

APPAREL AND ACCESSORIES

Amazon's Alexa can now provide fashion advice, opening more marketing doors

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Amazon Echo Look has an app that can be used a personal stylist

By BRIELLE JAEKEL

Amazon might be changing the manner in which consumers interact with fashion now that its new artificial intelligence device Echo has been outfitted with a camera for style advice.

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Consumers who purchase the new Amazon Echo will have the ability to receive fashion advice in regard to their outfits through the device's camera and its artificial intelligence solution. Fashion designers will likely have an avenue in the future to further connect with consumers through this feature.

"The Amazon Echo Look is yet another innovation from Amazon that brings the power of on-demand voice, and now imagery, to the connected individual," said Michael Becker, managing partner at **mCordis**, San Francisco. "The Echo Look is a discovery tool, one that can enhance an individual's confidence and bring delight.

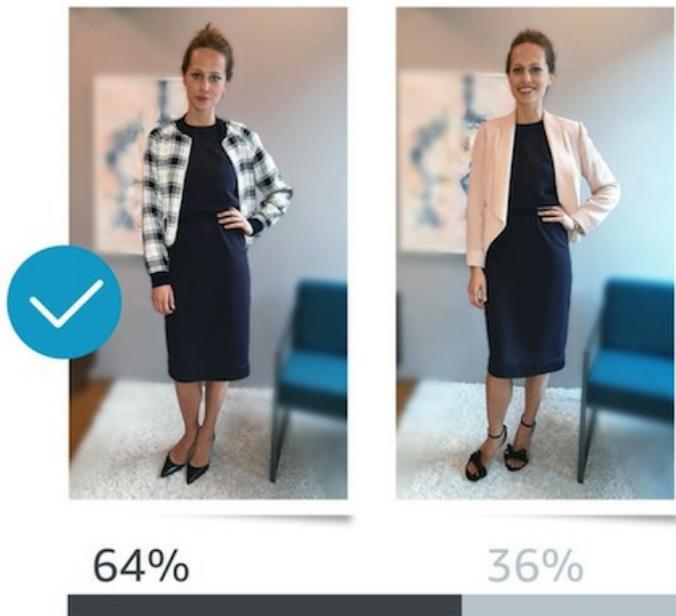
"The Echo Look has the potential to help people discover new ways to express themselves with the clothes and accessories they already have in their closet, or to discover completely new outfits, or the missing accessories, that they may not even know existed," he said. "The Echo Look brings some pretty obvious opportunities to the fashion industry to explore, such as educating people on latest trends and styles, establishing an emotional connection with people and clearly selling more.

"In the future, I could see the platform also being used for other solutions, including customer care how do I get this stain out,' interior design, and collaborative partnership between companies. For example, the Look in addition to suggesting outfit combinations, could also suggest cosmetics by taking into account the individual's skin tones."

Mr. Becker is not affiliated with Amazon, but agreed to comment as an industry expert. Amazon was reached for comment.

Fashion and technology

Amazon's Alexa will now be getting sight in addition to hearing. The new Echo will be able to capture photos through its camera on the front of the device.



Amazon Echo app

While the Echo itself will not have a display, therefore not be able to show the images, users can view them on their mobile devices. The images are available in the accompanying Echo Look application.

Users will be able to take full-length pictures and video by speaking, "Alexa, take a picture," or "Alexa, take a video."



Amazon's new Echo Look

Amazon's Style Check feature on the Echo Look app will use machine learning and AI to suggest outfit advice based on the user's photo.

The app will provide an overall outfit rating but also suggest items in the future, which can be a huge benefit to brand and retail partners. This will also allow marketers to gain even more insight on consumers and their behaviors.

Amazon introduces Echo Look

Amazon innovation

Amazon has been shifting consumer behavior dramatically in the last few years.

For instance, after completely dominating the online shopping world, Amazon has continued to move further into physical retail with its latest offering: a bricks-and-mortar grocery store where consumers can purchase items through an app and then just grab them off the shelf.

The new store Amazon Go which is not yet open to the general public but likely will be in the near future, completely

removes the idea of a checkout line at a grocery store in yet another industry-shaking move ([see more](#)).

Amazon's new Echo Look will likely attract many fashion brands, which can be rare for luxury brands.

Recently, Danish design house Georg Jensen went against the luxury grain, selecting Amazon Fashion as the exclusive European retailer of its limited-edition charitable collection.

Featuring rubies from sustainable miner Gemfields, the five-piece collection was inspired by the brand's 1960s Mobius shape. The luxury world has typically avoided selling on Amazon due to its mass positioning and deep discounting, so this benefit offers Georg Jensen to test out retailing on the widely used platform ([see more](#)).

"The Amazon Echo is a platform," mCordis' Mr. Becker said. "Brands have the potential to use this platform to drive reach, discovery, engagement and sales with individuals, at scale. Moreover, the Look is an amazing tool for individual insight.

"Marketers have been wanting to understand the individuals. Platforms like Look completely change the game, they create new insights there were unimaginable just a few years ago," he said. "It is important that brands get started understanding this platform immediately, while the field is still relatively open.

"Stephen Hawking has noted, the world has changed more in the last 10 years than it has in the last 100 years. Well, I believe the world will change more in the next three to five years, than it has in the last 10."

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