

DATA & AI

How AI agents will reinvent the fashion supply chain in 2026

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What Is Agentic AI, And Why Does It Matter For Fashion Businesses?

Agentic AI represents a big leap in technology; it's the shift from reactive tools that simply answer questions to truly autonomous agents that can perceive their environment, make decisions, and take proactive actions to achieve specific goals. Unlike older systems, agentic AI uses complex decision-making frameworks and often works within multi-agent systems (MAS), where specialized agents collaborate on complex workflows to maximize efficiency and scalability.

Which Areas Of Your Fashion Business Can Agentic AI Support?

1. Pre-production and design

AI agents begin their work by analyzing social media data, global trends, and consumer behavior to inform designers. For instance, trend forecasting channels use AI to analyze social media images. This foresight drastically reduces the reliance on traditional, slow trend cycles. Furthermore, AI is used to design virtual garments, eliminating the need for extensive physical prototyping and reducing waste before a single item is cut.

2. Manufacturing and sustainability

In production, AI agents optimize processes for waste reduction and improved sustainability. The orchestration of physical AI in manufacturing, combined with agentic process control, ensures efficient and automated physical tasks.



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Trend	Description & relevance to fashion
Multiagent Systems (MAS)	With a surge in interest, MAS collaborate across forecasting, production, and logistics enabling modular automation and smoother ERP, CRM, and supply chain integration.
Domain-Specific Language Models (DSLMS)	Trained on fashion-focused data, DSLMS outperform generic Large Language Models (LLMs), improving accuracy and compliance for tasks like trend forecasting, demand planning, and inventory optimization.



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DIGITAL TRANSFORMATION

Fortude supports leading Australian furniture retailer in its journey to data maturity

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“Charlie’s Agentic Capabilities Are Specifically Designed To Address The Volatility Inherent In Fashion And Retail Planning.”

- John Doe

FAQ

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Global supply chain leader in apparel embarks on unified analytics

In production, AI agents optimize processes for waste reduction and improved sustainability.

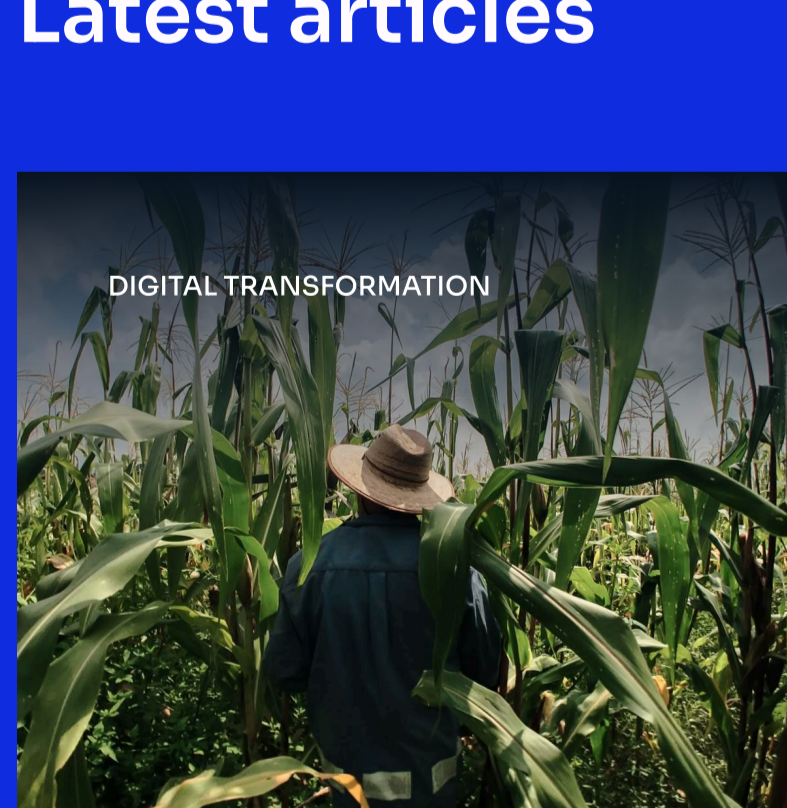
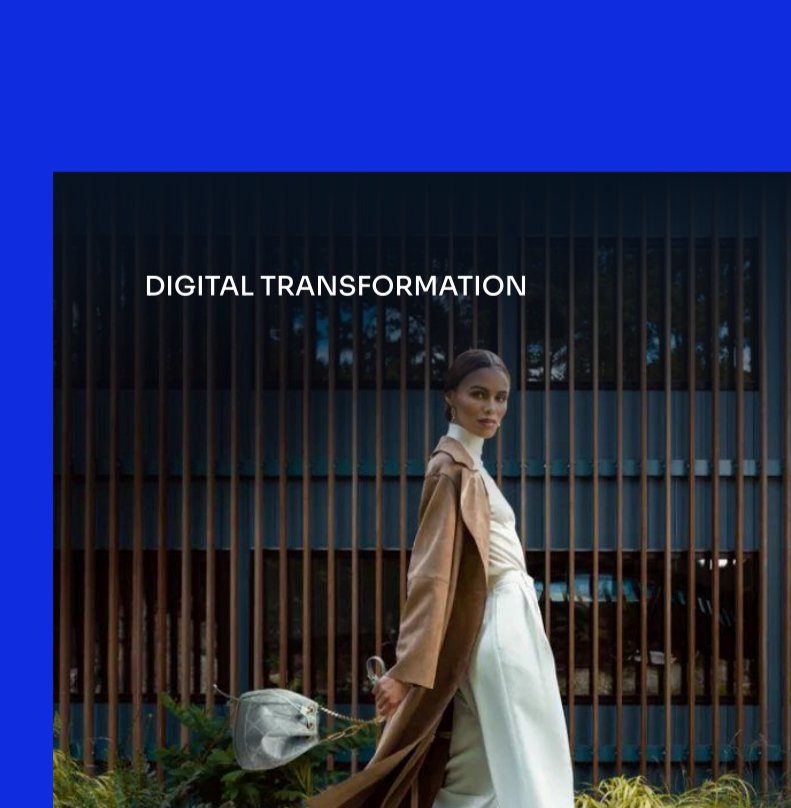
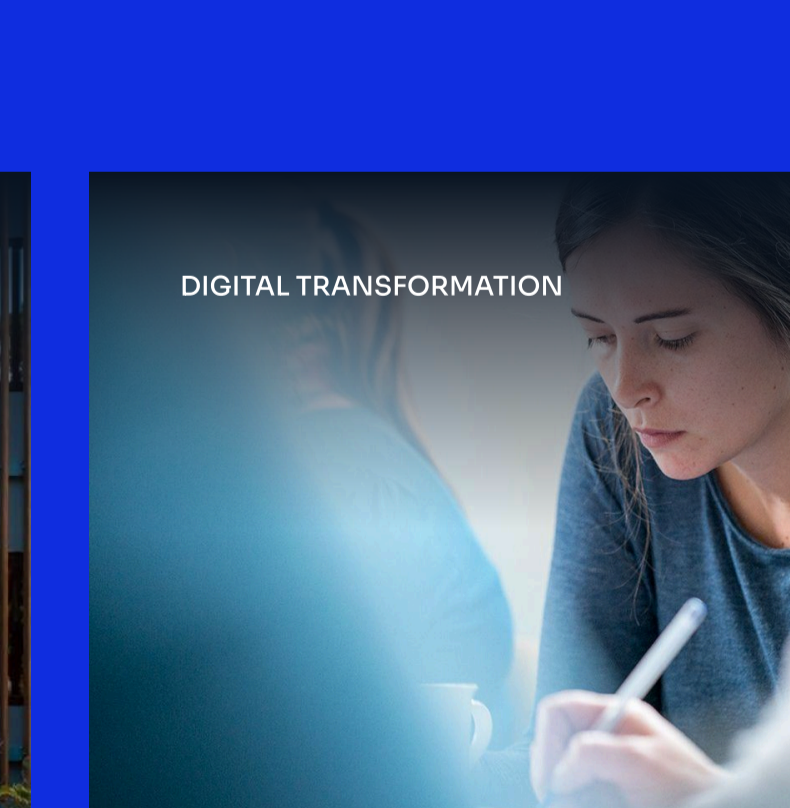
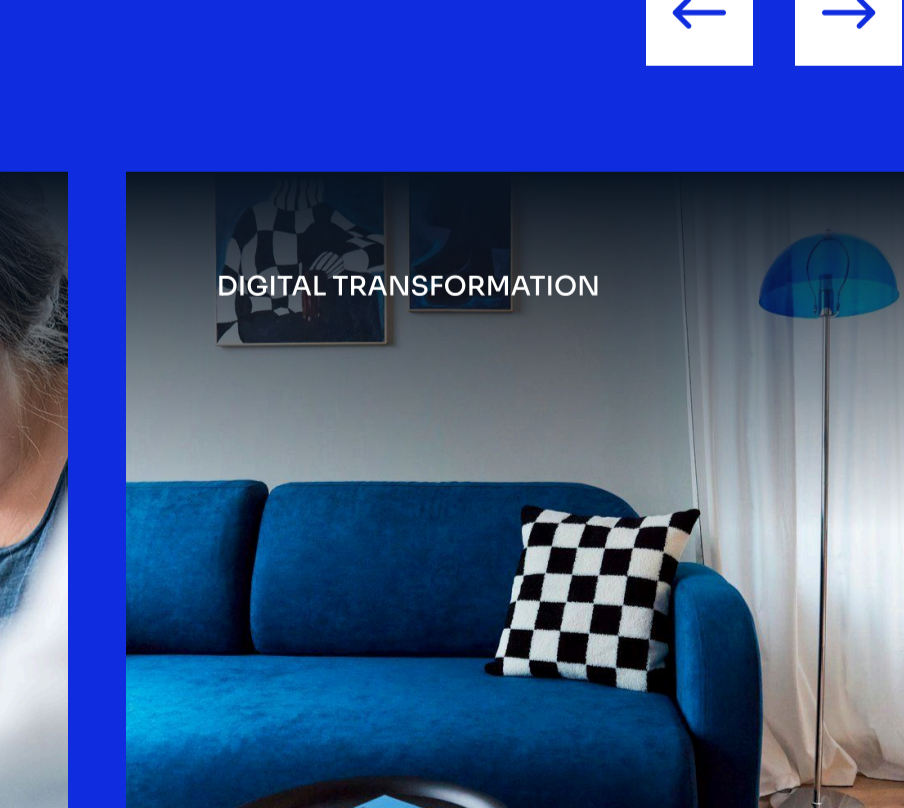


Pro Tip

In production, AI agents optimize processes for waste reduction and improved sustainability. The orchestration of physical AI in manufacturing, combined with agentic process control, ensures efficient and automated physical tasks.

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After two years of rapid AI acceleration, global executives enter 2026 with unmistakable confidence. But beneath the optimism, data shows a series of gaps standing in the way of scale and value.

