



“ Intel® DevCloud for the Edge allows us to choose our hardware configuration to optimize training, enabling us to create vertical CV models for each customer’s needs.”

Reinier van Kleij  
CTO  
WonderStore

wonderstore  
The Value of Others

# Smart brand detection improves retail customer insights

Understanding customer trends—like what customers are wearing and how they react in a retail environment—is key to staying competitive in the fashion industry. Now WonderStore allows retailers to collect data about their opted-in customers with the WonderStore Brand Detector.

The solution gathers data from cameras located throughout the store. Using computer vision algorithms and deep learning models optimized with the Intel® Distribution of OpenVINO™ toolkit, customer data is analyzed, aggregated, and anonymized before being sent to the cloud. With these insights from the WonderStore Brand Detector, luxury retailers can better understand what shoppers are wearing, see where they spend time in the store, and use that information to offer recommendations based on customers’ existing preferences. This solution can also enable retailers to make more-effective decisions about store displays, promotions, marketing campaigns, and personnel scheduling.

WonderStore is an Italian luxury computer vision service that helps brick-and-mortar retailers better understand their customers’ desires and anticipate shopper behavior.

**Industry**  
Retail

**Use case**  
Interactive display

**Country**  
Global

**Learn more**  
[wonderstore.ai](https://wonderstore.ai)

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