



**AI in Retail: From Present Innovations to Future Transformations in  
Omnichannel Commerce**

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*19 Maggio 2025*



**We are an international company with a strong Italian identity and entrepreneurial spirit. We embrace collaboration, experimentation, and innovation. And we always do it together.**

**We make things happen and grow together, exploring the world of fashion in all its forms:**



### **Fashion**

with our fashion brands: Trussardi, Elena Mirò, Motivi, Oltre, Fiorella Rubino, Luisa Viola and Diana Gallesi.



### **Transfer Printing**

with Sublitex, world leader in the field of sublimation printing on transfer paper and technical film.



### **Integrated logistics and supply chain management**

through the internal management of customized logistics services and garment production.

# KEY NUMBERS



**574M**  
euro turnover



**41**  
countries in which  
we operate



**10**  
brands



**6800**  
employees



**1700**  
Wholesale stores



**1100**  
monobrand stores



**4**  
production plants



**30**  
Subsidiary companies



**8**  
e-commerce  
websites



**5M**  
customers

# OUR BRANDS

TRUSSARDI



ELENA MIRÒ



motivi



oltre



FIORELLA RUBINO



LUISAVIOLA



DIANA GALLES





## Our Journey in the Use of Artificial Intelligence

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### Sporadic use

Isolated personal initiatives, without an overview



### Strategic Vision

Recognition of transformative potential and Internal Qualification



### Independent ownership

We created a specific AI Innovation role, reporting directly to the CEO



### Structured Program

Enterprise-wide engagement with clear goals

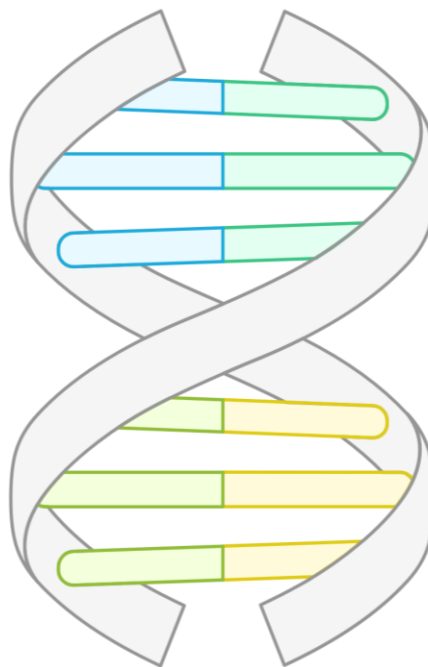


## 1. Spreading knowledge

Internal training on  
how AI helps



People as enablers of  
more efficient  
processes



## 2. Driving Innovation



Identification of  
inefficient workflows  
and prototype-driven  
approach



Customized solutions  
for business needs

### GOAL

Daily, proactive, and programmatic use of Generative AI across the entire company



## 1. Spreading knowledge



### Internal Survey

Foundation for defining levels of knowledge and practical usage



### Extensive training

Training programs to create ambassadors in each function



### Accessible Tools

Development of applications of common utility (e.g. translations or chatbots for store customer care)



### Knowledge Sharing

Piattaforme per scambiare casi d'uso e best practice.



### Community

Network of experts and enthusiasts.

## Web App

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### Translate



Full Text  
(copy & paste)



Multiple Lines  
(copy & paste)



Multiple Lines  
(Excel import/export)

Some examples:

- Text/File Translate
- Video Translate
- Video to Text
- Web Scraping
- Integration of ad-hoc GPTs

## Chatbot for stores

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Creating a conversational agent trained by our knowledge

### Instruments:

- Atlassian: native functionality in Beta
- Bedrock Studio: Native Supplement with Confluence

### Goals:

- Reduce the number of tickets from stores
- Increase the speed of response from stores
- Mitigating the problem of staff turnover



## 2. Driving innovation on two fronts: Increase efficiency and new activities

The AI manager - together with the business - conduct a critical analysis of processes at all levels and in all areas with the aim of designing a roadmap of use cases with two purposes:

### 1. Make existing processes more efficient

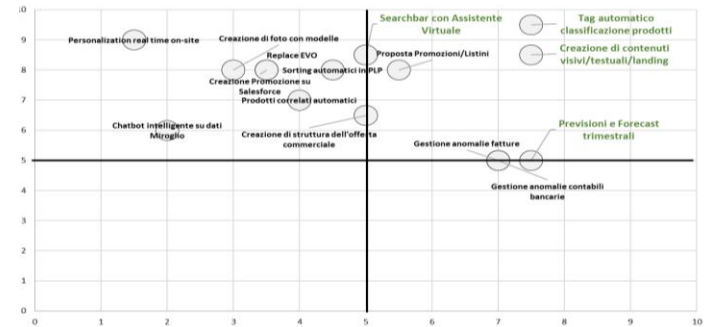
- Reduce human time and free up resources for activities with greater added value
- Reduce the costs of repetitive activities

### 2. Exploring New Frontiers

- Tackling highly complex and impossible challenges with traditional methods
- Reduced development and implementation time

### Prioritization

- Creation of a **matrix** that relates **Ease of Implementation/Potential Business Impact** to define the priority Use Cases to be activated



- **Prototype-driven approach**, funded by AWS (about \$100K)



## Pilot Areas and Use Cases



### Merchandising

Automatic tagging of products

### Finance

Quarterly Forecasts with  
exogenous data integrations

### Marketing

- Editorial shoots (change of setting, lights, etc.)
- Sizing and adapting of adv content for the different channels

### Trade Marketing

What if scenarios to determine  
the best promotion to apply in a  
given period/store/product

### E-commerce

- Product description and translations
- Ecommerce shooting
- Virtual agent for search
- First-level customer care

## Tags for product classification and descriptions (Italian + translations)

Problem	Solution	Goals
<ul style="list-style-type: none"> <li>• Manual tagging of each product to best describe it.</li> <li>• <b>Costly process</b> in terms of time, effort and consistency.</li> <li>• Actual descriptions of many products that are <b>concise and do not offer the customer the product experience</b>.</li> <li>• Translations often missing</li> </ul>	<ul style="list-style-type: none"> <li>• Combine AI models (Claude 3.5) with Machine Learning to generate tags, descriptions in Italian and other languages</li> <li>• Implementation of outputs <b>directly on product management systems</b> (PLM and DAM)</li> </ul>	<ul style="list-style-type: none"> <li>• Enabler for more detailed <b>merchandising analysis</b></li> <li>• Provide customers with <b>richer, storytelling-driven</b>, and SEO-focused product descriptions</li> <li>• <b>Accelerate</b> the description-creation workflow across all languages, while <b>optimizing costs</b></li> </ul>

## Problem

- **Photoshoots** involve **high costs** for model coordination, agency fees, studio rental, and more
- **The photo background doesn't always suit the context or timing** of the product's release.
- Creating marketing content in all required formats (banners, window decals, digital ads, newsletters, etc.) demands **significant internal and external** (e.g., agencies) **time and resources**

## Solution

- Use generative AI models to modify or create photo backgrounds, starting from the model or still-life image
- The generative models will take the photo to be edited as input and will allow you to:
  - Upload a second image to use as the background
  - Enter a text prompt describing the background and context to apply to the image
  - Select the target channel
  - Choose the format
  - Provide the generative model with text instructions (logo, header, CTA)

## Goals

- **Cost savings** across the entire photoshoot process
- **Time savings**
- **Tailor product communications** to the specific timing or target touchpoint

## Problem

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- The current search bar is an interface element that **doesn't help customers discover or select products** they're interested in
- High **maintenance and optimization costs**

## Solution

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- Implementation of an advanced, intelligent search bar **trained on our products and product tags**
- The agent will serve as an assistant and guide for **product discovery and conversion**

## Goals

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- Improvement of the **conversion rate**
- Offer an **occasion-based styling and full-look feature** alongside semantic search
- **Increase visibility** of products that don't surface in traditional search



### Problem

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- **High costs** of traditional photo shoots
- **Delays in publishing** products online

### Solution

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- AI generates **all color variants** of a product with virtual models

### Goals

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- Significant **savings** on production costs
- **Time-to-market** acceleration: 2 weeks vs 2 hours
- New possibilities: **testing of color variants** before production

## Ecommerce shooting: examples



**Input:**  
on model  
photos in  
black variant



**Input:**  
still life photos



**Output:**  
AI generated  
model in 2  
different color  
variants



**Output:**  
on model (real  
model) photos,  
with total look

## Quarterly forecasts using both proprietary and external data



### Problem

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- No tool currently **integrates external data with our own proprietary data** to generate quarterly revenue and margin forecasts
- **Missed opportunities** for more effective budget management

### Solution

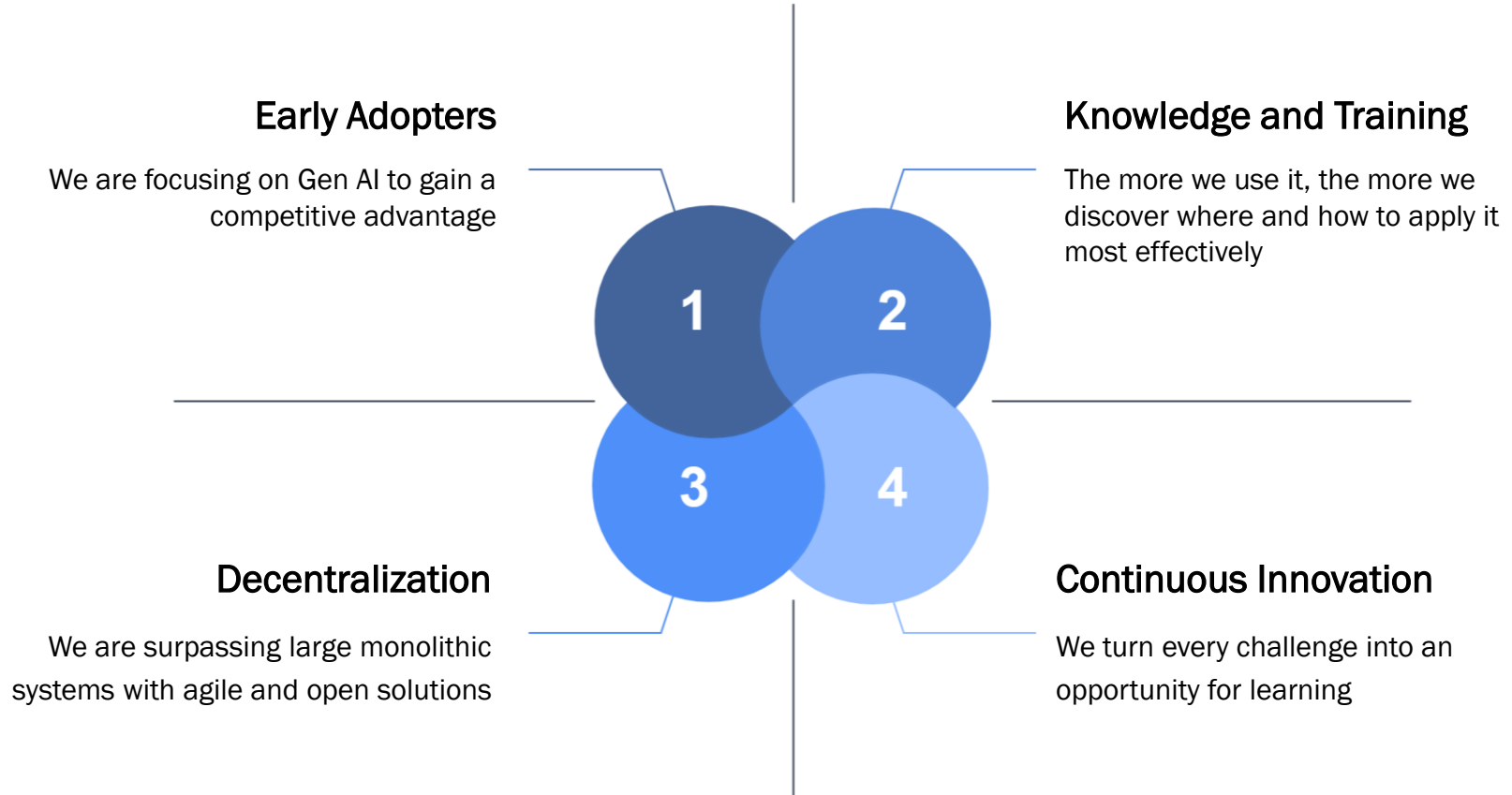
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- Development of a **quarterly forecasting model** for each sales channel (Digital, Retail, Wholesale) incorporating external data (e.g., macroeconomic variables, Consumer Price Index, weather conditions)
- The model output will be dynamic, generating What-If scenarios.

### Goals

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- Improve and optimize financial planning
- Forecast revenue and margin impacts across different scenarios



**Thank you!**

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