



Agentic AI: tailored for fashion



SHOPPING AGENT

Here are the best matches for your summer wedding guest look.



BEST MATCH

Floral Maxi Dress

\$150.00



GREAT OPTION

Pleated Midi Dress

\$150.00



SOLID CHOICE

Chiffon Wrap Dress

\$150.00



Linen Shift Dress

\$150.00

Want to explore more?

Shop by dress code

See matching heels & bags

Find a backup outfit

Summary

What's the biggest challenge the fashion industry is facing, and what can fashion companies do to combat it?

According to almost 80% of fashion executives, the biggest obstacle the fashion industry faces is a sharp drop in consumer confidence and the resulting decrease in shoppers' willingness to spend. Algolia's intelligent fashion solution helps fashion companies increase shopper confidence by delivering fast, accurate, and, above all, personalized results.

In this eBook, you'll unlock:

- How personalized search builds customer confidence and loyalty
- The many ways Algolia's award-winning Search is tailored for fashion
- The ability to curate online collections with merchandising tools
- The difference between shopping assistants and AI agents
- A glimpse into Algolia's Agent Studio, the future-forward way to create, test, and deploy your brand's AI agents
- How Algolia fits into your existing tech stack

The challenge of fashion

2026 has been tumultuous for fashion brands and retailers. Revolving tariffs have had a noticeable impact on established trade patterns, and continuing geopolitical strife continues to constrict supply chain logistics. To make matters more challenging, those same issues have also affected customers' shopping habits: individuals are choosing to restrict their personal spending in the face of rising inflation and economic uncertainty.

McKinsey's [State of Fashion Report 2026](#) notes that consumer confidence has hit its lowest level since May 2020. This means customers are inclined to approach their fashion shopping from a value-conscious standpoint: limiting spending to necessities, postponing luxury or major purchases, and seeking out the most affordable options.

But fashion brands and retailers have a unique opportunity to reach their shoppers where they are and show them exactly what they want. Even more than most online shoppers, fashion aficionados have a keen interest in custom fits. This extends to their online experience, where they prefer their shopping experience to be tailored to their tastes.



Today, fashion brands need to understand their customers' needs at the personal level and deliver results at a global scale.
It all starts with search.

Algolia's intelligent fashion solution can help brands and retailers surface the fastest, most accurate and personalized results for their customers, building AOV and increasing customer interaction while also speeding and simplifying checkout.

Fashion is personal

Clothing is a general necessity, but fashion is seasonal, occasion-worthy, and can be profoundly personal. Skilled in-store fashion staff can remember a customer's preferences and past favorites to extrapolate their current needs. With Algolia, the online fashion shopping experience can be remarkably similar.

Algolia's AI Personalization extracts insights from customers' online behaviour, even when no formal information has been explicitly shared. Enhanced tools track customer attributes including any actions they take on the site, their location and device, any feedback or preferences they express. Automated event and facet weight computations are collected, as are time decay adjustments, which are then algorithmically refined in real time.

With this detailed functionality, merchandisers can deliver precisely tailored content to each online shopper, content which is dynamically updated by everything the customer filters, sees, sorts, and swipes. Thus, every shopper's experience is unique, customized to their own actions and preferences.

Algolia makes it simple for fashion companies to enhance their personalization efforts by streamlining setup and optimization and significantly reducing the need for hands-on developer engagement. With so much less manual effort required, brands can free up valuable time and resources for other, more strategic tasks.



Michael Carter

Interests: **Travel, Fitness**

Last purchases: **Sneakers / cap / sunglasses**



SUMMER

Linen shirt
navy blue

\$189.99



PURCHASES

Beach towel
striped

\$170.50



FITNESS

Training
gym bag

\$199.99

Advanced Personalization

Overview

Configuration

Search Simulator

REAL-TIME PERSONALIZATION

Configure how personalization updates are delivered to your users. Enable real-time personalization to complement historical data, giving users a more responsive experience as they interact with your platform

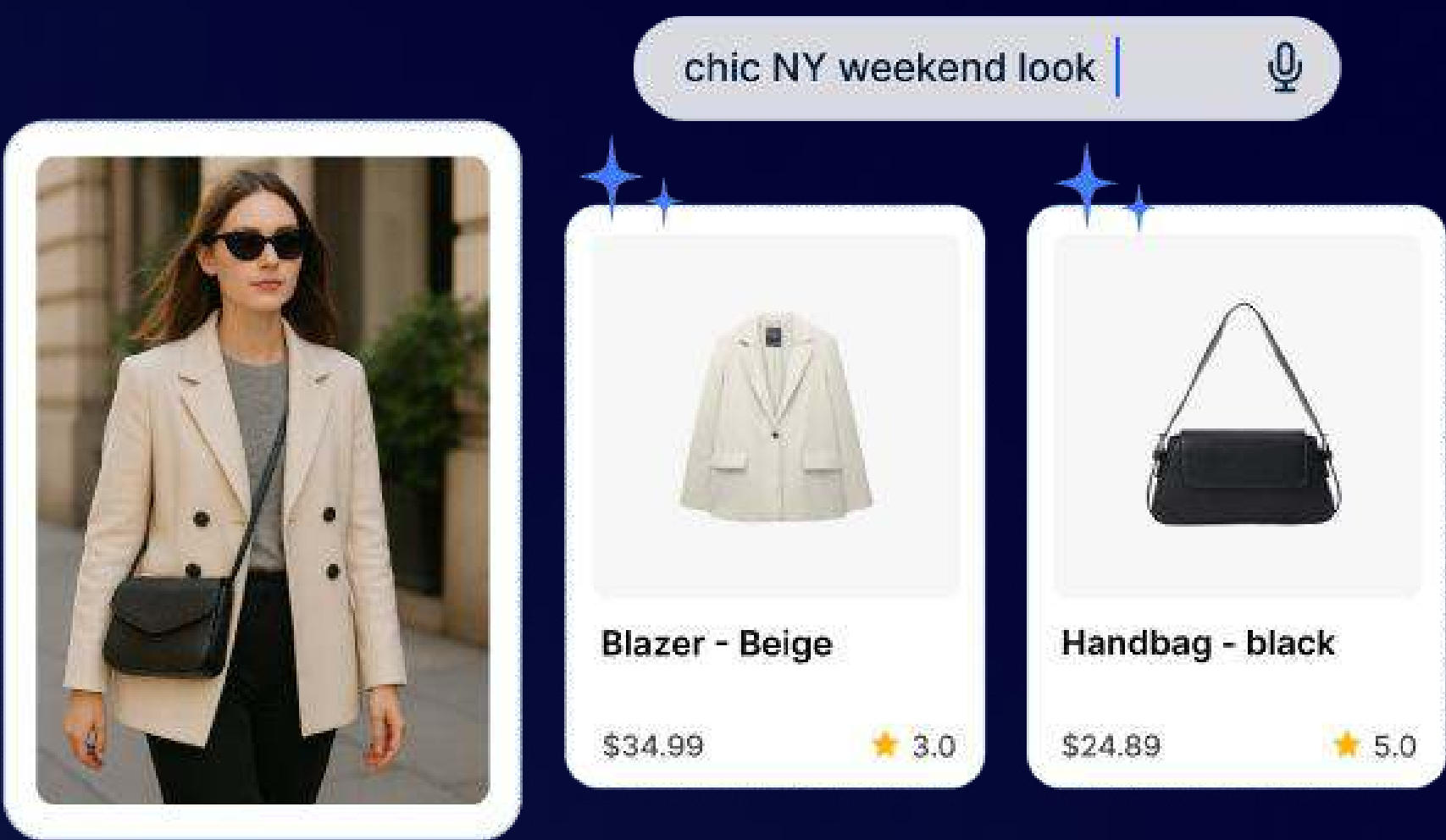
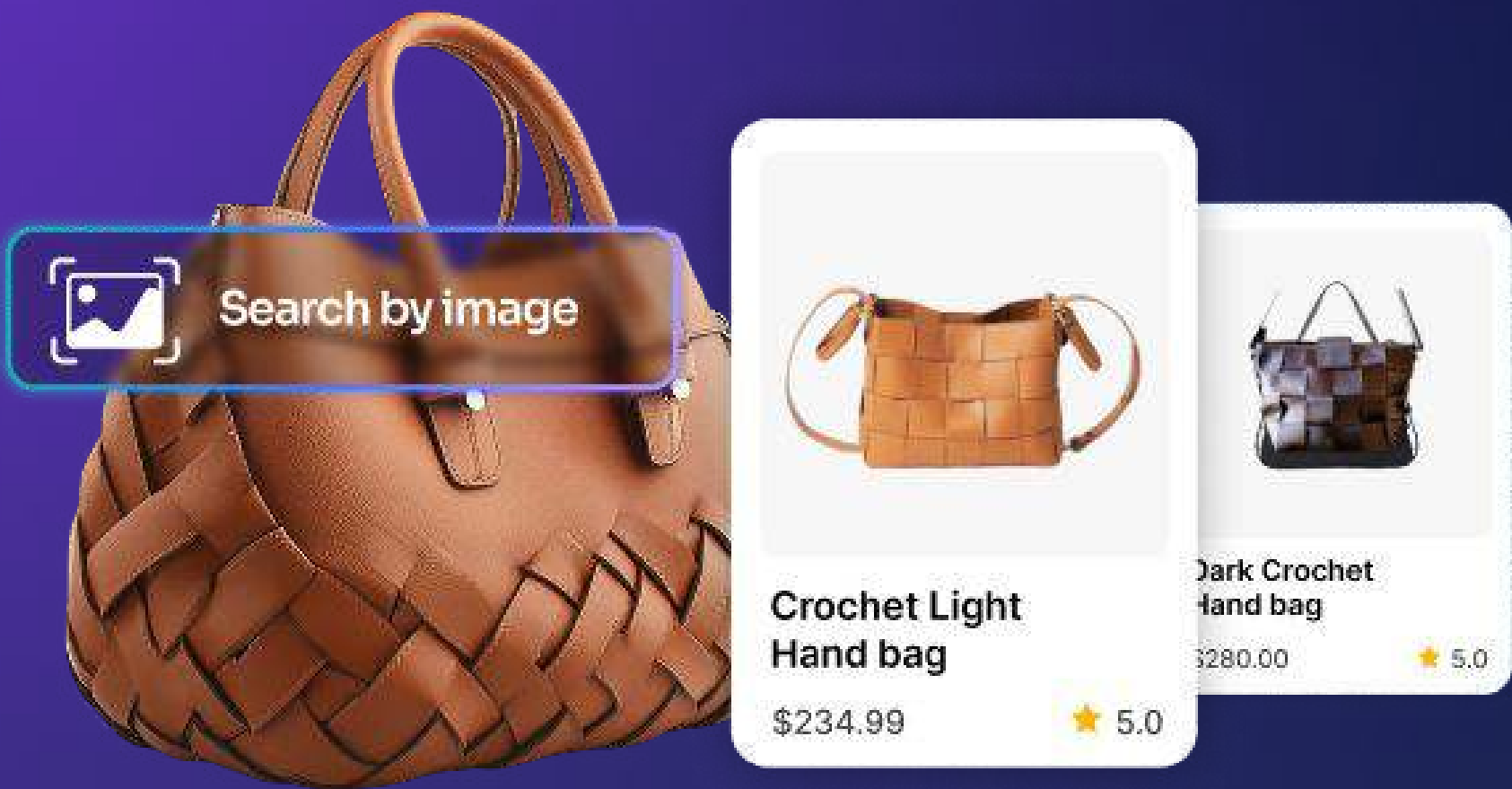
Real-time Personalization

Search and Discovery tailored for fashion

Recently named a Leader in the 2026 Gartner® Magic Quadrant™ Report for Search and Product Discovery for the third consecutive year, Algolia's advanced tools and features give fashion companies a competitive advantage and helps them align their customer goals with their larger business targets and increase shopper interaction.

Show shoppers what they really want

While shoppers often enjoy descriptions, they need to see products — the right products — with their own eyes. With AI image search, for instance, a customer can upload a photo of a favourite dress with the query “this, but in black.”



Amp up discovery

With Algolia, fashion companies can surface what a shopper is actually looking for. Rather than relying on matching specific catalogue vocabulary, semantic search allows shoppers to search in real language terms. “A black New Year’s Eve dress,” for example, won’t be the same as “a black dress for a funeral.” The distinction is important.

Launch new products

Algolia's low-touch implementation speeds time to market for new products. Using tools like Intelligent [AI Ranking](#) and Premium Re-Ranking are two of Algolia's advanced tools that enhance product launches and provide immediate visibility into promotional successes.



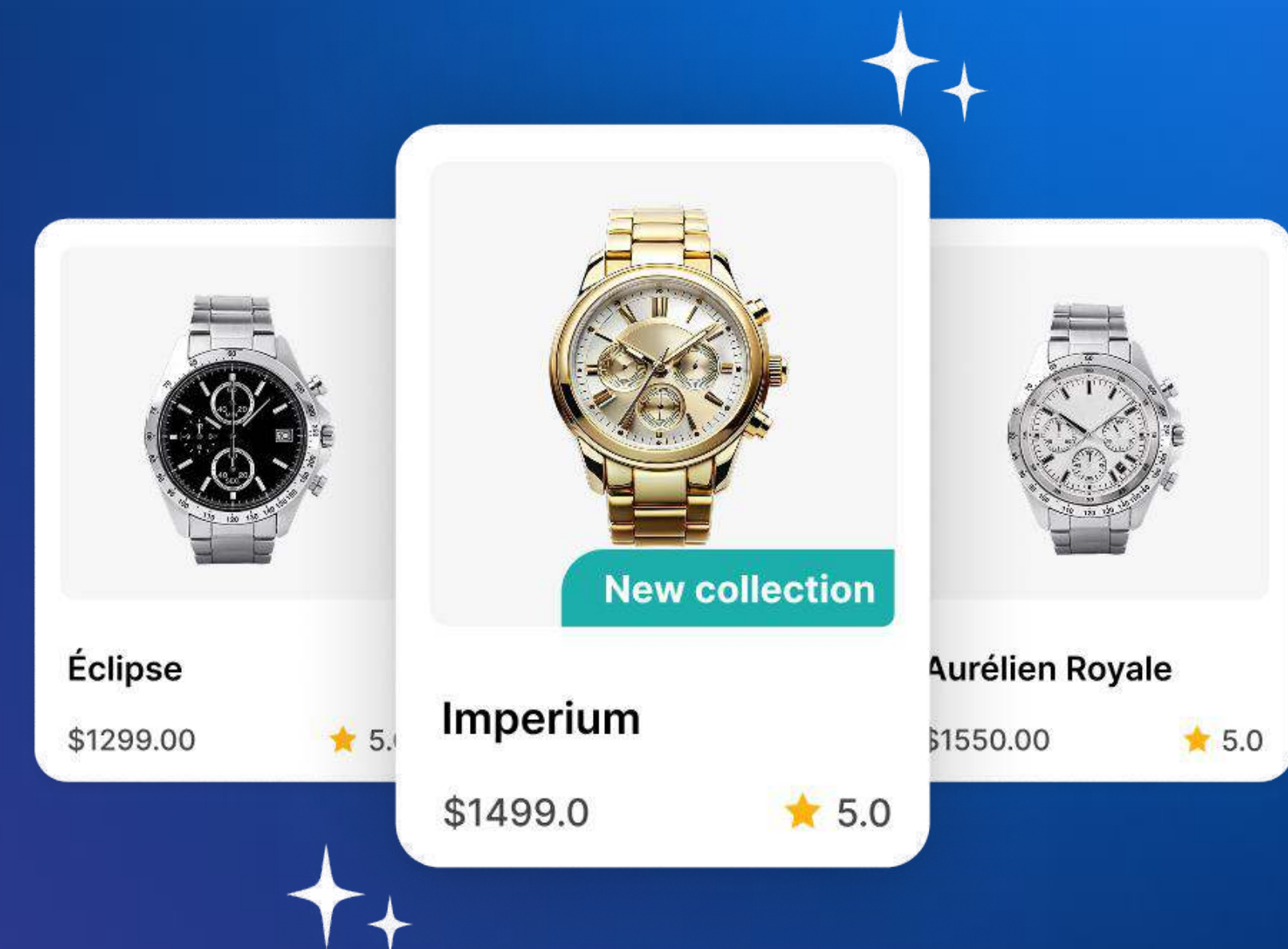
Boho style



Summer Style

Bridge the online-instore gap

From browsing curated catalogues created with [SmartGroups](#) to synching with on-hand in-store inventory to allow for immediate pickup, Algolia helps fashion companies match their online offering with the real-life shopping experiences.



Curated collections

Sometimes there is such a thing as too much choice. When faced with an overwhelming number of options, shoppers can develop decision fatigue, which leads them to abandon their carts. After all, when searching for accessories to go with a little black dress, a customer doesn't need -- or want -- to see every necklace or pair of shoes on offer. With Algolia Collections, fashion companies can create and deliver capsule product selections.

Whether structured around a particular season, a rising trend, or demonstrated customer interest, this feature allows brands and retailers to present specific products in manageably sized collections, then modify the campaign in real time with updates.

Our intuitive, no-code merchandising tools make it easy to run multiple sales campaigns at the same time through a user-friendly dashboard. Brands can manually add products or automate the curation process with conditions and filters. The result is a truly dynamic and personalized customer journey that builds customer satisfaction, drives conversion, and increases margins.

< Back to collections

New dynamic collection

Collection name

Summer vibes

Description

Collection of summer clothes for 2025

Choose a date range

CONDITIONS

☒ Match ALL conditions

☐ Match ANY conditions

category

is

dresses

+ Or

AND

length

is

short

+ Or

AND

instock

is

true

+ Or

+ Add another condition

Cancel

Create

3 of 65 selected

1

Summer night dress

2

Summer night dress

3

Summer night dress

4

Summer night dress

5

Summer night dress

6

Summer night dress

7

Summer night dress

8

Summer night dress

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Shopping assistants and AI agents: what's the difference?

While fashion is an individual expression, it often comes paired with collaborative consultation. Getting advice and feedback is part of the fun. An online shopping assistant can offer suggestions and pairings, like shoes that match a selected black party dress, decreasing checkout time while adding to AOV.

But many online shopping assistants require the shopper to shoulder much of the effort of every transaction: suggesting prompts, refining them for clarity or context, okaying or nixing alternatives. In short, they are static, and reactive. An AI agent, on the other hand, is proactive.

Agentic AI has a defined role, of course, but within that role it dynamically adjusts and incorporates any change in context. It uses tools and executes tasks without supervision, based on desired goals.

Interactions with an AI agent can be very conversational. Shoppers no longer have to match the exact parameters of merchandiser descriptions: with an AI agent, a shopper can ask for “knee-length black dress with short sleeves” and be shown only the most appropriate range of responses.

An AI agent does more than merely find results; it can suggest and guide shoppers in a brand-appropriate manner, while also taking the customers actual needs and actions into account. It adapts as more information becomes available, acting as an online stylist as outfits, trends, or customer desires change.



SHOPPING AGENT

Here are the best matches I found for you.



BEST MATCH

Salomon Genesis

\$150.00



Salomon Genesis

\$150.00



Salomon Genesis

\$150.00



Salomon Genesis

\$150.00

Want to explore more?

Compare top 3

See best budget options

Matching trail socks

Agent Studio: the next big thing

Algolia's Agent Studio is the future-forward way to create, test, and deploy your brand's AI agents, which will coordinate simultaneous tasks across multiple systems. Built on the Algolia AI intelligence layer powering commerce discovery, Agent Studio turns trusted product data and shopper context into guided AI shopping experiences that help teams improve product discovery, make recommendations more useful, and give shoppers more confidence in what to choose.

Brands can create with composable building blocks, like LangChain or developer APIs, choose code or a dashboard to define their permissions, then add the LLM that best suits their specific needs. Fashion companies can use Algolia's analytics or integrate their own: either way, they still have access to Algolia's signature index control without the need to recreate an entirely new infrastructure.

Agent Studio is built on Algolia's MCP foundation with an SDK for embedding those experiences into the commerce journey, giving teams a practical way to connect commerce data to agentic experiences and embed them into the shopping journey.

It gives fashion companies the ability to launch more quickly, scale safely, and maintain control of their data, LLMs, and logic. The secure virtual sandbox makes it easy to test features and functions, including:



AI Ranking

drive KPI results with dynamic ranking



Merchandizing

build timely curated campaigns



Personalization

Customize results for each individual shopper



Analytics

discover exactly who your users are and what they do



Rules

Optimize how specific queries are ranked

Algolia and your everyday tools

Just as the perfect black dress fits any occasion, Algolia fits seamlessly into any tech stack, offering friction-free integration with major ecommerce platforms, including:

- Adobe Commerce
- BigCommerce
- Commercetools
- Salesforce's Commerce Cloud
- Shopify
- And more!

Stitching it all together

According to Business of Fashion's 2026 State of Fashion report, almost 80% of fashion executives consider decreased consumer confidence – and a concurrent decreased appetite to spend – as the biggest business risk they face.

With Algolia, you can make it easier for your customer to have confidence. The right experience turns browsers into buyers. Algolia understands what search can do for the fashion industry.

Fashion companies rely on Algolia's award-winning search and product discovery to maximize their product launches and understand what their customers really want. Brands can see a noticeable increase in AOV, enhanced customer loyalty, and faster, friction-free checkouts. Today, we drive search and discovery for more than 75% of fashion's luxury brands.



[Schedule a demo today](#)