



# CHETAN SIYAL as the **TREND WEAVER**

**Style Unleashed**

**#85**

**JULY  
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Google Marketing Live  
Leadership  
Circle

Created with  Google Gemini

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.



How do we predict the next big trend, assure perfect fit online, and personalize style at scale? How do we connect passion with purchase across every visual and click?

YOU GAN?

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.

