

# InSearch contributes to a 37.4% increase in PDP views for Forever 21 India

## FOREVER 21

Forever 21 is a global Fast Fashion retailer with an edge. The US brand's low pricing and ability to rapidly update their products gives them an advantage in the fast fashion market of 18–25-year-old customers. In India, the brand is marketed and managed by Aditya Birla Group, a \$48.3 Billion conglomerate.



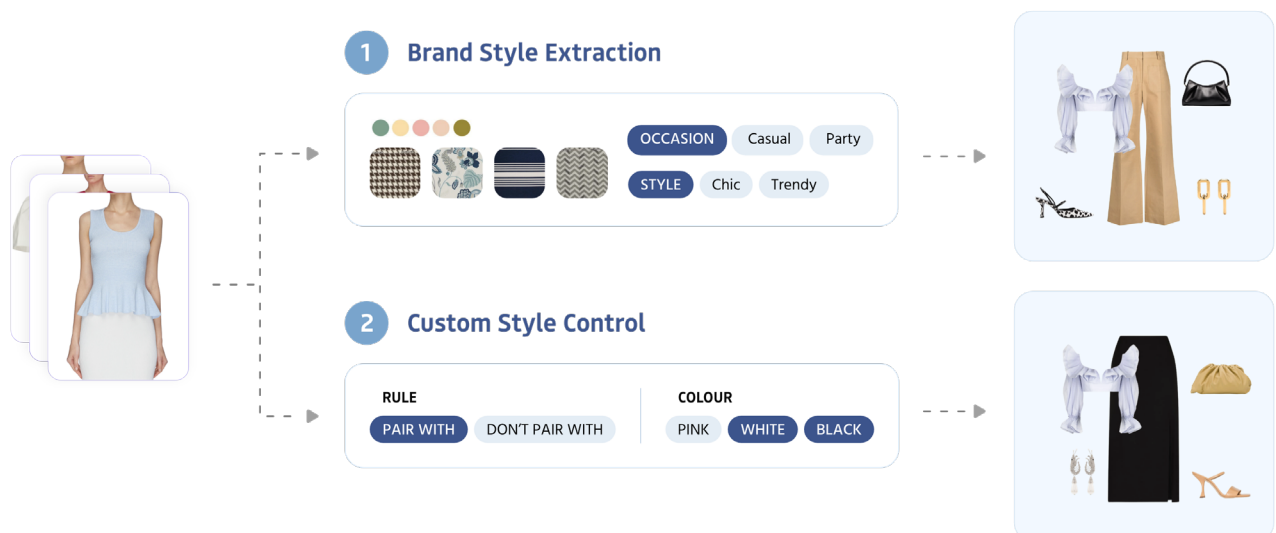
## CHALLENGE

A fast fashion strategy means a constant influx of new styles and the depreciation of old ones. This makes it imperative for Forever 21 to surface relevant styles at all times, given that those styles may not be available next time the shopper visits. Hence, the brand needed a fashion optimized AI system to surface not just the latest styles, but also the most relevant ones and ensure that no out-of-stock products are ever recommended.

## OPPORTUNITY


Forever 21 India found their official AI partner in Streamoid, an AI fashion innovator with deep domain expertise to power eCommerce using search and user experience technologies.

## HOW IT WORKS



## SIMILAR


Products recommendations that offer a faceted search feature to enable shoppers to widen or narrow down their search.




### SIMILAR PRODUCTS

What similarities are you interested in?


☐ Type ☒ Sleeve length ☒ Color ☐ Occasion ☐ Silhouette ☐ Print type ☐ Hemline length




BUTTON-FRONT TUBE DRESS  
₹2,499



VELVET MINI BODYCON DRESS  
₹1,499




DENIM PINAFORE DRESS  
₹1,799



RUFFLE-TRIM BODYCON DRESS  
₹1,999


## MATCHER

Smart complementary product recommendations based on style to enable shoppers to browse related categories without leaving the PDP page.




### COMPLEMENTARY PRODUCTS


☒ Jeans & Trousers ☐ Shorts & Skirts ☐ Footwear ☐ Bags & Accessories



STRIPED STRAIGHT PANTS  
₹1,699



CORDUROY SKINNY PANTS  
₹1,799




STRIPED-TRIM LEGGINGS  
₹799

## OUTFITTER


Automated outfit recommendations to inspire shoppers to visualize the product in various real world contexts and discover its versatility.

### COMPLETE THE LOOK


☒ Offbeat Imprints ☐ Fabulous and Cool



Distressed Ankle Mom Jeans  
₹2,499



Strappy Faux Leather Heels  
₹1,999



Faux Leather Crossbody  
₹2,299

## SOCIAL SHOPPER

Turns social media and UGC content into shoppable assets by automating owner permissions and the creation of online galleries.

### Shop This Look



Hatters gonna hat 🧢 Where would you wear this outfit? Tell us in the comments 📌 Tap to shop! Pap...  
[Read more](#)

#### SHOP THIS LOOK

#### SIMILAR PRODUCTS

#### COMPLETE THE LOOK



Woven Lace Camisole

₹650



Paperbag Denim Shorts

₹1,999

### Shop This Look



More denim please 💙 Ever sported denim on denim? Tap to shop! Similar jeans : 0029241004 #tapt...  
[Read more](#)

#### SHOP THIS LOOK

#### SIMILAR PRODUCTS

#### COMPLETE THE LOOK



₹500 ₹999  
V-Neck Button-Front Cami



₹2,999  
Denim Button-Front Jacket



## RESULTS

By strategically incorporating Streamoid' discovery suite, Forever 21 has generated 3.1 times revenue for each user compared to before. With InSearch, the brand saw a dramatic rise in PDP views, Add to Carts and conversions. As Streamoid's AI learns fast and delivers better results with extended use, Forever 21 continues to use this solution to boost its online eCommerce operations.

37.4%

↑ PDP VIEWS

29.6%

↑ ADD TO CART

33.13%

↑ CONVERSIONS

3.1x

REVENUE PER USER

Pankaj Keyal  
Head of Digital Design  
& Visual Merchandising  
ABFRL

"Being a marketing partner for international brands in India, we are very particular that the quality of recommendations are as per brand standards. We are very happy with the quality of recommendations generated by InSearch and Streamoid has been very responsive in incorporating our feedback."