



MAXIMIZING BUSINESS OPPORTUNITIES THROUGH ARTIFICIAL INTELLIGENCE

OUR TEAM



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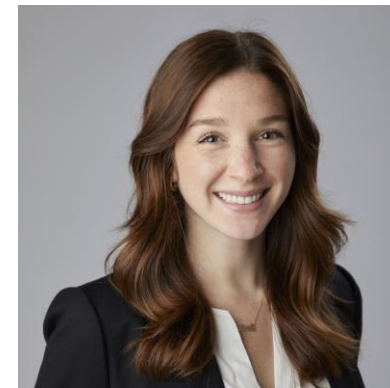
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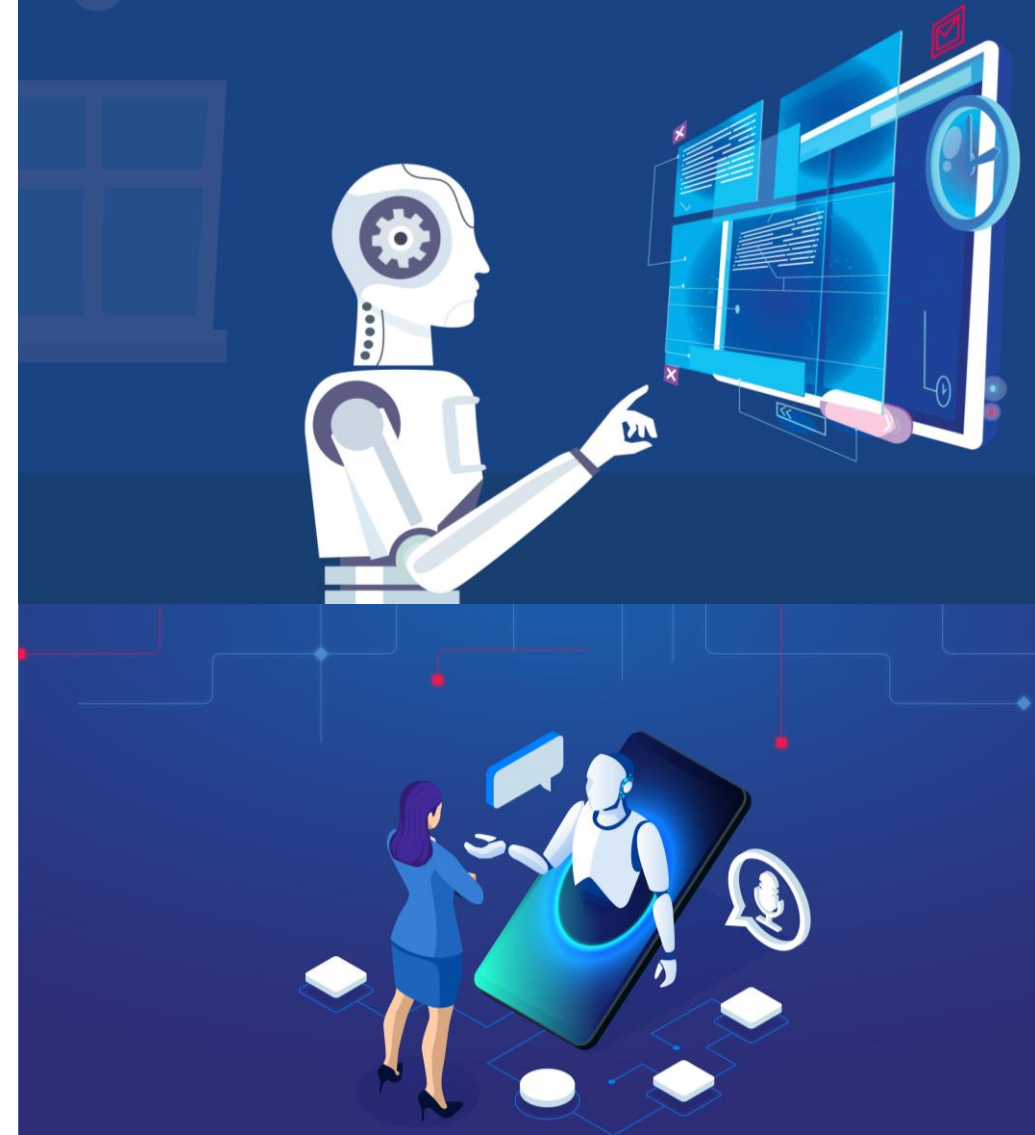
WHAT IS ARTIFICIAL INTELLIGENCE?

Process information just like our brains

Two Key Components

Machine Learning

Natural Language Processing



EXAMPLES

VIRTUAL ASSISTANTS

CHATGPT

MIDJOURNEY

QUIKSILVER



“Quiksilver is a well-known brand in the action sports and lifestyle industry, primarily focusing on surfing, skateboarding, and snowboarding.”



BRAND ID

According to ChatGPT:

- 1. Surf & Action Sports Lifestyle**
- 2. Youthful & Energetic**
- 3. Innovation & Performance**
- 4. Beach Culture & Sustainability**

CONSUMER

According to ChatGPT:

- 1. Surfers, Skaters, and Snowboarders**
- 2. Youth & Young Adults**
- 3. Casual Lifestyle Consumer**



FORECASTING AND PLANNING

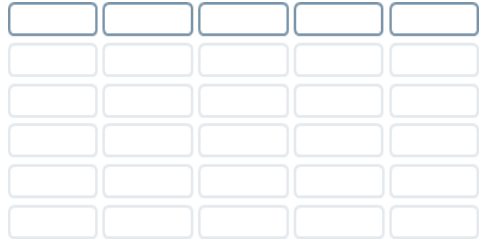


IMPORTANCE OF FORECASTING

Enables businesses to:

- **Manage Supply Chains**
- **Inventory Management**
- **Plan Marketing Strategies**
- **Identify Potential Opportunities/Problems**

WHY?



Data

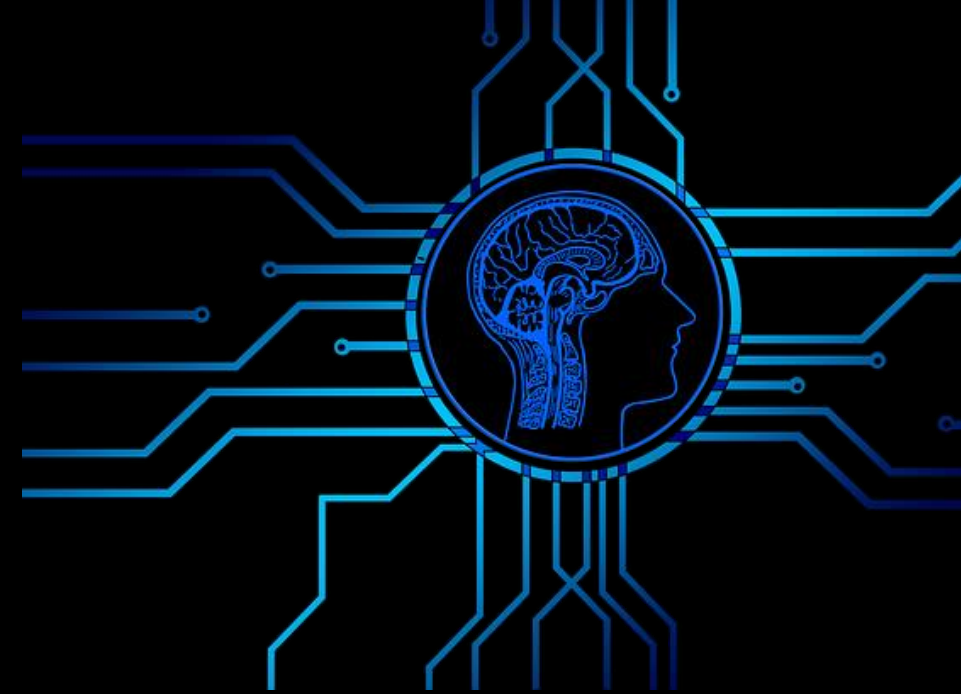
**Time
consumption**

**Demand
Fluctuations**



HOW CAN AI HELP?

- Accuracy
- Ad hoc forecasting and what-if analysis
- Assimilate external factors
- Bi-directional integration of SAP IBP with SAP ERP and Excel





DESIGN





MIDJOURNEY

- Subscription based
- AI image generation tool that can create images from simple text or image prompts
- Fosters creativity helping reimagine and draw inspiration from intricate detail to the design aspect



Friends

Nitro

BUY 1, GET 1

DIRECT MESSAGES

Midjourney Bot

V1

V2

V3

V4



Midjourney Bot Boardriders department store mockup with realistic c

Midjourney Bot Today at 4:01 PM

Boardriders department store mockup with realistic details with customers shopping - Variations (Strong) by @AllInterns (fast)



U1

U2

U3

U4



V1

V2

V3

V4



Midjourney E

ABOUT ME

Generate an under 60 sec command!

https://docs.service

DISCORD MEI

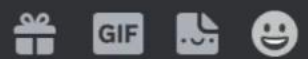
Jan 29, 2022

NOTE

Click to add a

AllInterns AllInterns#20...


Message @MidjourneyBot



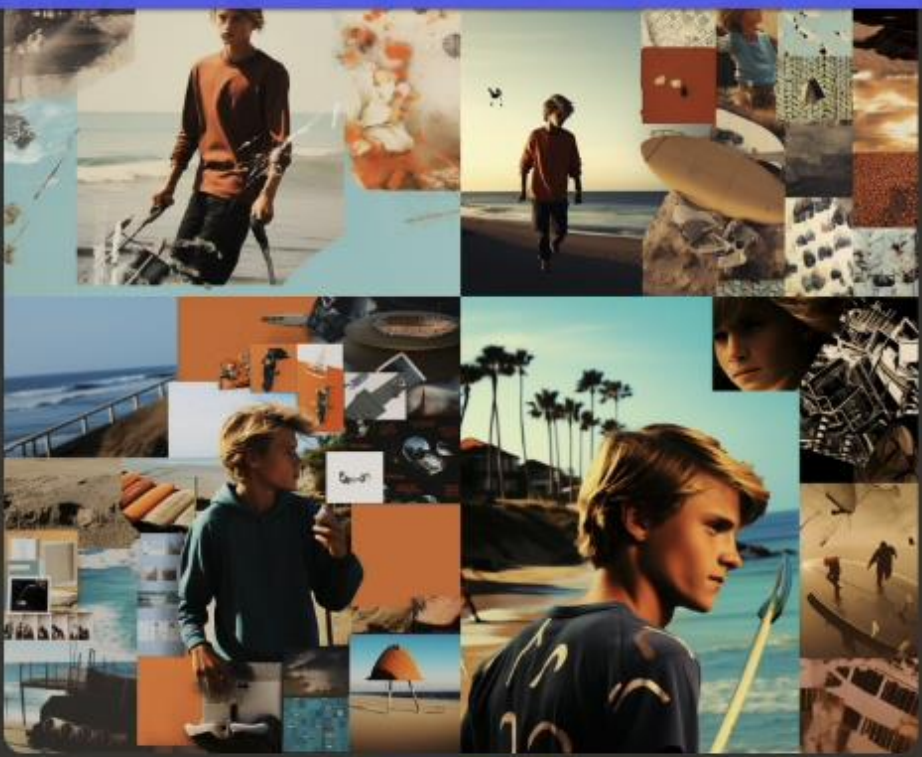
Friends

Nitro **BUY 1, GET 1**


DIRECT MESSAGES +

 Midjourney Bot

1 new message since 4:06 PM Mark As Read



U1	U2	U3	U4	
V1	V2	V3	V4	

 **Midjourney Bot** ✓ BOT Today at 4:06 PM
moodboard, surfing, boys, beach, back to school, radical time, fashion surf focused moodboard design process development for boys apparel - Image #3 @AllInterns



Midjourney
Midjourney E

ABOUT ME
Generate an image
under 60 seconds
with a single
command!

<https://docs.midjourney.com/service>

DISCORD MEMBERSHIP
Jan 29, 2022

NOTE
Click to add a note



Find or start a conversation

- Friends
- Nitro **BUY 1, GET 1**
- DIRECT MESSAGES +
- Midjourney Bot**

Midjourney Bot



- U1
- U2
- U3
- U4
- V1
- V2
- V3
- V4

Midjourney Bot **BOT** a grey printed swim short with an orange pattern, in the style of vaporwave, light pink and teal, contained chaos, 8k, harsh graphic lines, childhood arcadia

Midjourney Bot **BOT** Today at 4:15 PM
a grey printed swim short with an orange pattern, in the style of vaporwave, light pink and teal, contained chaos, 8k, harsh graphic lines, childhood arcadias, beach, surfing, bright colorways, bold water prints and patterns - Variations (Strong) by @AllInterns (fast)



- U1
- U2
- U3
- U4
- V1
- V2
- V3
- V4

Message @Midjourney Bot



Midjourney Bot

Midjourney Bot#9282 **BOT**

ABOUT ME

Generate an image based on a text prompt in under 60 seconds using the [/imagine](#) command!

<https://docs.midjourney.com/docs/terms-of-service>

DISCORD MEMBER SINCE

Jan 29, 2022

NOTE

Click to add a note



QUIKSILVER



MIDJOURNEY







SUSTAINABILITY





WHY IS SUSTAINABILITY IMPORTANT TO QUIKSILVER?

- ✓ As a surf-inspired brand, Quiksilver has always had a deep connection with nature
- ✓ What have they done so far?
 - ✓ Created 333,813,325 products out of recycled plastic bottles
 - ✓ Avoided 10,377,437kg of CO2 emissions by using recycled polyester in the majority of their products



3D MODELING



A chair that looks like an avocado



An airplane that looks like a banana



A spaceship



A birthday cupcake



A chair that looks like a tree



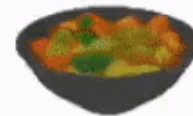
A green boot



A penguin



Ube ice cream cone



A bowl of vegetables



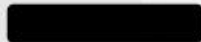
- 01 ——— CREATE
- 02 ——— STYLE
- 03 ——— PERFORM**

Your finished garment

★★★★★

\$99

M ▾



Contribute to our digitised future

This is where the impact is made. When the design is validated, you're ready to sell your 3D garments. This way, the entire process, from design to wholesale, moves more efficiently.

Uplift your wholesales and shorten time to market, whilst enjoying a more streamlined and sustainable process.

AI FABRIC INSPECTION MACHINES



- Quickly flag non-matches
- Reduce product recalls and unusable samples



PRODUCTION



PROPOSING A NEW APPROACH: DRONES

Armani is using drones to inspect garments

Reduce the number of defects in it's garments by 50%

Other brands like Nike, Zara and Levi's use it too

USAGE OF DRONE

- Measure garment dimension
- Inspect quality
- Check for stitching error



RISK MANAGEMENT

Can assess potential risks within the supply chain



Example: Cotton is banned from Xinjiang Region



SHIPPING



RFID (Radio-Frequency Identification)

- Real Time Monitoring
- More retailers are requiring

Shipping with Air Tags



WAREHOUSE MANAGEMENT

- Forecast stock and order while considering inventory levels
- Reducing manual labor
- Improve operations, efficiency, and safety





MARKET & LAUNCH



AI IN CREATIVE MARKETING



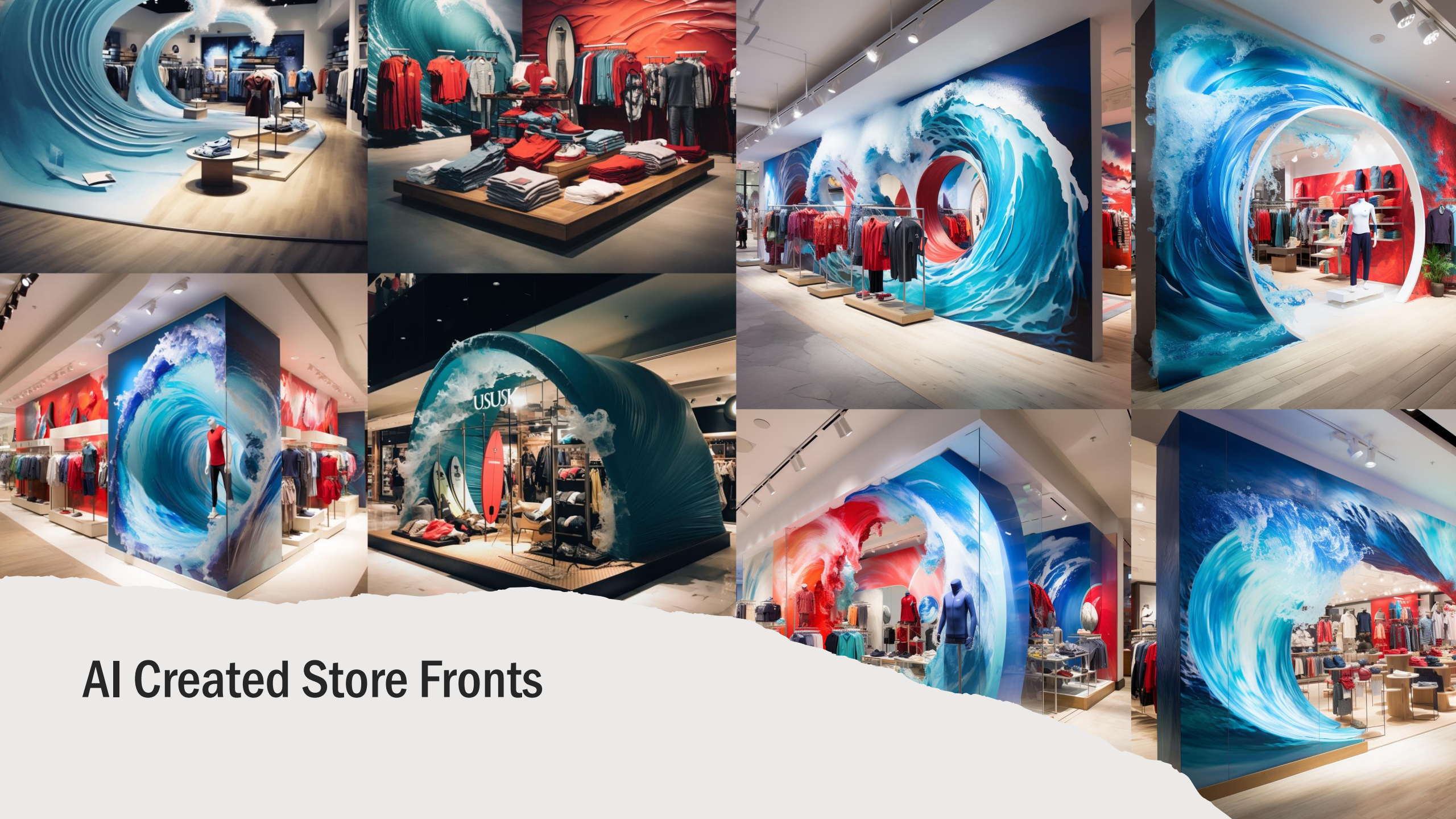
AI IN CREATIVE MARKETING: USING MIDJOURNEY

Use to concept swipe and inspiration for a marketing campaign while maintaining brand identity









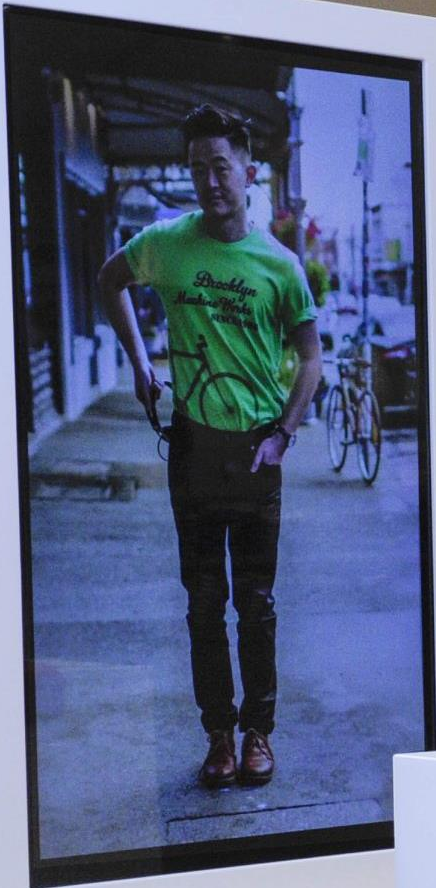
AI Created Store Fronts

BIARBANER



CO TRISUBN





— UMOOD —

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SHOCHIKU KABUKI T-SHIRT \$19.90

SHORTS \$9.90



ON-CALL

POWERED BY



satisfi

| With
Watson™







NEXT STEPS



COST BENEFITS AND VALUE PROPOSITION

SAP IBP

Projected 90%+ Target Fulfillment Rates

Potential Benefit: Additional gross shipments of \$30-40 million

Generative AI

High ROI with Low Costs

Lessen model fees and samples expense

Amazon's AI Success with Kiva Robots

50% more inventory per square foot in equipped warehouses

20% reduction in operating costs reported by Deutsche Bank



BENEFITS

- ✓ **Time and Cost Saving**
- ✓ **Increased Profitability**
- ✓ **Increased Customer Engagement**

RISKS

- ✓ **Intellectual Property**
- ✓ **Biases in Models**
- ✓ **Risk of replacing jobs**



COLLABORATION AT CENTRIC



Brian Root
Michael Devito
Melissa Kent
Huggins Dees
Meghan Ball
Lucille Pagano
Jolie Palazzolo
Jency Montero
Alex Peters
Gerri Denora
Kathleen Cedeno
Lina Sicoli
Albert Cabrera
Meghan Conroy
Breeamm Van Kirk
Carolina Gomez
Lluvia Jiminez Coplin
Ellen Confino
Jacob Paul
Ellen Ross
Lori Weener
Kerry Barbadillo
Kelly Grant
Janie Waldman

THANK YOU!

Susan Ventura

Staci Hecht
Leianne Beltran
Jim Bulanda
Keith Graber
Jon Goldberg
Sydney Waldman
Nina Torres
Geneva Serrano
Lindsay Roegner
Emilee Cohen
Jill Eskenazi
Elyse Kretz
Tim Headley
Bill Smartt
Rosemary Avila
Danielle D'urso
Ava Scott
Adzaan Muqtadir
Amy Rapawy
Herta Silva
Candace Chestnut
Morgan Lambert
Allison Stupak
Markos Mavrostomos
Nick Tazza