



# White Paper Compact

## Supply Chain Management Sales and operations planning for fashion starts with trend forecasting applying AI

A successful business year of a fashion company can be made by just one successful hit style (e.g. Shoes style). Existing/current trend identification approaches are often driven manually. Artificial intelligence (AI) and webcrawling will improve the fashion company's hit-rate of innovations. Knowing the trendsetter and measuring/rating the influence of them (influencers, blogs, celebrities, brands) is the first step. Then permanent observations by web-crawling and a weighted evaluation leads to identification of new trends before the competition "wakes up"!

Physical Supply Chain Management Supply comes into game when the new products have to be brought to the market within short time (max. 2 weeks). At the end of the day net sales and EBIT of the fashion company will be boosted. Artificial intelligence can make the fashion company innovate faster.

Miebach Consultants are successfully applying innovative approaches in supply chains since 45 years.

**Get in touch with us if you want to discuss your current challenges.**

# Trend forecasting schedule in three steps

SEASON 1-2

SEASON 3+



## IDENTIFICATION OF TRENDSETTERS

Fashion & Lifestyle influencers & celebrities (sports, music, movie, ...) / Fashion platforms & picture platforms (e.g. Pinterest) / Competitors & new small brands / Evaluation and influence weighting of all trendsetters with AI

- 1 Manual identification of trendsetters by experts
- 2 Manual weighting/scoring of influence by experts
- 11 Improved set of trendsetters with improved weighting/scoring based on automatized (year 1-2) and AI based (year 2+, forced self-learning) individual hit rate in the past
- 12 Manual addition of new trendsetters by experts



## SCOUTING TRENDS

Image analysis and text analysis with AI for influencers, celebrities and fashion platforms / Image analysis with AI for competitors, picture platforms and new small brands / Evaluated trends

- 3 Develop pattern to technically describe style (e.g. shoes)
- 4 Automatized daily screening of trendsetters by webcrawling and AI picture/text analysis
- 5 IT-based simulation of sensitivities of results - visualization and interaction trend per style
- 6 AI-supported manual post-season evaluation hit-rate per trendsetter vs. sales per style - weighting/scoring
- 7 AI-supported identification of new trend hot-spots (e.g.: Japan)
- 13 Manual expansion of set of product lines to be observed
- 14 Automatized daily screen trendsetters by webcrawling and AI picture/text analysis
- 15 IT-based and AI supported simulation of sensitivities of results - visualization and interaction
- 16 AI-based post-season evaluation hit-rate per trendsetter vs. sales per style - rating/scoring (forced self learning)
- 17 AI-based identification of new trend hot-spots



## GO TO MARKET

Develop high speed product development processes / Develop suppliers for 2 weeks go-to-market / Measure success

- 8 Identification and contracting of suppliers with design-to-product-time of 1 week (airfreight to country of destination) - optimization of black-space-agreements with airfreight carriers
- 9 Identification and contracting of suppliers with design-to-product-time of 2 months (airfreight to country of destination)
- 10 AI-based analysis of shopping patterns per new product (details depending on availability of own brand stores) - link to CRM database - optimization of replenishment processes

