

# EISON TRIPLE THREAD USES SPOTIFY DATA TO BUILD CUSTOM WARDROBES

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US – The **premium menswear label**, best known for its made-to-measure suits, will make personalised clothing recommendations based on a customer's Spotify choices.

Dubbed FITS, the intelligence service considers an individual's music and lifestyle preferences to generate appropriate garment options.

Eison Triple Threads founder Julian Eison believes that by examining people's music habits, it is possible to learn more about their day-to-day lifestyles and style preferences. 'We're telling them what their optimal wardrobe should be based on the music as the onboarding process,' explains Eison. 'From there, we make general assumptions on patterns, colours and other things that would fit into their wardrobe and then we serve that to them. This takes it a step further with the personalisation.'

In our **Mood Retail** microtrend, we explored how brands are using technology to capture emotional data in order to make personalised recommendations in the store environment.