



# KAMAL KUSHLANI as the TREND WEAVER

**Style Unleashed**

**#41**

**JULY**

**2025**

Google Marketing Live

**Leadership  
Circle**

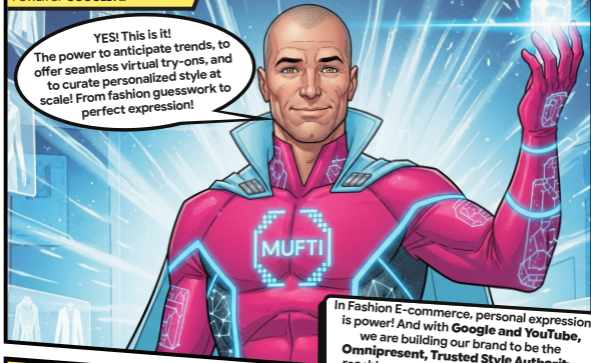
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IN THE RAPIDLY EVOLVING WORLD OF FASHION E-COMMERCE, CAPTURING FLEETING TRENDS AND ENSURING THE PERFECT FIT IS KEY. YET, NAVIGATING HIGH RETURN RATES AND GUIDING INDIVIDUAL STYLE ACROSS THE NON-LINEAR SEARCHING, SCROLLING, STREAMING, AND SHOPPING JOURNEY CAN FEEL LIKE CHASING A FASHION MIRAGE.



BUT FROM THE CORE OF GOOGLE'S TREND-FORECASTING INTELLIGENCE, A SOLUTION AROSE – THE STYLISH POWER OF GOOGLE AI!

YES! This is it!  
The power to anticipate trends, to offer seamless virtual try-ons, and to curate personalized style at scale! From fashion guesswork to perfect expression!



In Fashion E-commerce, personal expression is power! And with **Google and YouTube**, we are building our brand to be the **Omnipresent, Trusted Style Authority**, reaching customers and maximizing ROI across every point of the 4S!

#### THE TREND WEAVER

EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S WITH UNRIVALED STYLE AND PRECISION. THESE PLATFORMS ENABLE THEM TO GUIDE CONSUMERS FROM TREND DISCOVERY TO PERFECT FIT AND EXPRESSION.

