

Gen Z's Use of ChatGPT as a Fashion Advisor: Implications for Brands

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Abstract

This review examines the emerging role of ChatGPT and generative AI as fashion advisors for Generation Z (Zoomers), highlighting their transformative impact on consumer behavior and strategic implications for fashion brands. As digitally native consumers, zoomers increasingly engages with AI tools for fashion-related decision-making, valuing personalization, immediacy, and alignment with individual preferences and values. The review identifies five key application areas: personalized styling and wardrobe management, trend forecasting and analysis, virtual try-ons and visualization, sustainable fashion guidance, and interactive education and consultation. These tools enable zoomers users to explore fashion more confidently, efficiently, and ethically. For fashion brands, the integration of generative AI introduces significant opportunities. Enhanced customer engagement, hyper-personalization, and data-driven insights support stronger brand loyalty and competitive differentiation. Brands can also leverage AI to foster community engagement, promote user-generated content, and offer customized experiences that align with Gen Z's expectations. However, this shift also introduces challenges, including the risk of fashion homogenization, the lack of emotional resonance in AI interactions, concerns over authenticity, data privacy, and technological limitations. Ethical and strategic considerations must guide the responsible adoption of AI in order to maintain trust and relevance. In conclusion, Gen Z's use of ChatGPT as a fashion advisor represents a fundamental shift in how fashion is consumed and experienced. Fashion brands must strategically and ethically integrate AI solutions to remain competitive, authentic, and responsive to the evolving values of the next generation of consumers.

Keywords: Artificial Intelligence, Consumer behavior, Fashion brands, Generative AI, Zoomers