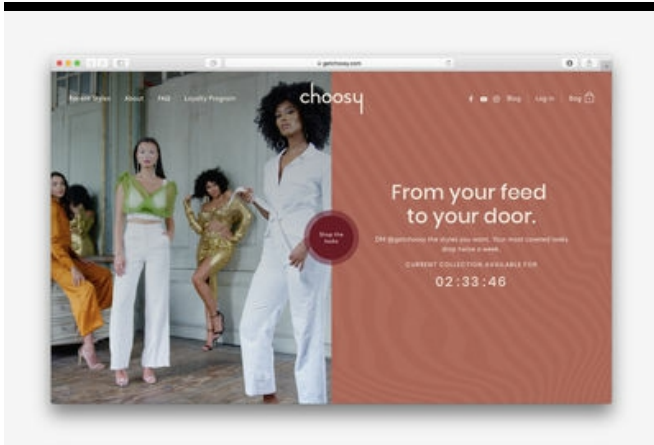


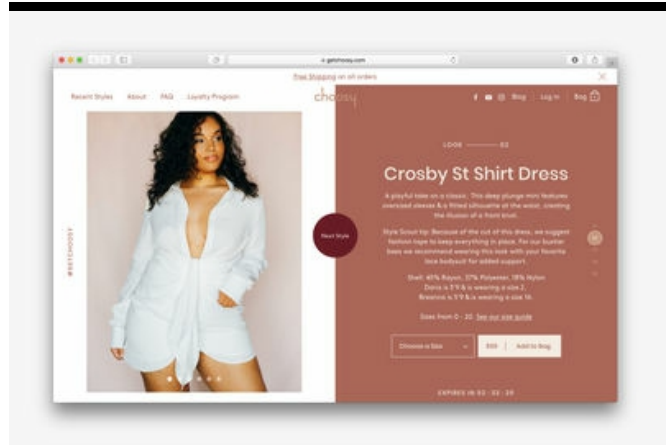
# CHOOSY USES AI TO CREATE ON-DEMAND CLOTHING

By Holly Friend and Livvy Houghton

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Choosy, US



Choosy, US

New York – **Choosy** is a new fast fashion brand that creates its collections based on social media demand.

The retailer uses AI to scour platforms such as Instagram for style photos that have generated comments like ‘where can I buy this?’ and uses this data to inspire its garments. Releasing 10 styles a week, with everything under £76 (\$100, €85), customers then have a few days to order the pieces before Choosy puts them into production. According to the brand, customers will then receive the clothing in as little as two weeks.

Employing AI could be a solution to problems that retailers face when trying to keep up with the pace of social media fashion trends. In addition, Choosy encourages customers to comment #GetChoosy on outfits they like on Instagram, which will be considered by a team of Style Scouts for the brand’s next range.

**By only creating pieces that customers want**, Choosy avoids garnering surplus stock, which fast fashion retailers have been criticised for. Earlier this year, H&M **admitted to** holding £3.3bn (\$4.3bn, €3.7bn) in unsold clothing.