

INVESTOR DAYS 2026

AI at LPP

TECH-POWERED GROWTH

M A Y 2 0 2 6

LPP

RESERVED

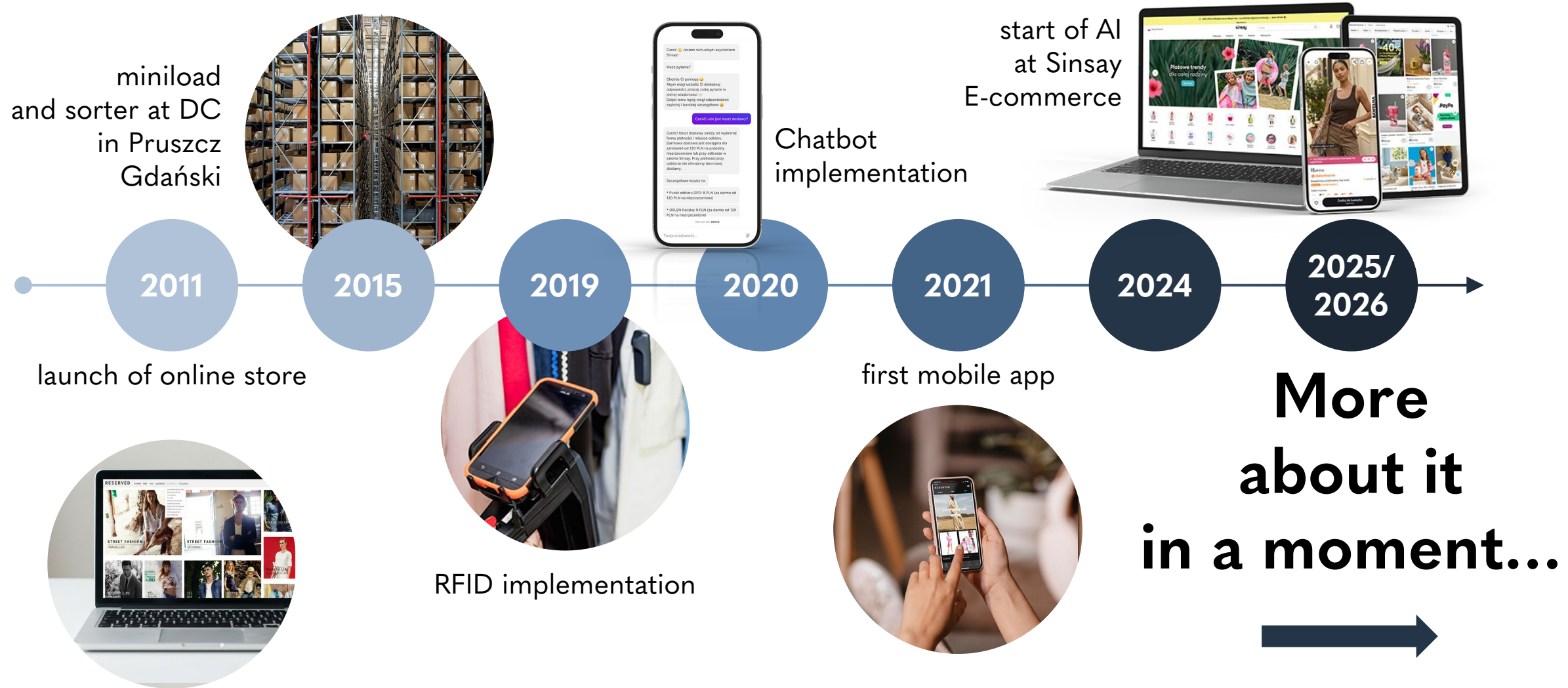
CROPP

HOUSE

M O H I T O

sinsay

LPP has always been Fashion Tech



The fashion market is speeding up



Social Media

Trends don't just emerge on the catwalks these days. They also appear instantly on social media.



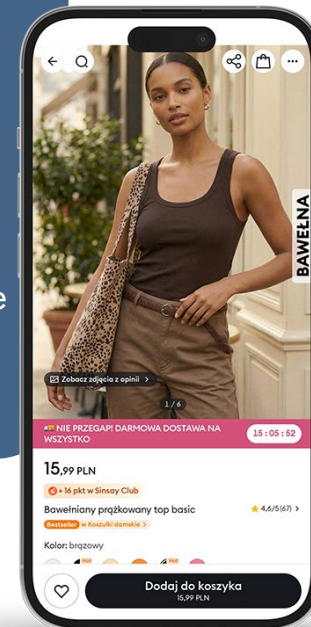
Customer

Customers buy on impulse, look for a convenient shopping experience and time savings.

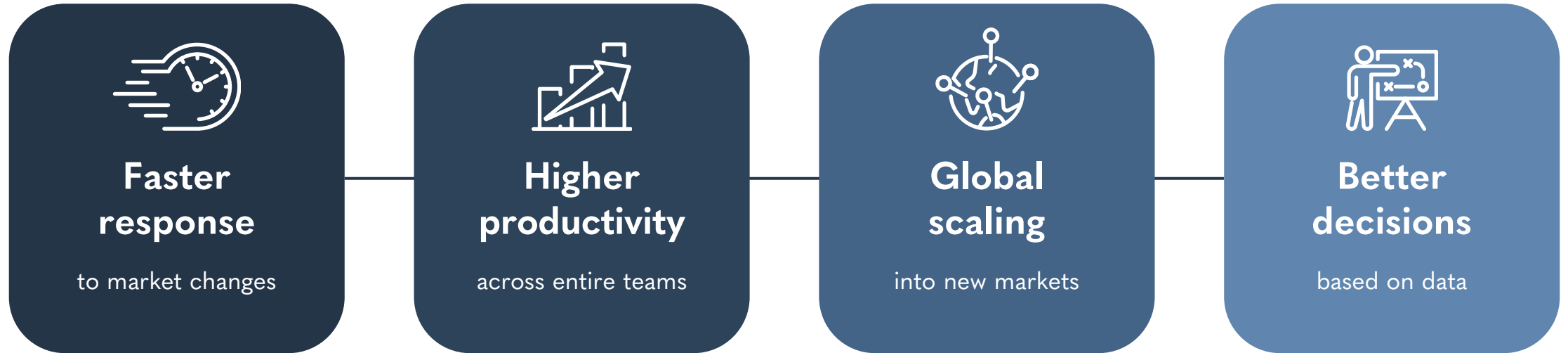


Faster decisions

Companies need decisions to be made ever more quickly, based on available data.



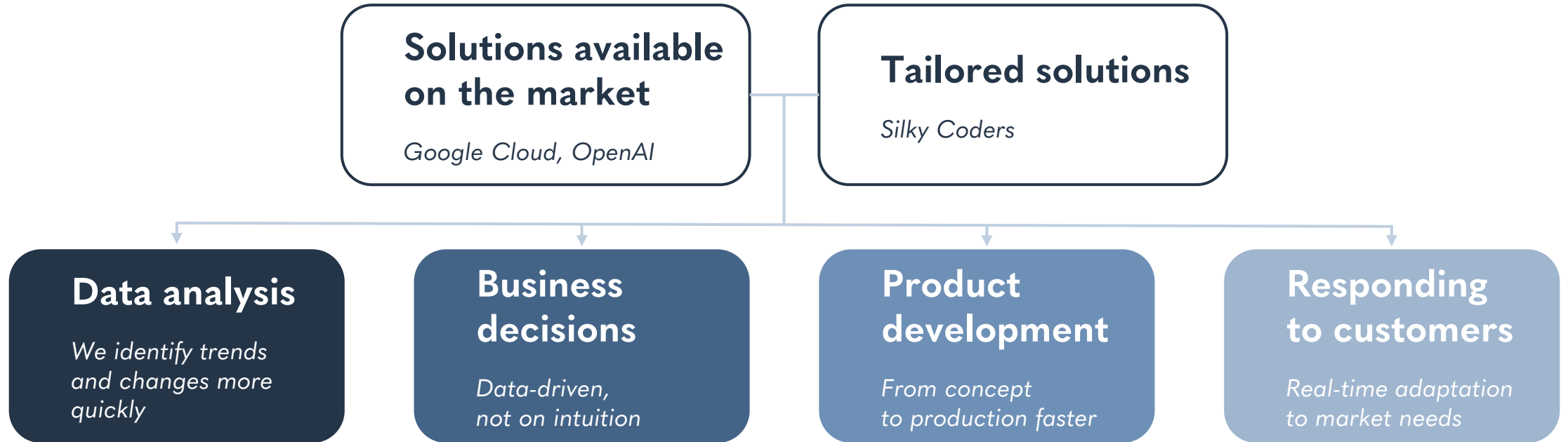
Our vision



Our target is not to implement individual AI tools. Our target is to build an organisation that operates faster and more effectively than the market.

JUST ONE SUCCESS OUT OF EVERY TEN PROJECTS IS ENOUGH TO TRANSFORM THE BUSINESS

Our response: technology driven by value, not 'fads'



“It is not the strongest nor the most intelligent of the species that survives. It is the one that is the most adaptable to change”

Charles Darwin

The AI ecosystem in our organisation



D1 Trend analysis

Silky Trends

Supporting designers and buyers in analysing market trends

- Analyses social media, industry reports and the competition
- Combines trend data with LPP sales data
- Identifies and defines the essence of trends
- Provides product recommendations for designers and buyers

Shorter trend lifecycles:

6-12
MONTHS



6-12
WEEKS



02 Design

Silky Design

Supporting designers in creating collection proposals

- Dozens of design proposals from a single prompt
- Early visualisation before production
- Generation of graphics and patterns for garments

Shorter trend lifecycles:

6-12
MONTHS



6-12
WEEKS



GENERATED PRINT

GENERATED DESIGN



03

Product content



20%

of product content generated
using AI

2025



80%

of product content generated
using AI

2026

03 Product content

Virtual photo shoots

- Creating realistic product visualisations without organising photo shoots
- **Increase in the volume of** visual materials
- **Shorter time-to-market**
- Reduced engagement of models
- **Greater content diversity** without a proportional increase in costs



60%

reduction in the cost of product content creating

TECHNICAL MODEL



GENERATED PRODUCT



03 Product content

Children's fashion

- Eliminating stress for child models
- Flexibility and speed of session creation
- Efficiency – more shots, more possibilities
- Better tailoring of communication to different audiences and cultural contexts



60%

reduction in the cost
of product content creating

MANNEQUIN



GENERATED
PRODUCT



03 Product content

Product video

- **Better shopping experience** – the product 'in motion' → the customer receives a better idea of the product.
- **Higher conversion rates** – increased sales of products shown in the video.
- **Cost optimisation of** creating attractive content.
- **Scalability** – the ability to create clips for multiple products in various versions.



Reducing the time needed to create a video clip:

3 DAYS → 1 HOUR

VIDEO CONTENT
GENERATED FROM PHOTOS



03 Product content

Automatic shots

- More precise product presentation
- Additional shots and close-ups of details: fabrics, buttons, zips, pockets, prints.

ORIGINAL
PHOTO



5,000

photos generated annually,
maintenance-free and at no cost



AUTOMATICALLY
GENERATED
FRAME



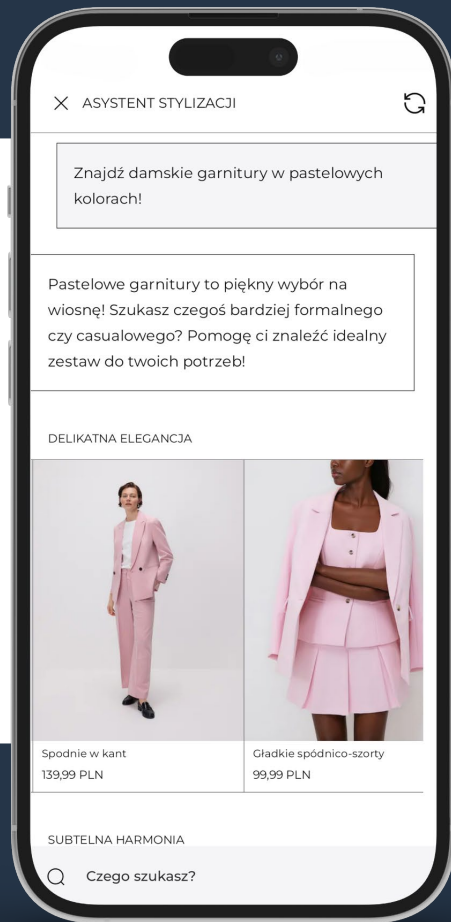
D4 E-commerce

01

Virtual assistant Shopping Muse

It changes the way you discover products online.

Available at: Sinsay, Reserved, Cropp.



BENEFITS:

- Consistent, well-thought-out styling suggestions.
- A more inspiring, intuitive and needs-based online product search.
- Faster narrowing down of choices within a wide range.
- Recommendations based on intent, not just keywords.
- Ready-made outfits tailored to the occasion, style and preferences.
- A shorter path from inspiration to purchase decision.

D4 E-commerce

02

Virtual Try-On

Virtual fitting room

A new digital dimension to shopping



BENEFITS:

- Creating a realistic visualisation of selected garments on your own silhouette – higher conversion rates.
- Better product fit – lower likelihood of returns.
- Better shopping experience (UX) – more interactive, engaging shopping similar to the experience in a traditional store.

D4 E-commerce

03

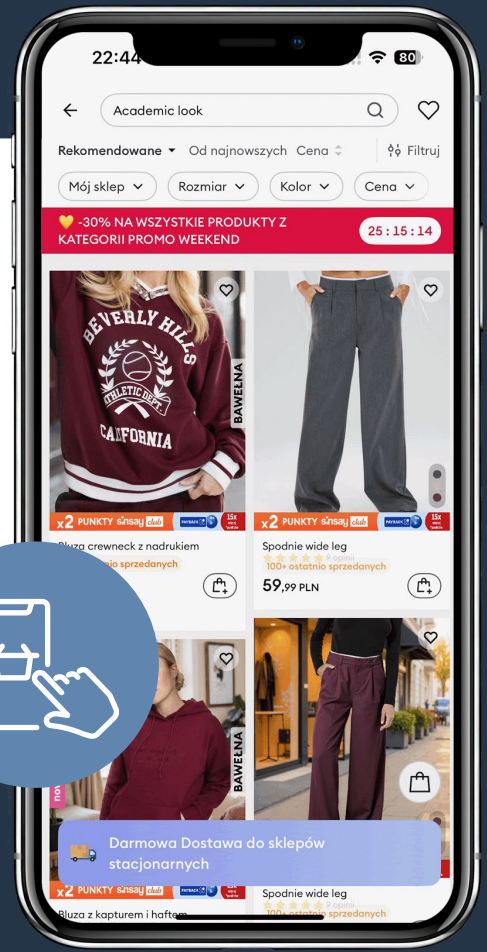
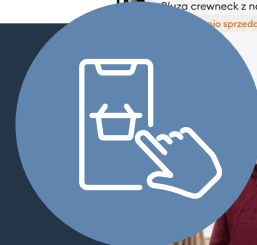
AI recommendations

Intelligent offer personalisation

Tailor-made shopping

60%

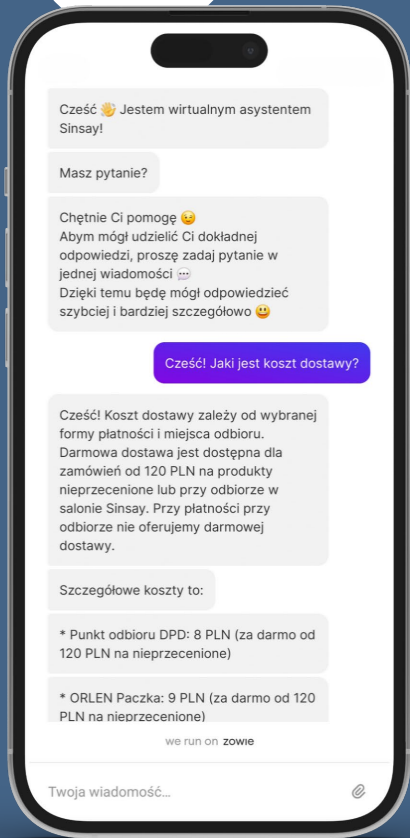
of online purchases start with a recommendation



BENEFITS:

- Better matching of displayed offers to the customer's preferences based on their purchase history.
- A faster offer selection process – saving the customer time.
- Greater customer satisfaction with the shopping process.
- Greater likelihood of appealing to the user's tastes – tailoring offers to preferences.

05 Customer service



Chatbot

AI agent operating for customers

- **2,000** concurrent conversations with customers via Messenger, Chatbot, Voicebot, email
- **28** languages

Voicebot

- **132,000** – weekly average number of enquiries

Translations

+ *Classification*

- **~60% of** queries in foreign languages

~45%

of user cases resolved automatically

06

Expansion

SPOT

Smart expansion map

- Identifies the best locations for new stores
- Analyses market data, footfall and mobile operator data
- Reduces location analysis time

30%

improved forecast accuracy compared to business estimates



sinsay



Site Inspector

Support for site handover and construction works

- Identifies progress of construction works
- Detects issues based on photos
- Compares the quality of work between subcontractors
- Speeds up the store opening process

98%

of profitable Sinsay stores

D7 Goods allocation



No stock shortages

Reducing out-of-stock



Fewer surpluses

Reduction in inventory levels



Regular prices

Sales without markdowns thanks to better planning

08 Logistics

01



Goods flow

Optimisation of goods flow – precise robot routes.

02



Picking

Optimisation of storage space. Shorter picking routes.

03



Sorting

Automated sorting of goods and parcels by destination – improved dispatch efficiency.

PICKING CAPACITY:

100 items/h (manual)



500 items/hour (robots)

PLN **1.7** billion

INVESTMENTS IN 2024–25

6x
YoY FLEET

3
WAREHOUSES

5x
CAPACITY

3,500+
ROBOTS

FC: BYDGOSZCZ | JASIONKA | ROMANIA – MORE ON THE WAY

Summary

TREND ANALYSIS AND DESIGN



6-12
WEEKS



6-12
MONTHS

E-COMMERCE



60% lower
product content
creation costs

STORES NETWORK



30% more
accurate forecasts

LOGISTICS



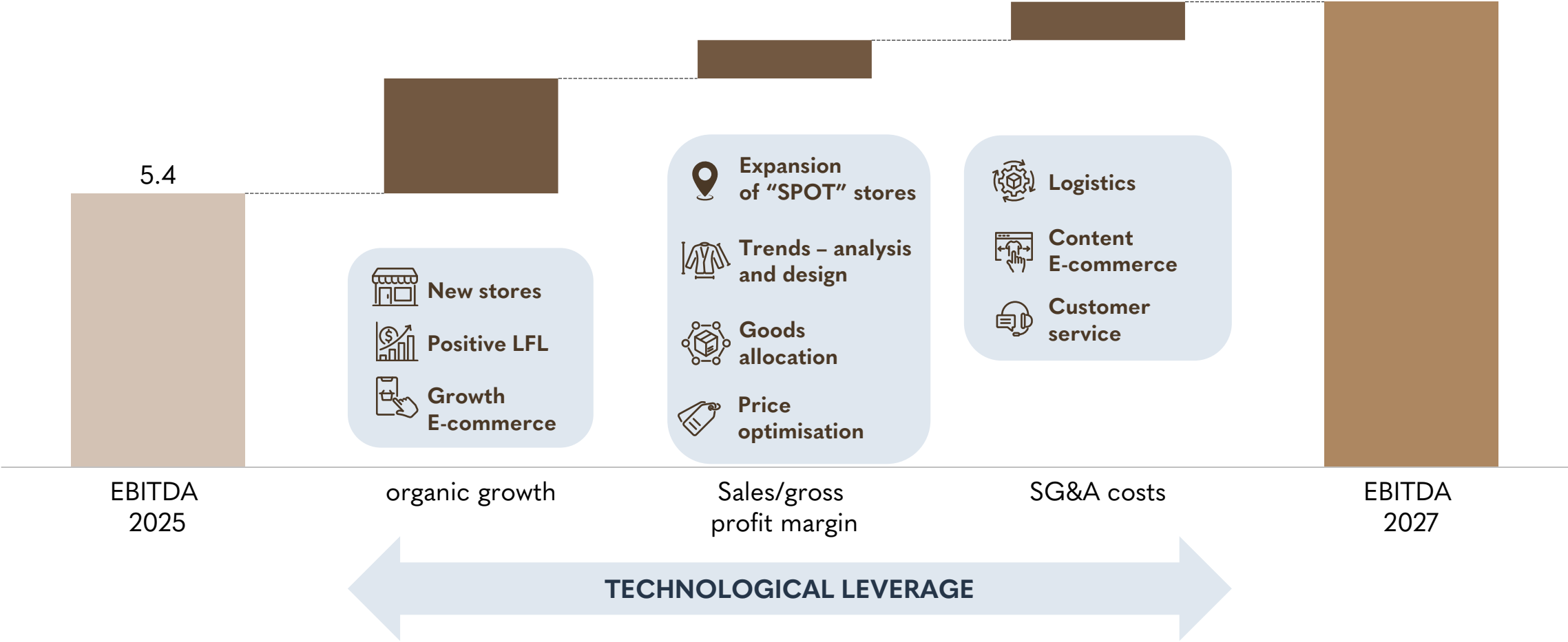
3,500+
autonomous
robots
in the Fulfillment
Centre

CUSTOMER SERVICE



~45% of user
issues
resolved
automatically

The strategic use of AI in scaling a business



INVESTOR DAYS 2026

Thank you

RESERVED

CROPP

HOUSE

M O H I T O

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