INDEX

Adaptive neuro-fuzzy inference system (ANFIS), 30–31
Aesthetic experience, 32–34
Agglomeration schedule, 9–10
Alexa, 73–74
Algorithms, 34
Allen Solly, 105–106
Amazon, 46–47, 122
American Psychological Association (APA), 52–53
Ancestry search, 56–57
Anokhee, 105–106
Artificial Intelligence (AI), 2–3, 10–11
  fashion forecasting, 31–32, 72, 76
  Stylumia. *See* Stylumia
Artificial Neural Networks (ANN), 2–3

Baidu, 35–36, 73–74
Bandwagon effect, 17
BIBA Apparels Pvt. Ltd., 105–106
Binary coding, 124
Bombay Selection, 105–106
Boolean connectors, 57
Brands, 41–42, 75–76
Burberry, 34–35, 83
Buying behaviour, 24–25

Celebrity, 24
Cheap clothing, 22–23
Class differentiation, 22–23
Click-through rates (CTRs), 79
Clothing parsing, 78–79
Cluster analysis, 113–114
Coding, 108, 112
Content analysis, 78
Cortana, 73–74
COVID-19, 105–106, 128
Co-word selection, 56–57
Critical discourse analysis (CDA), 78
Customer satisfaction, 126

Debenhams, 34–35
Deep Learning (DL), 2–3, 30–31, 75–76
Delphi method, 30–31
Dendrogram, 9–10
Design thinking, 32–34
Digital Object Identifiers (DOIs), 55
Dress code, 21

EBSCO, 55
E-commerce, 34, 36, 80
E-forecasting, 4–5
Electronic Word of Mouth (e-WOM), 42
Elle, 2
Ethnic wear market, India, 104–106
Euclidean distance matrix, 113

Fabindia, 105–106
Facebook, 3, 37, 107
  emergence and rise of, 42–43
  Indian Kurti. *See* Indian Kurti
  qualitative data, 9–10
  social media engagement and, 43–44
Facebook Messenger, 109–110
Fashion auxiliary services, 29

Fashion e-forecasting, 76–83
Fashion icons, 24
Fashion identity, 65, 69, 89
  conceptual model of, 68
  intelligence, 76–83
Fashion industry
  acceptance process, 24
  age and, 21
  business perspective, 25–27
  buying behaviour, 24–25
  cognitive perspective, 17–19
  consumer spendings, 1
  deep discounting, 1
  defining, 16–17
  developments, 2–3
  forecasting, 2–3, 27, 30
  gender and, 20
  identity and, 22–24
  intelligence, 34–36
  investment in, 1
  low shelf life products, 1–2
  magazines, 2
  methodological contributions, 7
  politics and, 21
  practical implications, 7–9
  psychological perspective, 17–19
  research design and methodology, 9–11
  research gaps, 4–5
  research objectives, 5
  sex impulse and, 20–21
  social media and, 41–42
  sociological perspective, 17–19
  theoretical contributions, 6–7
  tools, 2
Fashion information, 81–82
Fashion intelligence. *See* Stylumia
Fashion Intelligence Technology (FIT), 93–94
FashionUnited, 35–36
Fast fashion, 22–23
FBB, 105–106
Forbes report, 25–26
Forecast errors, 125
Forecasting, 2, 79–80
  applications, 3
  Artificial Intelligence (AI), 31–32, 72, 76
  consumer scan, 29
  contemporary approach, 30–31
  internet-based fashion, 3
  machine vision era, 31–32
  scanning, 28
  short-term, 3
  social media, 29
Framework building, 65
Fused Business, 3

Gaussian mixture model, 31–32
Gender, 20
Glamour, 2
Global Desi, 105–106
Google, 31–32
Google Books, 57–58
Google Home, 73–74
Google Maps, 37
Google Scholar, 55
Google trends, 35–36
GQ, 2

Harper's Bazaar, 2
Heuritech, 35–36
Hierarchical clustering algorithm, 9–10
H&M, 105–106
Human Robot Interface (HRI), 2–3

IBM, 31–32
Identity, 22–24
Image processing, 75–76
In-depth Interview (IDI), 97
Indian fashion industry, 26
Indian Kurti, 103–104
  case methodology, 107–108
  case problem, 106–107
  cluster centres of, 116
  coding, 112
  data collection, 110–112
  dendrogram of, 116
  descriptive statistics of, 114
  ethnic wear market, 104–106

result interpretation, 117–118
sampling design, 109–110
selection of attributes, 108–109
selection of labels, 109
statistical design, 113–114
Instagram, 3, 34–35, 93–94
Instyle, 2
Inventory, 125
ITC, India, 27

JSTOR, 55
Jwtintelligence, 35–36

Keyword selection, 56
K-means clustering algorithm, 10
KNIME analytics, 40–41
Kurta, 104–105

Levis, 105–106
Literature review
demonstration of, 62
flow of, 59
methodology of, 51–61
reporting format and framework of, 52–54
screening and filtering, 60–61
shortlisting, 60–61
sources and steps of, 54–58
timelines of, 58–60

Machine Learning (ML), 2–3, 75–76
Machine vision, 31–32
MakerSights, 34–35
Margins, 124–125
Markdowns, 125–126
planning, 126
Marketing 4.0, 44–47
Market Intelligence Technology (MIT), 93–94
Max, 105–106
Meta-Analysis Reporting Standards (MARS), 52–53
Methodological Expectations of Cochrane Intervention Reviews (MECIR), 52–53
Method triangulation, 97
Media exposure, 23
Microsoft, 31–32
Microsoft Excel Program, 114–115
MOOSE, 52–53
Myntra, 93

Nalli, 105–106
Natural Language Processing (NLP), 2–3, 75–76
Netnography, 108, 110, 112, 123
Network analysis, 78
Nextatlas, 35–36
Non-functional demand, 17
Nowcasting fashion, 3

Pantaloons, 105–106
Paris fashion week, 34–35
Pepe Jeans, 105–106
Pinterest, 3, 34–35, 93–94
Platform text analytics, 40–41
Point of Sale (POS), 29, 75–76
Politics, 21
Preference proportion, 108–109
Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), 52–53
Pricing, 125
Problem-solving, 32–33
Product intelligence, 82
Product life cycle, 19
ProQuest, 55
Purchase behaviour, 24–25

Quick cluster, 115

Real-time forecasting mechanism, 106–107
Reference treeing, 56–57
Relevancy, 57
Reliance and Trends, 105–106
Reporting format, 52–54
Reverse coding, 108

Scanning, 28
Scopus, 55
Seduction Principle, 20–21

Self-identity, 3–4, 22–23
Self-image, 22–23
Sell-through rates, 124
Semi-structured interviews, 97
Sex impulse, 20–21
Shifting erogenous zone, 20–21
Short-range fashion forecasting, 69, 71–72
Simple random sampling (SRS), 109–110
Siri, 73–74
Snob effect, 17
SOCH Studio, 105–106
Social identity, 3–4, 22–23
Social media, 29, 34, 36, 77
  facebook engagement and, 43–44
  fashion and, 41–42
  gratification, 78
  Web 2.0, 36–41
Social networking sites (SNS), 80–81
SPSS 22.0, 9–10
Stitch-fix, 35–36
StyleSeek, 79
Stylumia, 10–11
  case findings, 98–100
  case methodology, 96–98
  discussions and framework validation, 98–100
  genesis of, 93–94
  qualitative case methodology, 94–96
  Y-O-Y growth of, 93–94
Systematic documentation, 4

Text mining, 78
Tiramisu, 31–32
Tumblr, 3, 34–35
Twitter, 3, 83

Uber, 46–47
U.S. Department of Commerce, 26

Visual intelligence, 75–76
Vogue, 2

Walmart, 93
Ward's linkage, 113–114
Web 1.0, 36–37
Web 2.0, 36, 41, 77
WhatsApp, 104
Women's wear, in India, 105–106
Word of mouth (WOM), 41

YouTube, 60–61, 96–97

Zappos, 99–100
Zara, 105–106, 122