

COLUMNS

Seeing the future of fashion with Apple

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Bhuvan Thaker is business partner at t2c thoughts2Connect

By **Bhuvan Thaker**

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With everything connecting to the Internet, the ideas for new advancements in all sectors are endless.

Technology has disrupted the biggest captains of industry and the fashion industry is no exception. Software is eating the world for real.

The Internet of Things (IoT) is seen as the next big step in the evolution of the online interactivity. It has already changed the way in which we view the world. So, there is no exception across all sectors, and fashion is on the verge of a super upgrade on the future of how we shop.

The future of fashion retail can be overtaken by industry leaders such as Apple, Google, Microsoft, Amazon or even Samsung. It remains to be seen who will take the first step. And since most of us love Steve Job's Apple, we will make Apple as the hero of our story.

Shopping is therapy

This is what women have always said as they glide to and fro, looking at the latest designs and trying on everything. Shopping relaxes the consumer and brings back her smile, but she never seems to find the right item.

The IT and communications industries have grown by leaps and bounds, and are not showing signs of slowing down anytime soon. That fits our lifestyle.

But what does not fit our lifestyle is returning items that do not fit and paying hand over fist for the latest designs.

Since the dawn of the fashion industry, fit has been a crease that has never quite been ironed out.

Shoppers have learned to live with getting the brand they like, but not in their exact size. After shelling out your hard-earned bucks on that top, you still have to get a tailor to adjust it to better accommodate your body shape.

The question every shopper is asking today is: Is there a way to get my gear in my size, at a more reasonable price? And the question every brand and manufacturer is asking is: Is there a way we can get those latest autumn/winter pants with the fit that look fab on our customers, faster and more cost effectively?

Maybe, this could be in the future, if Apple plans to enter this space and solve the fashion industry's biggest problem:

Finding exactly what a woman desires, and a garment that fits her body and her budget.

Now imagine if Apple surprises the world by introducing you to Apple Mirror.

Seeing the future of fashion through a hypothetical Apple Mirror

That Apple manages to become a dominant force in whichever area it chooses to venture is an open secret. It creates tech that serves real consumer needs and is easy to use. This customer-centered approach will be carried into "The Mirror."

The Mirror will not be just another Apple gadget. It could be a radical revolution in the fashion industry. It will dispel the fit issue once and for all, ensuring that you get exact size of dress you want, from the brand of your choice, made from the fabric most comfortable to you.

The Mirror will also be a boon to apparel makers as it will help them trim their costs significantly by cutting down on wastage and shortening the distribution process. And, of course, this most gorgeous-looking 6-foot-by-3-foot standing Mirror with a step will also help you do many other things, too.



The fictional Mirror

Frankly, the thought of waking up in the morning and looking at my Apple Mirror makes me excited.

The Mirror will obviously have the most refined version of Siri to greet you in the morning, and that too in your own language. Then off to advising you on your best choice of outfit for the day.

The features of this mirror are endless.

First off, the camera-free mirror will scan your precise measurements and size, creating your unique body profile and your own alive virtual shadow in 3D with sophisticated artificial intelligence this is possible that resides inside your Mirror. This is also the highlight of the Mirror.

This deals with the biggest problem that women face: finding something that fits. Women's bodies are unique and the world need products that cater to this uniqueness.

Second, the Mirror will have its own healthcare features. It can give you updates on your height, weight and body fat percentage, as well as scan other vitals. With the healthcare sector expect to see investment of close to \$117 billion by 2020, it would be worth exploring the potential for this.

The possibilities are endless.

Let us say you are in the mood of something new. You will be able to easily browse the latest autumn/winter designs, and can join in on the conversation right there in the Mirror.

Want to preview the latest fashion shows in New York, London, Milan or Paris happening live? No problem, you can join the show from your Mirror.

Amazing, right?

If you want to deal with a specific brand, you can "pin" your favorite brand on the Mirror. This will allow you to gain real-time virtual access to their fashion shows and try on those new creations there and then.

If you find a design that looks irresistibly good on you, you can pre-order it on the spot, reducing the chances of it going out of stock before you own it. This is the see-now, buy-now model at its best.

That is not all.

You can order the fabric you want, in the color you love and the style that looks fab on you, from the brand you support, at the price that suits you. That would be the end of one of the longest battles with fashion retail that women have fought for years.

Gone are the days that concede to something that does not quite fit right and you wore it once and never again.

And the added beauty to it all you will be able to browse, trial, purchase and leave a review, all while adoring yourself in front of the Mirror, saying goodbye to uncomfortable changing stalls.

Massive benefit to the industry

Like other industries, fashion is sniffing around for ways to tap into emerging markets.

Industry observers have noted that the Chinese consumer is becoming pickier, favoring classy premium designs over mass-produced garments.

India has lately been attracting the attention of major brands, with many of them adding some Indian flair to their new creations.

The Apple Mirror will help the fashion industry better address the needs of emerging markets, and much more cost effectively. How?

By creating a global standard of a body profile based on the millions of scans it will receive from all corners of the globe. This way, even body types that do not fall within the typical Western mold will be catered to by brands and fashion houses.

The question that the fashion industry has been asking themselves time and again is, how to cater to the demands of a more exposed, self-aware and tech-savvy consumer faster and more cost-effectively?

Can the demand for more personalized, more affordable garments go hand in hand with higher-profit margins for fashion industry players? Does such a win-win exist?

I think the Apple Mirror is the answer to this. The Mirror's impact will not be limited to the consumer. It has a sack of goodies for producers as well.

Since they will be creating clothing items based on universal body profiles, manufacturers stand to curb their wastage immensely.

Getting merchandise to the end user will also cost much less.

In a future defined by the Apple Mirror, brand manufacturers will be creating clothes to fit on demand, based on real-time orders.

Instead of making clothes and hoping folks will like them and buy them, they will be making clothes that have already been, in effect, bought.

WITH MILLIONS of homes globally having one of these Apple Mirrors and with that better data for companies to analyze, every time we add our body profile to the scan, better analysis of a universal body profile is made.

This means that brands and retailers can precisely analyze their consumer preferences.

No more guess work or intrusive invasion of our privacy.

A symbiotic relationship between the fashionista and brand retailer now that is perfect harmony.

Disclaimer: The article is fictional in nature. There is no Apple Mirror as described in the piece. The author was not

associated with Apple at the time of writing and publication of this article.

Bhuvan Thaker is business partner at [t2c thoughts2Connect](#), Bangalore, India. Reach him at bhuvan.thaker@gmail.com.

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