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Artificial intelligence takes on design role for Yoox

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Yoox introduces its 8 by Yoox collection. Image credit: Yoox

By BRIELLE JAEKEL

Ecommerce lifestyle retailer Yoox is challenging traditional notions of fashion design and innovating by using artificial intelligence for something beyond digital initiatives.

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Yoox, part of Yoox Net-A-Porter Group, is launching a new collection for men and women that is powered by AI. Dubbed 8 by Yoox, the line is tailored to customers' needs and wants, with a mixture of the company's style along with technology behind the creative process.

"We are always exploring the frontier between Human and Machine; it's been part of our DNA since I invented YOOX in 1999," said Federico Marchetti, founder and CEO of Yoox Net-A-Porter Group.

AI as a designer

A design team within the Yoox business tapped advanced automated tools that looked at content across social media and online magazines that focused on fashion influencers.

The data analyzed a variety of trends in lifestyle and fashion and was combined with predictive indicator systems, Yoox's customer purchase trends, feedback and search and image recognition. The information created a mood board, a visual representation of how designers should move forward.

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From 8 to 8 Introducing #YOOX very own label, here's a first look at #8byyoox as seen on @andrehamann, @maryleest, @joanpala, @sofievalniers, @mattthewzorpas, @valentinamarzullo, @zosuen and @camilacarril. Stay tuned for more & tap the link in bio to shop the collection yoox.ly/8byyoox

A post shared by YOOX (@yoox) on Nov 6, 2018 at 1:19am PST

Yoox launches its new collection

Trends such as shapes, colors, sleeve lengths, necklines, fabrics, textures, heel heights and price points were all factors indicated on the mood board.

The collection that debuted Nov. 6 on Yoox's Web site is the fall/winter 2018-19 collection, while the spring/summer 2019 collection will be available in January.

Before its full reveal, Yoox tested the collection with a soft launch.

8 by Yoox's current collection includes products such as T-shirts, jackets, coats, dresses, pants and sweaters. The line is designed in a neutral color palette for versatility.

Yoox explains that the collection is meant to give customers free range, allowing them to create versatile looks with accessories.

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From 8 to 8 All the essentials you've always dreamed of are just one click away. Shop #8byyoox as seen on @andrehamann, @maryleest, @joanpala, @sofievalniers, @matthewzorpas, @valentinamarzullo, @zosuen and @camilacarril yoox.ly/8byyoox

A post shared by YOOX (@yoox) on Nov 6, 2018 at 1:54am PST

8 by Yoox

Last November, fellow YNAP retailer Mr Porter also began to sell its own in-house fashion label.

Called Mr P, the collection of menswear staples debuted on Mr Porter's Web site on Nov. 7, 2017. The Mr P label includes core pieces in addition to five annual limited-edition capsule collections ([see story](#)).

8 by Yoox will act as the third collection from the company, following Mr P as well as the Iris & Ink collection from YNAP-owned off-price platform The Outnet.

Artificial intelligence in design

While Yoox is making a significant difference in the design process by using AI, it is certainly not the first to do so.

In an era of fast fashion, latching onto trends quickly is key to successful apparel designs, but could AI designers make fast fashion even faster?

Amazon is reportedly working on machine learning technology that can analyze what makes an outfit stylish and theoretically create entirely new designs along those lines. With this potential in mind, artificial intelligence could be a key factor in the future of fashion design ([see story](#)).

While artificial intelligence has been thought of as computerized solution lacking creativity, a recent 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](#)).

"Today we are combining the latest artificial intelligence with the human spirit and creative talent of our design team. Everything we do whether creatively or using the latest technology is to surprise and satisfy our customers," Mr. Marchetti said.

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