



CASE STUDY

How did our client predict the success of its new accessories right after its fashion show?



*For confidentiality reasons, the name of the brand has been omitted.

The challenge:
How can brands predict the success
of a product based on its first signs
of desirability?

*At its 2019 Cruise Collection fashion show, our client unveiled 8
new bags on the runway.*

Our client's objectives:

- **Increase sell-through:** Give guidelines to buyers in the showroom to adjust product assortment & quantities
- **Focus on desirable products:** Get valuable insight for communication and image purposes

Our client's positioning:

- **Target:** 20 to 60 year-old women
- **Price range:** between 950€ and 2000€
- **Time-to-market:** 6 months

CONTEXT



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We apply our visual recognition technology to social media images



REPRESENTATIVE PANELS OF CONSUMERS

We have defined 3 tailored audience panels: edgy, trendy and mainstream accounts.

3 MILLION IMAGES ANALYZED DAILY



IMAGE RECOGNITION TECHNOLOGY

We can recognize fashion trends by product type as well as features: colors, patterns, textures, shapes, details etc.

2000 PRODUCT DETAILS DETECTED



TREND FORECASTING TECHNOLOGY

We can forecast how trends will evolve over time and understand their adoption from edgy influencers to the mass market.

HEURITECH PROPRIETARY METHODOLOGY



KEY INDICATORS

1

Shared images

Number of posts

2

Reach

Average followers
per post

3

Engagement rate

Average number of likes
Number of account
followers

4

Zoom on product

Number of times the
photo is focused on
the product and not
on the look

5

Brand pride

Number of times the
brand is mentioned in
a post featuring the
brand's product

	1 – Bag A	2 – Bag B	Average
Posts	278 (x5 vs. average)	167 (x3 vs. average)	51
Reach	279K	126K	27K
Engagement rate	51‰	97‰	25‰
Zoom on product	35%	22%	17%
Brand pride	90%	87%	81%

2 bags triggered the most enthusiasm

12 hours after the show, we analyzed the 800 posts featuring the new bags to detect the first signs of desirability.



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Bag A
5x more posts than average



Bag B
3x more posts than average

**Both bags showed good results in terms of zoom on product and brand pride*

Conclusion

The brand used this data to adapt its merchandising and communication, which resulted in positive results after launch:

POSITIVE BRAND IMAGE

Due to an impactful communications plan focused on the right products.

BETTER SELL-THROUGH

Driven by accurate sales forecasting, no overstock and no missed opportunities due to stock shortage.



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About

HEURITECH

Heuritech is a cutting-edge technology company that provides fashion brands with the vision they need to stay ahead of today's dynamic market and trends. Using advanced artificial intelligence (AI) to translate real-world images shared on social media into meaningful insights, Heuritech empowers brands to forecast demand and trends more accurately, produce more sustainably, and achieve unprecedented competitive advantage.

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