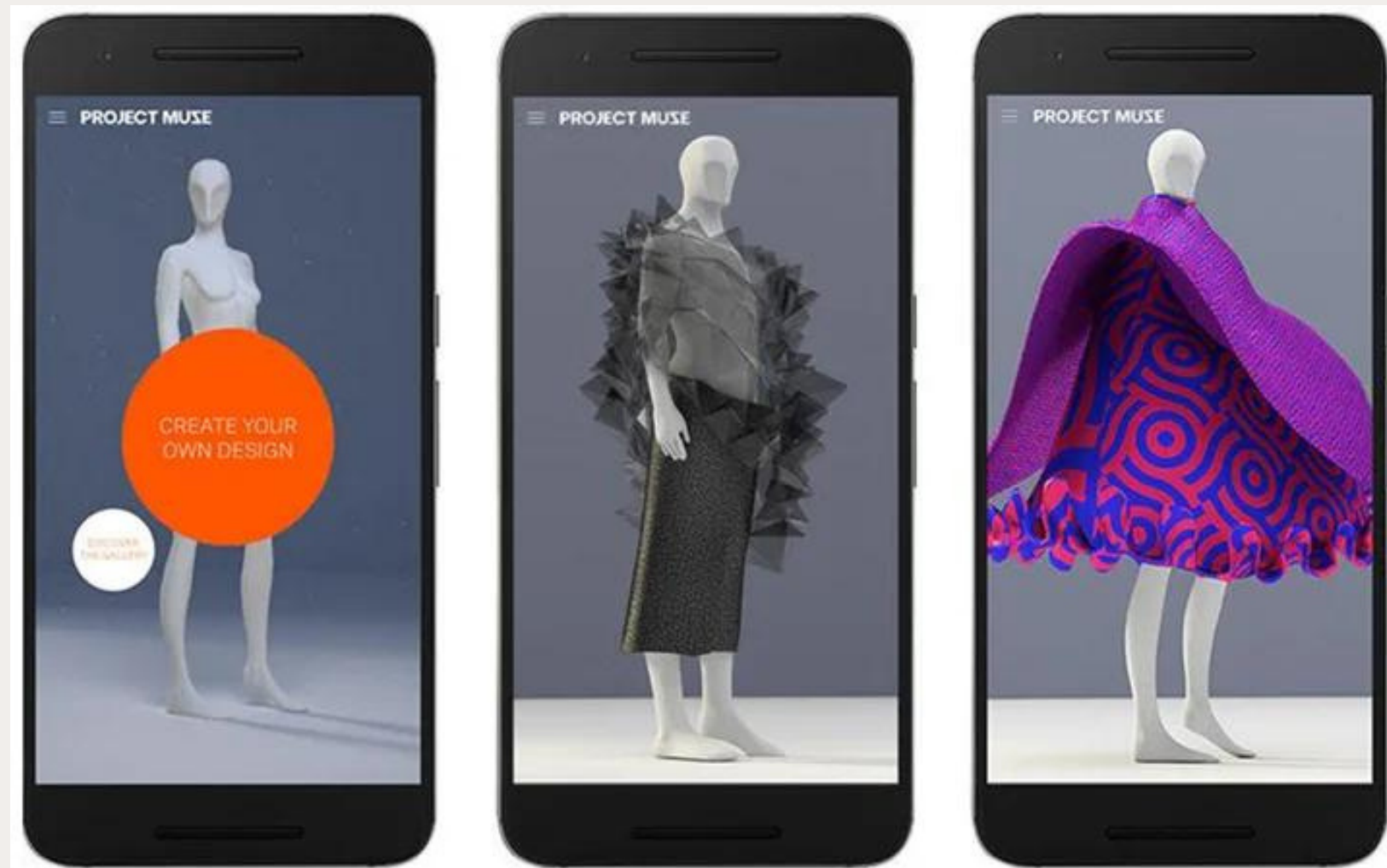
Zalando's Project Muze: Fashion Inspired by You, Designed by Code via ThinkwithGoogle.com

In 2017, Zalando teamed up with the production company StinkDigital to develop **Project Muze**, an open source network program that utilizes code and people's preferences to create unique designs.

AI algorithms can analyze large amounts of data from social media, fashion blogs, and consumer buying habits to identify emerging trends.

GENERATIVE ADVERSARIAL NETWORKS
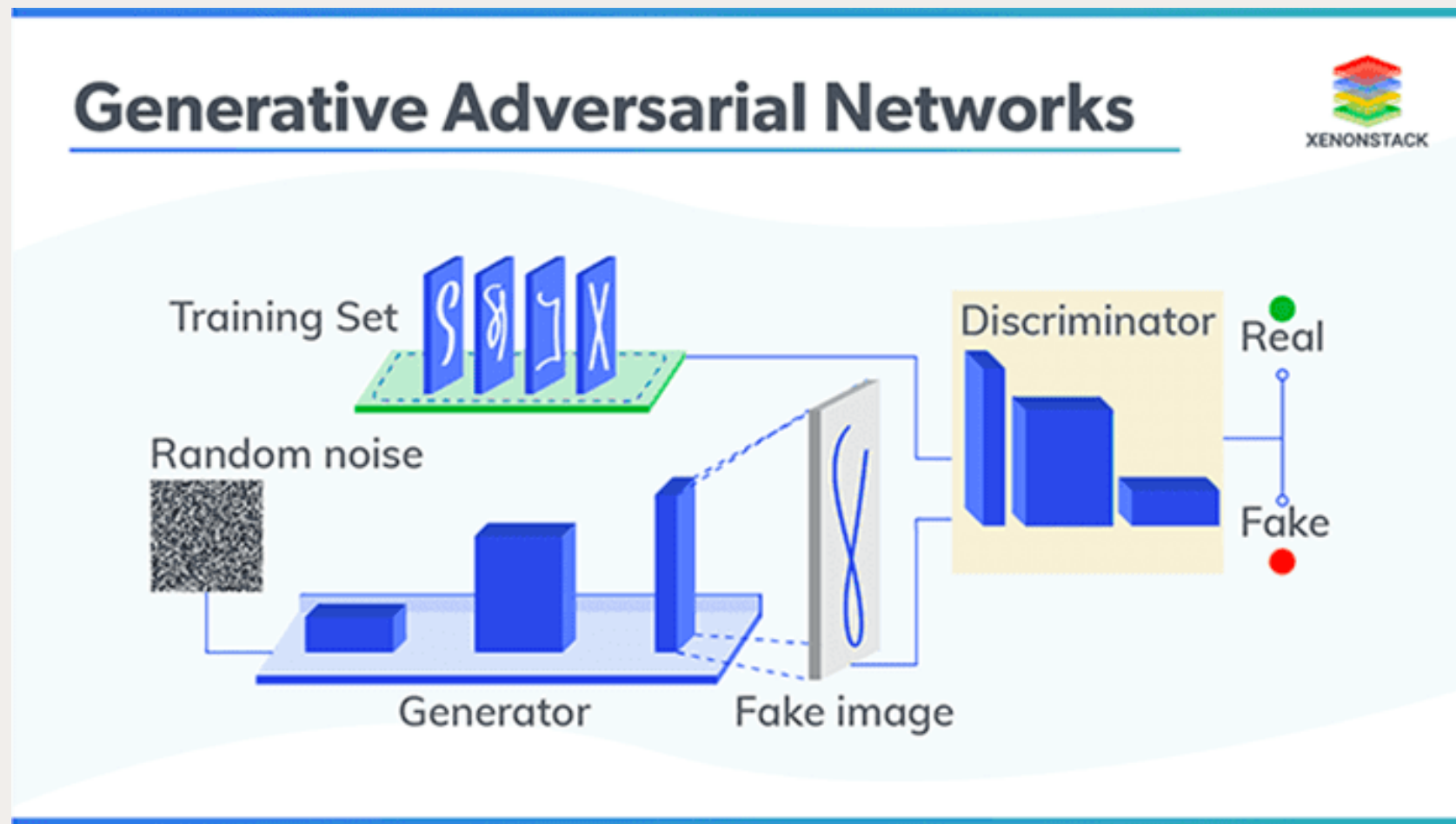
GANs with Keras and TensorFlow via pyimagesearch.com

A Generative Adversarial Network, or GAN, is a type of neural network architecture for that generates new examples that plausibly come from an existing distribution of samples.

Research suggests that AI-generated designs could be used as a learning tool for people who lack expertise in fashion but want to explore their creativity as the AI could assist them with creating their own designs.
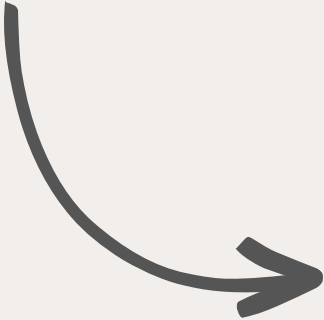
AI OPPORTUNITIES IN
SALES

1. CURRENT SYSTEM
2. NUORDER & AI CONNECTION
3. NUORDER FOR THE BUYER
4. NUORDER FOR THE SALES TEAM
5. CASE STUDIES

Excel Stock Report

E-SEAMED FIELD JACKET
95% NYLON 5% SPANDEX

CEED1-F410000
HEATHER BLUE
762

CEED1-F410001
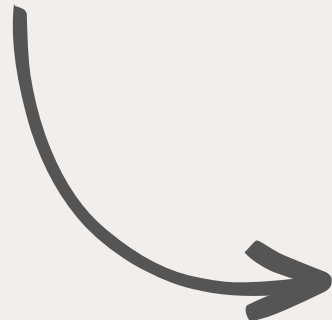BLACK
155

CEED1-F410003
OLIVE HEATHER
691

CEED1-F410002
LIGHT BROWN
187

MSRP: $175
SIZING: S, M, L, XL, XXL

ATS PowerPoint

Example of a Buy

CURRENT SALES SYSTEM

KENNETH COLE

FALL 2023 MACY'S BUY

Macy's Buy PowerPoint
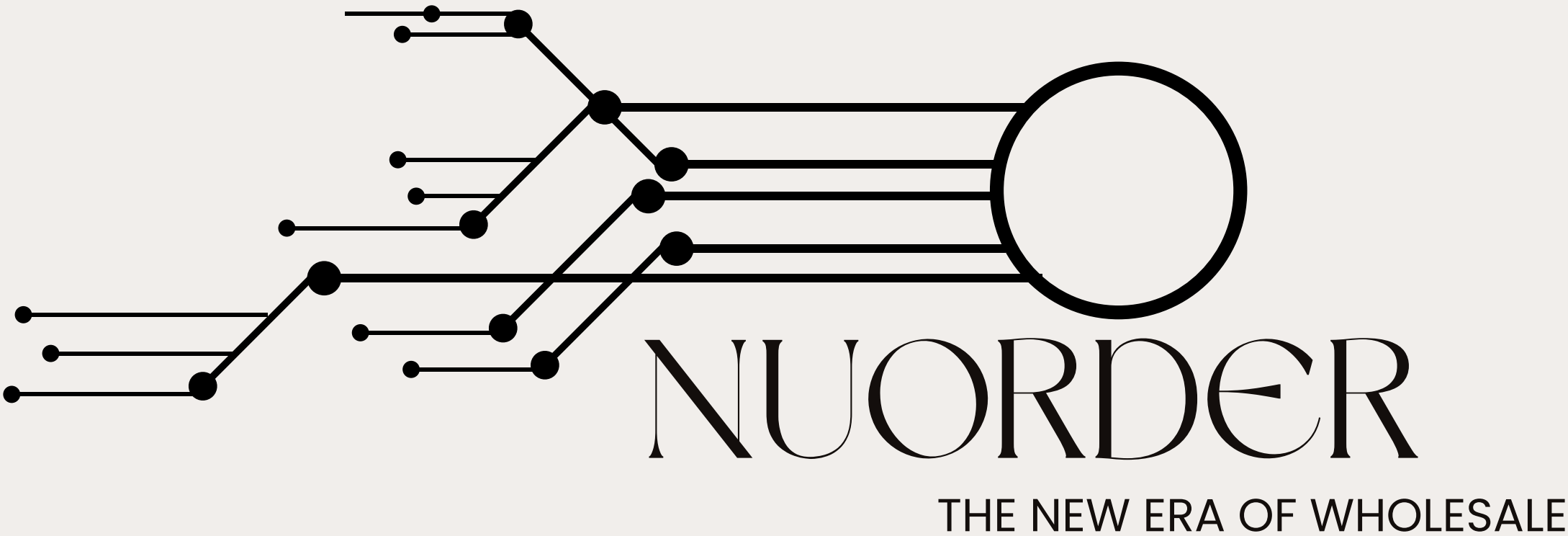
WHAT IS IT?

B2B Ecommerce Platform
Automated Human Behavior

HOW IS IT AI?

Analyze
Pattern Recognition
REST API - Application Communication
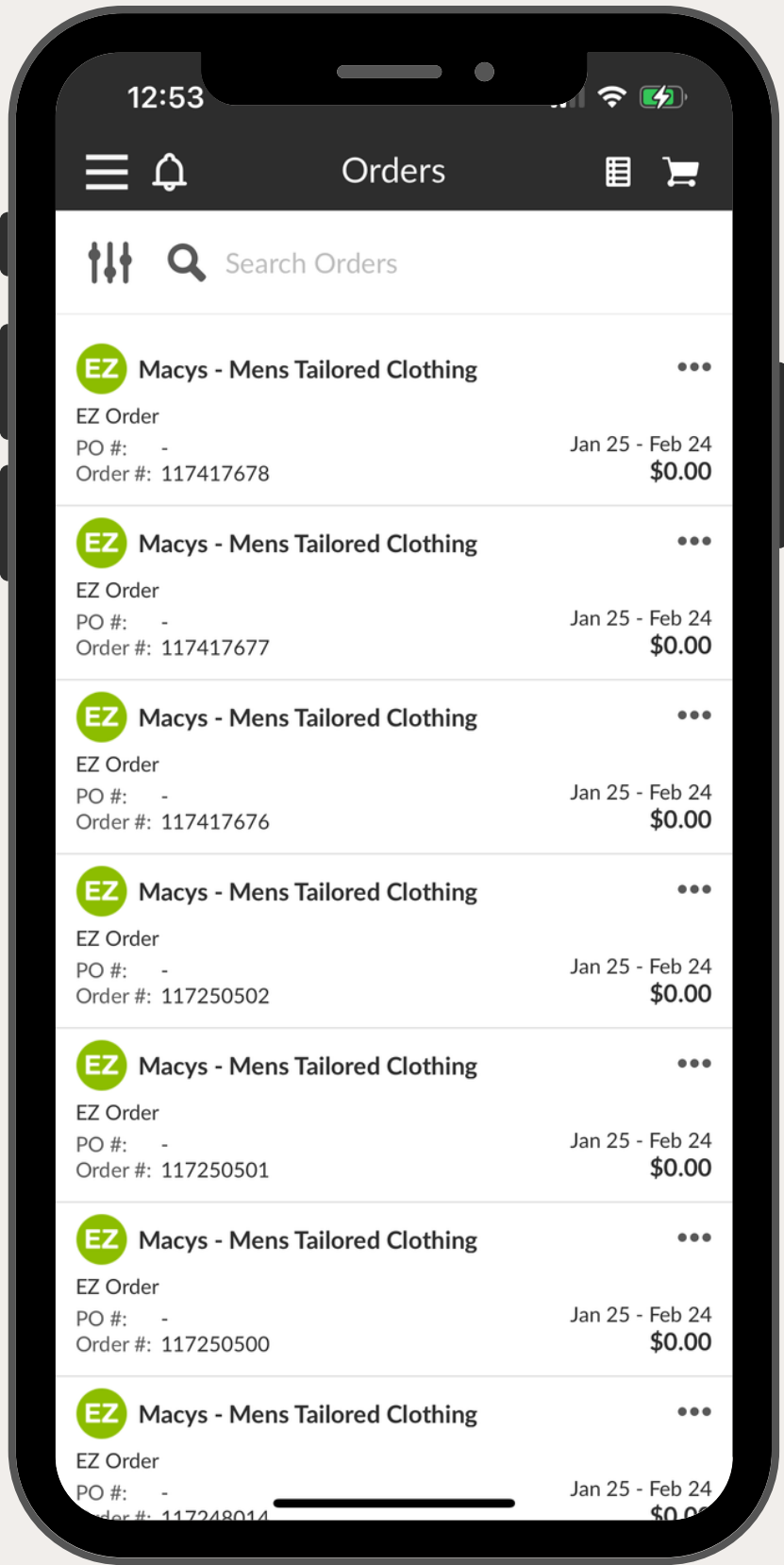
NuOrder App Peerless Order Page
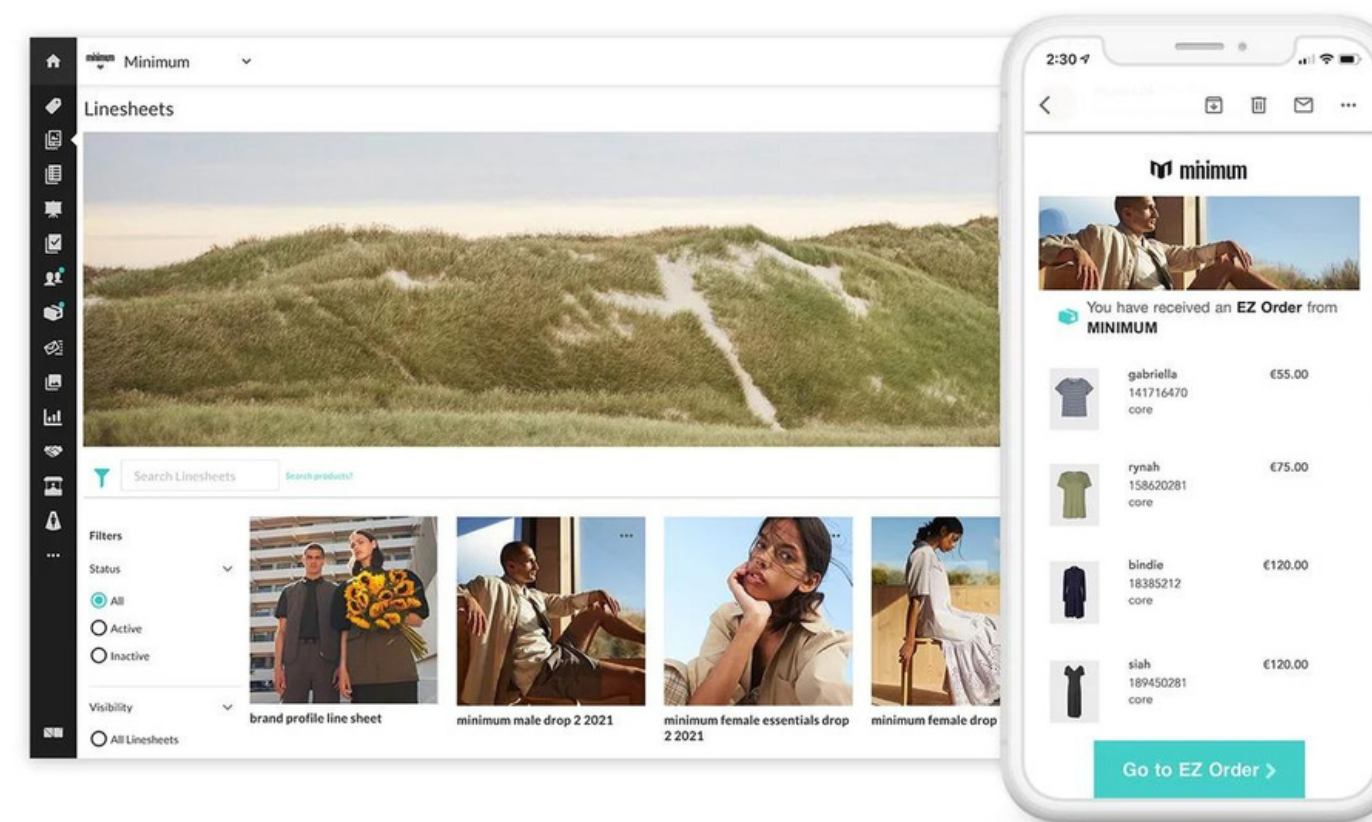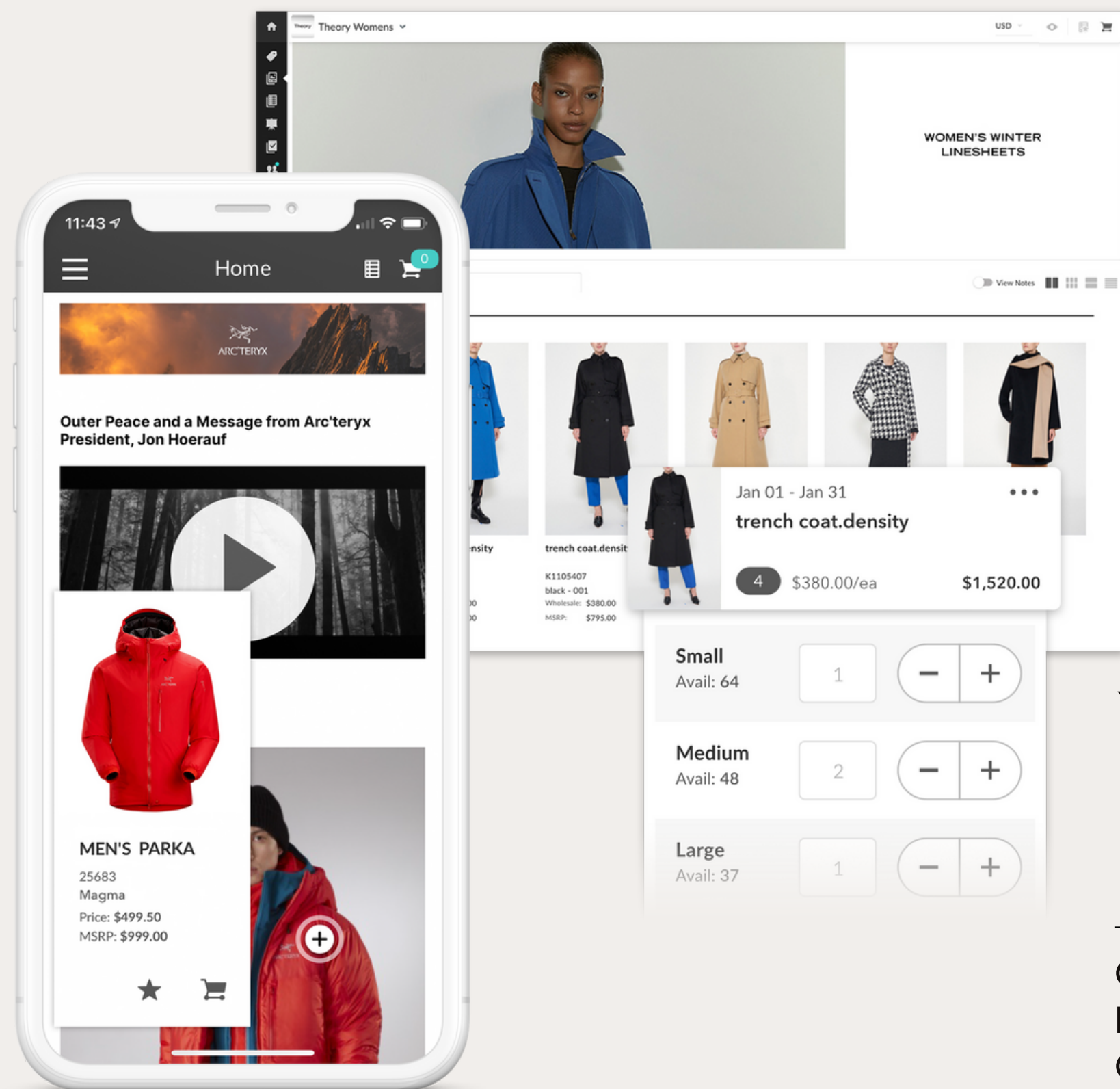
NUORDER
FOR THE BUYER

Convenience
Personal Shopping Experience
Customized Information
Shoppable PDFs
Instructional Training Program
NuORDER Assortments Feature

NUORDER
FOR US

Inventory
Order Tracking
Performance Analysis
NuOrder University

Inventory Arriving Table

Showing inventory for:
US

○ Total Units
○ Units Arriving

	00	0	2	4	6	8	10	12	14	TOTAL
Jul 22, 2022	750	729	700	734	725	703	700	685	726	6452
Aug 1, 2022	839	832	788	831	814	789	788	783	845	7309
Sep 1, 2022	949	928	902	926	932	888	885	892	946	8248
Oct 1, 2022	1052	1019	1015	1018	1031	1006	1003	1007	1046	9197
Nov 1, 2022	1153	1138	1127	1114	1124	1109	1115	1120	1160	10160
Dec 1, 2022	1246	1258	1232	1213	1241	1204	1217	1219	1278	11108

NuORDER Inventory

MED BLUE LINEN SUIT SEPARATE PANT
Style #: BVERPZ1E0000
Season: s24 tallia
Wholesale: $20.00
M.S.R.P.: $50.00
Sizes: one size - 20
Color: med blue

MED BLUE LINEN SUIT SEPARATE JACKET
Style #: BVNN1EC0000
Season: s24 tallia
Wholesale: $47.50
M.S.R.P.: $119.00
Sizes: one size - 20
Color: med blue

BEIGE LINEN SUIT SEPARATE PANT
Style #: BVERPZ1E0001
Season: s24 tallia
Wholesale: $20.00
M.S.R.P.: $50.00
Sizes: one size - 20
Color: beige

BEIGE LINEN SUIT SEPARATE JACKET
Style #: BVNN1EC0001
Season: s24 tallia
Wholesale: $47.50
M.S.R.P.: $119.00
Sizes: one size - 20
Color: beige

GREY BLUE CHECK
Style #: BVNNOXZ0060
Season: s24 tallia
Wholesale: $45.50
M.S.R.P.: $138.00
Sizes: one size - 20
Color: grey/blue

BROWN SMALL CHECK
Style #: BVNNOXZ0062
Season: s24 tallia
Wholesale: $45.50
M.S.R.P.: $138.00
Sizes: one size - 20
Color: brown

BLUE/GREY MICRO CHECK
Style #: BVNNOXZ0063
Season: s24 tallia
Wholesale: $45.50
M.S.R.P.: $138.00
Sizes: one size - 20
Color: blue/grey

Tallia Boys NuOrder Generated Linesheet

SALES

NUORDER CASE STUDIES

Toms
Spanx
Kendra Scott
Bollman Hat Company
Minimum

AI IN STYLING & WARDROBE

AI generated jacket for a prompt including men's fashion + art deco architecture via Midjourney
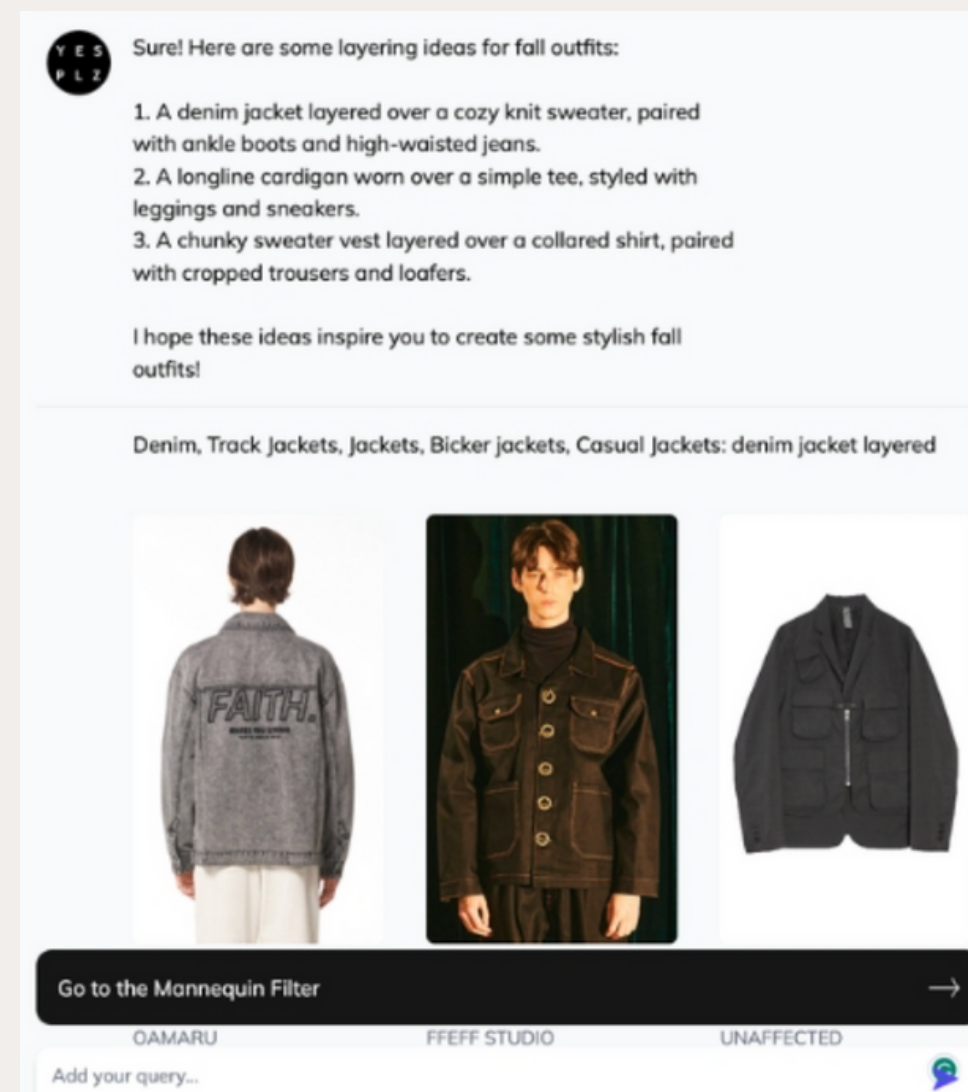
YesPlz GPT AI Stylist

AI TECH:
- Pinterest
  - AI image recommendations
- Midjourney
  - AI image generator
- YesPlz GPT
  - AI personal shopper and stylist
- Sorted
  - AI personal shopper for H&M
- Acloset
  - wardrobe organizer and AI styling suggestions

USES:
- Generate *new* imagery for styling inspiration
- Virtual closet organization for on-the-go styling with less mess

AI TRANSFORMING

FASHION PHOTOGRAPHY

1. AI IMAGE & MODEL GENERATION

2. AI CAMPAIGNS & E-COMMERCE

3. PHOTOSHOOT PLANNING

AI IMAGE GENERATION

**The Vanguard
AI Wedding Collection**

by graphic designer Brik

A sophisticated and fashion-forward
AI collection of blended wedding
gowns and tailored suits

AI GENERATED MODELS

CASE STUDY: LEVI'S

_____

How?

lalaland.ai: A digital fashion studio
that creates realistic AI-generated fashion models.

Why?

Diversity, Body Inclusion, Representation

AI E-COMMERCE

How It Works:

Create models in less than 5 minutes

0 Physical samples needed

90% Faster than photoshoots

LOCATION
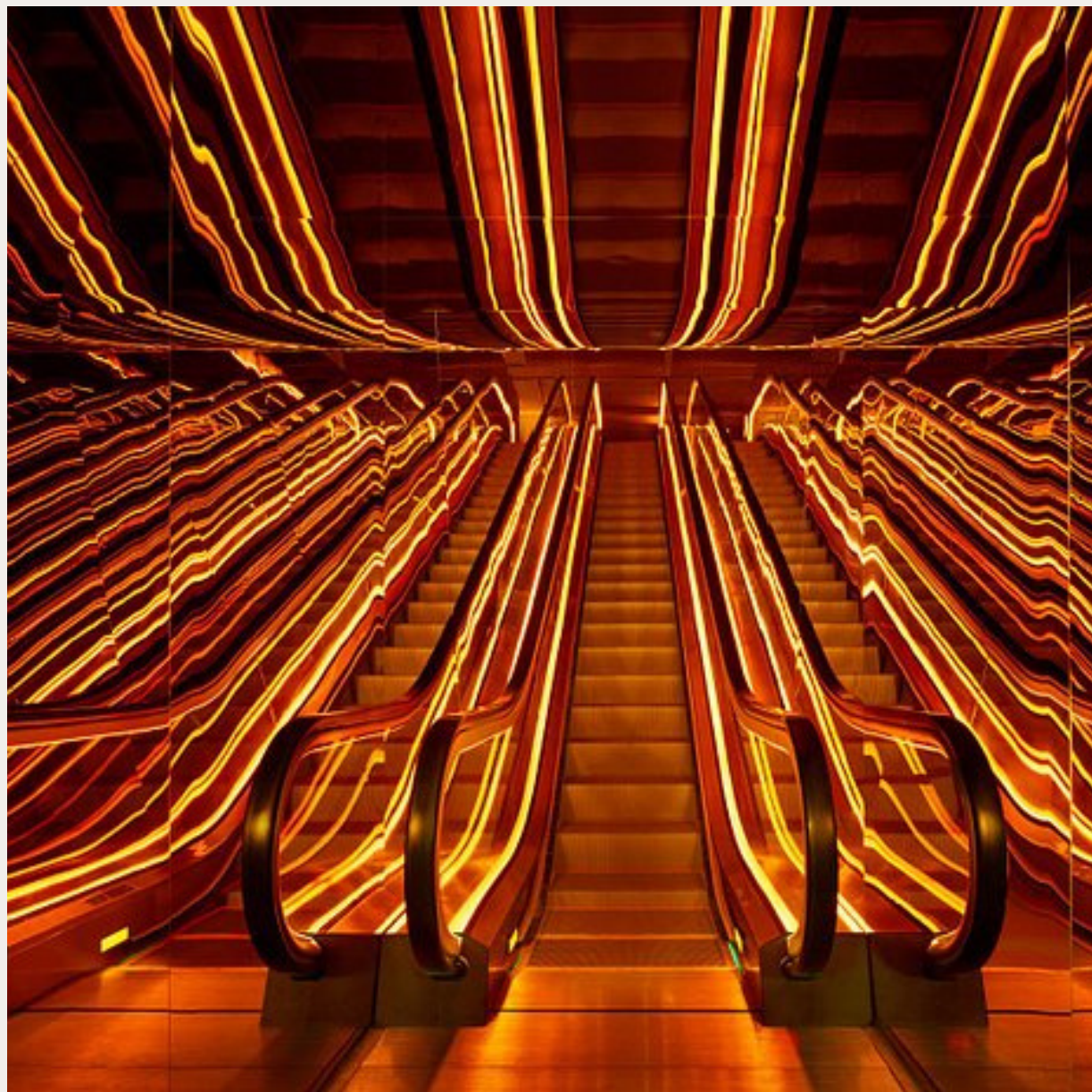
POSE

IMAGE

Public Hotel

Mark Sanders

Midjourney

Using DALL-E 2

COSMOPOLITAN

GRAPHIC DESIGN CASE STUDY

- DALLE - 2 is a form of generative AI
- Takes (SPECIFIC) requests from users and creates unique images based on hundreds of millions of images in its database from history
- **"wide-angle shot from below of a female astronaut with an athletic feminine body walking with swagger toward camera on Mars in an infinite universe, synthwave digital art"**
  - Need for specificity
  - Someone who knows exactly what to tell the computer
- Various art styles
- Lots of room for improvement within tailored menswear specifically
  - Brand guidelines
  - Traditional

GRAPHIC DESIGN AI TECH

Photoshop Generative Fill
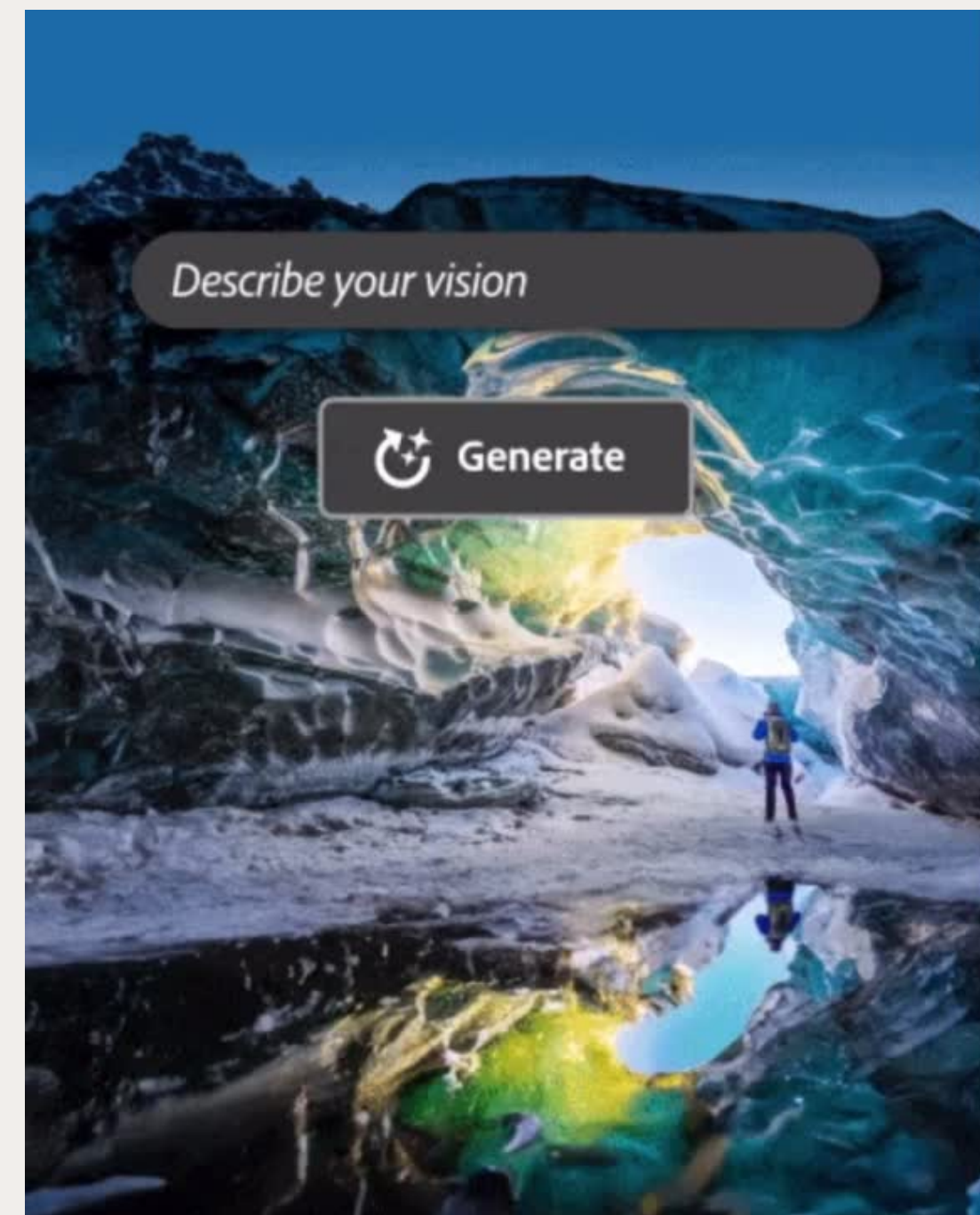
AD CREATIVE

- Generate engagement-focused social media posts
- Resizable for:
  - Facebook
  - Instagram
  - LinkedIn
  - Pinterest
  - Twitter
- Test different messages, backgrounds, and designs
- Can use Canva templates for inspiration
  - Key difference - templates vs. uniquely generated
- Monthly plans from $21 - $149

ADOBE AI

Sensei and Firefly - mostly Beta

Smart recolorization tools:

Other tools coming soon:

In exploration

Sketch to image
Turn simple drawings into full-color images

In exploration

Text to template
Generate editable templates from a detailed text description.

In exploration

Text to pattern
Generate seamlessly tiling patterns from a detailed text description.

In exploration

Extend image
Extend your image with a single click.
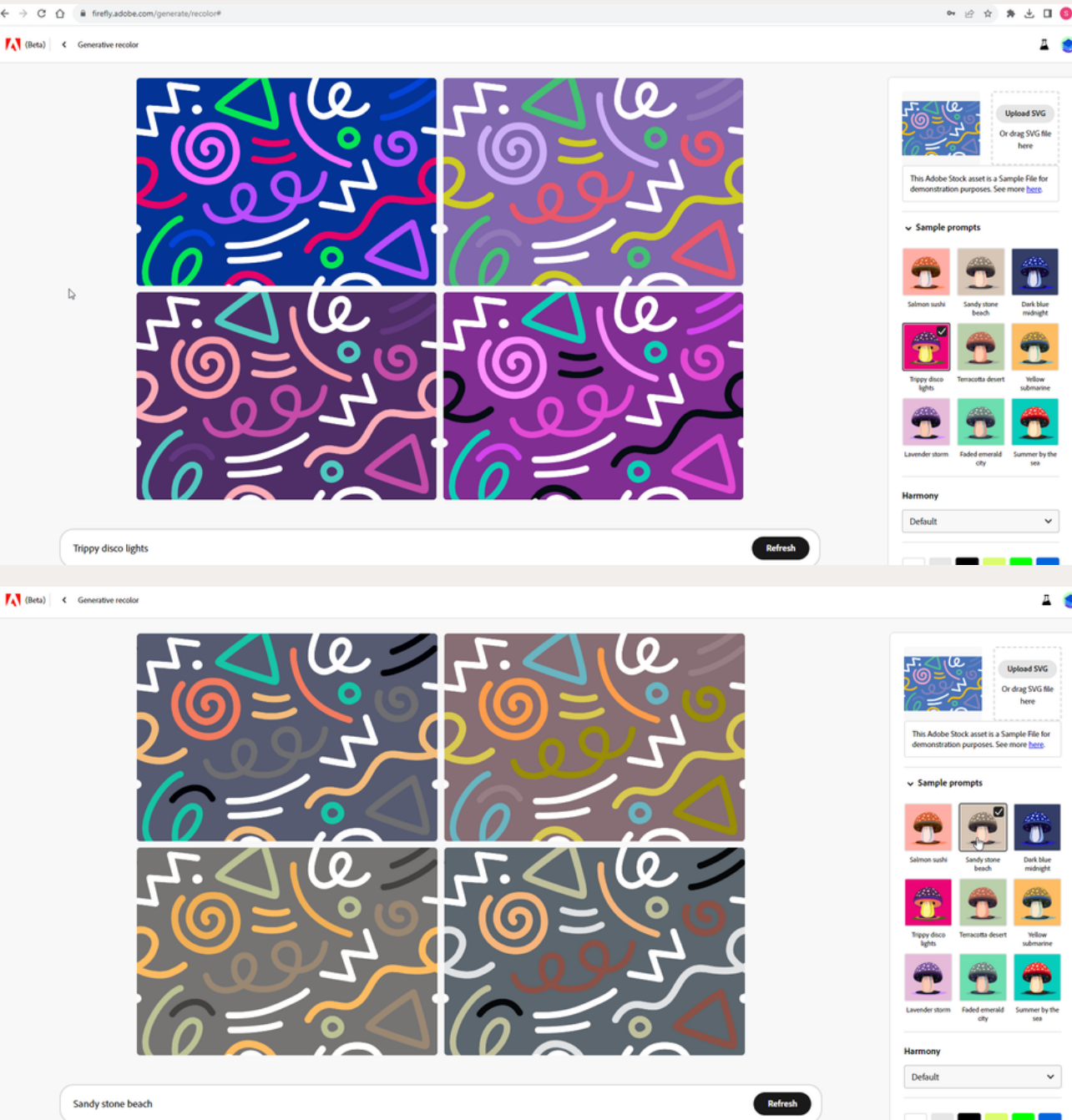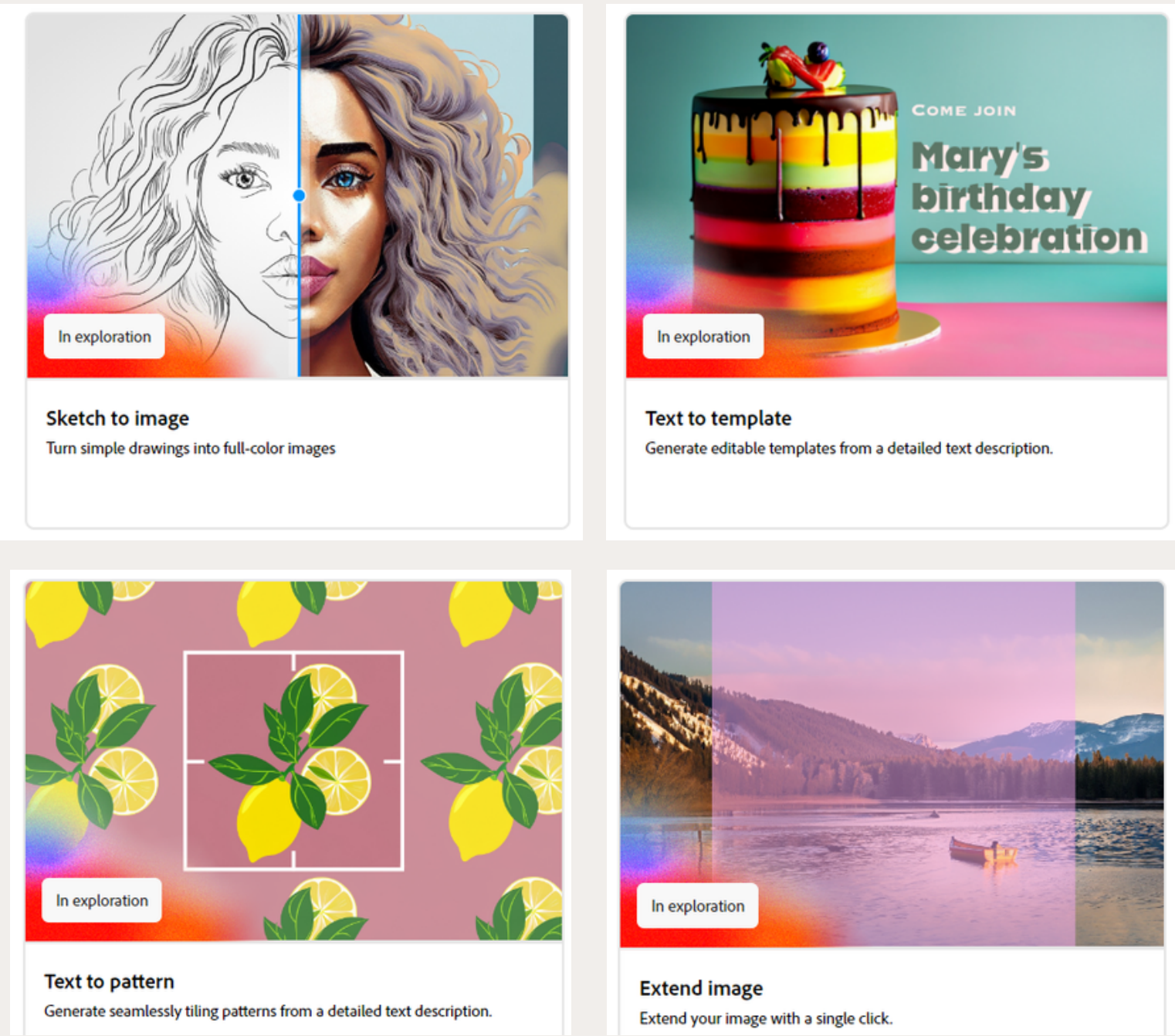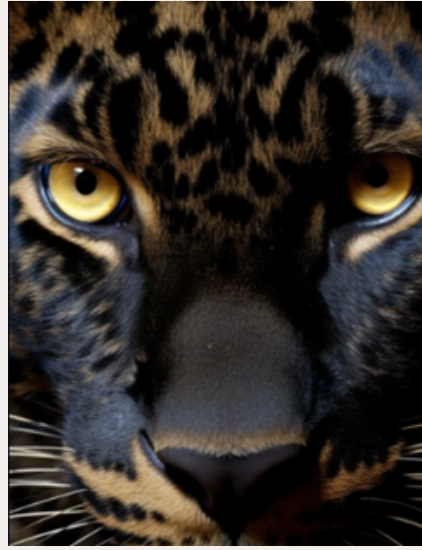
beautiful National Geographic cover photo, dynamic composition and dramatic lighting, cobalt blue, turquoise

minimalistic portrait of a beautiful model with a trendy long hair, mixed reality, photo taken on zenit 11, helios...

a portrait style social media profile picture of Sarah M. from Denver, USA. The profile picture should be outdoors...

Community examples of generative AI from Midjourney users showcasing and emphasizing the importance of specificity in using these programs

Other Generative AI Tools

- **Freepik** - FREE
- **Canva** - FREE, premium available
- **DALLE 2** - Cosmopolitan, $15 for 460 images
- **Midjourney** - $10 basic plan, $60 premium

Photoshop
Vs.
Canva

"Create a Ralph Lauren Campaign Image of a man in the woods for Fall 24"

OTHER GRAPHIC DESIGN TOOLS

Write me ten instagram caption with emojis and hashtags for Hart Schaffner Marx campaign photos

1. Caption: "👔 Elevate your style game with @HartSchaffnerMarx. Timeless elegance meets modern sophistication. #HartSchaffnerMarx #EleganceRedefined"

2. Caption: "👔 Dress for success in the finest tailored suits by @HartSchaffnerMarx. Confidence is the key to conquering your goals! #PowerfulStyle #MensFashion"

3. Caption: "🧵 Handcrafted with precision and passion, every stitch tells a story. Embrace the art of tailoring with @HartSchaffnerMarx. #TailoredPerfection #Menswear"

4. Caption: "💥 Be the best-dressed gentleman in the room with @HartSchaffnerMarx. Experience the epitome of luxury and sophistication. #DapperGentleman #MensStyle"

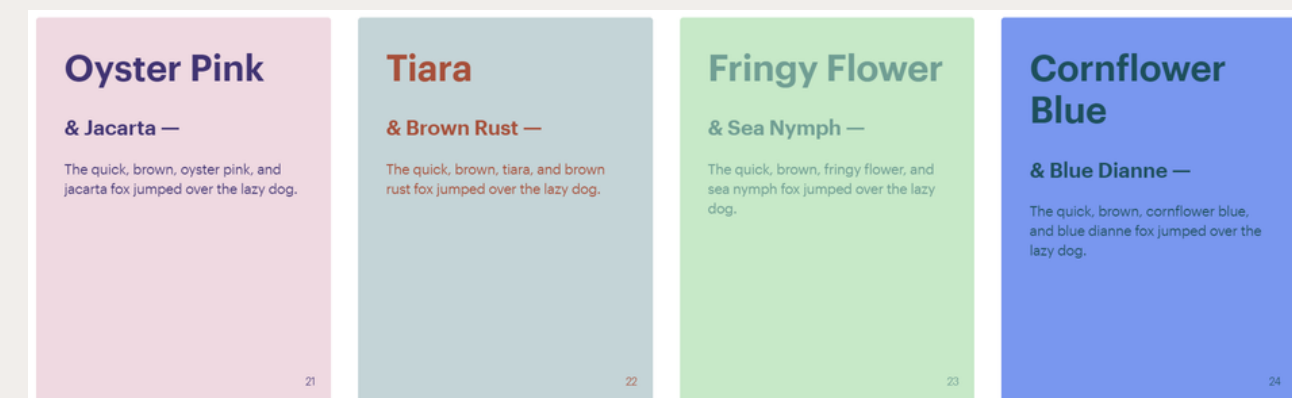5. Caption: "🌈 Adding a pop of color to your wardrobe with @HartSchaffnerMarx. Express your personality through your style! #ColorfulChoices #SuitUp"

6. Caption: "📷 Capturing classic elegance with @HartSchaffnerMarx. Timeless style that stands the test of time. #TimelessElegance #ClassicMenswear"

7. Caption: "💼 From boardroom meetings to special events, @HartSchaffnerMarx suits have got you covered! Look your best, feel your best. #SuitUp #Confidence"

8. Caption: "✨ Embrace the allure of sophistication with @HartSchaffnerMarx. Your style journey starts here. #SophisticatedGent #MensFashion"

9. Caption: "🕴 Dressing to impress has never been easier with @HartSchaffnerMarx. Elevate your everyday style effortlessly. #EffortlessElegance #MensStyle"

10. Caption: "🔥 Stepping into the spotlight with @HartSchaffnerMarx. Redefine your style and make a statement wherever you go. #OwnYourLook #HartSchaffnerMarx"

Chat GPT

- Chat GPT - AI text prompts
  - Use for copy for graphics, captions, etc.
  - Pulls from specific brands by collecting data from their own websites, mission statements, etc.
- Khroma - Color matching, theory, testing out hundreds of combinations in seconds

Oyster Pink
& Jacarta —
The quick, brown, oyster pink, and jacarta fox jumped over the lazy dog.

Tiara
& Brown Rust —
The quick, brown, tiara, and brown rust fox jumped over the lazy dog.

Fringy Flower
& Sea Nymph —
The quick, brown, fringy flower, and sea nymph fox jumped over the lazy dog.

Cornflower Blue
& Blue Dianne —
The quick, brown, cornflower blue, and blue dianne fox jumped over the lazy dog.

Khroma

VIRTUAL SHOWROOMS

AI TECH:
- NuOrder
- The Metaverse

USES:
- Showcase brand's aesthetic, colors & prints, and current product offering
- Fully customizable to best represent a brand
- Tool for buyers who are unable to view product in person or attend trade shows
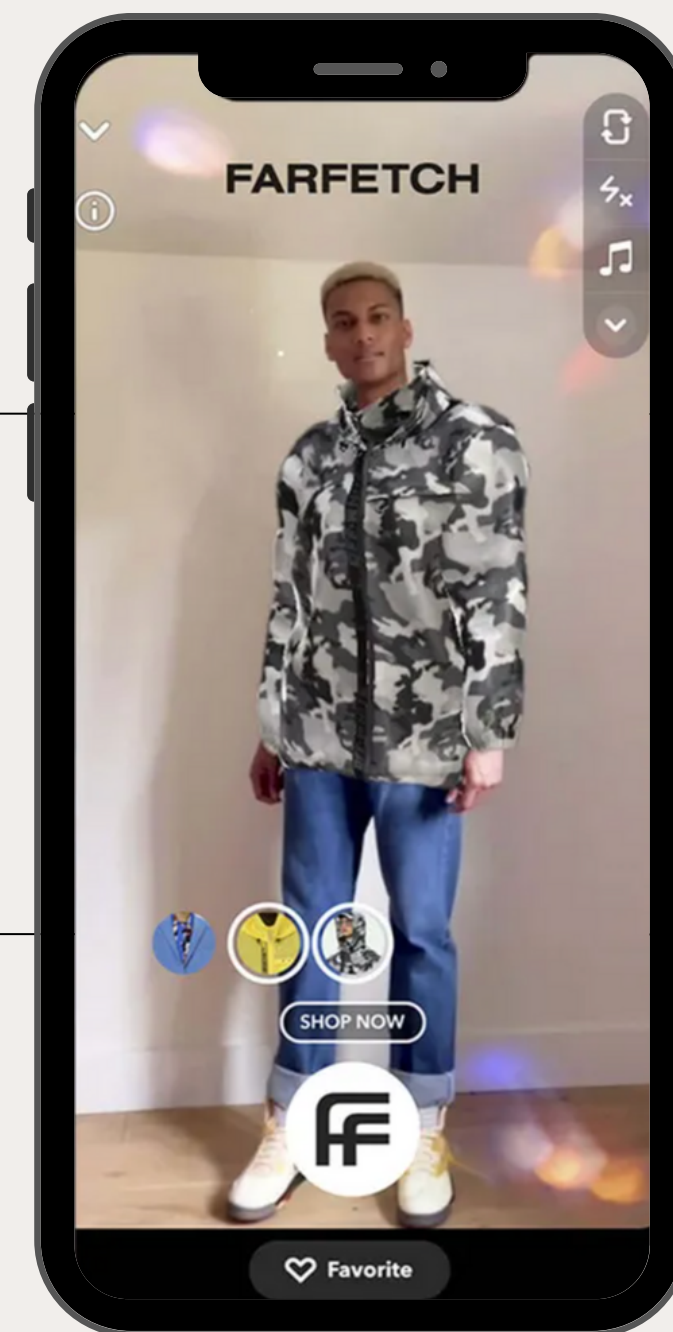- Interactive marketing strategy for big designer brands

CASE STUDIES:
- Dior
- Hugo Boss
- Ralph Lauren
- Brunello Cucinelli

Brunello Cucinelli via NuOrder
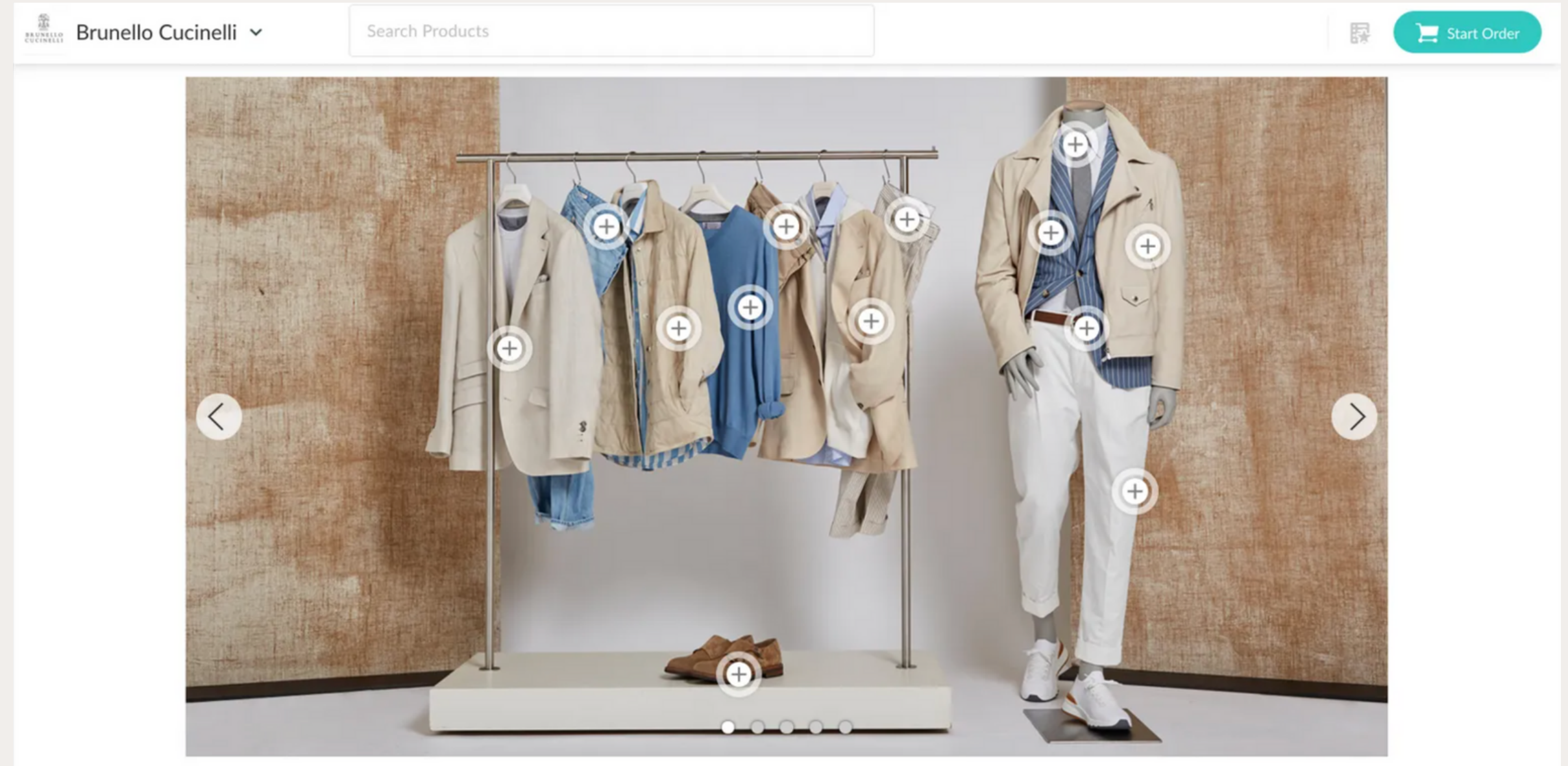
THE FUTURE

Virtual Try Ons
Virtual Touch & Feel
Search Engine Personalization
Sustainability
Influencer Marketing
E-Commerce

Farfetch x Snapchat

QUESTIONS?