

Gap Inc. Sets Out to Reimagine Retail Powered by Google Cloud's AI

SAN FRANCISCO and SUNNYVALE, Calif. – Oct. 9, 2025 –Gap Inc. (NYSE: GAP) today announced a multi-year partnership with Google Cloud to accelerate its human-centered digital-enabled technology strategy, with AI powering the company's plans to reimagine retail across its iconic portfolio of brands, including Old Navy, Gap, Banana Republic, and Athleta.

"AI is redefining what's possible in retail, and we're building our future technology roadmap around it," said Sven Gerjets, Chief Technology Officer at Gap Inc. "We believe this partnership gives us the expertise and speed to bring AI to life across our business, empowering teams, sparking creativity, and delivering for customers faster and with greater personalization than ever."

"Our partnership with Gap is about reinventing the retail landscape with AI and helping them lead the industry with speed, personalization, and game-changing customer experiences," said Thomas Kurian, CEO, Google Cloud. "Today, only Google offers a complete AI-optimized stack—from silicon to models to platform to apps and agents—that can deliver this kind of transformation."

The collaboration will provide Gap Inc. with a unified, AI-powered platform which it expects to fuel innovation and greater efficiency across product creation, customer experience, and employee enablement using Google Cloud technologies such as Gemini, Vertex AI and BigQuery, among others. Gap Inc. expects to gain several benefits, including:

Product Innovation: AI tools will help accelerate design, planning, and pricing processes, helping to unlock creativity and efficiency throughout the product-to-market journey and transforming how ideas move from concept to shelf.

Customer Experience and Marketing Optimization: Hyper-personalized shopping, smarter recommendations, and seamless engagement powered by AI tools that aim to drive stronger storytelling, greater relevance for consumers and deeper loyalty from Gap Inc.'s customers at scale. In addition to its work with Google Cloud, Gap Inc. is already working with Google Ads, leveraging Google AI to drive ad placements, optimize campaigns across channels and improve its omnichannel capabilities.

Employee Empowerment: Gap Inc. is using AI to rethink how agents and teams operate, as a true partner in decision-making and execution. This shift will allow the retailer to be more agile, responsive and forward thinking.

"By redesigning our workflows and putting AI in the hands of every employee, we are freeing Gap Inc. teams to focus on creativity, culture, and customer connection while keeping the company's human-centered DNA at the core of innovation," Gerjets added.

With AI at strengthening its platform, Gap Inc. and Google Cloud are driving innovation, empowering teams, and deepening customer connections as they set out to reimagine retail.

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.

About Gap Inc.

Gap Inc., a purpose-driven house of iconic brands, is the largest specialty apparel company in America. Its [Old Navy](#), [Gap](#), [Banana Republic](#), and [Athleta](#) brands offer clothing, accessories, and lifestyle products for men, women and children available worldwide through company operated and franchise stores, and e-commerce sites. Since 1969, Gap Inc. has created products and experiences that shape culture, while doing right by employees, communities and the planet through its commitment to bridge gaps to create a better world. For more information, please visit www.gapinc.com.

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