

SOFTWARE AND TECHNOLOGY

Ssense competition aims to further AI in fashion

June 12, 2018



Images generated by AI. Image courtesy of Ssense and Element AI

By STAFF REPORTS

Online retailer Ssense is working with Element AI on an academic challenge focused on machine learning.

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Together, the partners are making a library of imagery from Ssense's ecommerce site available to researchers, asking them to generate images for the chance at a \$1,500 grand prize. Launched ahead of the European Conference on Computer Vision (ECCV) in September, this competition intends to facilitate breakthroughs by opening up access to Ssense's existing data.

"Fashion is in the midst of a technological revolution and machine learning is key to unlocking a new universe of possibilities," said Jean Francois Gagn, CEO of Element AI, in a statement. "New technologies are within reach and are now closer to reality thanks to the comprehensive collection of ecommerce images Ssense is releasing and Element AI's ability to layer our advanced computer vision and machine learning abilities over the data.

"ECCV is the right conference to launch and see what's possible within the open machine learning community," he said.

Advancing AI

Dubbed FashionGen, the new library of Ssense imagery was shot at the retailer's studio.

The photography is accessible to approved researchers after they apply to participate. Academics can submit proposals until July 31.

Ssense and Element AI will be hosting a dedicated workshop at ECCV in Munich, Germany on Sept. 14.

"AI has the potential to power distinctive customer experiences across our online and physical touch points," said Vincent Ho-Tin-Noe, vice president of product management at Ssense, in a statement. "A key pillar of the AI strategy at Ssense is finding and interacting with the right set of partners such as Element AI.

"We are very excited to support fundamental AI research by opening a collection of labeled images consisting of the latest clothing, bags, shoes and accessories to the scientific community," he said. "We look forward to seeing the

breakthroughs in AI research that this collection will enable."



Ssense is working with Element AI to further fashion machine learning. Image credit: Ssense

While artificial intelligence has been thought of as computerized solution lacking creativity, a new report from Fashionbi explains that AI-powered creativity will be a new frontier for fashion.

Through the use of data, fashion brands are now looking into creative solutions that build a unique strategy for streamlining trends as well as personalization. AI is now also powering three facets of fashion, according to [Fashionbi's Artificial Intelligence in Retail report](#), such as customer service, product design and within the shopping experience ([see story](#)).

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