apollon

POPKEN FASHION GROUP

„The speed and quality of the AI service is unbeatable - the focus was clearly on shortening the „time to market".The fact that we also save costs with AI-Mask put the crown on the whole thing".

Stephan Tournée, Head of Advertising/Training
Graphic department/photo studio at Popken Fashion Group

Goals

Since the photography of garments and accessories is of particular importance in the fashion industry and the products have to be optimally staged, the fashion company operates its own, very innovative photo studio. The annual production volume amounts to ten thousand pictures. In order to optimize the processes sustainably, the Popken Fashion Group has decided that in the future a large part of its pictures will no longer be released manually, but by artificial intelligence (AI). The new AI-based service „AI-Mask" from apollon, which was introduced at the fashion company in 2020, came into question.

Costumer needs

- Eine
- AR

Tools

- AI-Mask

Customer profile

The Popken Fashion Group is an internationally operating, family-run fashion company specialized in plus-size fashion. The fashion company distributes the collections of the four brands Ulla Popken, GINA LAURA, Studio Untold and JP1880 in stores worldwide as well as through its own online stores in Germany and abroad.

Field:
Plus-Size Mode

Online-Shop:
www.popken.de

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Our solution

To efficiently supply the numerous catalog productions, online stores and marketplaces with the product information of its four brands, the Popken Fashion Group relies on the holistic, integrated system Online Media Net (OMN) with the modules PIM, DAM, Workflow and Channel Management of apollon GmbH+Co. KG.

OMN is the central control unit for all markets, marketplaces and online stores of the Popken Fashion Group. As a fully integrated solution, all product information (text and images) is orchestrated in OMN, in order to publish it afterwards fully automated in the corresponding channels. The channels of the Popken Fashion Group include, besides print publications, online stores as well as various marketplaces such as Walmart, FullBeauty or Amazon. But before the images can be published by the fashion company in the respective channels, image processing is required. This includes, among other things, the cropping of the images, which is particularly used in the marketplaces. In the photography of product motifs, cropping means the removal of backgrounds.

This task is subject to the photo studio of the Popken Fashion Group and was always done manually until now. With the help of the new AI-based service „AI-Mask", this process has now been completely automated and transferred to Artificial Intelligence. The photo studio continues to create its images as usual, then uploads them into the system and clicks on „Crop". The result - pictures with a pure white background - is not only available in a split second, but also in a very high quality. Since AI recognizes the object as a whole, it is possible to perform even difficult tasks such as cropping hair with the best results. This way thousands of fashion images can be cropped in a very short time, very flexibly and above all at low cost. The cropped images are then transferred directly to the respective marketplaces.