



OVS: INNOVATING FASHION RETAIL

THE GROUP IS LAUNCHING AN INNOVATIVE GENERATIVE AI TOOL TO CREATE CONTENT FOR ITS E-COMMERCE SITE

OVS has brought in a new cutting-edge prototype solution that will make use of the very latest innovations in Generative AI to create content for its e-commerce site.

This tool is able to boost the quality and efficiency of the digital content production process, expanding the capacity to fully exploit the data assets, attributes and images generated during the design and development stages of the different collections from the perspectives of communication and marketing.

The most important feature of this solution, which has been tested on a wide range of OVS Group products, lies in its efficiency and extreme adaptability, making it possible to generate bespoke fashion retail content.

This tool, which has been used on the ovs.it website for the PIOMBO Contemporary collections, is now being rolled out to all OVS Group brands.

"One of the most important aspects of this project", says Matteo Molon, Digital Business Director of the OVS Group, "is that it integrates GenAI into a process that doesn't stop at simple text content generation, but is also able to identify and therefore, correct any inconsistencies between the image and the data provided, comparing hundreds of thousands of attributes in an extremely immediate, scalable manner. At this stage, our copywriters take over to ensure a perfect balance of human creativity and artificial intelligence wherever this is needed. From a business viewpoint, all this translates into a faster time to market and product descriptions that are a better fit for customer needs, leading to more informed, conscious purchasing".

The ability to innovate and continuously improve our digital offer is at the very heart of our strategy, and using Generative AI technologies is a way to make other tools available to support the growth and competitiveness of the OVS Group in the fashion retail sector. This project, which is currently being trialled, is the result of a collaboration between OVS Innovazione e Sostenibilità - an OVS Group company - Bari Polytechnic and its spin-off, Wideverse. It is part of an investment that began in 2021, starting with a programme contract with the Puglia Region with aims that include creating a technology innovation hub focusing on areas such as digital transformation, artificial intelligence and cyber security in fashion retail.