



Impact of A.I. Powered On-Model Imagery on a Luxury Fashion Brand

Case Study: VueModel for Milaner



Luxury & the E-Commerce World

Online sales of luxury goods is likely to triple to €70 billion by 2025. (McKinsey)

Luxury fashion has been pivoting from exclusivity to accessibility over the last few years. A big part of this has been the move to online retail and to channels where luxury retailers can meet their shoppers.

Reports point out that luxury brands have an average e-commerce presence in 62% of the 15 key markets for luxury¹. And this number is growing. Luxury's foray into e-commerce is the logical evolution of an industry that has been adapting itself to a rapidly changing environment.

A big part of this growth has been the willingness of brands to push the boundaries of experiential retail. From Prada's virtual shows and Burberry's augmented reality showroom experience, to Dior's virtual try-on models, luxury fashion houses have been experimenting with technology in multiple ways. Millennial and Gen-Z shoppers will account for 30% of global luxury spending - and brands aim to increase appeal with this audience by embracing technology.

A primary area of focus has been redefining the luxury experience for an online audience. One of the major cornerstones of luxury shopping is a personalized, multi sensorial journey for the shopper. Experiencing and feeling the richness of products is a key component of luxury retail. Reimagining this experience for the online shopper is a significant challenge.

1. Vogue Business

A sensory experience in an impersonal medium

Product imagery plays a key role in helping visitors experience luxury online. High quality product images is one thing that keeps shoppers engaged, and has shown to have a direct ability to convert on-site.

Luxury and high-end fashion retailers are figuring out how to signal value through product imagery. How does one best recreate the in-person multi-sensory shopping experience to their online store - and how can product imagery help?



The Case for On-Model Product Imagery

Impact on Shopper Experiences

75% of Online Shoppers Rely on Product Photos When Deciding on a Potential Purchase

In fashion retail, images that show products on models have the maximum impact.

- **Shoppers can visualise the product better**

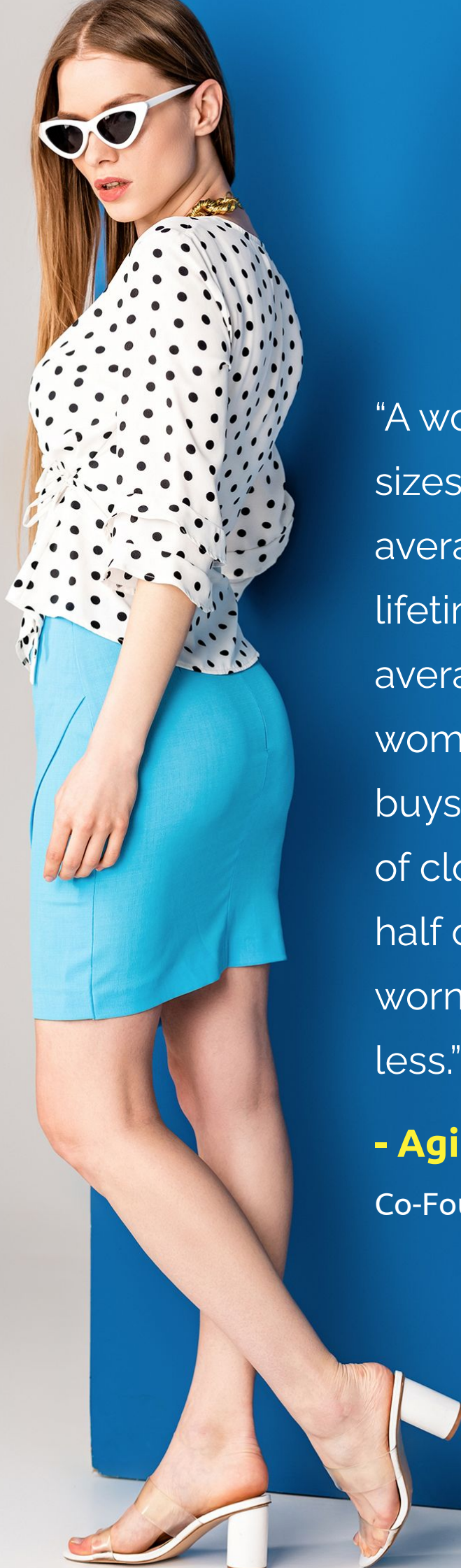
Mannequin, ghost-mannequin, and flat imagery cannot effectively show how a product looks or falls on a person. Being able to visualize the product well is key for any shopping experience. Luxury retail requires a certain added commitment and investment from the shopper - making high-quality and accurate product visualization extremely important.

- **Improves credibility**

Shoppers are likely to trust a brand and a product more if they are able to associate a face with it. Trust and credibility is especially vital for luxury retail - where the investment is much higher. Showing garments and accessories on models builds a certain amount of confidence in the shopper's mind about the product.

- **Helps shoppers identify with the product**

When shoppers are not able to relate to products or visualize it on themselves, they will not even think of buying it. This is even more true for high-end and luxury products. Showing products on models of different sizes, shapes, and skin tones help shoppers relate to them better. Studies show that intent to purchase goes up by over 200% under these conditions.



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“A woman changes sizes 31 times on an average in her lifetime...and an average American woman apparently buys 64 new articles of clothing per year, half of which are worn three times or less.”

- Agi Letkiewicz,
Co-Founder, SilkRoll

The Case for On-Model Product Imagery



Business Benefits

- **Improved Shopper Engagement**

Product photos with models help shoppers relate to them better. Shoppers also tend to trust a product more when they see it on a person. This increased trust and relatability leads to shoppers engaging more with the products and the site.

- **Increased Conversion Rate**

When shoppers are able to visualize products well, they are able to make informed buying decisions. With on-model imagery, they are confident about how a product would look, they are more likely to make the decision to buy a product they may have otherwise had apprehensions about.

- **Lower Returns**

22% of returns today happen because the product looks different from how it seems on the website. A large chunk of e-commerce returns today happen when shoppers feel the product looks different in person. You can help your shoppers understand your products better by showcasing them on models they can relate to.



"Consumers who are shopping online can see what the product looks like on a variety of shapes and sizes, which is really, really important, especially when you can't see the product firsthand...I hope more brands, especially in e-commerce, will start to think about how can we leverage inclusivity not only to make for more cohesive and more inclusive marketing messages, but for functionality too. How can we make the shopping journey and experience easier for consumers...and moving beyond just traditional models for product shots."

Kaleigh Moore

Writer, SaaS & E-Commerce

Impact of On-Model Imagery on Milaner,

a Luxury Fashion E-Commerce Brand

And how A.I. helped



Meet the Customer: Milaner

Bringing European artisans' hand-crafted luxury products online for every shopper

Milaner is a craftsmanship driven brand, funded and driven by a small team of Italian women who grew up in the epicentre of Italian luxury manufacturing. They specialize primarily in bags and accessories.

They source products from luxury artisans who specialize in specific kinds of products in the region. Artisans working on the products are given visibility and autonomy over designs. The direct-to-consumer model the customer follows also enables greater flexibility on pricing and production decision.

Milaner works on a made-to-order model, that ensures almost zero waste and is sustainable, and aligns financially and ethically with shoppers and manufacturers.

“I immediately saw how a democratizing access to luxury manufacturers in Europe could be a successful business model for a number of reasons. You know, like obviously, consumer trends in the industry right now are calling for transparency, authenticity, customization and affordability. And all of these things make perfect sense to me. I was like, yeah. That’s the way I used to shop growing up. So, yeah, it’s literally like taking my childhood experiences and democratizing the need for everyone outside of Italy.”



Elisa Rossi
Co-founder, Milaner

The Problem

Milaner primarily sells luxury bags and accessories. While they had good quality photos of their products on their online store, the challenge was that the photos did not effectively convey all aspects of design. Factors like how big a bag is, how long the straps are while on a person, how bulky the bag is when carried, or how easily it can be held were all features that the retailer was unable to convey using basic product images.

It was important to Milaner that the luxury products that they were selling were shown in context, and shoppers completely understood the product before purchase. They hypothesised that adding models would help shoppers understand the size and shape against a human body - thereby increasing engagement and conversion.

However, one of the biggest challenges in building model images was the prohibitive cost and time for editorial style photos of every product. Given the wide distribution of teams and artisans, the logistics of arranging for photoshoots was challenging.



“Digital models are going to be very powerful for visualizations. Model photography is very expensive, and time consuming. It’s very expensive to get all samples of clothing in every size and style, get models for the products and photographs.

Digitizing that whole process is going to be not only cost saving for retailers, but also very important in increasing intent to purchase and decreasing returns. ”

Julia Dietmar,
CPO - Vue.ai

The Solution



Milaner approached Vue.ai to help build on-model imagery without requiring elaborate photoshoots.

Vue.ai's product imagery solution helped display the customer's products on models, in this case bags, from basic product photos as inputs. The e-commerce site currently hosts one model image which functions as the primary image, in addition to a few non-model images of the product.



Vue.ai's Model Imagery Solution for Fashion Retail: VueModel



The current process for building product images involves complex photoshoots and a lot of resources. It can be extremely expensive, slow, and not sustainable in the long run.

A.I. can eliminate the need for a lot of the components of traditional photoshoots, Automated on-model imagery can produce product photos at a fraction of the time and costs that regular processes require.

VueModel is Vue.ai's product imagery solution. It automates the creation of on-model imagery. Using A.I., VueModel transforms basic product photos into high-quality fashion imagery that retailers can use across their platforms.

- **High-quality imagery without elaborate processes**

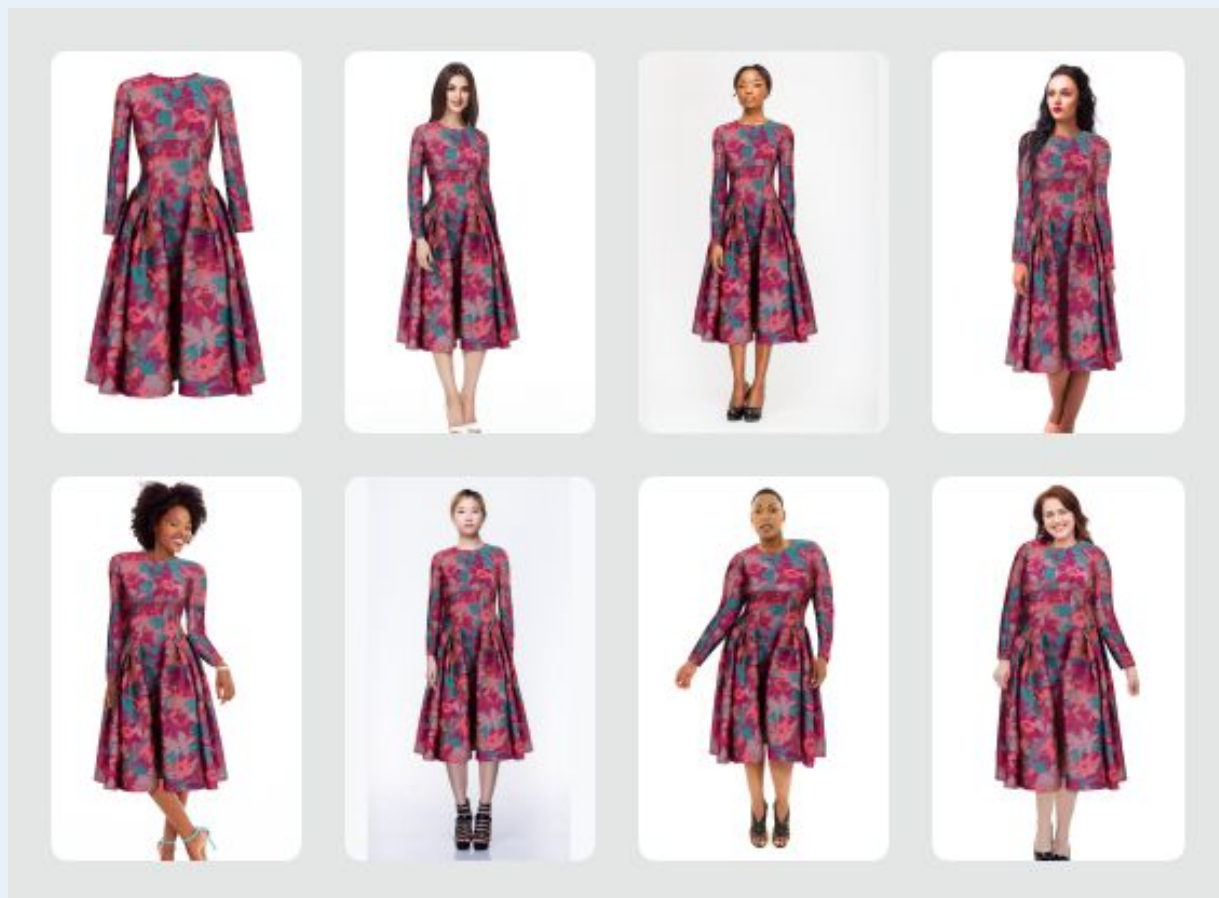
A.I. can enable automated on-model product imagery. That is, with inputs of a product image and model images, A.I. can create on-model imagery showing the product on models in various poses. It removes the need for elaborate photoshoots involving multiple people

VueModel, using A.I., can build product imagery at five times the speed and 1/4th the cost of traditional photoshoots.

- **Customizable imagery options**

Since A.I. generated imagery does not have time and resource restrictions like a model photoshoot, it is a lot more customizable. Retailers can choose from models of different types, ethnicities, sizes, and in many different poses. It gives retailers the flexibility of choosing models and building imagery that would best match their brand personality.





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“The average American model is what, six feet tall and size zero, whereas the average American woman is five foot four and between sizes 14 and 16...many shoppers do shop aspirationally, but there is something to be said about being able to connect to a product better if it's seen on the model of similar size and built to a consumer.”

Julia Dietmar,
CPO - Vue.ai at WWD
Style Dimension

Vue.ai's Model Imagery Solution for Fashion Retail: VueModel

Regular Processes

Choose a photographer

Editing and reshoots

Coordinate location and outfit transportation

Finalize images

Create styled looks for all outfits

Upload On-Model Imagery on website

Find models

Monitor Performance

Style models for each look

Reshoot under-performing products & repeat the entire process

With VueModel

Shoot basic product photos with simple equipment

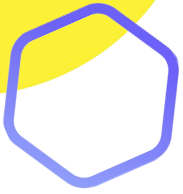
Automate on-model fashion imagery with A.I.

Upload On-Model Imagery on website

Monitor Performance

Edit underperforming images with A.I.

The Impact: Numbers



Within a month of shifting to on-model imagery, Milaner saw :



40%

Increase in
Engagement Rate



157%

Lift in
Conversion Rate

And they were able to achieve this at:



1/4th

the cost



5x

The speed

of traditional photography



What the customer had to say

“At Milaner, we try to produce things in a way that doesn't create any environmental waste and this technology aligns perfectly, both financially and in terms of sustainability. In these challenging times, VueModel proved to be a lifesaver because we can't have models move around or have them travel to our photography studio in Milan. For our entire spring collection, we're going to have to rely heavily on VueModel to generate high quality product photography and model shots of our product. This is the perfect example of how a technology became a lifesaving, necessary technology at this time.”



Elisa Rossi
Co-founder, Milaner



Intelligent Retail Automation

Process Automation & AI solutions for the Retail Industry

Vue.ai is an end-to-end retail automation platform that is redesigning the future of retail with Artificial Intelligence. Using Image Recognition and Data Science - we extract catalog data, analyze it with user behavior and help your marketing, product and cataloging teams get actionable insights that **improve customer experiences, drive conversions and reduce costs**. We help you digitally map your products' DNA to create **one-of-a-kind retail experiences** for your customers and translate product information into the language that your teams can understand and make business decisions with.

Making Retail Teams AI-Ready

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