

# R-VUE

## CONNECT

## EQUIPPING YOUR TEAMS WITH A.I. TOOLKITS

Retail in a post-COVID world



## What is R-Vue Connect?

R-Vue Connect is Vue.ai's first EVER educational digital summit! At Vue.ai, we've been speaking to retailers across the globe who've been impacted by the COVID crisis and on hearing their stories and perspectives, we believed that there was a need for a common, informative and interactive platform for all retailers to learn, share lessons and prepare themselves for what we're essentially calling the "post-COVID" world.

With R-Vue Connect, we have facilitated interactive conversations around relevant topics like the state of the market, retail productivity, equipping your team with the right toolkits, the way forward and more.

At its core, R-Vue Connect isn't just about helping our community stay informed, but also about building a dependable community of retailers and experts that we all can share with and learn from.

## Speakers at R-Vue Connect

R-Vue Connect gave our community access to the best minds in the retail industry and enabled teams across the globe to interact, learn, and participate in actionable conversations. Our sessions not only discussed the impact of COVID-19 on retail but also the impact that technology, and especially A.I. could have on retail. We also equipped teams with step-by-step guides to help them integrate A.I. into retail value chains with minimal effort and high ROI.

Here's a look at the brands that participated in the first edition of R-Vue Connect:



## R-Vue Connect: Edition 1

Track	Session	Speakers
Ushering In Offline to Online Transformation	How Virtual Models will change fashion	<b>Julia Kaplan Dietmar</b> - CPO, Vue.ai  <b>Bhavani Tirumurti</b> - Director of Product, Vue.ai
Lessons from Industry Experts	Zilingo Talks - Manufacturing and Supply Chain Lessons for the Retail Industry from Covid-19	<b>Ankiti Bose</b> - CEO, Zilingo
Getting your Teams Ready for an A.I. World	Why Product Data Needs To Go Digital	<b>Angie Flynn Wright</b> - VP, Customer Success, Vue.ai  <b>Swarna Rethas</b> - Head, Solution Engineering, Vue.ai
Ushering In Offline to Online Transformation	#DepopTalks: What Matters Most To The Marketplaces Of The Future	<b>Remo Gettini</b> - CTO, Depop  <b>Julia Kaplan Dietmar</b> - CPO, Vue.ai
Ushering In Offline to Online Transformation	THE CHINA STORY: What retail can learn from China's post-COVID Digital Resurgence	<b>Klaus Wang</b> - Vice President, Sequoia Capital
Getting your Teams Ready for an A.I. World	Hyphen-Group Talks: The Role of Digital Product Identity in Fashion Digital Transformation	<b>Marco Milioli</b> - CMO, Hyphen-Group  <b>Alessio Saraceno</b> - COO, Hyphen-Group

## The Post-Covid Consumer



For tier one cities, especially for the Gen-Z population, we've seen a very interesting trend that more and more people are pursuing a rationalized consumption behavior. And they would likely buy more and more value for money products and they're embracing more to local brands versus, you know, apparel and luxury brands. Normal people right now are looking forward to more service versus products.

Klaus Wang,  
VP - Sequoia Capital

Brands have been moving online to engage consumers, but with stores reopening, retailers will have to shift away from or reimagine high-touch services.

1

As much as **60% of GDP growth in China is attributed to consumer spending, making it the most important factor in how the country's economic recovery fares** in the wake of its coronavirus outbreak.

2

Retailers that have been the **hardest hit are pure brick-and-mortar stores with no digital presence**. Brands that had invested in digital or omnichannel strategies minimised losses.

3

**Omnichannel efforts are seem promising. Nike's ecommerce sales in China made up for losses from their store closures** in the region. Luxury brand Louis Vuitton concentrated efforts on customer outreach and a Valentine's Day pop-up store on WeChat, featuring store assistants on live chat ready to communicate in real-time with shoppers — a strategy which **saw online sales double compared to the previous year's efforts**.

## Re-imagining Customer Journey

78%

of consumers would not feel safe testing beauty products, according to research by First Insight.

65%

Of consumers would not feel safe trying on clothes in a dressing room

66%

Of consumers said that they would be uncomfortable working closely with a sales associates

For many companies, customers have already migrated to digital and employees are already working **fully remotely and are agile** to some degree.

**Refocusing and accelerating digital investments in response to evolving customer needs** is certainly the need of the hour! Using actionable data and A.I. to improve business operations will boost technology capabilities, and increase organizational agility to deliver more quickly. At the end of the day, it's not just about digitizing. Companies must look to **reimagine customer journeys** in order to accelerate the shift to digital channels and fulfil the ever-changing consumer needs.

## The rise of the virtual model

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For our entire spring collection, we're going to have to rely heavily on VueModel (A.I. powered virtual models) to generate high quality product photography and model shots of our product. This is the perfect example of how a technology became a lifesaving, necessary technology at this time.



Elisa Rossi, Co-founder,  
Milaner



Virtual models have an advantage of big savings, in some cases there are **savings of up to 75%!**





## Room for Personalisation

According to a study by Mckinsey, personalization has helped several industry players achieve 20 to 30 percent increases in customer lifetime value across high-priority customer segments. It has proved to be valuable with more stable and predictable purchasing patterns.

The COVID-19 pandemic is changing daily life for consumers around the world in many ways that were otherwise unimaginable. **By understanding where the most significant changes are and which ones will stick, companies can capitalise and position themselves to adapt.**

According to a Forrester Study, 89% of digital businesses and 79% of retailers have invested in personalisation as a strategy to retain and convert shopper attention in the past couple of years



## Enhanced Product Attributes

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“There was a lot of inconsistency in the tagging and that inconsistency ultimately impacted the search and the conversion of product online. When we looked at the Image Recognition Technology, **we were able to achieve upwards of 98 percent accuracy on the majority of our products.**”



**Eileen Rizzo, CIO & SVP, IT  
Ashley Stewart**

*Former SVP Omnichannel at Macy's*

1

**Digitizing retail catalogs can also help with better decisions in buying and forecasting.**

2

**The more specific the extracted attributes are, the more insightful the catalog is.** This aids in better assortment analysis to enable more informed merchandising decisions.

3

**Having rich, in-depth product tags helps your teams better understand the split of categories, how they are performing, what's trending, etc.** Everyone is looking at maximizing productivity and efficiency. Using A.I. can help retailers with that.



## A.I. Toolkit Capabilities

### Creating Immersive Online experiences

The very activity of shopping is likely to undergo a dramatic change. Going forward, we see that "omnichannel" is becoming the norm as opposed to being an option. **"The COVID-19 crisis is not only driving the imperative for digital transformation but is highlighting the need for more flexibility and agility and less infrastructure as we move forward.** Those retailers that are digital and omni enabled are able to stay alive through online selling, curbside pick-up and / or door to door delivery. But those retailers who have not started on the digital transformation, are lagging or quite frankly haven't invested in mobile technology are going to be behind in getting market share or even lose out altogether", says **Eileen Rizzo - SVP, IT at Ashley Stewart.**

### Cutting costs as retail slows down

Equipping retail teams with A.I. toolkits could drastically speed up new product development and testing without the hassle of creating physical samples. **That's the kind of technology that retailers should be looking to invest in.** The most important aspect for the future of retail is that most be done in a cost effective way, or retailers will not succeed. For instance, **if retailers have not been showing their products on models, then by switching to on-model product imagery there will be an increase in customer engagement simply by showing products in context.** This is what leads to a higher conversion rate and decreased operational costs.

### Inclusivity is not a trend, it's a value

Speaking of inclusivity - it's important to note that while inclusivity is a buzzword right now, it's not a trend. It is here to stay. **Gen-Z and Millenials deeply care about values and want authentic, inclusive messaging and advertising.** All the more reason why retailers should be looking into tech that can fuel all of this without adding extra costs. **If there was ever a time to experiment with tech like this, it is now!** Retailers who are able to **engage shoppers in a personalized way** and provide a shopping experience with **multiple layers of value**, generally have a **loyal customer base.**

# Watch out for our next R-Vue Connect Reports on:

1. Transitioning From Offline To Online
2. China's Digital Resurgence
3. State of the Market 2020

Questions?

Email: [sales@madstreetden.com](mailto:sales@madstreetden.com)

