

# CASE STUDY: Emerging Technology Adoption in Omni-Channel Retail

## CLIENT

Apparel and lifestyle retail chain with growing online presence



## INDUSTRY

Retail



## PRODUCTS

Footwear, accessories, and activewear



## TARGET GEO

Global



## BUSINESS OBJECTIVE

- An apparel and lifestyle retailer needed to modernize in-store and online experiences. The client sought insights into how peers implemented new technologies like AR, AI personalization, and checkout automation to boost engagement and conversion.

## OUR SOLUTION

- **Tech Rollout Benchmarking:** Mapped emerging tech deployment (AR, AI, checkout-free tech) across 10 fashion retailers using investor decks, tech partner case studies, and launch announcements; validated with 12 in-depth expert interviews including CIOs, product leads, and innovation heads.
- **Ecosystem Partnership Analysis:** Tracked startup alliances, platform vendor relationships, and venture investments using Crunchbase, press releases, and app feature audits; further informed by four discussions with digital innovation teams.
- **Performance Impact Comparison:** Benchmarked measurable impact of these technologies on AOV, cart abandonment, and return rates using data shared by two global retail benchmarking firms and inputs from three retail performance analysts.

## OUTCOMES

- 1 Increased AOV by 3% post rollout of AI-driven personalization
- 2 Piloted AR fitting rooms using insights from competitor rollouts
- 3 Initiated partnerships with 2 high-impact retail tech firms