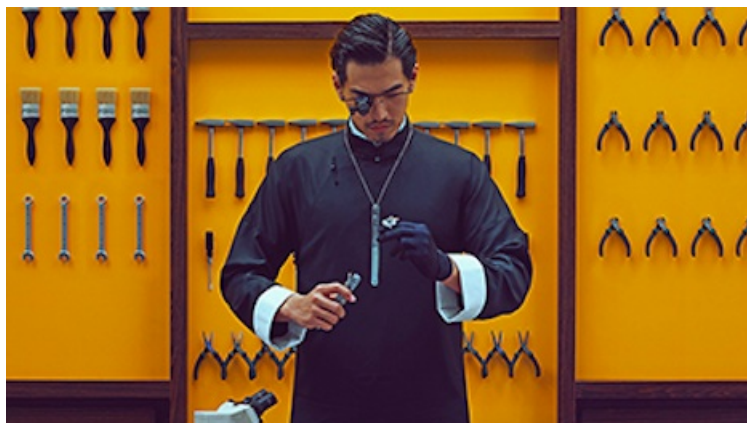RETAIL

Secoo aims to develop AI authentication

June 19, 2019

Secoo is leveraging AI for authentication. Image credit: Secoo

By STAFF REPORTS

Chinese ecommerce site Secoo is looking to make the authentication of luxury goods more reliable and faster through the incorporation of artificial intelligence into the process.

Secoo is working with the Institute of Computing Technology - Chinese Academy of Sciences to leverage AI for content tagging and authentication. The retailer employs human authenticators to verify its luxury goods, but it sees AI as an opportunity to make the process more streamlined and accurate.

AI authenticity

Together, the partners have launched the CAS x Secoo AI Laboratory. The focus of the project will be using big data and artificial intelligence for content tagging and authentication.

There is a need for authentication, particularly in the Chinese market due to the popularity of daigou. Worldwide, Secoo sees AI's potential in helping to verify products in the booming secondhand market.

"We are very confident with CAS's advanced technology, understanding of big data and knowledge of AI application," said Richard Li, founder/CEO of Secoo Group, in a statement. "We share the same goals on leveraging advanced technology to increase authentication accuracy.

"We hope that AI technology will not only change the authentication process and content tagging, but that it could also change the whole premium consumption ecosystem," he said. "With AI intelligent authentication, we will extend our authentication service to Secoo Group's social commerce, luxury resale business, cross-border ecommerce and an open platform authentication service."

Secoo sees the potential for AI authentication. Image credit: Secoo

Beyond authentication and tagging, Secoo and CAS will work on other AI applications such as consumer insights, helping to drive the luxury business forward.

Retailers have been looking to artificial intelligence to simplify a number of tasks.

For instance, online retailer Ssense is working with Element AI on an academic challenge focused on machine learning.

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 (see story).