



Fashion Decoded: Enabling Brands to Survive the Algorithm. A private summit for fashion leaders on the edge of an AI reset

London, UK – 25 June 2025 – Fashion has long been driven by emotion, identity, and instinct. But what happens when discovery is no longer human-led - when algorithms decide what customers see, engage with, and buy?

On 8 July 2025, [**Fashion Decoded : Customer Experience Strategies To Survive & Thrive in The AI Agent Economy**](#) will bring together fashion retail's most influential decision-makers – from Valentino, Me+Em, Monsoon, ASOS, River Island, L.K.Bennett, Jigsaw, Primark and beyond.

Hosted by Mapp and co-curated with StoryStream and Ampliance, the event is backed by a community of tech innovators – Poq, Algolia, Rocket Digital, Ubique Digital, Patchworks, Sinch and MACH Alliance – united by a shared mission: help retailers turn fragmented journeys into intelligent, intent-driven experiences.

This exclusive gathering of CEOs, CMOs, and CIOs will tackle a critical question:

In an AI-driven world, how do you build brand love if the algorithm doesn't see it?

The context: The funnel has collapsed

- LLM-powered agents are compressing search, discovery, and decision into a single query.
- 63% of product discovery now starts on social, where visual inspiration and peer validation carry more weight than brand websites.
- Most eCommerce product content is still unreadable to machines, brands algorithmically invisible.
- Generic personalisation fails to reflect fashion's nuance. If your language, imagery, and taxonomy aren't fluent in style, your message never lands.

The line-up: a live intelligence briefing for the brand era:

- **Azeem Azhar**, author of *Exponential*, on the speed of systemic change and why fashion's traditional models are no longer fit for purpose.



- **Vanessa Kingori Obe**, Tech, Media & Telecoms, Ex-Publishing Director at Vogue, on what drives consumers to buy – and how AI is involved in the process.
- **Orian English**, GTM Leader at OpenAI, on the future of AI, shopping, and brand relevance in a world shaped by agentic commerce.
- **Mairi Fairley**, Chair at OC&C, on profitability and survival metrics in the next retail cycle

This is not a typical conference. It's a critical conversation, with complex tech stacks, shrinking margins, vanishing customer journeys, and the AI layer you don't control.

"Fashion is emotional, but algorithms aren't," says **James Brooke**, CEO at Mapp. "If your product data, your content, and your customer signals aren't aligned, AI will erase the nuance that made you matter. [Fashion Decoded](#) is about decoding what makes you discoverable, desirable, and defensible in this new system."

About Mapp

Mapp helps businesses boost customer engagement by combining AI-powered insights with cross-channel marketing automation. With over 20 years of experience and trusted by 700+ brands like PizzaExpress, Geox, Turnbull & Asser, Umbro, and Furla, Mapp empowers marketers to create personalized, data-driven campaigns across multiple channels. Its platform makes it easy to turn insights into actions, optimizing strategies, and delivering measurable results.

Learn more at mapp.com

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