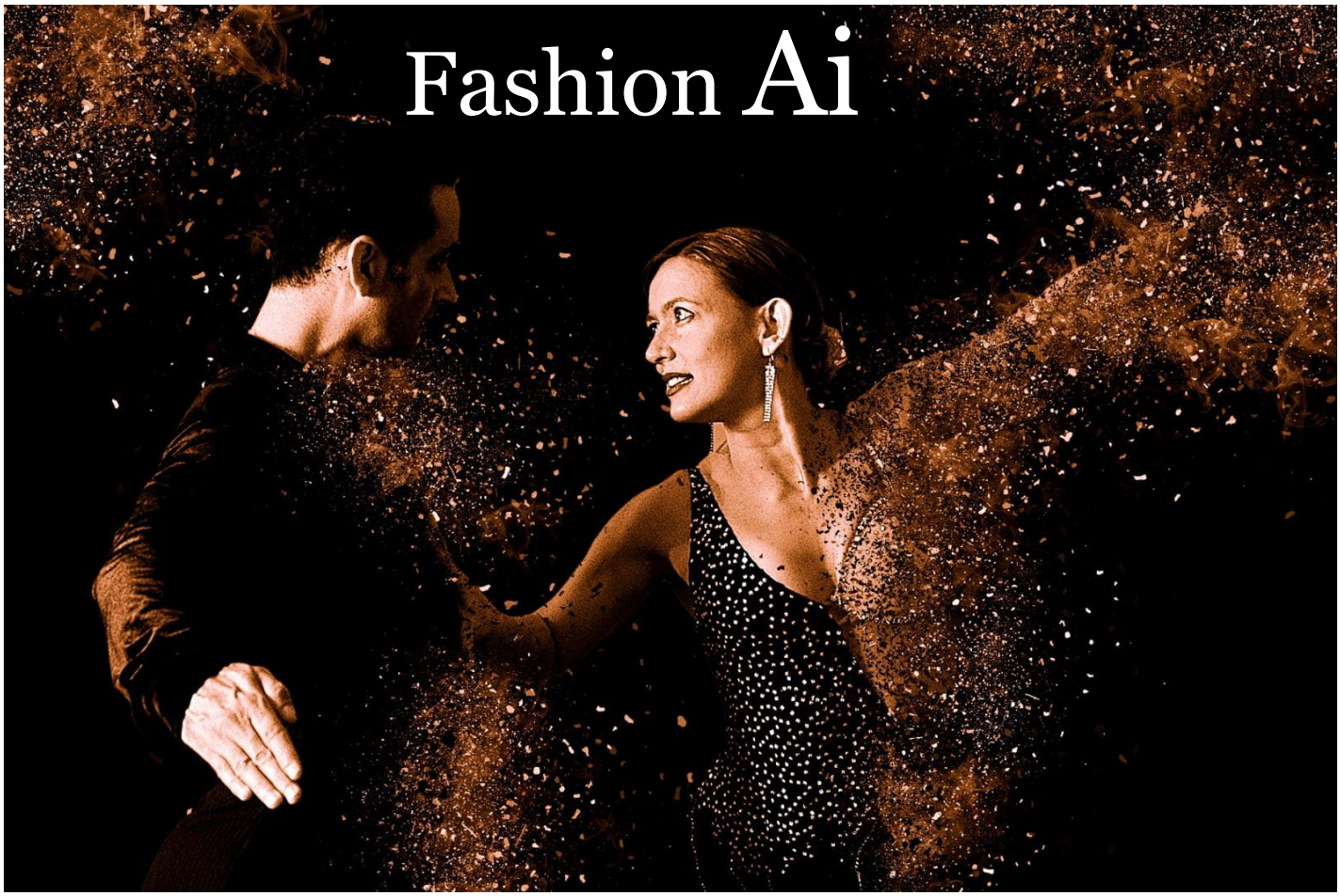

The latest AI technologies like Machine learning and Computer vision have been involved in our fashion in a way that even recommends the items that match our style and likes.

Computer vision is a subset of artificial intelligence that enables computers to see, process, and interpret visual information for pattern and object recognition and to adapt 2D/3D images into 3D data. Yet in just a decade, the accuracy of object identification rates has increased from 50% to an incredible 99%.3 making computer vision more accurate than humans' reaction to visual data.

Impact of Ai on the fashion retail industry

Leveraging AI in fashion gives many untapped opportunities for fashion retailers. Customers find it challenging to find the correct item from a catalog even when using filtered search, as it does not provide accurate results. Artificial Intelligence, in combination with Computer vision, allows seamless fashion tagging enabling retailers to tag their items, enhance customer satisfaction, and enjoy increased profits! Easily and accurately

The global AI in fashion market is expected to grow from $0.47 billion in 2021 to $0.65 billion in 2022 at a compound annual growth rate (CAGR) of 40.0%. The AI in fashion market is expected to grow to $2.66 billion in 2026 at a CAGR of 42.1%.

The growing influence of social media on the fashion industry is driving the growth of AI in fashion market. According to the influencer marketing hub, a social media resource for influencers, the marketing influencer market grew from $ 9.7 billion in 2020 to $ 13.8 billion in 2021.

Source: *The **ResearchAndMarkets** stated this Ai growth trend in, "AI in Fashion Global Market Report 2022."*

AI-enabled **visual search** lets customers use pictures of clothing they like or influencer/celebrity styles they want to imitate to search for products. AI identifies all products in the photo and finds the closest match for each product from a retailer's stock. Visual search helps customers find exactly what they are looking for, even in cases where putting it in text is difficult. Letting the customers show what they want allows retailers to inspire them with styles that match their tastes. In addition, they gain a deeper understanding of changing consumer demand.

Automated **product tags** are attribute labels that enrich each product on a retailer's inventory. This detailed and fashion-specific information enables customers to filter their search by specific attributes they want to see, such as color, print, fit, and fabric. This allows product search results with increased accuracy and relevance, bringing the customer closer to a buying decision.

Automating tagging gives faster processing times, lowered cost, richer data, and improved consistency free of human bias. Also, a retailer's inventory is enriched with product tags, and their stock becomes a powerful tool to understand performance and customer behavior and inform future business decisions. This insight can be incorporated into multiple stages of the value chain.

AI uses visual detection, and critical product attributes to **recommend visually similar** alternatives for each product in a fashion retailer's online store.

Customers are redirected to multiple relevant product pages on the retailer's website when a product goes out of stock or size. They can easily find what they are looking for without the hassle of restarting the product search, which often leads to frustration and site abandonment. Using similarity recommendations increases customer engagement and reduces sales opportunities lost to competitors.

Future Trends of AI in fashion

Fashion AI cuts down the number of errors, shows the company and the customers what is in style, and helps predict what will be. All-in-all artificial intelligence will keep fashion at the top of its game, ensuring we all look our best.