Amazon

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Amazon is the largest online retailer in the world, selling a wide variety of products and services including a complete line of clothing and apparel.

Today, nearly 25% of millennials buy most of their clothing and apparel online. Paid subscription services provide personal fashion assistants who select and send clothing to their customers based on the customers’ style preferences.

Our Fashion Artificial Intelligence Assistant, Faia, competes directly with this trending market by providing the same service for free through texting.

For example, an Amazon customer might text Faia “Find me a shirt I’d like.” She responds by texting choices of shirts that complement that customer’s personal fashion style. Faia also texts shirts that are bought by others with similar tastes.

As customers text with Faia, they tell her what they like and dislike. Over time, using artificial intelligence, Faia learns more and more about each customer’s personal style preferences so she can provide better and better recommendations for clothing and apparel.

Customers text with Faia for an easy and complete shopping experience from getting recommendations to rating clothing to adding things to their Amazon shopping cart.

Our Fashion Artificial Intelligence Assistant web signup page is written using PHP and hosted on EC2. Faia is built using Amazon Lex and is powered by Node.js AWS Lambda functions.

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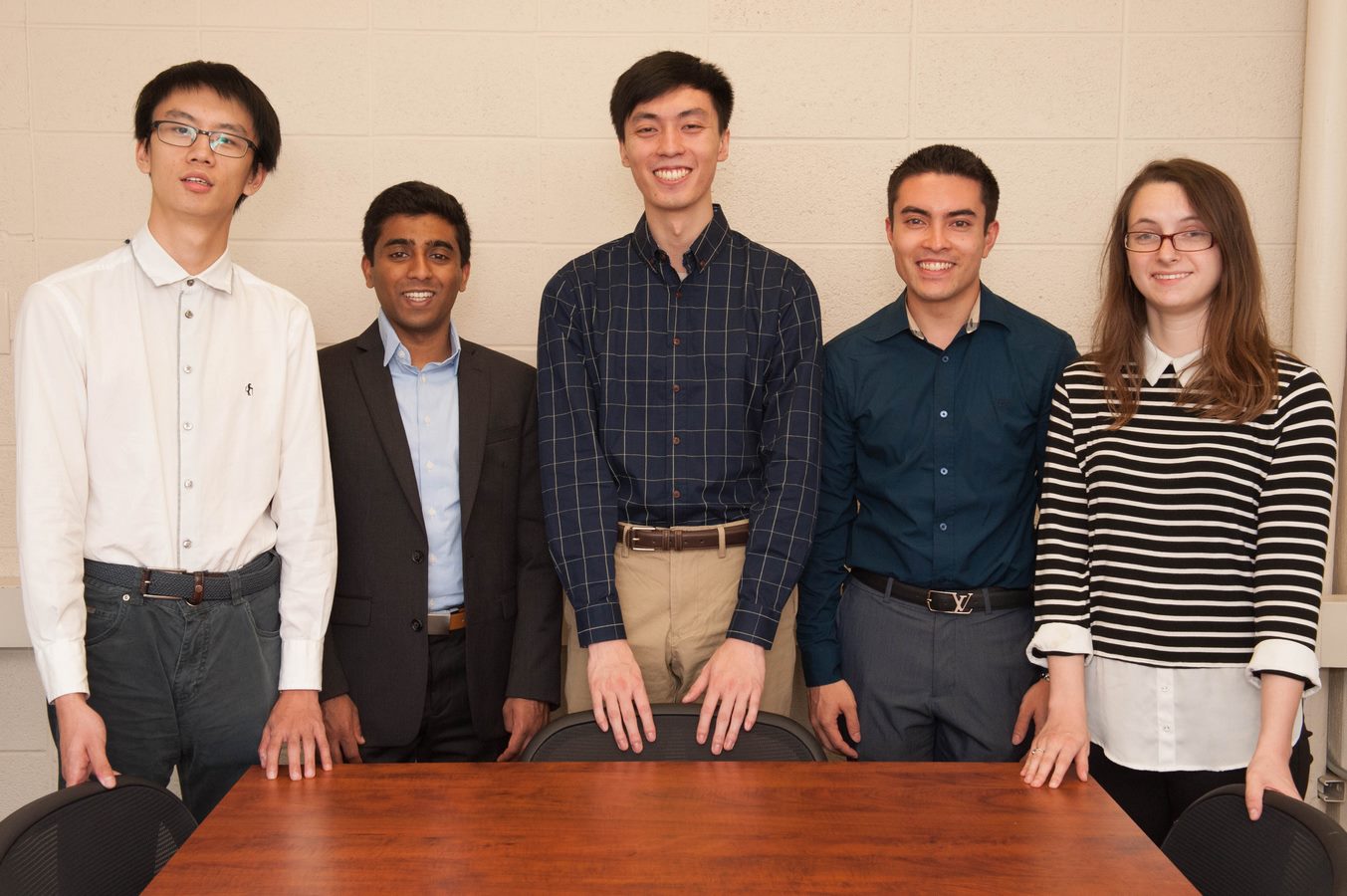
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Amazon

Faia: Fashion Artificial Intelligence Assistant

