

Fashion Apps: Programming the Future of Style

By Julia Tartaglia

Fashion and technology have always had a dynamic relationship, but in recent years, digital fashion applications have transformed the way people shop, style, and interact with clothing. From resale platforms like Depop and Poshmark to AI-driven personal styling services such as Stitch Fix, the industry has embraced digital solutions that cater to evolving consumer needs. However, the potential for innovation remains vast, and with the rise of artificial intelligence and automated development tools, the future of fashion apps is only beginning to take shape.

Several key players currently dominate the fashion app industry, each addressing a different aspect of the consumer experience. Resale platforms like Depop and Poshmark have revolutionized secondhand fashion by making it social, accessible, and community-driven. Users can buy and sell clothing, interact with sellers, and even build small businesses around their own inventories. However, they rely on user-generated content and manual curation. One app that is a pioneer in AI-assisted styling is Stitch Fix. Stitch Fix uses data science and human stylists to deliver personalized clothing selections to users. While innovative, its app model is largely based on subscription services, limiting its accessibility to users who prefer on-demand styling rather than curated boxes. The Vogue Runway app brings high-fashion collections directly to consumers, showcasing runway looks from top designers. While excellent for inspiration, it lacks interactive features that could bridge the gap between aspiring fashion and real-life styling. Each of these platforms has filled a niche, but none have fully integrated the latest advancements in AI and automation. This presents an exciting opportunity for new fashion apps that can leverage new cutting-edge technology to better serve modern consumers.

With AI now capable of writing code, generating designs, and analyzing vast amounts of data, the potential for next-generation fashion apps is immense. AI-driven solutions like styling apps and design recommendations could take fashion technology to the next level. Services like Stitch Fix offer personalized styling, but future AI models could create an even more dynamic experience. Instead of human stylists, advanced machine algorithms have the potential to scan a user's wardrobe, social media preferences, and past purchases to generate daily outfit suggestions, ensuring an automated styling experience. There are similar opportunities that can sync with your existing wardrobe, suggest outfits based on weather, upcoming events, and personal preferences, and even connect with online stores to recommend complementary pieces. This would make shopping more intentional and reduce unnecessary spending. AI can also help uphold sustainable shopping by analyzing a user's purchasing habits and suggest more sustainable alternatives, helping consumers reduce waste and shop ethically. By integrating data on specific brands sustainability practices, and carbon footprints, AI could promote conscious consumption in an industry often criticized for wastefulness. Similar to AI in using to innovate fashion apps, is AR- augmented reality. Some brands have already experimented with AR fitting rooms, but future fashion apps could integrate AR into everyday shopping. Users could "try on"

clothes virtually before purchasing, reducing return rates and enhancing the e-commerce experience. Taking it another step further, AI can now generate digital fashion and clothing designs as well. Future apps could allow users to create custom garments based on personal style preferences, body measurements, and current fashion trends, offering a fully personalized shopping experience without mass production waste.

While futuristic ideas sound promising, practicality remains key. The success of a fashion app hinges on its usability and relevance to consumers' daily lives. People want apps that save them time. AI-assisted wardrobe management, easy resale processes, and one-click outfit suggestions would be well-received. Additionally, more affordable options like apps that offer AI styling for free or at a lower cost than apps like Stitch Fix would attract a broader audience. Consumers, especially Gen Z and Millennials, are increasingly mindful of sustainability. An app that helps users shop secondhand, upcycle clothing, or track the longevity of their purchases would certainly gain popularity. With all the talk of technology, it is important to find a way to incorporate social and interactive features into these apps as well. The success of Depop and Poshmark proves that people enjoy social shopping experiences. Future apps should integrate live styling sessions, AI-driven trend predictions, and influencer collaborations to enhance engagement.

The next wave of fashion apps will go beyond simple resale platforms and styling services. AI-driven design, smart recommendations, and interactive digital closets will redefine how people shop and style themselves. With innovative AI tools that are now capable of coding apps, developers can build these platforms faster and more efficiently than ever before. As technology advances, so too will our expectations for what fashion apps can offer. The fashion industry is on the cusp of an era where personal styling, shopping, and sustainability seamlessly integrate into one digital ecosystem. The question is no longer whether fashion apps will evolve, but rather who will lead the charge in programming the future of style.