

PODCASTS

## Podcast: StyleSage's Elizabeth Shobert discusses data analytics' growing importance to fashion brands and retailers

October 30, 2019



*Making sense of patterns in fashion. Image credit: StyleSage Robert Nelson, Unsplash*

By STAFF REPORTS

The Luxury Item is a podcast hosted by Scott Kerr, founder/president of brand strategy company [Silvertone Consulting](#). It is focused on the business of luxury, and the people and companies that are shaping the future of the luxury industry.

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Episode #2: Elizabeth Shobert, vice president of marketing and digital strategy, [StyleSage](#)

On this episode of The Luxury Item, Elizabeth Shobert, vice president of marketing and digital strategy at StyleSage, talks to Scott Kerr about how luxury brands and fashion retailers are increasingly turning to data analytics to keep up with the latest trends and client demands.



*Elizabeth Shobert is vice president of marketing and digital strategy at StyleSage*

Ms. Shobert shares how StyleSage, a fashion analytics company, is using image-recognition technology to help fashion brands pinpoint emerging trends on social media; the data success stories she is seeing in the fashion

marketplace; the best way for luxury marketers to start thinking about approaching data; where traditional luxury brands have an advantage over digital-first brands. Ms. Shobert also predicts what the future holds for human designers in a world being consumed by artificial intelligence and machine learning.

"I don't think data invents a trend. I think it's a trail of breadcrumbs that may be very sparse at first and then takes you somewhere else," Ms. Shobert said in the podcast.

"[Artificial intelligence] is going to enable the designer and the creative and the consumer to collaborate in a way that we haven't even really envisioned yet," she said.

[Please click here to listen to the podcast with StyleSage's Elizabeth Shobert](#)

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