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AI and the future of FASHION

Tech and fashion may seem like an odd couple, but they have been dance partners for quite some time. You could argue that modern fashion owes a lot of its flair to innovations in technology. And now, with AI stepping into the scene, it's like adding a sprinkle of magic to an already fabulous mix!

One of the Big Three companies, McKinsey's analysis paints a pretty exciting picture: AI has the potential to inject a whopping \$150-275 billion into the profits of the apparel, fashion, and luxury sectors over the next five years.

That's enough to make any fashionista's heart skip a beat! But whether AI ends up being a game changer or just another trendsetter is still up in the air. The fashion world is just dipping its toes into the pool of possibilities that AI offers, so it's a bit of a wait-and-see situation for now. But who doesn't love a little mystery and anticipation in their fashion journey?

If you ask Chat GPT, perhaps the most recognised AI platform, about tech's impact on fashion's future, it spits out a characteristic listicle – personalised shopping, custom fittings, VR adventures, scam-busting bots, and more.

From predicting trends to robotic production, AI is ready to shake up fashion in every way possible. Imagine personalised styles, wearable gadgets, and mind-blowing VR experiences – fashion paradise, right? It's like a dream come true for fashionistas everywhere!



AI AND THE FASHION CONSUMER

Fashion lovers often struggle to visualise how a garment will flatter their figure from every angle. Traditional photos and runway shows, while more inclusive nowadays, cannot cover every body type. So, when your dream style is not in local stores or online, it's decision time: settle, or face the maze of online shopping, risking disappointment.

It's a headache for shoppers and retailers alike! But with AI getting smarter, virtual try-on apps could revolutionise the game. Imagine a lifelike avatar trying on clothes for you, no shelf rummaging required!

Take Stitch Fix in the USA, for example. They use AI to tailor clothing suggestions based on your style and budget, analysing your preferences and past buys. And then there's Adidas Speedfactory, where robots whip up personalised shoes in a flash.

True Fit, a well-known AI platform in the USA that specialises in size and fit services for online shoppers, has partnered with the Canada-based multinational e-commerce platform Shopify, to aid smaller fashion retailers in resolving their customers' fit issues.

So, while there's still room to grow, the future of fashion tech is not just a fantasy – it's already strutting its stuff!

On a more personal level, virtual assistants could also help keep track of all the items that we keep and forget in our closets, and take on the role of the one fashionable friend we all seek advice from without having to actually bother them!

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