

APPAREL AND ACCESSORIES

Zegna, Microsoft partner to scale AI-driven personalized styling tool

April 24, 2023



Zegna is debuting the "Zegna X" styling solution after a two-year pilot trial. Image credit: Zegna

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Zegna is pushing a customer-centric initiative over the finish line.

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The brand is personalizing the luxury shopping experience using artificial intelligence (AI) technology provided by Microsoft, officially debuting the "Zegna X" solution after a two-year pilot trial. The brand aims to elevate the one-on-one luxury retail experience with the launch, which offers 49 billion potential combinations of clothes and styles that can be custom-made and delivered worldwide in less than four weeks.

"Today represents another important milestone for Zegna and the future of luxury is clienteling," said Edoardo Zegna, chief marketing, digital and sustainability officer at [Zegna](#), in a statement.

"Zegna X is our unique value proposition, and we are proud to have Microsoft as our partner on this journey," Mr. Zegna said. "We will continue to increase investment in this direction in 2023 with other new developments.

"We are proud to set a new benchmark for the ultimate level of luxury clienteling, connecting data through AI, personal storytelling and product creation."

AI-driven assistance

The full Zegna X experience debuted on April 18 at the brand's Montenapoleone flagship.

Looking ahead, leaders at the brand aim to lend more widespread access to the AI-driven technology, with plans to make the tool available for individual client use via a universal online rollout at [Zegna.com](#) by 2024.

For now, those interested parties unable to make it to Milan are in luck, as the brand has announced that the "Zegna X" configurator will be deployed in select stores worldwide as part of an exclusive roadshow.

Style advisors at Zegna are additionally able to contact customers and suggest the best styling options based on their individual tastes and requirements using the configurator.

In 2022, Zegna allocated more than 5 million euros, or roughly \$5.5 million at current exchange, in customer-driven technologies. The one-on-one client service enhancer currently accounts for more than 45 percent of boutique

revenue, though the brand notes that this figure applies solely to the geographies in which normal travel and movement have resumed post-COVID ([see story](#)).

Responsible for the back-end technology, Microsoft's Azure solution fuels the "Zegna X" digital ecosystem.

"At the heart of our mission is to help our customers empower their people and to accelerate new business models," said Nina Lund, retail and CG Lead at Microsoft Corp., EMEA region, in a statement.

"The collaboration with Zegna led to the ambition to redefine together a future vision, blending craftsmanship from Zegna with the best technology offered by Microsoft," Ms. Lund said. "This journey allowed Zegna to leverage leading-edge cloud solutions to reinvent their operations, from the employee experience through to the stores.

"Together, Microsoft and Zegna are poised to redefine the art of the possible at the intersection of fashion and technology."

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