

# Fashion analysis meets artificial intelligence

There is hardly any measurable figure nor any comparable value on the potential, influence, performance and position of fashion and luxury. Even though these factors determine the success and fame within a market which lacks transparency. With the IFDAQ (International Fashion Digital Automated Quantification) the first AI-system is introduced for the analysis of this fast-moving business. We interviewed founder Daryl de Jori.

By CAROLINE STOPPACHER



From left to right: Founder Daryl de Jori and Iva Mirbach as well as co-CEO Univ.Prof. Dr. Frédéric Godart. With a unique combination of innovative technologies in the area of artificial intelligence, Big Data and scientific quantification,

the Viennese company IFDAQ introduces a new era of highly intelligent data processing by making these success factors visible and measurable for the first time in one of the world-leading industry branches.

**Please tell us more about IFDAQ. What exactly is your company doing?**

The IFDAQ is first of all a team of people who passionately dedicate themselves to fashion and technology. We want to reach the next level of market analysis through artificial intelligence and in order to achieve that we developed new scientific and fundamental key performance indicators, known as KPIs. These KPIs refer to the most important success values in the fashion and luxury industry: market power, influence, reputation as well as effective performance.

By making these driving factors visible, which indeed are always present but have never been measured so far, we transform a highly complex industry into a transparent and predictable market. **Could you explain in a simplified form how the algorithm works?**

Basically, we create an intelligent eco-system, which uses

the world-largest data storage (the so-called Big Data Lake) to replicate the performances and dynamics that influence the scenarios in the world of fashion and luxury design in real-time.

The result is a new data universe with an unprecedented information depth and variety provided in real time. From our point of view, the IFDAQ system does not only offer a profound monitoring across the industry, but also a comprehensive insight into the actual state of the fashion market.

**Originally you were a Viennese start-up? How did you come up with this idea?**

The idea was born in 2008 as an international research project in artificial intelligence and data science. Our vision was to offer transparency and a deeper insight into the markets. In the course of the following years, while we continuously received requests from the fashion industry, we optimized our algorithms, before we were able to translate our research results into an official company – also thanks to the mentoring provided by the largest banking group in Italy Intesa Sanpaolo. Meanwhile, we became an international team of ambitious experts under the leadership of the renowned fashion sociologist from Paris, Univ.-Prof. Dr Frédéric Godart, holding the professorship provided by Kering at the University HEC Paris.

**Who benefits the most from your service?**

IFDAQ first of all creates an immense added value for fashion and luxury brands since it is practically in the heart of fashion and connected

to most industry contact points. But basically, everyone who plays a role in fashion, benefits from it because our data offer a possibility to strategically develop a brand or a career. These could be fashion magazines, photographers, but also other creative people in fashion. In other industries, the IFDAQ is used mainly for decision making in consulting or for investments.

**You transform fashion pictures – for example from a magazine – into data points. What do you discover when doing such a visualization? And how can a magazine benefit from this?**

By transforming an editorial image in data points, we receive insights into the micro-dynamics of a series of pictures. By that we can, for example, tell a brand exactly which brand-added value its presence has on an image in the editorial. The same of course applies to all other parties involved, including photographers, models, stylists and in particular to the fashion magazine itself.

With this information a fashion magazine can use the IFDAQ to build up the brand value by optimizing content planning or simulating decisions and Casting processes. **Could you make a prognosis for the local market in Vienna?**

In an international comparison Vienna is recently still on place 30 and despite a positive prospect, will not develop better than other emerging fashion cities. If, however, we take the unique history of the Austrian capital into account, Vienna has an incredible potential to strengthen its position, reputation and

importance in the fashion and luxury industry, provided that it will have the right development strategies at hand.

**What can you tell us about the international fashion cities?**

The so-called 'Big Four' – New York, Paris, Milan and London – are still in a dominant position. Nevertheless, we observe a new continuous power distribution with new emerging cities such as Barcelona, Tokyo or Los Angeles. These were able to strengthen their influence in the fashion industry on an international level quite quickly, however, the gap between the 'Big Four' and the second row remains quite obvious up to date.

**Could you give us an exclusive insight into the brand l'Officiel with the IFDAQ?**

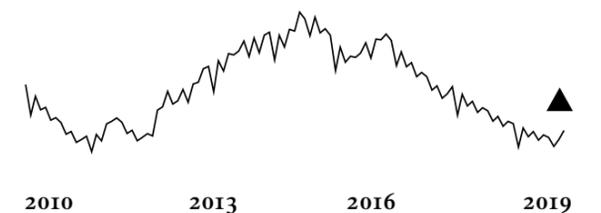
If we look at high-quality fashion media, l'Officiel as a global brand still has a strong position with a high reputation and influence on the industry. In other words, if a brand wants to boost its value or its career, a cooperation with l'Officiel could be of a big advantage.

A short chart analysis shows that L'Officiel was able to keep at the forefront, in particular through its content strategy between 2011 and mid-2014, when the covers and editorials were occupied by particularly influential top models, even though at that time the print media in general were facing a worldwide decline as far as their influence is concerned. Since then the 'Influencer' industry partly shifted to digital and social media so that traditional media companies now need to make their digital media strategies more innovative.

	City	Value	Change
1	New York	19,098	-0,560
2	Paris	17,069	0,423
3	Milan	14,359	-0,054
4	London	10,984	-0,138
5	Madrid	1,839	0,016
6	Sydney	1,679	0,299
7	Tokyo	1,536	0,017
8	Sao Paulo	1,368	-0,060
9	Moscow	1,364	0,103
10	Los Angeles	1,353	-0,052
11	Stockholm	1,280	-0,038
12	Barcelona	1,273	-0,031
13	Florence	1,171	0,059
14	Munich	1,146	0,018
15	Hamburg	0,917	0,024
16	Beijing	0,882	-0,019
17	Seoul	0,823	-0,036
18	Amsterdam	0,822	0,117
19	Rome	0,698	0,008
20	Berlin	0,693	0,003
21	Copenhagen	0,621	0,018
22	Toronto	0,589	-0,014
23	Lisbon	0,387	0,079
24	Montreal	0,386	-0,013
25	Warsaw	0,378	-0,003
26	Istanbul	0,371	-0,011
27	Hong Kong	0,346	0,009
28	Geneva	0,329	0,036
29	Ohio	0,290	-0,028
30	Vienna	0,289	-0,000

IFDAQ Global Fashion & Luxury Cities Index Q1 2019. ifdaq.com

According to the IFDAQ, l'Officiel still commands a strong position as a global brand in the industry



Photos: IFDAQ, l'Officiel