

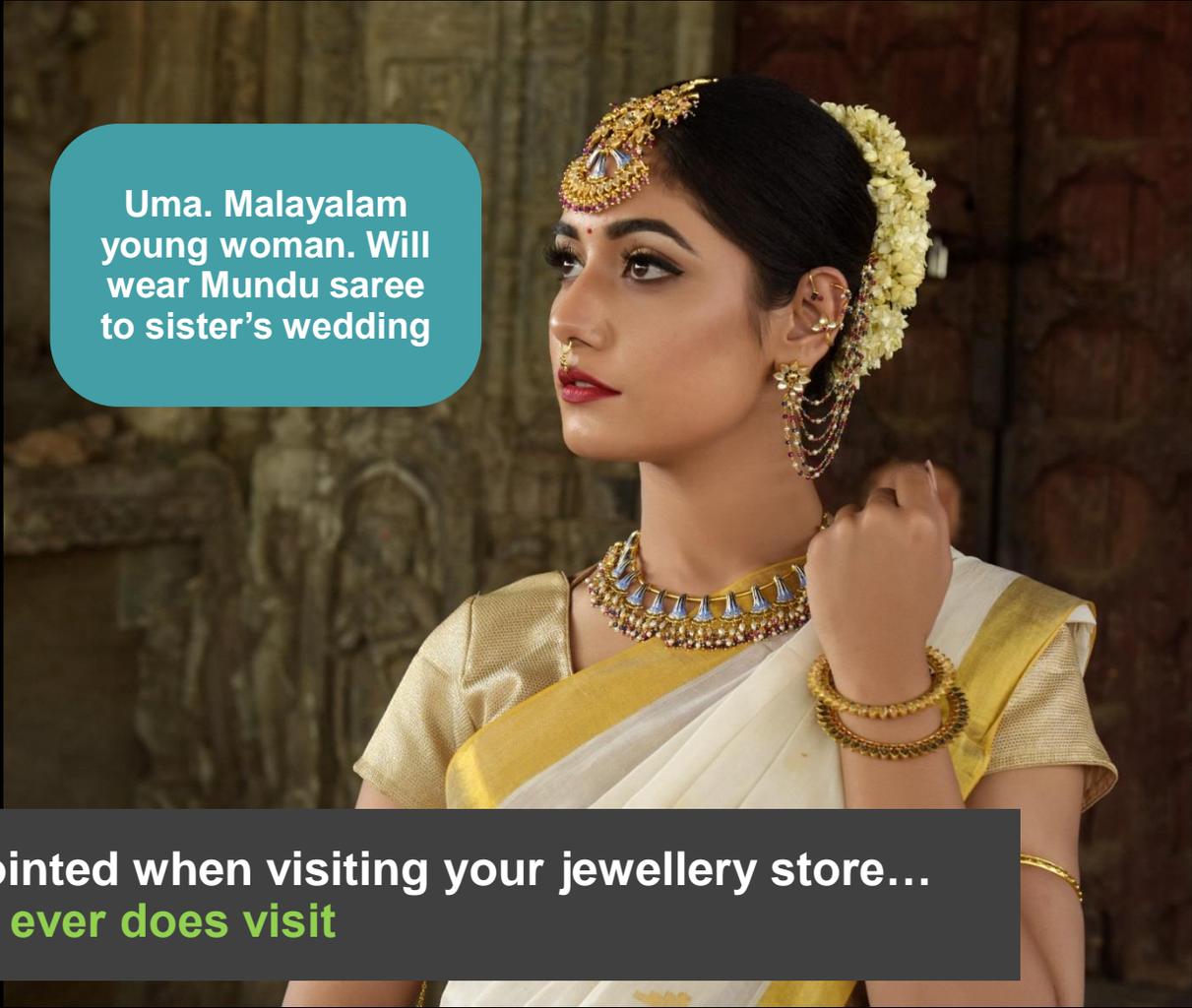
Reaching the New Consumer with AI

—
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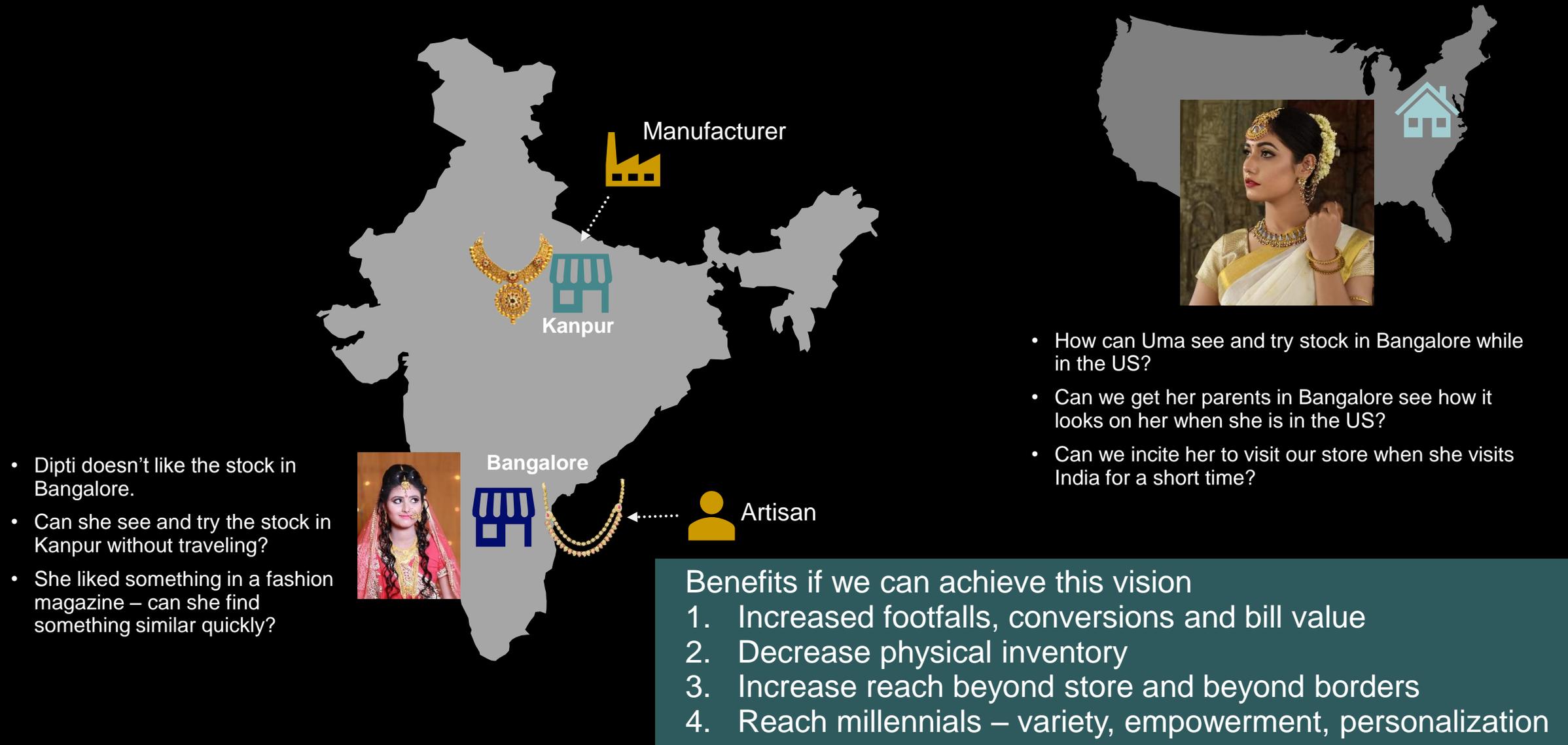
Dipti. Maheshwari bride. Will wear pink zari shiffon saree to her wedding function



Uma. Malayalam young woman. Will wear Mundu saree to sister's wedding

One of them is likely to be disappointed when visiting your jewellery store...
...if she ever does visit

A Changing Market: The Challenge and the Opportunity



- Dipti doesn't like the stock in Bangalore.
- Can she see and try the stock in Kanpur without traveling?
- She liked something in a fashion magazine – can she find something similar quickly?

- How can Uma see and try stock in Bangalore while in the US?
- Can we get her parents in Bangalore see how it looks on her when she is in the US?
- Can we incite her to visit our store when she visits India for a short time?

Benefits if we can achieve this vision

1. Increased footfalls, conversions and bill value
2. Decrease physical inventory
3. Increase reach beyond store and beyond borders
4. Reach millennials – variety, empowerment, personalization



Sourced from artisans every week – no CAD / digital image

Creating digital image per design has been too costly

Limited pieces stocked in limited stores

Shopper finding it is up to chance

Rapid and Cost Effective Digitization of Inventory



Stock showroom
Image capture



Semantic segmentation

~5-10 secs automated,
instead of 3 hours of
manual photo creation



Shopping showroom
Augmented reality

Cognitive Mirror

Cognitive Fashion for Instore

Cognitive Mirror



Thank You!

