

THE ICONIC Finds Perfect Fit with Google Cloud's Generative AI

New multimodal search and recommendation options made possible by online retailer's investments in a stable, secure data framework on Google Cloud

Sydney, Australia, Jan. 22, 2025 – THE ICONIC, one of Australia's leading fashion and lifestyle platforms, today announced that it is using Google Cloud's generative AI capabilities to offer its customers a range of more intuitive and inspiring ways to put together their next look.

The online retailer's new multimodal search options, powered by Gemini and open-source AI models on Google Cloud's AI platform, [Vertex AI](#), will help customers find the most relevant products for their specific needs and situations, including:

- **Natural-language search**, enabling customers to find items from THE ICONIC's assortment based on how they would normally express intent (like "beach-themed party") rather than more traditional, limiting search terms (like "shirt");
- **Snap-to-Shop (coming soon)**, where customers can upload a photo to THE ICONIC's site and seamlessly find and shop each product featured in the image; and
- **Complete the Look**, which aims to inspire customers' choices by recommending items to create a full look.

"These new advancements in search and discovery make it faster and simpler for people to not only find the items they're looking for but also to find inspiration whilst they shop," said Adam Cox, Chief Technology Officer, THE ICONIC. "We have over 20 million monthly visits to our website and app. These AI capabilities mark a major step forward in how we connect every single one of these customers to the products and styles that best suit them from our ever-expanding assortment, ultimately improving customer satisfaction and bottom-line results."

Streamlining the e-tail search experience at scale

Collaborating with data consultancy [intelia](#), a Premier Google Cloud Data & Analytics Partner, on the foundations of its Google Cloud journey, THE ICONIC has also made its assortment easier to search by using Gemini models on Vertex AI to automatically scan and tag product photos with in-depth metadata – the information used by search engines to identify different attributes of an item. Previously, staff would be required to tag product imagery by hand, a time-consuming process that proved increasingly challenging to scale across the more than 200,000 different products – with 300 new arrivals every day – that THE ICONIC stocks each year.

Apart from significantly easing the burden on its employees, THE ICONIC's use of Gemini models on Vertex AI for image-tagging is expected to help customers discover relevant items with much greater accuracy and speed, even when using more obscure or complex queries like "tops with bell sleeves" or "v-necks with a belt." It will also give THE ICONIC valuable insight into emerging trends across its product range and feed into more personalized features like "Next Best Category" – which aims to deliver category-based recommendations to customers' inboxes based on individual search patterns and purchase histories.

Simple, secure foundations for data

THE ICONIC's AI-powered search and discovery features are supported by an organization-wide data platform that hosts all behavioral and operational data on [BigQuery](#). The data platform has already made crucial data much more accessible to THE ICONIC staff, who can now extract answers from this data using ordinary spreadsheets, thanks to integration between BigQuery and Google Workspace – a process that takes just seconds compared to hours with the retailer's previous solution.

The BigQuery-based data framework will also underpin THE ICONIC's next wave of AI innovations, including analysis of microtrends based on the attributes of specific customer subgroups; and dynamic adjustment of content to align with current trends, like the automatic addition of seasonal-themed backgrounds to product imagery.

"Overall, Google Cloud's seamless integration of data and AI has made testing and pursuing opportunities to enhance our online retail experience faster and more straightforward," said Adam Cox, Chief Technology Officer, THE ICONIC.

"Our work with THE ICONIC equips its teams with the technology and skills to turn their ideas for a personally-tailored online fashion experience into a reality," said Paul Migliorini, Vice President, Google Cloud Australia & New Zealand. "We're now seeing this work come to fruition in its use of Google Cloud's generative AI and data capabilities to leap from e-tailer to digital fashion adviser – directly speaking to the needs of each individual customer in a way that gives THE ICONIC a significant point of differentiation in an increasingly competitive market."

About THE ICONIC

THE ICONIC is Australia and New Zealand's leading fashion and lifestyle platform. Since 2011, it has defined the future of retail by creating a seamless and inspiring shopping experience for its customers. THE ICONIC boasts fast delivery across Australia and New Zealand, with free shipping over \$75 and free returns for 30 days. THE ICONIC has thousands of international and local brands and products across Women, Men, Sport, Beauty, Wellness, Home, Designer, Kids, Toys, and Considered, with hundreds of new products curated on-site daily. A proud member of Global Fashion Group, the world's leader in online fashion for growth markets, THE ICONIC is focused on bringing on the future of shopping in Australia and New Zealand. For more information, please visit <http://www.theiconic.com.au> / @theiconicau.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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