



An AI Vision At

WWD
STYLE
DIMENSION



#VueXNYFW



Partnering With WWD

WWD, or Women's Wear Daily, is a fashion magazine that is often referred to as "*the bible of fashion*" and is among the most influential fashion publications in the world.

WWD Style Dimension

Vue.ai partnered with WWD to host WWD Style Dimension, the publication's marquee event that takes place during fashion week.



Snapshots from Style Dimension

This September saw the fifth edition of Style Dimension, powered by Vue.ai, featuring a star studded lineup of speakers including **global CXOs, international influencers and award winning fashion designers**. With over 1500 RSVPs, WWD's fifth edition of Style Dimension was a roaring success.



Chris Homer,
Co-Founder & CTO
thredUP



Eileen Rizzo,
CIO
Ashley Stewart



Julia Dietmar,
CPO
Vue.ai



Karolina Kurkova,
Founder
Gryph & Ivy Rose



Chriselle Lim
Founder
Chriselle Inc



Tanya Taylor
CEO & Designer
Tanya Taylor

...and more!



5.5+ Million

Combined Audience For The Event

565K+

Total Social Media Impressions From The Event

150+

Event Attendees





L-R: Kaley Roshitsh, Eileen Rizzo, Julia Dietmar and Chris Homer



A Full House For Our Panel!





Vue.ai at Style Dimension!



An AI Vision: Highlights & Insights

WWD, in partnership with Vue.ai, hosted an informative, technology-first panel about AI and its venture into the fashion and retail world.



Chris Homer, Eileen Rizzo and Julia Dietmar were in conversation with WWD's Kaley Roshitsh & spotlighted how AI is taking on the fashion industry and helping consumers customize their wardrobes at a whole new level.

Some of the questions that came up during the discussion include:

How is shopping today similar to shopping a hundred years ago?

How does AI styling boost sustainability?

How does the AI-powered curation for GoodyBox work?

How can retailers be a part of the circular economy?

How is thredUP going offline?

How does Ashley Stewart innovate with customer data?



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”



Key Insights:

“Think about the dream shopping experience”



Julia Dietmar
CPO - Vue.ai

How is shopping today similar to shopping a 100 years ago?

A lady would go to a dressmaker, and the dressmaker would know everything about her - her size, her measurements what is there in her closet and **everything would be ultra personalized**. And then there was mass production, fast fashion, and I feel like now **we are going back to that hyper personalized experience but with technology**.

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**.

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 or maybe for different occasions I prefer different types of garments - our recommendations will be tailored to our preferences. And **the more a shopper interacts with the system the better it gets!**



Key Insights:

“We are all using AI everyday, many times a day”

How does AI styling boost sustainability?

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.



Julia Dietmar
CPO - Vue.ai

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**.

How does AI enable size inclusivity and reduce returns?

Vue.ai has developed a technology that can generate images of how a garment looks on models of different sizes. 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**.



Key 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.

How is thredUP going offline?

We have much of our **supply** going into **physical stores**, and we've announced **partnerships** with Macy's and JCPenney, where we have our own retail stores. There are many different way to shop resale, and we are **open for business** with other retailers now. We've built this incredible platform and with the scale we've gotten to, **we can power all resale for the broader market.**



Key Insights:

“Retailers can partner with thredUP to be a part of the circular fashion movement”

How is thredUP investing in technology?

There are certain areas where we do want to be cutting edge, and at the core what we're trying to do is solve problems for our customer, fill gaps in the market, where it's like "oh yeah, she is obviously going to have a way better experience using that."



Chris Homer
CTO - thredUP

How can retailers be a part of the circular economy?

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.



Key Insights:

“We offer fashion tailored to our customers’ preferences, both from style & color perspectives”

How will automation impact the economy?

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.**



Eileen Rizzo
CIO - Ashley Stewart

How does Ashley Stewart implement personalization?

Recommendations are powered based on the **product, the data associated with the product and the data associated with the customer.** When you look at Amazon, it’s mostly just people who looked at that also looked at this, and it is really just comparing it to the other people who looked at the product also looked at, as opposed to **recommendations for you as a customer** and the things you looked at historically.

How does Ashley Stewart innovate with customer data?

85% of what we offer to customers at Ashley Stewart **is new** on a **monthly basis**; We do a single shipment, we bring it in and we sell it. Next month new delivery, new fashion, new color palette, so we are able to **offer her fashion tailored to what she likes, both from style and a color perspective.**



Key Insights:

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



Eileen Rizzo
CIO - Ashley Stewart

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!**

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 and walk around but there isn't anybody helping you with that real personalized experience where they know you and your preferences. **The instore experience can be changed drastically from what we are seeing today with this AI technology.**

Where is retail headed?

From retailer perspective, a company like Ashley Stewart that is targeted towards to the under-served population and is **trying to offer more to the consumer**. I find myself increasingly **time pressed**, given **thousands of choices**, it is very difficult to make a decision. To be able to have that **more personalized, tailored and targeted toward me**, I think that **shopping** is going to be **driven by consumer demands**.



