AI Curation in the Metaverse: A Case Study on its Transformational Role in Fashion E-Commerce and Brand Discovery

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Abstract:

The integration of artificial intelligence (AI) into the metaverse is revolutionizing fashion e-commerce, redefining how brands engage with consumers and deliver personalized experiences. This study examines the role of AI curation in enabling immersive shopping environments and enhancing brand visibility through a case study approach. AI-powered technologies, such as recommendation systems, virtual try-ons, and augmented reality tools, are shown to create dynamic, consumer-centric experiences that foster deeper engagement and loyalty.

The findings highlight that AI curation not only personalizes shopping but also optimizes inventory management, supports trend forecasting, and advances sustainability goals. Within the metaverse, virtual storefronts and gamified interactions further amplify consumer immersion, offering new opportunities for brands to connect with audiences. However, challenges such as data privacy, scalability, and interoperability persist, limiting widespread adoption.

This study underscores the transformative potential of AI curation in shaping the future of fashion e-commerce. It provides strategic insights for businesses seeking to leverage the metaverse to improve customer experiences and operational efficiency. The study concludes with recommendations for addressing implementation challenges and advancing research on AI adoption in virtual retail ecosystems.