

The Fabric of the Future: How AI Is Reshaping the Apparel Industry

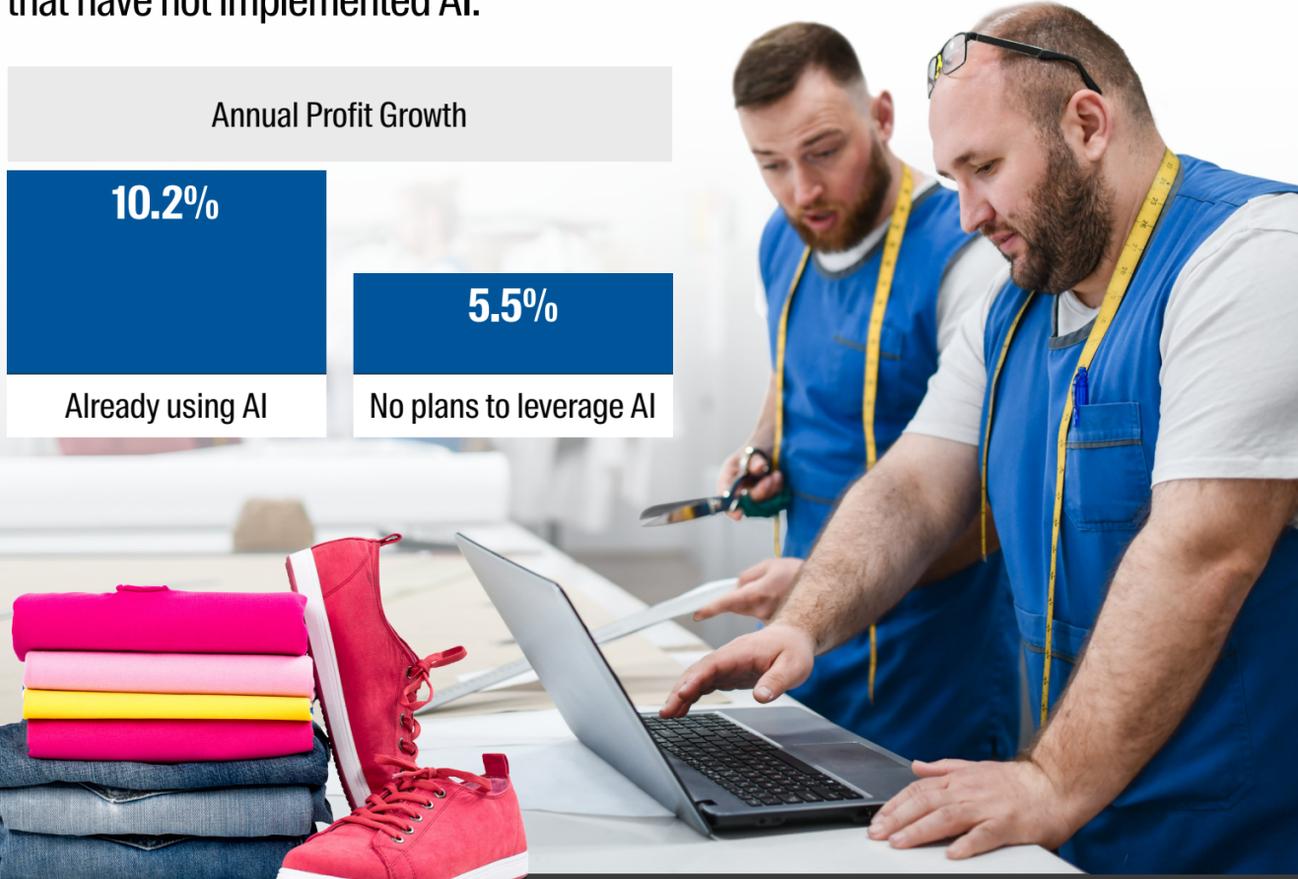
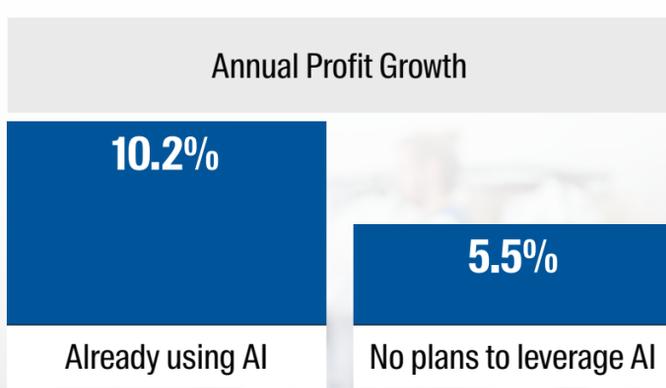


Aptean's recent research report, conducted in conjunction with B2B International, revealed that AI is already seeing widespread adoption among apparel organizations.



98% of apparel companies are at least investigating AI, and more than 70% are already implementing or using AI.

Generative AI is estimated to add up to \$275 billion in operating profits for apparel, fashion and luxury companies over the next 3-5 years. Of those brands already using AI, they report higher profit growth compared to those that have not implemented AI.



Top Identified Benefits of AI in Apparel

- 1 Enhanced innovation
- 2 Improved product / service quality
- 3 Personalized customer experience
- 4 Competitive advantage
- 5 Enhanced decision-making

Industry Voices

"We primarily use AI to **analyze sales data, seasonal changes and market trends to help forecast demand**, thereby optimizing inventory management and reducing excess stock."

–Procurement and Purchasing Manager, NA Fashion and Apparel Brand

"AI is essential for **improving our customer service and engagement**. We deploy AI-powered chatbots to give consumers **immediate and personalized replies, delivering a smooth and efficient support experience.**"

–Operations Director, NA Apparel Manufacturer



If you want to dive deep into the full report, [download it for free](#) today.

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