Infosys
Navigate your next

THE STYLIST WHO NEVER SLEEPS

How an iconic fashion house brought its signature touch to every screen, every market, every moment.



"THE STORE was always the EXPERIENCE.
Now, the experience is EVERYWHERE."

THE BRIEF

Some brands don't just sell clothes. They sell a feeling of being understood, of being dressed exactly right. Our client masters that in-store. A stylist who read the room. Who knew the occasion before you named it. Who handed you the right thing before you asked.



THE CHALLENGE

That feeling lived only where the carpet was. Digital had the reach. It didn't have the eye.

THE INFOSYS MOMENT OF CHANGE

I. THE CONVERSATION

Infosys built a virtual stylist that speaks the language of the brand. Ask it anything and answers are on the way like on the runway.



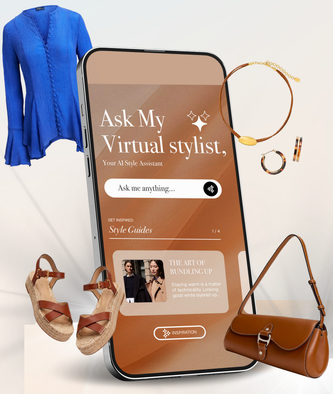




II. THE ARCHITECTURE: MULTI-MODEL ENGINE POWERING THE GLOBAL CATALOG

GPT-4o | GPT Vision

III. THE EXPERIENCE



RICH
UI templates

EXQUISITE
Chat APIs

TAILORED
Knowledge bank

THE BIG TAKEAWAY

70%+
Positive feedback on styling recommendations

↑30%
Outfit-level conversions

+10%
Projected e-commerce revenue lift

This is personalization, scaled. This is what Infosys builds for the world's most considered brands.

READY TO PARTNER?

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