How can you drive growth in the Nordic fashion market using AI?

NAVET ANALYTICS

QUILT.AI

In 2023, the global fashion media company Business of Fashion, launched 'Brand Magic Index' in collaboration with Quilt.AI
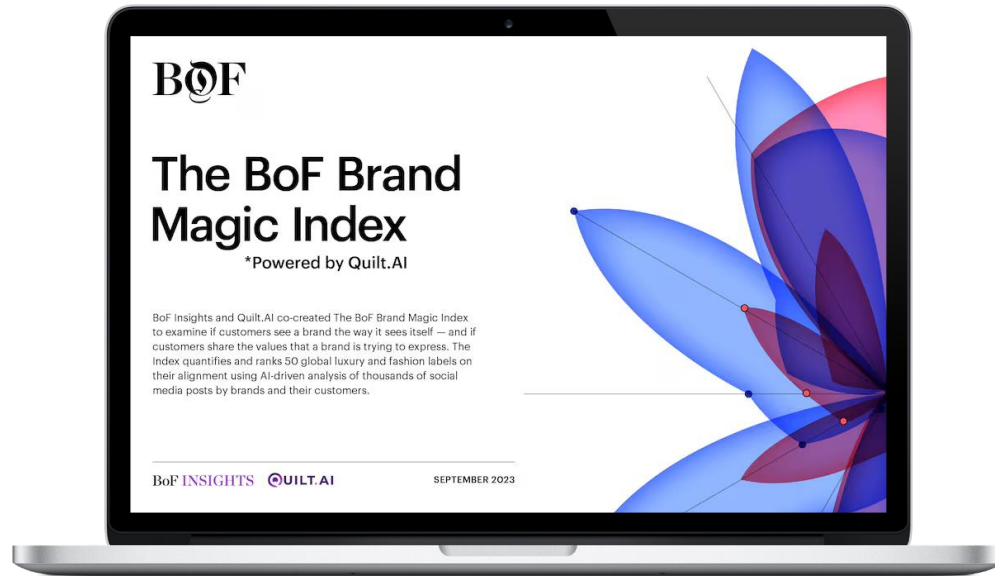
In 2023, Business of Fashion (BoF) in collaboration with Quilt.AI launched a survey and ranking of the 50 largest and leading luxury fashion brands in the world.
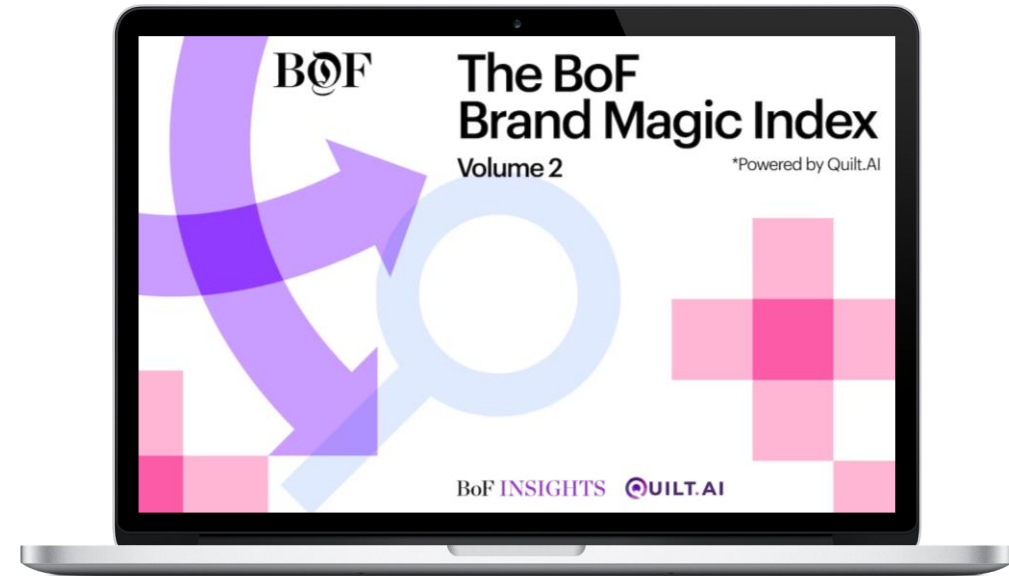
Brand Magic Index has received a lot of attention in the luxury and fashion industry. In the spring of 2024, the second version was released.

Navet Analytics is a Swedish insights & strategy consultant, and the Nordic partner for Quilt.AI

By analysing millions of social media posts, Google searches and online fashion content through our AI platform, we get deep and comprehensive insights of your customers behaviour, marketplace drivers, competitors, brand preferences, and ultimately insights to the future of your market - powered by Quilt.AI.

Understanding customer needs, attitudes and preferences is key to ensuring future competitive business performance.

Through our strategic and long-standing partnership with Quilt.AI, we blend innovation, cutting-edge technology, strategic expertise and industry experience to help our clients on their journeys to growth.

We interpret the internet
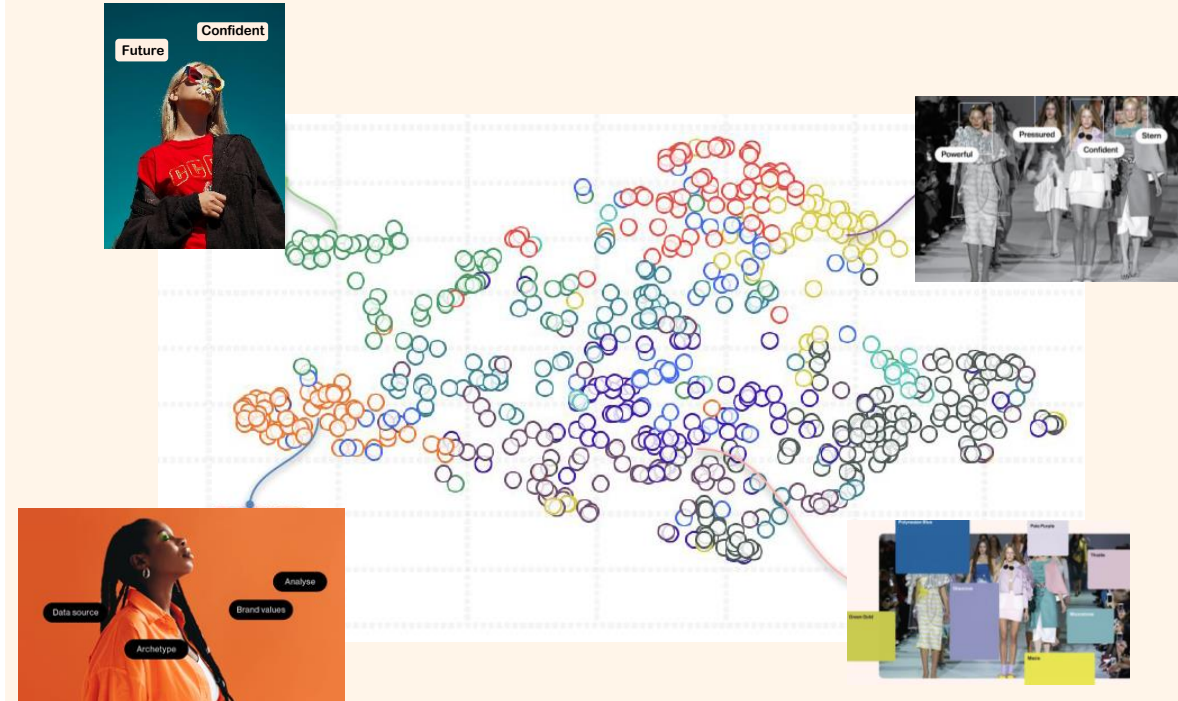
Our approach combines the very best of human expertise and artificial intelligence to deliver insights that help organizations translate data into action.

As many as 40% of all fashion made each year is never sold.* We will ensure that you belong to the 60% that are sold.

Each year 60bn garments – or as many as 40% of all clothes made – are not sold. Experts say tackling such obscene waste will require radical changes in production – and legislation.

There are several reasons fashion brands produce more than they sell, e.g. manufacturers insisting on minimum order quantities, an increasingly fast retail cycle fuelled by frequent deliveries of new products, and the failure to read the market correctly.

With the help of Navet Analytics, powered by Quilt.AI, you have a better chance to forecast and manage your future demand and supply, avoiding that your products end up in constant price-off cycles, or worse, in landfills.

* Source: WGSN x OC&C Report: Doing more with less, 2023

Today, successful fashion is not design-driven, it's data-driven.

Quilt.AI studied all Fashion Weeks in 2024, and the two main archetypes that were detected across the different fashion weeks was *the Everyman* and *the Rebel*.

The Fashion Weeks are a chance for designers to push creative boundaries and be as avantgarde as they want with fashion, which often leads to beautiful but unwearable pieces.

Through Quilt.AI we provided relevant insights to the designers to select elements from the collection and translate them to desirable and purchased everyday wear for retail.

"Data-driven companies are 23 times more likely to top their competitors in customer acquisition, about 19 times more likely to stay profitable and nearly seven times more likely to retain customers."

- Forbes 2023

The Everyman
"All men and women are created equal"

Core Desires: Belonging

Personality:
Genuine
Down-to-earth
Supportive

Strategy:
Develop ordinary solid virtues, be down to earth, the common touch

The Rebel
"Rules are made to be broken"

Core Desires: Revolution

Personality:
Fearless
Rebellious
Disruptive

Strategy:
Disrupt, destroy or shock

Navet Analytics delivers fashion marketplace insights and future-proof strategies across 3 forms of discovery.

| INSIGHTS | STRATEGY | SOLUTION |

Diagnose
Deriving insight across complex business and human opportunities and challenges.
Example of deliverables;
- Trend discovery & tracking
- Discourse discovery
- Segment discovery & tracking
- Influencer discovery & tracking
- Brand health tracking
- Category landscape analysis
- Moments of consumption / demand spaces spotting
- Search funnel analysis & forecasting
- Product optimization
- Customer experience optimization
- Communications optimization
- Brand alignment

Generate
Generate strategic and creative directions for defined business and market opportunities. Example of deliverables;
- Brand strategy
- Brand / Product positioning
- Brand / Product / Concept innovation
- Conversational AI
- Portfolio strategy
- Brand architecture
- Assortments strategy
- Content generator

Predict
Benchmarking future success of strategic and creative solutions through internet analytics. Example of deliverables;
- Customer profiling
- Product concept testing
- Content performance testing
- Benchmarking

Let's meet and discuss how we can help you grow your business.

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Previous experiences:

Partner and CEO Brand Clinic (Sweden)

Brand Consultant Bates Group (Sweden)

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Better insights for better growth

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