CASE REFERENCE · RETAIL & SUPPLY CHAIN

Leading Fashion Retailer

Microsoft



Leading Fashion Retailer	Retail & Supply Chain	Engage · Design	
CLIENT	INDUSTRY	DELIVERED AS	• Azure OpenAI (GPT-4o) • Azure AI Foundry • Azure AI Search • .NET

INNOVATE WITH AZURE AI APPS AND AGENTS

TaglineIQ, the AI writing 30,000 product descriptions

An AI step in a fashion retailer's product pipeline that writes and checks every online product description in the brand's own voice, in milliseconds.

01 THE CHALLENGE

A leading South African fashion retailer needs more than 30,000 product descriptions a year, across divisions from clothing and swimwear to intimate wear and homeware. Each division sells to a different customer, and copy for a trend-led student cannot read like copy for someone furnishing a family home. Writers worked from photos and label details, a few minutes per item, and holding one consistent voice at that volume was close to impossible.

02 THE APPROACH

We built TaglineIQ as a step in the retailer's integration layer, not as another app. As a new SKU moves from the ERP into the PIM and picks up its imagery, the integration calls TaglineIQ with the item's attributes, its brand and a short brief on the target customer. TaglineIQ drafts the description on Azure OpenAI GPT-4o, grounded through Azure AI Search in thousands of the retailer's past descriptions and its brand and tone of voice guides. A second AI pass then checks the draft against the item record and the brief, and sends it back for a rewrite if anything is off. Because the tone travels with each request, a brand refresh means a new brief, not a retrain.

03 THE OUTCOME

TaglineIQ now writes more than 30,000 product descriptions a year. Each takes milliseconds instead of minutes, has already been validated by AI, and lands in the PIM as clean HTML next to the item's images, ready for the online store. The voice stays consistent from swimwear to homeware. It runs in the retailer's own Azure estate behind Entra ID and Key Vault with full telemetry, and the first version went from kick-off to sign-off in 30 days.

04 RESULTS

- ✓ 30k+ — product descriptions written a year
- ✓ 2 passes — AI writes, then AI validates, before anything is released
- ✓ min → ms — per description, down from minutes by hand
- ✓ 1,000s — of past descriptions grounding every new one

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05 SUMMARY & BENEFITS

- ✓ An AI step in the integration layer between the ERP, the PIM and the online store, with no new tool for the team to learn.
- ✓ AI validating AI: every draft is checked against the item record and the brief before release.
- ✓ Grounded in thousands of past descriptions and the brand's own tone of voice guides.
- ✓ A brand refresh means a new brief, not a retrain.

Want a result like this?
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Let's Talk →