



# Abercrombie & Fitch

**Artificial Intelligence to Innovate Retail Apparel**

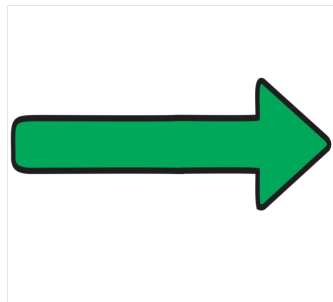
**By: Kayla Griffin**

**ENG332 Individual**  
**Research Written Report**

**OLD**



**Brick & Mortar Stores**



**NEW**

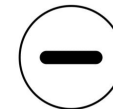


**Online Retail Stores**

## Brick & Mortar Stores Pros/ Cons



- **In-Person dressing rooms**
- **Able to touch/feel material of apparel**
- **Minimal return rates**

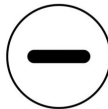


- **Lack of price flexibility**
- **Traveling opportunity cost**
- **Lack of item selection**
- **Crowds**
- **Size Inclusivity**

## Online Retail Stores Pros/ Cons



- **Frequent deals**
- **Faster/ more accessible view of inventory**
- **Wider item selection**
- **More sizes available**
- **No travel involved**

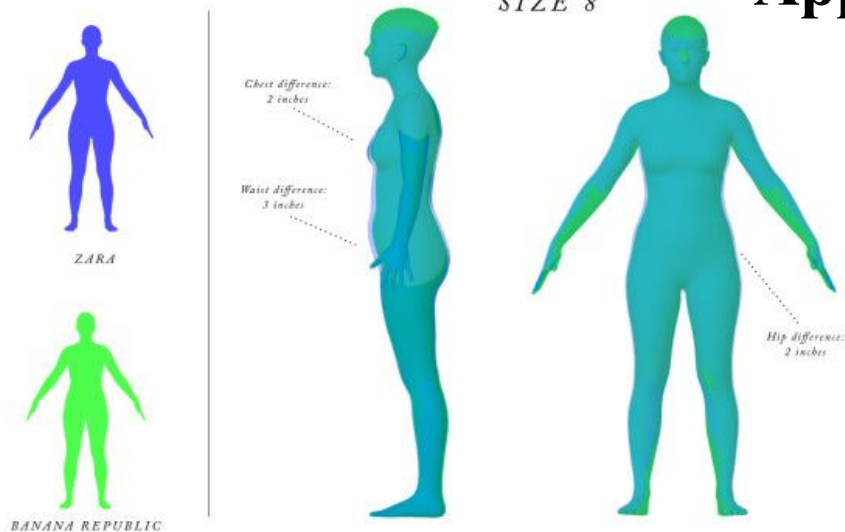


- **Higher return rates**
- **No virtual try-on features**
- **Hard to envision apparel texture & feel**



# Idea: Artificial Intelligence Body Scanning - Digital Closet

## App

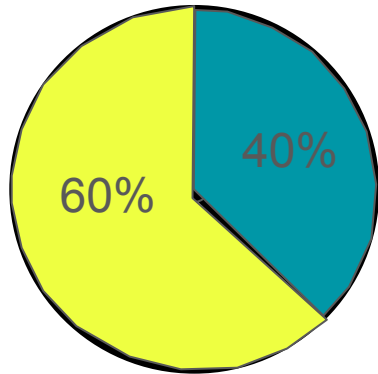
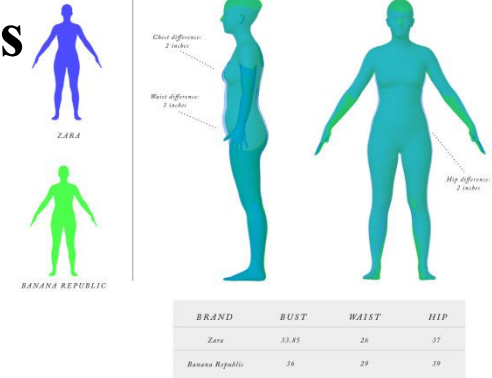


BRAND	BUST	WAIST	HIP
Zara	33.85	26	37
Banana Republic	36	29	39



# Artificial Intelligence Body Scanning Benefits

- 40% of customers will spend more if they can try the product through virtual reality (Ghodbani, Neij, et al., 2022).
- Enhanced shopping experiences through interactive technologies have stronger purchase intention than passive product presentation (Zhang, Wang, et.al, 2019).
- Avatar similarity demonstrated emotional appeal from their closer representation of self concept. It leads to consumers having more confidence & a better attitude about their physical image (Letwin & Ianov, 2022).



## Why Invest in Digital Closet?

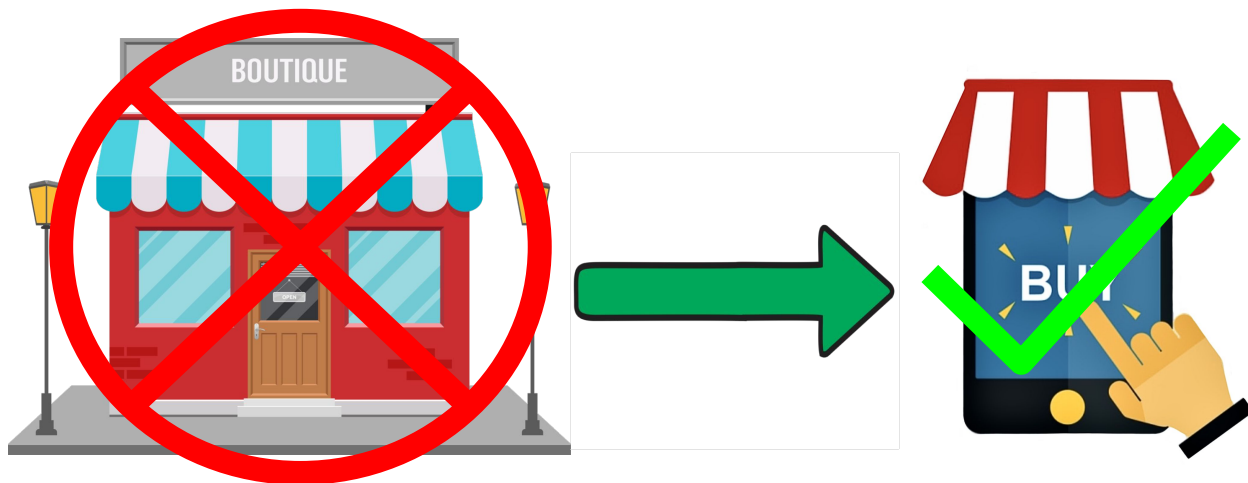
- It will set them up to succeed as artificial intelligence is continuing to grow
- Many companies are already investing in body scanning artificial intelligence
- In 2020 a revenue of 718 billion United States dollars was obtained in the fashion sector & it is assumed to reach a growth of over 8.4% in future years (Ghodbani, Neji, et.al, 2022).
- Global fashion apparel in 2022 exceeded 3 trillion US dollars, which accounted for 2 % of the world's Gross Domestic Product at the time (Ghodbani, Neji, et.al, 2022).
- Current technology for virtual try-on that already exists & can be used today.
  - Challenges: emulate posing, clothing texture, & logo design
  - 2D image-based datasets for online clothing are being updated into 3D products (Letwin & Ianov, 2022).
  - Artificial Technology company examples: Zugara Inc. & Naked Inc (Plunkett, 2023 [Section 13]).





## Closing

Overall, as Brick & Mortar Stores are becoming obsolete, Abercrombie & Fitch needs to take action on how they manage their future in utilizing Artificial Technology. Once they take lead in improving the functionality of their brand online, it will build further brand loyalty and expand their target market.





**Thank you!**

# References

Ghodhbani, H., Neji, M., Razzak, I., & Alimi, A. M. (2022). You can try without visiting: A comprehensive survey on virtually try-on outfits - multimedia tools and applications. Retrieved from

<https://link.springer.com/article/10.1007/s11042-022-12802-6#Sec12>

Plunkett, J. W. (2023). Plunkett's Apparel, Shoes & Textiles Industry Almanac 2023: Apparel, Shoes & Textiles Industry Market Research, Statistics, Trends and Leading Companies. Retrieved from

<https://web-p-ebSCOhost-com.prox.lib.ncsu.edu/ehost/ebookviewer/ebook/bmxlYmtfXzM2MTY4ODRfX0FO0?sid=4627e26f-40f3-4870-8e75-3247ce2fa4d9@redis&vid=0&format=EB&rid=1>

Tawira, L., & Ivanov, A. (2022). Leveraging personalization and customization affordances of virtual try-on apps for a new model in apparel M-shopping. Retrieved from

[https://www.emerald.com/insight/content/doi/10.1108/APJML-09-2021-0652/full/html?casa\\_token=ZgZrmMGtOGwAAAAA%3A4xwhKaDvU4WQvjeBsdgnax3z1bATWzbcTsdSUb6EXVGgOiYmpEAK\\_4\\_IJx75ssvXXElcCyBN0Tfu0ZDmSgoDnjSoMfnH\\_nC2IzGHblYsGA9BfP69pYo](https://www.emerald.com/insight/content/doi/10.1108/APJML-09-2021-0652/full/html?casa_token=ZgZrmMGtOGwAAAAA%3A4xwhKaDvU4WQvjeBsdgnax3z1bATWzbcTsdSUb6EXVGgOiYmpEAK_4_IJx75ssvXXElcCyBN0Tfu0ZDmSgoDnjSoMfnH_nC2IzGHblYsGA9BfP69pYo)