

Mango introduces conversational generative AI platform

What is it?

In October 2023, Spanish fashion retailer Mango launched Lisa, its conversational generative AI platform, integrating it into the brand's daily operations.

Why does this matter?

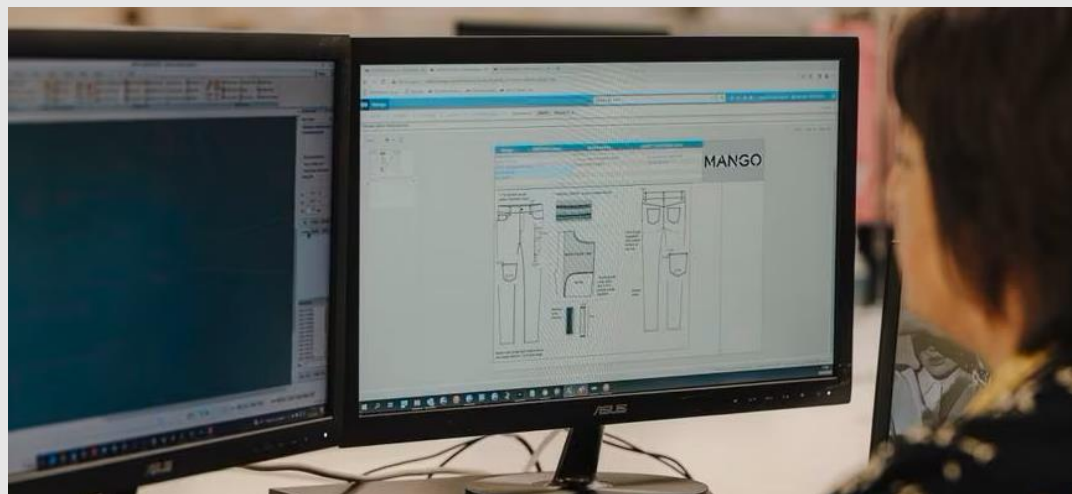
As part of the digital transformation strategy, Lisa is trained to collaborate with other AI platforms to co-create prints, fabrics and garments for the design and product team. It also identifies consumer trends and supports customer service.

Strategic Implications

The use of AI technology significantly enhances Mango's overall operational effectiveness by identifying current trends, generating new ideas and accelerating product development. AI acts as a co-pilot for both employees and stakeholders, inspiring and extending the team's capabilities.

STEPIC drivers/Winning Strategies

Digital transformation to maximise efficiency



MANGO

"Generative artificial intelligence is an extended intelligence; in other words, a technology that will act as a co-pilot for our employees and stakeholders and that will help us extend our capacities, because technology will either make us more human or will be of no use"

Jordi Àlex, director of technology, data, privacy and security, Mango

