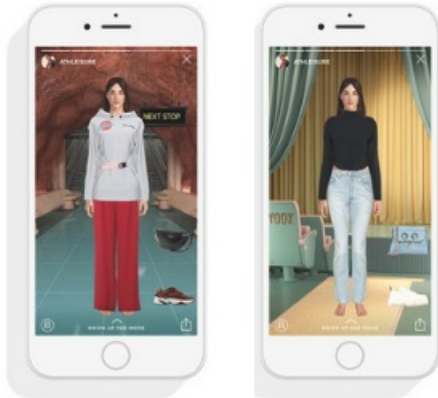


RETAIL

## Yoox brings AI styling to mobile app

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*Outfits in YooxMirror are modeled by a new avatar. Image credit: Yoox*

By SARAH RAMIREZ

Ecommerce lifestyle retailer Yoox is introducing a new feature to its mobile application that uses artificial intelligence to create a more engaging shopping experience.

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Yoox, part of Yoox Net-A-Porter Group, is launching YooxMirror, which will feature a collection of products organized around fashion themes on a weekly basis. AI technology will suggest specific items so users can create and view stylish outfits before completing a purchase.

"As online shopping continues to surpass bricks-and-mortar, luxury brands in particular need to find ways to make it faster and easier for consumers to get their perfect purchase and reduce friction across all stages of their experience," said Gina Fleck, director of loyalty at [HelloWorld](#), Seattle. "One of the features that makes [YooxMirror] unique and so interesting is the ability for consumers to upload their picture and virtually try on' the items.

"More and more, consumers are looking to brands to showcase clothing and accessories on regular people' who look like them, and caring less about how something looks on a typical model," she said. "Allowing the users to see the items on themselves makes their shopping process much easier and enables them to feel more confident about hitting Buy Now' on featured items."

YooxMirror

Debuting on Dec. 10, YooxMirror centers around nine unique fashion themes, including "athleisure" and "pastel remix."

Similar to a mood board or storyboard, users will be able to browse and view items for each theme. Products can then be used to put together outfits.



*A female and male avatar model clothing from Yoox. Image credit: Yoox*

To model these outfits, Yoox has created a chic avatar named Daisy. She will also be the face of Yoox's Instagram account.

Adding another layer of sophistication to YooxMirror is the ability for users to upload a photo to create their own avatar instead one of the digital models made available. This option creates a more personalized experience.

The app also uses algorithms to analyze the visual elements of each product and better suggest items that create cohesive, stylish looks.

"AI can help personalize and even humanize the online shopping experience by proactively suggesting product recommendations and combinations that you'd expect from a seasoned in-store salesperson," said Jim Gentleman, chief strategy officer of **SKG**, Las Vegas. "Whatever ecommerce luxury retailers like Yoox can do with apps like this to improve the customer experience is beneficial."



*Users can share their styled avatars with friends. Image credit: Yoox*

After users mix and match clothing and accessories to create unique outfits, they have the option to purchase their favorite items through the app.

Shoppers can also share their avatars with their friends on messaging apps or social media, including directly to

Instagram Stories. Users can place their avatars in different scenes, tying back outfits to certain moods or locations.

"The app's Daisy avatar and social sharing feature combined with the deep learning/AI component make YooxMirror a user-friendly, intuitive and fun experience all appealing to the luxury fashion audience," Mr. Gentleman said.

#### AI and avatars

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

This fall, the retailer launched 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.

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 information gathered served as a mood board, a visual representation of how designers should move forward ([see story](#)).

More luxury brands and retailers are also leveraging avatars, such as Yoox's Daisy, as a method of personalization.

Italian fashion label Gucci tapped into the popularity of personalized avatars and mobile communication by being the first brand to partner with a new platform.

Users of the mobile app Genies, which integrates avatar-to-avatar communication with artificial intelligence, are now able to dress their avatars with luxury apparel from Gucci. The label is among the most digitally savvy in the luxury world, as proven by its enthusiasm to discover new, mobile-first advertising avenues ([see story](#)).

Genies and YooxMirror both allow users to make in-app purchases if they like what they model on their avatars.

"Shopping apps are becoming a necessity for luxury brands because shoppers want the convenience, choice and control they provide," SKG's Mr. Gentleman said. "Ecommerce represents a significant revenue growth opportunity for luxury marketers and in many ways, it's the future of luxury retail."