

MARKETING

THE INTERSECTION OF DIGITAL TECHNOLOGY AND FASHION

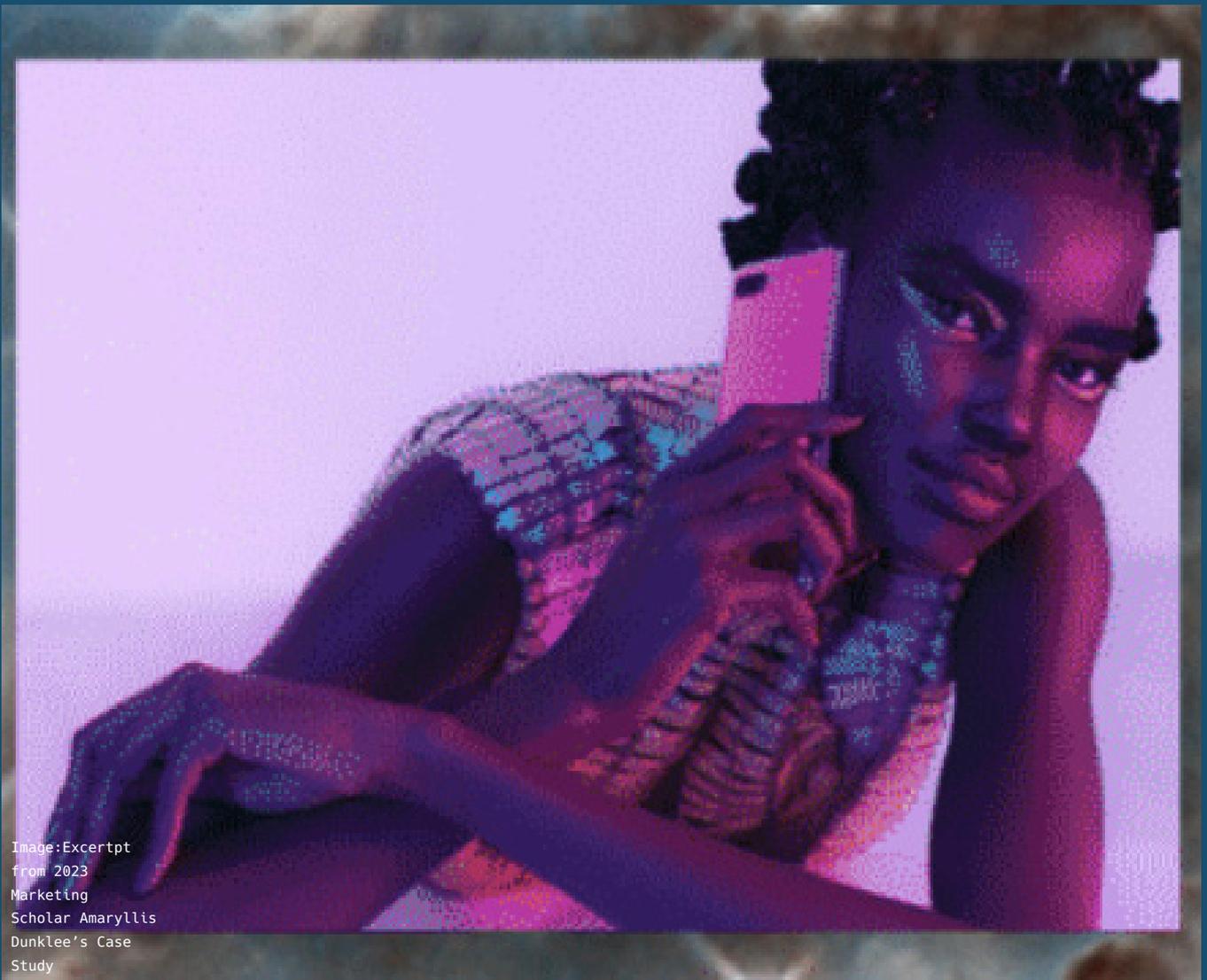


Image: Excerpt
from 2023
Marketing
Scholar Amaryllis
Dunklee's Case
Study

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Image: [WWD](#) explores what to know about Google's AI Apparel Try-on.

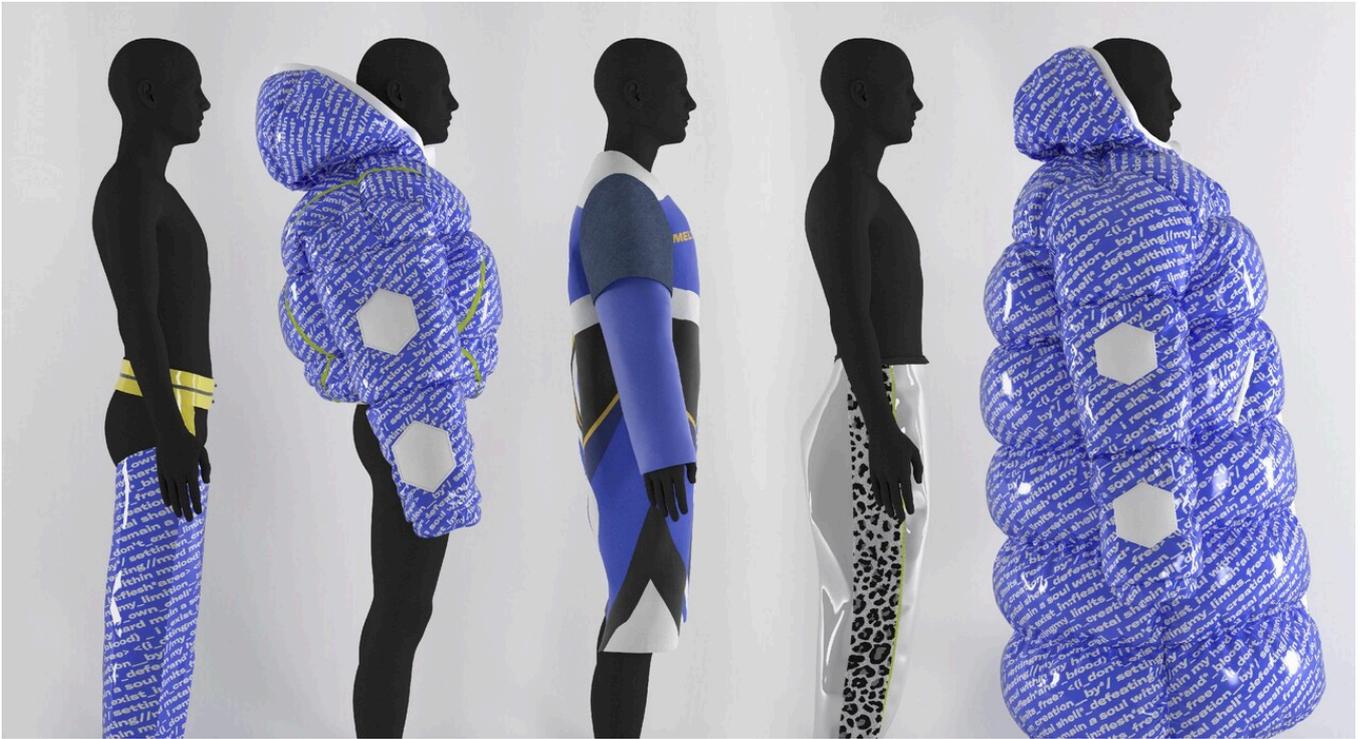
MARKETING

How can digital technology engage consumers throughout the marketing funnel?

2024/2025 CASE STUDY
PROMPT

Fashion brands are looking to diversify their marketing communications to keep up with ever-changing consumer interests ([Pearl, 2023](#)). It is expected that new digital technologies including artificial intelligence (AI) and augmented reality (AR) will become increasingly important for marketing by showcasing content, engaging on social media, enabling search, and creating positive consumer sentiment ([Talwar, 2023](#)). AI may support businesses through predictive, generative, and process-based automation. It may be utilized for various consumer-facing practices including voice recognition, knowledge capture, and thought mimicking ([Haleem et al., 2022](#)). AR may be utilized for product visualization and creation of an immersive experience.

Significant opportunities exist to integrate AI and AR into fashion marketing. Predictive AI uses historical data to identify patterns, such as shopping patterns, and extrapolate what will happen in the future ([Cloudflare, n.d.](#)). Generative AI can create text, images, or other content, ChatGPT is an example of a generative AI system ([Baig, Yee, & Singla, 2023](#)). Microsoft's global head of marketing for search and AI, Divya Kumar, explained that generative AI may be used to answer shopper enquiries, such as how to create a 10-step skincare process ([Lobad, 2023](#)). Additionally, research shows that 75% of CEOs believe that businesses with generative AI will out-perform competitors ([Talwar, 2023](#)), however only 29% reflected on current in-house expertise to enable early AI adoption. Simultaneously, beauty brands have explored the use of augmented reality (AR) and fashion brands are excited for the future of clothing try-ons ([McDowell, 2021](#)). AR shopping may be the future, as 71% of shoppers say that they would likely shop more frequently with AR-powered apps ([Ebbeson & Machholdt, 2019](#)). As brands/retailers develop strategies and engage consumers, the use of AI and AR present important opportunities for marketers to engage consumers through the marketing funnel, from awareness to advocacy ([Deveau et al., 2023](#)).



EXAMPLES OF DIGITAL TECHNOLOGY USE IN MARKETING

Above: [Wearify](#) explores the use of generative AI to create and promote fashion; [Loreal](#) offers virtual makeup try-ons

Early examples of the brands utilizing AI and AR within their marketing efforts exist.

- Estée Lauder is using generative AI to assist in copywriting, measuring customer sentiment, and may utilize it for customer product recommendations in the future (McDowell, 2023).
- Revolve launched the first-ever AI generated billboard (Revolve, 2023).
- Farfetch CEO Jose Neves has expressed interest in predictive AI integrated large language models to create “hyper-personalized” user experiences when shopping online (Bain, 2023).
- Adidas used AR to launch a virtual sneaker try-on (Williams, 2019).
- H&M launched a competition through which winners had the opportunity to try-on virtual garments styled by 3D graphic designers (H&M Group, 2022). They were able to share animated images on social media platforms (e.g., SnapChat, Instagram).



YOUR ROLE

You are the Chief Marketing Officer for a brand/retailer of your choice. As CMO, it is your responsibility to develop strategies that address the stages of the marketing funnel and communicate brand actions, goals, and values. It is also your responsibility to use analytics to assess the effectiveness of marketing activities and track consumer engagement. Your overarching goal is to drive return on investment (ROI) through acquisition or new customers and retention of loyal customers. In the task at hand, you must utilize digital technology to build consumer engagement in a manner that is fitting to the brand's image, goals, and customers.



OBJECTIVE

Establish a digital technology driven marketing plan to engage the marketing funnel.

Right, from top to bottom, left to right: [The Business of Fashion](#) discusses Revolve's AI-generated campaign; [Revolve's](#) AI campaign.

Your objective is to create a marketing plan for an existing brand/retailer to engage customers through the use of digital technology, either AI or AR. The brand/retailer that you select should be generally well-known. The brand that you chose must be a fashion apparel, accessories, footwear, home, beauty, or health & wellness brand. It is suggested that you choose a company that is publicly traded so that information regarding the company is easily accessible.

Within your marketing plan, you may consider various types of artificial intelligence (AI), such as predictive AI, generative AI, or augmented reality (AR). Address how your marketing plan advances a chosen, existing brand or retailer's goals. Your marketing plan should address the overall strategy and be activated by specific tactics that engage customers. Your marketing plan will address three stages of the marketing funnel, such as awareness, consideration, conversion, loyalty, and advocacy. Therefore, some activities within your marketing plan may engage a specific, new customer segment while other activities may add value for existing customers. Connect your marketing plan to specific strategies and tactics that will engage consumers with digital technology. Your marketing plan should align with a specific product range or brand goal. The customer segment(s) you target should require specific, focused attention. Develop an analytical approach to assess the performance of your digital marketing activities as a part of a 1-year plan to occur in 2025.

CASE STUDY REQUIREMENTS & CHECK LIST

SUBMISSION FORMAT

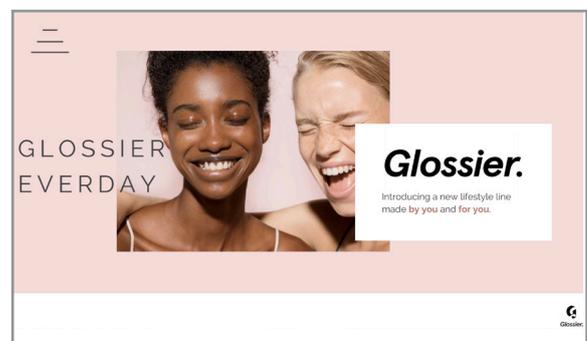
Case studies should be submitted as a **17-21 page slide deck** including title, appendices, and references. The slide deck should be in landscape orientation, with slides sized for on-screen show 4:3 or 16:9 display (approx. 10" x 7.5").

Submission files can be created in any software of the applicant's choosing, such as PowerPoint, Keynote, Adobe InDesign, Illustrator etc. However, **all cases must be submitted in a flat PDF format** without video or sound.

REQUIRED SECTIONS

Section I: General Introduction (2-3 Slides)

- Title Slide. *Must be the first page/slide of the deck.*** Include: title, case study discipline (Marketing), and one sentence summary of your marketing plan. Do NOT include any identifying information (name, school, etc.).
- Executive Summary.** Cover all components of your case study to provide the essence of your case study without the fine details in paragraph format, no longer than 350 words.
- Table of Contents. *Optional.*** Outline sections of your case study.



Above: Example of Section 1: General Introduction; 2023 FSF Chairman's Award finalist Sophia Enriquez

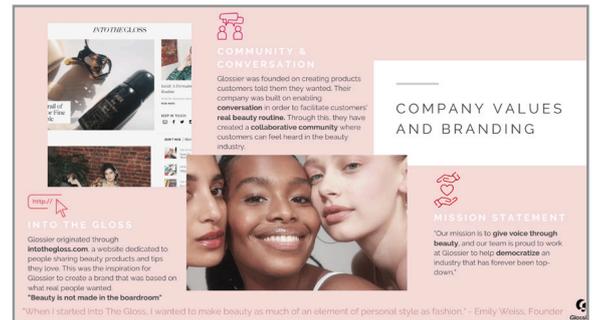
Section 2: Establish Your Brand (1-2 Slides)

❑ **Chosen Brand/Retailer Introduction.** Introduce your chosen brand.

❑ **SWOT analysis.** Include strengths, weaknesses, opportunities, and threats of your selected brand/retailer's current marketing strategies. Include any existing digital technology, AI, or AR.

❑ **Current Marketing Actions.** Investigate your chosen company's current marketing strategies, including usage of digital technologies such as AI and AR. Also assess how your chosen company currently communicates activities with various consumer segments.

❑ Address the different channels the company uses for marketing and communication, such as traditional channels (e.g., billboards, transportation ads, flyers) or digital marketing channels (e.g., social media, online marketing, email, smart tv).



Section 3: Research (3-4 Slides)

Summarize key research that will support the development of your digital technology driven marketing plan.

❑ **Technology Research.** Address evolving digital technology, AI, and AR trends that are important to your marketing plan.

❑ Identify leading trends in digital technology and marketing that can be utilized in your marketing plan and/or for your brand/retailer.

Above: Example of Section 2: Establish Your Brand; 2023 FSF Chairman's Award finalist Sophia Enriquez

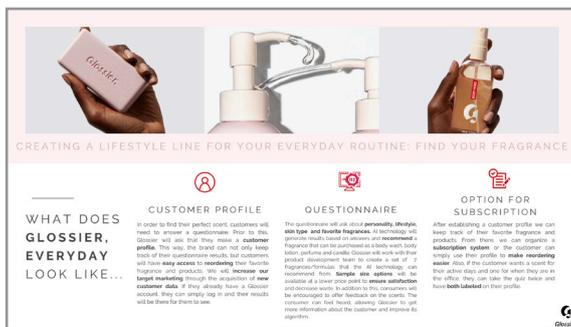


Above: Example of Section 3: Research, 2023 FSF Chairman's Award finalist Sophia Enriquez

REQUIRED SECTIONS (continued)



Above: Example of Section 3: Research; 2023 FSF Chairman's Award finalist Sophia Enriquez



Above: Example of Section 5: Target Consumer, 2023 FSF Chairman's Award finalist Sophia Enriquez

Section 3: Research (continued)

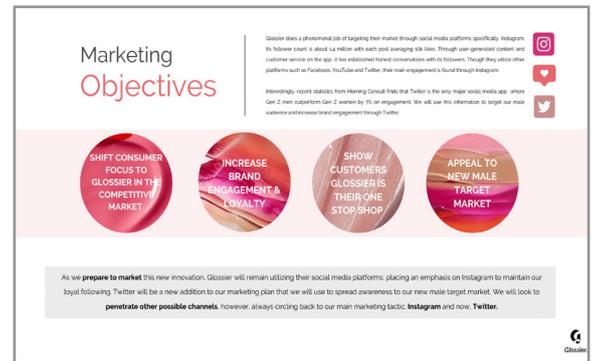
- Competitive Landscape.** Examine direct competitors, indirect competitors, and the evolving fashion landscape. Assess if/how brands are engaging with digital technology, AI, and/or AR. Provide one benchmark comparison of activities being undertaken by competitors or market leaders.
 - This research should relate to your marketing campaign while demonstrating rigorous research across best-in-class market players that support your choice of brand.
 - Explore how activities are being communicated. Consider the “share of voice” your direct competitors are currently occupying across channels, such through traditional or digital marketing channels.
 - Provide an example of a company that has engaged customers using advanced digital technology.
- Set the Stage.** Your objective is to identify information regarding brand actions that may support the need for your new marketing plan.

Section 4: Marketing Goals (1 Slide)

- Company Objectives and Marketing Goals.** Introduce the company goal(s) that your marketing strategy will address. Additionally, outline the specific marketing goals your plan aims to achieve.
- KPIs.** Provide a minimum of 3 key performance indicators (KPIs) that relate them to your marketing goals and will enable you to measure plan success.
 - Address the intended insight for each KPI. Provide rationale for your choice. You may consider how these tools can measure the success of your overarching plan and specific tactics.
 - Examples include: cost per million impressions, conversion rate, customer acquisition cost, average order volume, retention rate, payback period.

Section 5: Targeted Consumer (2-3 Slides)

- **Consumer Research.** Considering the demands of consumers throughout the fashion industry, assess the advantages of your marketing campaign for specific market segments. Address consumer perception and activities regarding relevant digital technology.
- **Consumer Personas.** Identify the customer segment you will target with your marketing strategy and develop 2-3 consumer personas to represent the customer group.
 - Define key consumer characteristics including demographics and psychographics. Conduct research to describe your consumers' lifestyle characteristics, behaviors, and attitudes.
 - Explore how each consumer persona fits within the brands overarching target market. Identify if they are new or existing personas.



Section 6: Strategic Marketing Plan (3-4 Slides)

- **Marketing Plan.** Create a one-year marketing plan using AI or AR to achieve your marketing goals. Your plan should be for the year 2025.
 - Present the overarching strategies as well as specific marketing tactics.
 - Consider the flow of your various marketing tactics.
 - Specify what content will be “always on.” Highlight key brand and marketing actions.
 - Demonstrate which aspects of the plan address existing/on-going brand activities, and which address future brand actions.



Above: Example of Section 6: Strategic Marketing Plan, 2023 FSF Chairman's Award finalist Sophia Enriquez

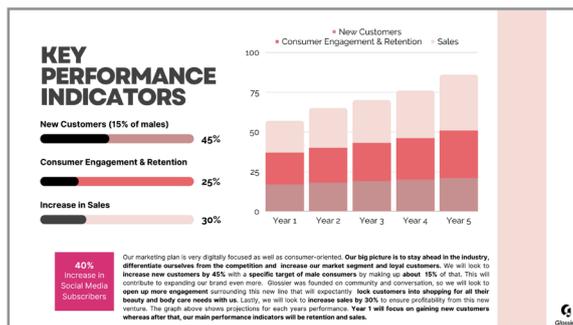
REQUIRED SECTIONS (continued)



Above: Example of Section 6: Strategic Marketing Plan, 2023 FSF Chairman's Award finalist Sophia Enriquez

Section 6: Strategic Marketing Plan (continued)

- Your strategic marketing plan should include:
 - Customer performance objectives (e.g., loyalty through brand engagement, conversion, spend increase, retention, etc.).
 - Channels to use for each tactic (e.g., social media, influencers, billboards, TV, PR, etc.), addressing paid and free marketing tactics.
 - Marketing content (e.g., the marketing message or creative description, ad unit format)



Above: Example of Section 7: Marketing Analytics; 2023 FSF Chairman's Award finalist Sophia Enriquez

- Brand Connection.** Connect your strategic marketing plan to the brand's purpose and DNA.

- Clearly identify the goal(s) of the marketing campaign. You may expand on the brand's purpose by aligning with a new customer segment.
- How does the marketing plan relate to (or expand on) the brand's reason for being? Does your marketing plan evolve the brand's vision?

- Customer Value.** Address the impact your campaign will have on the target consumers and how each aspect of your marketing plan will align with the various stages of the marketing funnel such as awareness, consideration, conversion, and loyalty

Section 7: Marketing Analytics (2-3 Slides)

- Analytics.** Design an analytical approach to improve marketing, communications, and CRM. You should consider new, innovative, and or evolutionary ways of engaging customers.
- Measuring KPIs.** Referring to your previously introduced KPIs, explain how the KPIs align with tactics within your marketing plan and establish specific, measurable goals.

- ❑ Connect the KPIs to marketing tactics and customer performance objectives.
- ❑ Explain KPIs in the context of the three stages of the marketing funnel, you are addressing (e.g., awareness, consideration, purchase, retention, and advocacy).
- ❑ Address what tools will be used for measurement (e.g., web traffic, store traffic, brand lift, etc.).

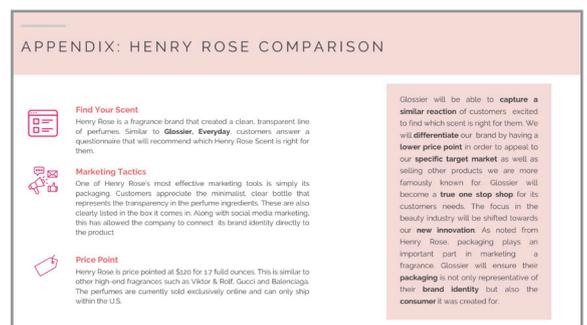
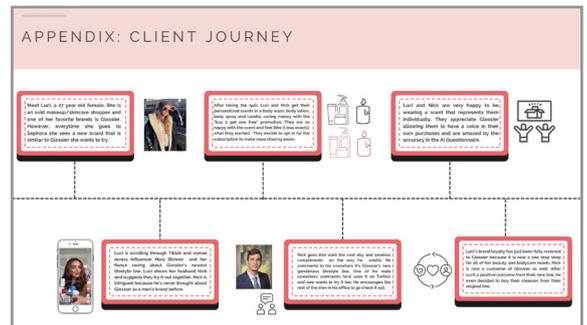
Section 8: Conclusion & References (2-4 Slides)

Use the final slides for your conclusion, bibliography, and any footnotes.

- ❑ **Conclusion.** Your conclusion should be your final statement expressing the importance and relevance of your idea for the brand you have selected and the industry. This may utilize a traditional recap approach, touching on key points, or you may utilize creative storytelling to instill understanding and importance.
- ❑ Your conclusion must tie together your company objectives and marketing goals, AI/AR marketing plan, the marketing funnel, and KPIs.
- ❑ **References.** All text references should be properly formatted using a format such as APA, Harvard, or Chicago style. Images may be cited with the source name listed under the image on each page, such as “Vogue” or “WWD”. Alternatively, image citations may be provided in a separate list with web addresses only.

Section 9: Appendix (3-5 slides)

- ❑ **Optional.** Use the appendix to present additional, supplemental ideas that support your project concept.



Above: Example of Section 9: Appendix; 2023 FSF Chairman's Award finalist Sophia Enriquez

COMPETITION GENERAL GUIDELINES

FORMATTING

Do not include your name or college/ university affiliation on the title page or anywhere in the case study as the review process is anonymous.

No specific font or format will be enforced. You are encouraged to utilize visuals throughout your presentation. It is advisable to not overload each slide with information, and to keep your presentation concise and to the point: each slide should take no more than 1-2 minutes to absorb by the reader.

Do not exceed the page limit. Ensure your content connects from section to section to tell the story you are trying to convey. This is the first time judges will be exposed to your case study and they should be able to fully interpret your intended plans.

All references should be included within a references/bibliography page at the end of your slide deck or annotated in footnotes visible within the slide. Do not use hyperlinks in a footnote as the content cannot be accessed once the case study is uploaded.

Be sure to proofread your case study. Points will be deducted for not following format directions, as well as for grammar and spelling errors.

ELIGIBILITY

- **You must be a full-time sophomore, junior, or senior.**
- **You must be graduating no earlier than Spring 2025.**
- **You must demonstrate a desire to pursue a career in fashion.**
- **To receive on-campus support, you must be enrolled in an FSF member school.**

AI DISCLOSURE

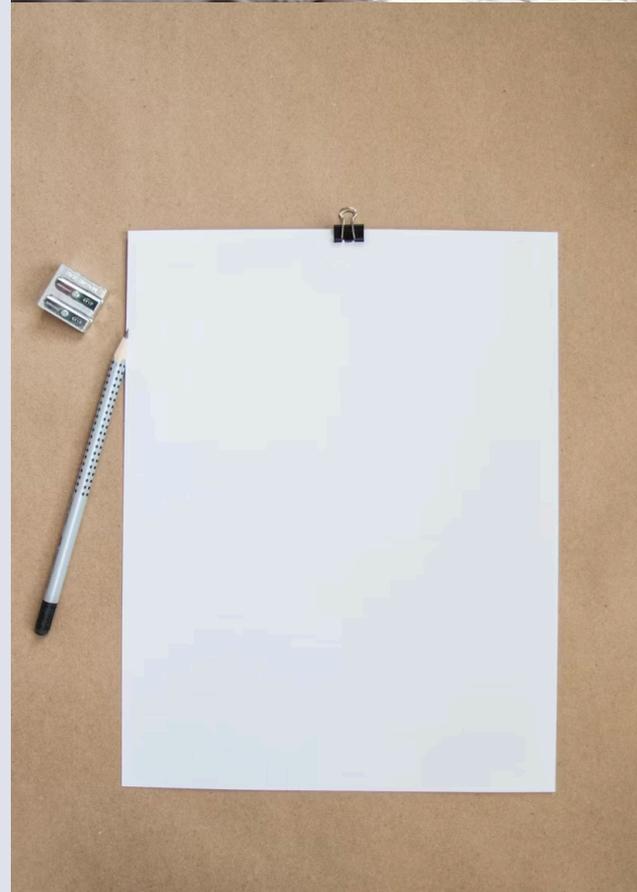
You may use AI programs (e.g. ChatGPT) for brainstorming and help in generating ideas. However, note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be properly cited like any other reference material.

VIRGIL ABLOH'S™ "POST-MODERN" SCHOLARSHIP

The mission of the Virgil Abloh™ "Post-Modern" Scholarship Fund is to foster equity and inclusion within the fashion industry by providing scholarships to students of academic promise of Black, African American, or African descent. Mr. Abloh named the fund "Post-Modern" to represent that recipients will not only receive funds, but will also be given access to vital career support services and mentoring.

REQUIRED DOCUMENTS

1. Completed FSF Case Study
2. Current Resume
3. Current Unofficial Transcription
4. ***New for 2025*** Prepare an (approximately) 90 second video containing your responses to the following prompts:
 - Explain why you have decided to select your case study discipline.
 - Tell us about your interest in the fashion industry and career aspirations.
 - Tell us about your background and any experiences that make your situation unique.
5. Required for all applicants: Please submit a 250-word maximum written response identifying the top five Named Scholarships you're most interested in applying for, and why.
 - *IN ADDITION: If you are an **international student only**:* Submit a 250-word maximum response to address the following question:
 - As an international student, what would it mean to you to become an FSF Scholarship recipient?
 - *IN ADDITION: If you are a **Virgil Abloh™ “Post-Modern” Scholarship applicant** (see previous page):* Submit a 250-word maximum response to the following question:
 - Please explain why Virgil Abloh's™ “Post-Modern” Scholarship mission is important to you. What would like the team carrying on Virgil's mission to know about you? We encourage you to tell us about relevant personal and fashion-related experiences.



JUDGING CRITERIA

Your case will be reviewed by industry professionals including the FSF Board of Governors, FSF Mentors, and FSF Alumni.

Creativity & Feasibility (20%)

- Is the applicant's idea unique, inspiring, and innovative?
- Is the applicant's idea well-thought-out and conceivably executable?
- Is the applicant's idea clearly connected to the selected brand?

Research & Development (20%)

- Has the applicant researched the selected brand, demonstrated depth of knowledge of the company's activities and competitive positioning as relevant to the presented concept?
- Has the applicant conducted thorough research regarding the retail landscape and the attitudes, behaviors, and lifestyle traits of the intended consumer?

Collection Presentation (40%)

- Has the applicant presented their concept development in a manner that is clear and supports the final collection design?
- Has the applicant presented a final collection that conveys a strong presentation of design and is fitting to the intended concept?
- Has the applicant presented technical design details (through tech sheets) that are easy to understand and show how to execute the concept?

Clarity (15%)

- Does the scholar clearly and consistently tell their story, aligning direction from executive summary, through core content, and into the conclusion?
- Does the applicant's case follow logical development and a clear structure; is it easy to follow and summarize?
- Did the applicant clearly complete each portion of their prompt?

Format (5%)

- Did the applicant use correct grammar and spelling?
- Did the applicant include a title page with one sentence to summarize the case?
- Was the applicant's name and school kept anonymous?

TIMELINE

Deadline and Announcement of Competition Results

February 1, 2024

Wizehive, the digital platform used for FSF case study submissions will open. Your FSF faculty member will provide you with the Wizehive link. Complete the Applicant Profile on Wizehive to participate in **FSF Summer Scholar Series** which will run from **June – August 2024** (see details on next page).

October 14, 2024

Submit all required materials on Wizehive **BEFORE 8:59 AM Pacific Time (11:59 AM Eastern Time)** to avoid any issues with submission. **The Wizehive portal will close PROMPTLY at 9:00 AM Pacific Time (12:00 PM Eastern Time)**. Be sure to allow sufficient time to upload all required documents (i.e., case study, resume, unofficial transcript, video) – the Wizehive submission portal will close automatically at the scheduled time even if an upload is still in progress. If all documents are not fully uploaded, your submission will not be received by the FSF. Please contact Katie Simone, FSF Program Manager, at Ksimone@fashionscholarshipfund.org who will help rectify any submissions that are incomplete.

You will receive a Confirmation of Submission to your Wizehive homepage that your submission process was completed.

Mid-December 2024

The Scholarship competition results will be announced in mid-December. Results will be sent to the FSF faculty member at your school. Your FSF faculty member will share the results with you. If you are applying from a school without an FSF Educator, you will be contacted by the FSF team to be notified of the results. Additionally, results will be posted to the FSF website. Following the announcement of results, you will receive a Welcome Letter from the FSF.



SUPPORTING MATERIALS

Additional resources are available for all case study tracks in the **FSF Student Resources Dropbox** folder.

Attend the Summer Scholar Series

This program consists of workforce preparedness courses and master classes from industry experts on relevant topics and current challenges of the industry. We equip Scholars, Scholar Applicants, and Alumni for their future internships or full-time job opportunities.

Ready to Get Started?

To start your research, reference the following articles.

AlixPartners. (2023). 'Fail Fast and Fail Forward' When Implementing AI into Workflows. *WWD*. https://wwd.com/business-news/business-features/alixpartners-fail-fast-and-fail-forward-when-implementing-ai-workflows-1235885583/?cx_testId=1&cx_testVariant=cx_1&cx_artPos=1#cxrecs_s

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Hickman, M. (2023). How AI Is Helping Retailers Right-size Inventory. *WWD*. <https://wwd.com/business-news/technology/fashion-retail-ai-inventory-sparkbox-radar-fuse-aptos-1235715819/>

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Lee, A. (2023b). Amazon Sees Itself Driving Generative AI in Retail. *WWD*. <https://wwd.com/business-news/technology/amazon-letter-to-shareholders-generative-ai-ilm-retail-1235612950/>

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