



NYFW: A Retail Perspective



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- **This September, Vue.ai was at New York City for Fashion Week**, the seminal fashion event which defines trends across multiple industries.
- **At Vue.ai, we are constantly looking out for ways to understand and adapt to the rapidly changing fashion and retail industries.** Being present at NYFW gave us exclusive access into the inner workings of the industry.
- **This fashion week heralded a number of changes that will set the tone and direction** in which both the fashion and retail industries will have to operate if they are to achieve retail success in the coming year.
- **We have condensed all the conversations, events and discussions we had with industry leaders** during fashion week, into actionable insights and takeaways, which we will be sharing in this report.

NYFW: A Retail Perspective

We also conducted a survey among 400 diverse respondents during our time in NYFW to better understand their retail habits.

We've presented the results in this report as well and trust us, the results are a lot more surprising than we thought they would be.

- **What is the role that AI will play in fashion?**
- **How can technology boost sustainability and size inclusivity?**
- **How is fashion going to adapt to climate change?**
- **What is Gen-Z's most surprising shopping habit?**

READ ON. WE'VE GOT THE ANSWERS.

The Shorter, The Better



Tom Ford's New Rules:

One of the first big changes that designer Tom Ford has implemented since taking over as chairman of the CFDA, is **cutting down the duration of Fashion Week by two days.**

Traditionally, New York Fashion Week runs from **Wednesday to Wednesday**, but under Tom Ford's new rules, it was condensed into a **Friday to Wednesday** run.

Reinvigorating Fashion Week

"There's a choice," [Ford told WWD](#). "All of New York Fashion Week moving toward irrelevance or changing the schedule, ***trying to reinvigorate it and trying to be as accommodating as possible.***"

Small Changes, Big Impact

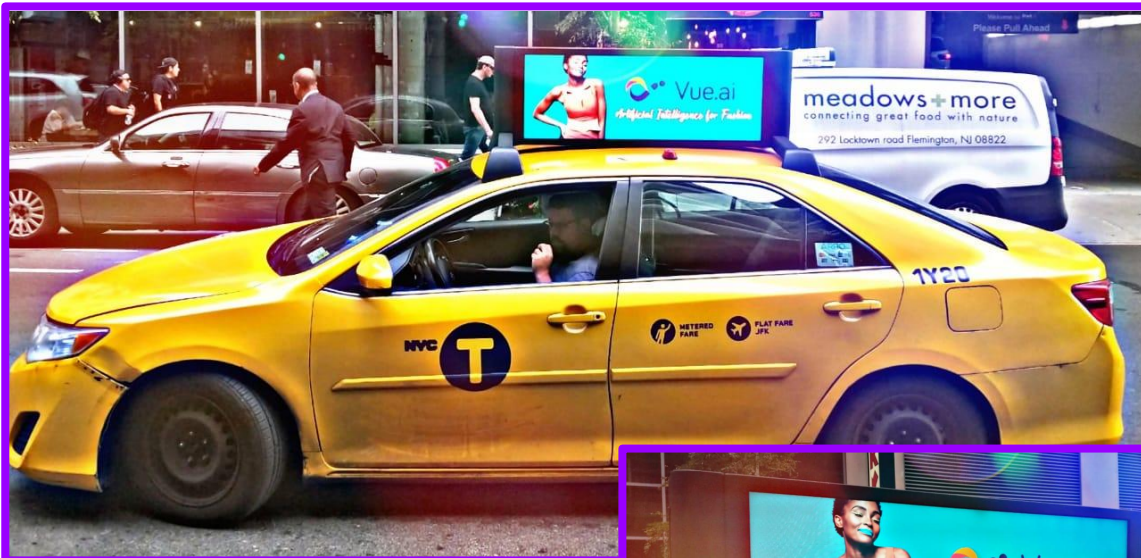
The shorter fashion week had a tall impact. Condensed schedules resulted in ***enthusiastic buyers, retailers and editors alike.***

The Shorter, The Better

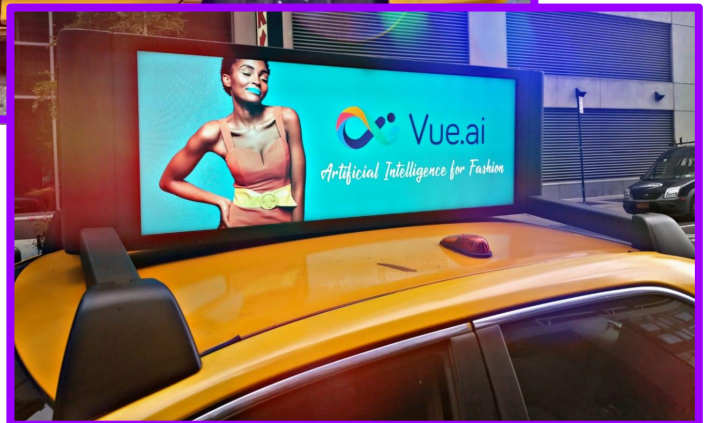
Getting Around Town

Taxi, Taxi!

A tight schedule meant that the only way to get around to shows across the city was the ubiquitous New York City yellow cab.



Vue.ai's eye-popping ad ran across yellow cabs all over Spring Studios!



If you were in the city for fashion week,
did you spot our cab?

The Shorter, The Better

Why do shorter fashion weeks work?

- **Less Expensive**

Condensed schedules are economically favourable - for not only the **organizers**, but also for **those attending** the shows.

- **More Exciting**

The packed show schedule gave greater motivation for audiences to cover as many shows as possible within the timeframes available.

120

Shows
Spring 2019

82

Shows
Spring 2020

The Shorter, The Better

Retail Trends

Buyers are cognizant of customers being more discerning than ever before, and are looking to cater to the segment by **doubling down on designs that are:**



- **True to brand's ethos and aesthetic** but also offer newness
- **Wearable,** practical designs for the everyday
- **Timeless, well-tailored** items that can be considered investment pieces

Tech On The Runways

An AI Vision:

Vue.ai partnered with leading fashion publication **WWD** to organize **WWD Style Dimension**, one of NYFW's key fashion events.



Julia Dietmar (CPO - Vue.ai), **Chris Homer** (Co-Founder & CTO - thredUP) and **Eileen Rizzo** (CIO - Ashley Stewart), discussed both the deployment and application of AI in fashion and retail with WWD's **Kaley Roshitsh**.

The event, which had a combined social audience of **5.5 Million+** and garnered more than **565K social impressions**, spotlighted how **AI is taking on the fashion industry** and helping **consumers customize their wardrobes at a whole new level**.

Tech On The Runways

An AI Vision: Highlights & Insights



"I feel like now we are going to a hyper personalized experience but with the help of technology."



"We've built this incredible platform where we can power all resale for the broader market"



"The instore experience can Be changed drastically from what we are seeing today with AI"

Tech On The Runways

An AI Vision: Highlights & Insights

“Think about the dream shopping experience”



What does AI powered personalization look like?

AI powered recommendations **are all about you, the individual shopper**. Let's say you prefer pants, and I prefer skirts - our recommendations will be tailored to our preferences. And **the more a shopper interacts with the system the better it gets!**

Is Retail Dead?

The answer is **absolutely not**. Those who will survive and thrive will focus on experiences. And **AI and technology** be helping retailers to be a lot more **efficient** in the mundane tasks so they can actually **focus on experience**.

How does AI bring scale to styling?

Brands usually have **creative directors** to put together looks, but for **large retailers** with massive catalogs, it takes an **army of people** to do that **manually**. AI Styling Assistants can generate looks across the catalog, **personalized to every single customer**.

Tech On The Runways

An AI Vision: Highlights & Insights

“There’s a huge gap in the plus size market right now”



Chris Homer
CTO - thredUP

What was the reason behind starting GoodyBox?

We have **millions of items** on our site and some **customers don't want** to go through **all of them**. Our Goodybox offers the customer a **selection tailored** to their needs. They can say I want a certain type of box, like **9-5 wear**, and they can try these items at home and return what they don't want. **Vue.ai powers the box.**

How does the AI powered curation for GoodyBox work?

Customers fill out a **style profile**, tell us what they like and upload moodboards from Pinterest. Then, **combining Vue.ai's technology** plus our own **stylists** in the loop, we curate a box for them. Customers receive 10-12 items, try them and return what doesn't work. It gives our customers **convenience, freedom, privacy & flexibility** so we found it a very powerful addition to the platform.

Tech On The Runways

An AI Vision: Highlights & Insights

“With automation, you can save the expense & pass it on to the customer in the bottom line”



Eileen Rizzo
CIO - Ashley Stewart

What is the potential that AI has to change the in-store experience?

Today's shopping experience is where the customer goes in, they can touch and feel but there isn't anybody helping you with that real personalized experience. **The in-store experience today can be changed drastically with this AI technology.**

What does the in-store experience of the future look like?

Everything that we have talked about is **data driven**. When you asked about the in-store experience, you can imagine **facial recognition, or geo-location** from a phone. The sales assistant knows that I just walked in, **knows my purchase history, style preferences** and the new arrivals **in-store that match them!**

Tech On The Runways

How will automation impact the economy?



Eileen Rizzo
CIO - Ashley Stewart

There is this conversation and fear about job loss, what's going to happen and if you think about computers and AI. Tech will not be taking jobs, but augmenting them. There might be a reduction in certain jobs, but I do believe it is going to be a combination of the AI, the person telling, watching &

correcting the machine, but the **machine is still going to be doing so much more for us.**

Access all the insights from WWD Style Dimension from our AI Gets Personal Report! [Click on this link to download the report.](#)

Fashion gets Fluid

Does Fashion's Future Include Gender?

Consumer Tastes Are Diffusing

As consumers move towards gender diffuse clothing, NYFW led the way in making gender neutral style, mainstream. **Area** showcased genderfluid tailoring with models wearing crystal beards as accessories and **R13** showcased '90s inspired, grunge-y separates in silhouettes and colors that could be worn by anybody.

Area



R13

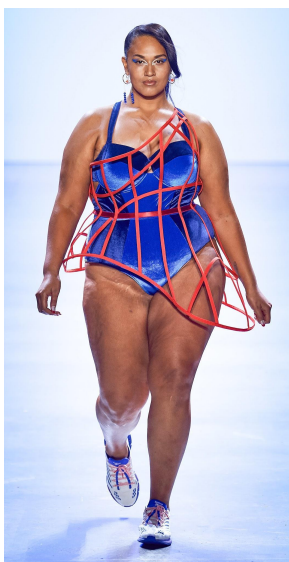


Area



Inclusivity is not a Buzzword

Fashion Should Never Be Constrained By Size



Every BODY Is A Customer

Chromat celebrated its 10th anniversary by leading the way and setting the gold standard for inclusivity with their Spring Summer 2020 Show at NYFW. The brand showcased their signature bathing suits on a diverse range of models in all shapes, colors and sizes.



Julia Dietmar
CPO - Vue.ai

How does AI enable size inclusivity and reduce returns?

"The average American model is about 6' tall, size 0 and the average American consumer is 5' 4", size 14. **Garments get returned** because the **fit** is not there, or the opposite happens where the **customer doesn't even buy** it because she thinks, "there is no way I am going to be able to **pull it off**". But when she **sees that dress in different sizes** or in a body of her size, she'll think "**wow** that actually looks pretty good," so we can actually increase **conversions and purchase** but also **decrease returns**." - Julia Dietmar, Vue.ai

Sustainable Runways

Fashion Uses Its Voice For The Environment

- **Climate Change Is Real**
Designers are now more mindful than ever of the climate threat that is now looming closer than ever.
- **Collina Strada's** founder Hillary Taymour created her Spring 2020 collection with deadstock fabric and fabrics leftover from past seasons.
- **Chromat's** fabrics were sustainably & ethically sourced.
- Mario Cornejo's **Zero + Cornejo** Spring 2020 collection was created with eco-friendly and responsible textiles, from organic cotton jacquard to recycled polyester and responsibly-sourced and renewable viscose.

Collina Strada



Chromat



Zero + Cornejo



Sustainable Runways

How Does AI Styling Boost Sustainability?



Julia Dietmar
CPO - Vue.ai

The average a garment gets worn only seven times!
Vue.ai offers an AI Styling Assistant that shows customers how to style the **same item** for **different occasions**. As a result, the customer is inspired to wear the garment **multiple ways** and is more sustainable.

Sustainable Runways

How Can Retailers Be A Part Of The Circular Economy?



Chris Homer
CTO - thredUP

There's a lot of different ways retailers in the physical world and online can partner with us and be a part of that movement.

Supply side: Retailers can **partner with thredUP** to help their customers **clean out their closet** and **earn credits** to spend back on their own sites - Reformation, Cuyana are really good examples of this right now.

Physical Stores: You can have the products that comes through our engine, go back into your physical retail stores, and there you can increase the foot traffic, and provide a reason for people to come back day after day, because the assortment is refreshed continuously.

e-Commerce Platforms: If you have an **online property** and you want resale to be a part of it, we can either **white label it** or **jointly label** a feed to go into your e-commerce site such that you can have **resale items side by side** with your catalog and be a part of the circular economy.

#PulseofNYFW



The Vue.ai Survey

We **conducted a survey among 400+ diverse respondents** to better understand their **retail habits**.

We embarked on this exercise to **equip retailers** with **data** that could inform their **decision making**.

The survey was conducted both on our online social platforms as well as on the streets of New York City, where we were able to truly capture **the #PulseOfNYFW!**

The Store will Always Survive

52% of respondents stated that their first preference when it comes to shopping for fashion, **would always be in-store.**



65% of **Gen-Z respondents** said their first preference was **in-store**

Mobile apps edged out the traditional browser to come **second**, a clear consequence of social media led, **see-now-buy-now** purchase patterns and the **convenience** that the platform enables.

The In-Store Experience

45%

The percentage of respondents who said they go to the store for the “**in-store experience**”

Gen-Z Values Experience more than any other generation!

56%

The percentage of **Gen-Z respondents** who said that they went to the store for the ‘experience’.



The Kate Spade store at Hudson Bay, New York is designed for the most amazing store experience with fluffy pink sofas, instagram ready accessories and helpful, articulate staff!

The Power of Peer

65%

We asked our respondents about which feature of online shopping they'd like to see offline. An overwhelming **65%** said they would like **the ability to read reviews!**

Relatability & Authenticity

These are the two most important values for millennials & Gen-Z when it comes to trusting opinions on social media - **which is why they would rather trust reviews from peers than from influencers.**

Integrating online reviews with in-store merchandising is a surefire way to drive footfall and build trust.



Amazon understands the power of peer reviews!

Reviews form the core of their visual merchandising strategy.

The In-Store Personalization

39%

Of respondents said they would like to see **styles curated for them**, when they shop in-store.


With **63% of consumers expecting personalization as a standard of service**¹ retailers can leverage the **power of AI** to offer customers one of a kind, personalized experiences

Vue.ai's styling and curation tools enable site merchandisers and in-store staff to offer personalized looks based on the customer's preferences and style profile!

Boost Revenue

Increase in
RPV

+65%



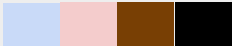
Steve
Occasion:
Work Wear, Active wear

Shape:
Full Length, Short Sleeves


Pattern:
Solid, Stripes

Style:
Casual, Sporty

Color:




USER STYLE PROFILE




RECOMMENDATIONS FOR STEVE


WORK WEAR PARTY ACTIVEWEAR CASUAL




HENLEY SHIRT
\$24.99



SKINNY CHINOS
\$29.99



SLIM FIT BLAZER
\$69.99

Powered by  Vue.ai

1 - <https://www.retailcustomerexperience.com/news/consumers-expect-personalization-reveals-report/>



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