



Gen AI & the Shift from Trend Detection to Trend Orchestration

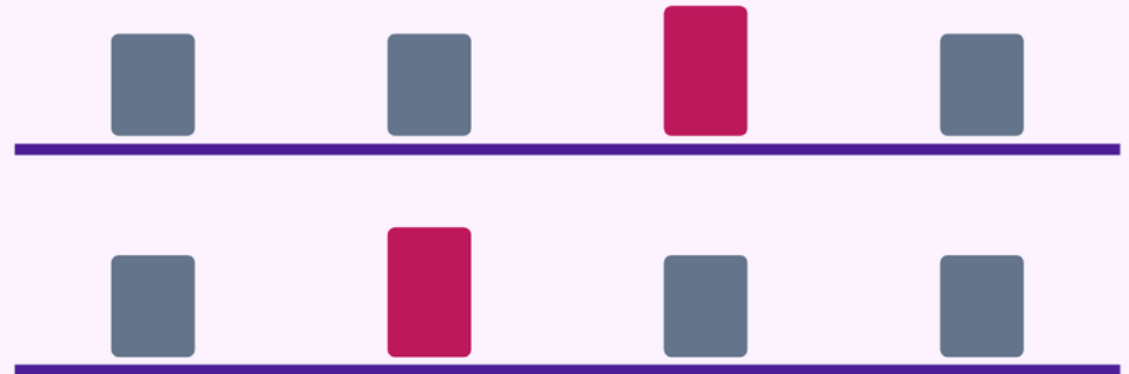
Marlon Holloway - Amazon Australia

The Retail Survival Gap:

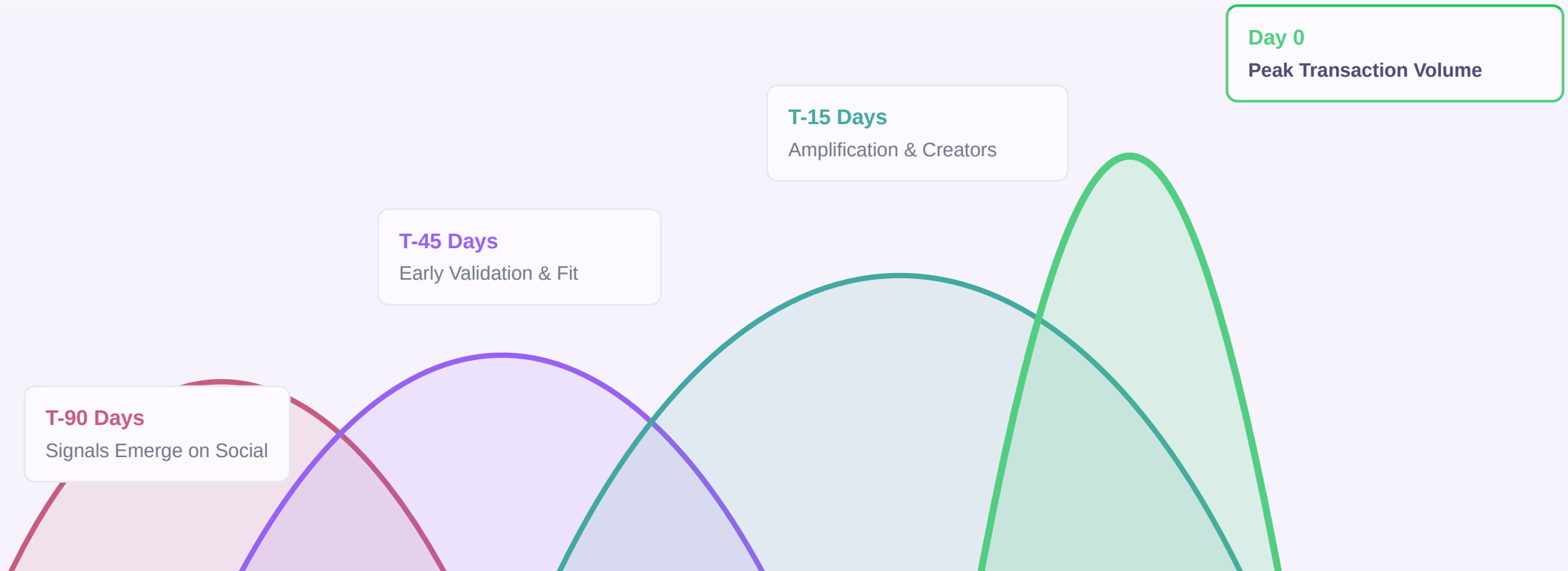
25%

Only one quarter of retail product innovation lasts more than one quarter.

SIMULATED RETAIL SHELF VIABILITY:



Traditional retail intelligence looks backwards..



The Rise of Social Cognition



Humans learn socially. We observe, copy, reinforce, and signal.

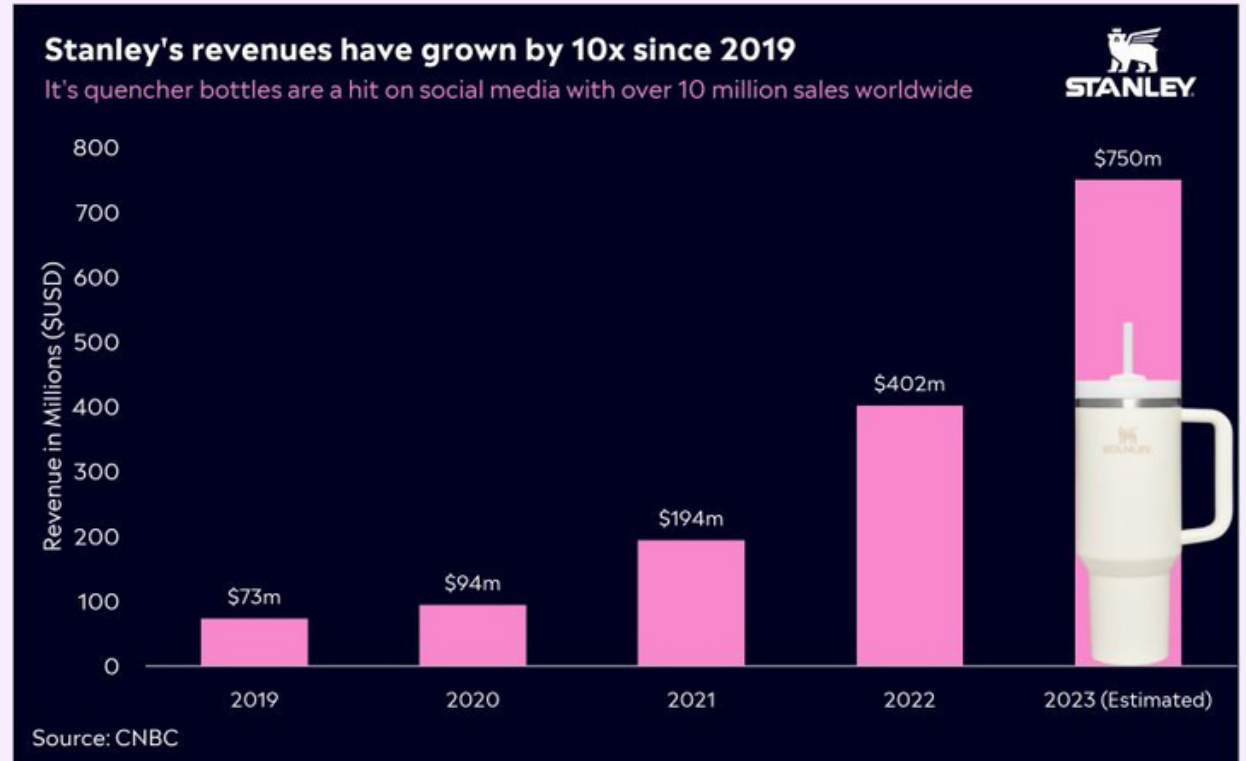
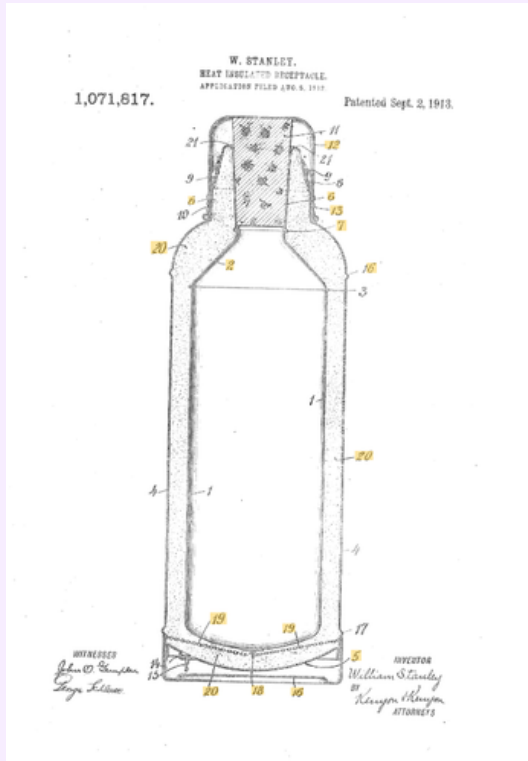
For most of history this was invisible. Today it happens online — at scale.

→ **Products become symbols**

→ **Identity spreads through networks**

→ **Communities form around behaviors**

Example - Stanley Cup

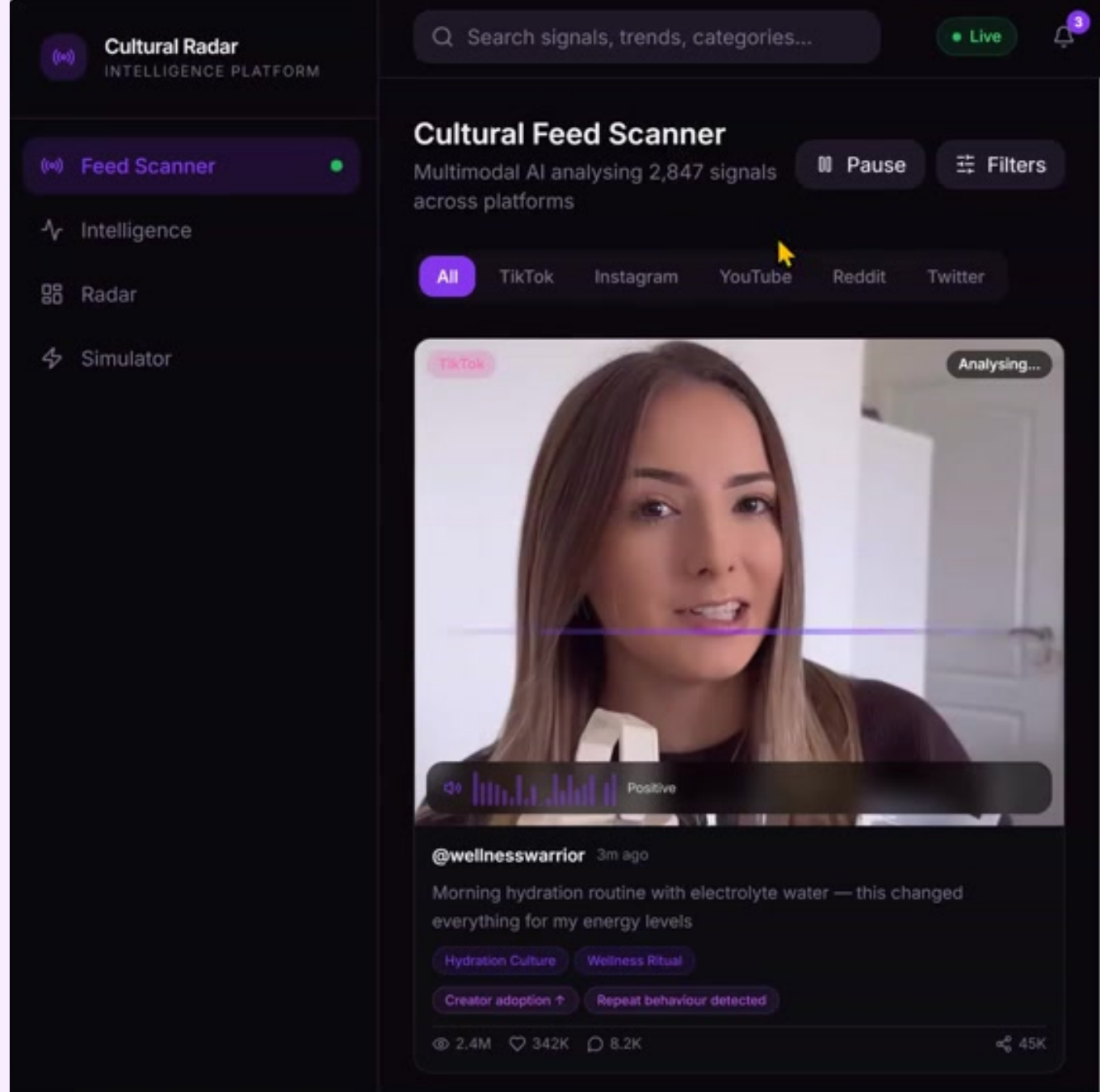


Imagine if we could de-risk retail innovation?

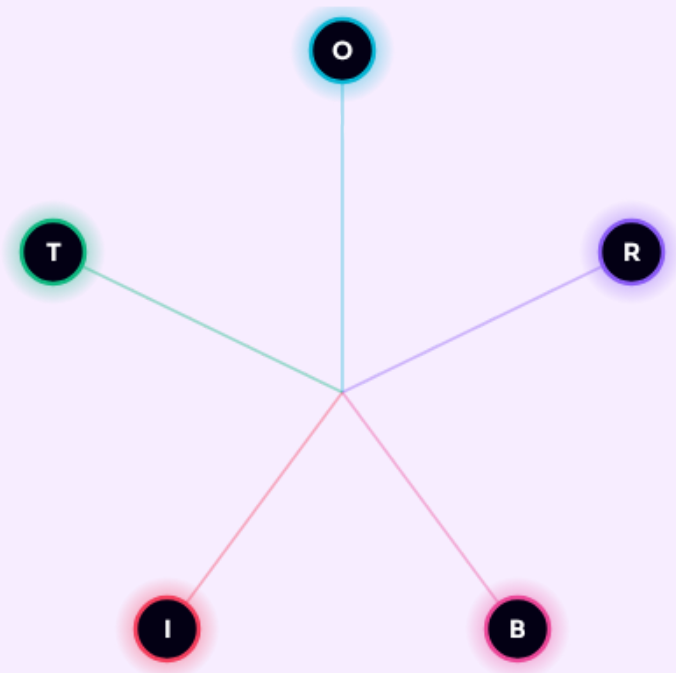
AI and the shift from trend detection to trend orchestration



Customer Preference is Increasingly Becoming Machine Readable:



The ORBIT Operating System for Retailers/Suppliers:



Observe: Track fast-moving subcultures, social sentiment, and emerging digital communities in real-time.



Recognise: Separate fleeting noise from high-potential cultural signals with proprietary fit scoring.



Build: Construct agile product lines and brand packages tailored to validated high-fit signals.

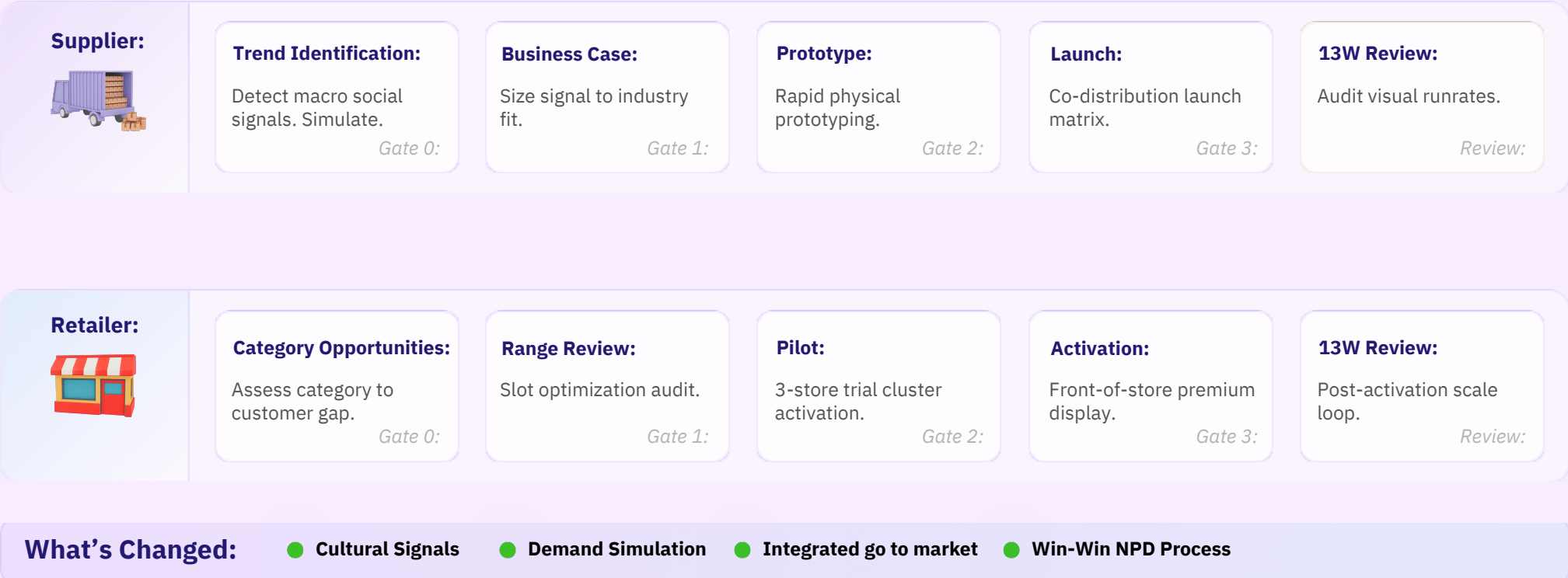


Influence: Orchestrate social-led distribution, creator advocates, and targeted stock supply & artificial restriction.



Test & Learn: Spin up small-scale product pilots with rapid feedback loops and dynamic metrics.

Retailer & Supplier – Win/Win:



Immediate Execution Matrix:

Supplier:



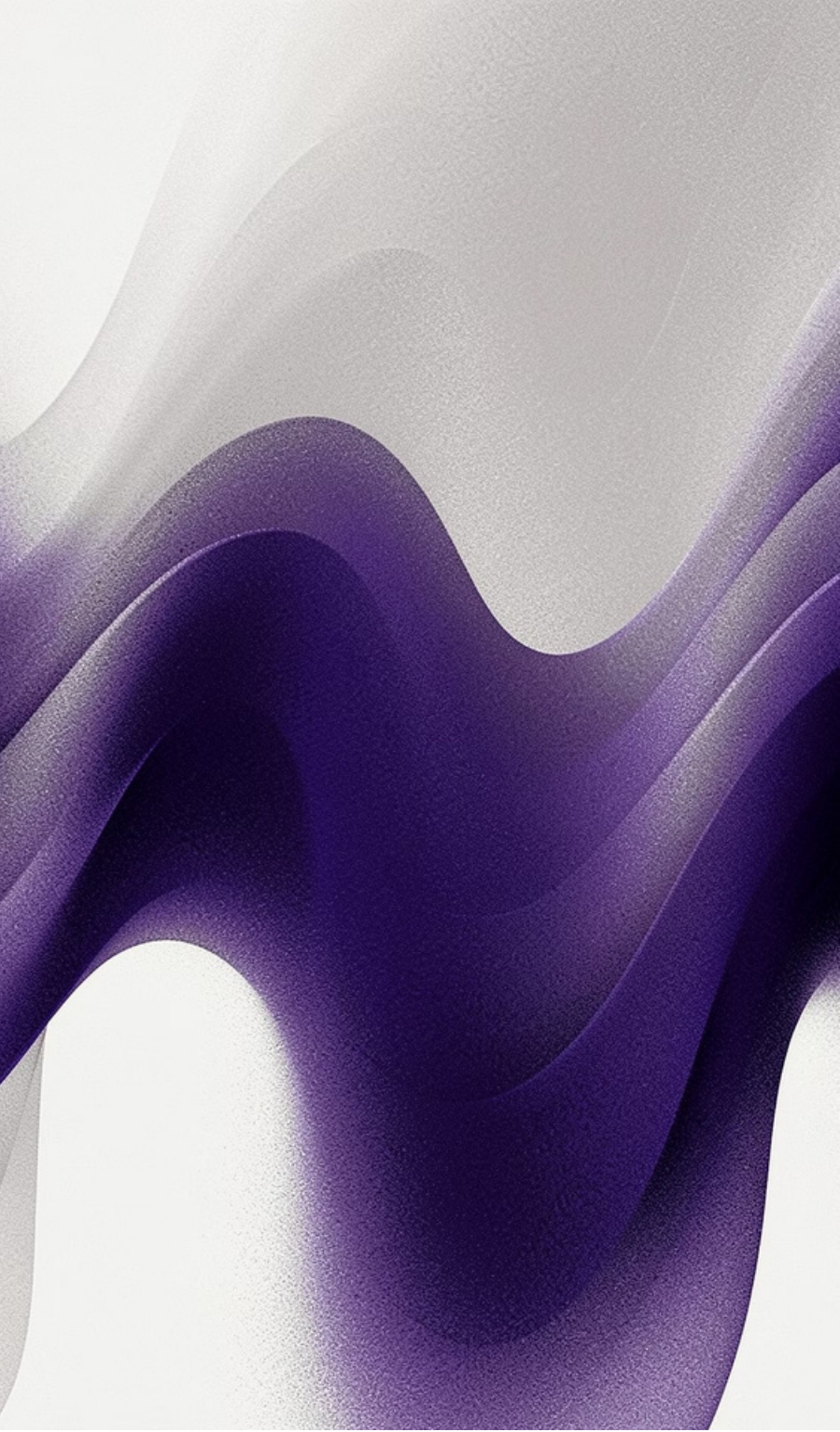
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- Add cultural signal scanning metrics to Gate 0 stage reviews.
 - Test product concepts against active online customer communities.
 - Bring top retail buyers into your pipeline development early.

Retailer:



-
- Look beyond historical sales curves to spot real-time trends.
 - Forge dedicated, structured cultural signal data partnerships.
 - Establish rapid-pilot pathways to launch new trends in under 13 weeks.

**At what point do we stop
predicting demand and
begin shaping it?**



1 AI will not replace human judgement

It will concentrate it; automating analysis so leadership focuses on interpretation, accountability, and the boundaries of influence.

2 The next competitive frontier

Is not who has the most data; but who acts earliest with conviction on emerging cultural signals.

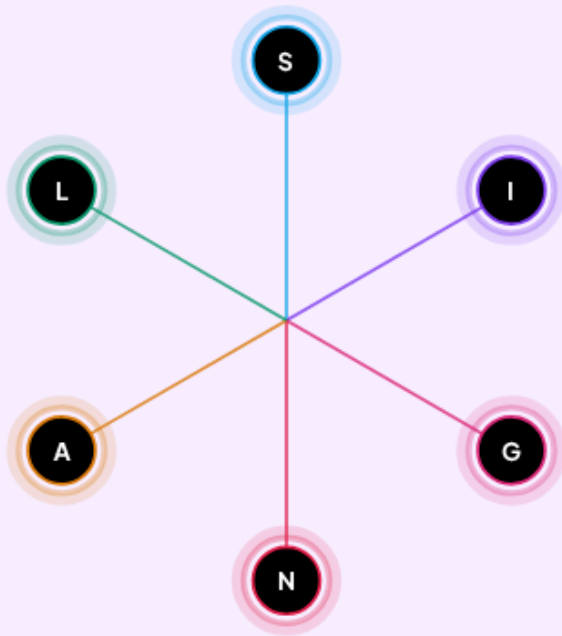
3 Trend orchestration is the destination

Organisations that master this will not simply detect trends; they will shape the conditions that allow those trends to emerge and scale.

AI will surface the signals.

**Leadership will decide which
become reality.**

SIGNAL:



Social Behaviour: What are people actually doing in their everyday routines?



Identity Alignment: What does participating in this trend signal about them?



Group Propagation: How is the behaviour spreading and crossing subcultures?



Narrative Attachment: What underlying story or mythology is attached to it?

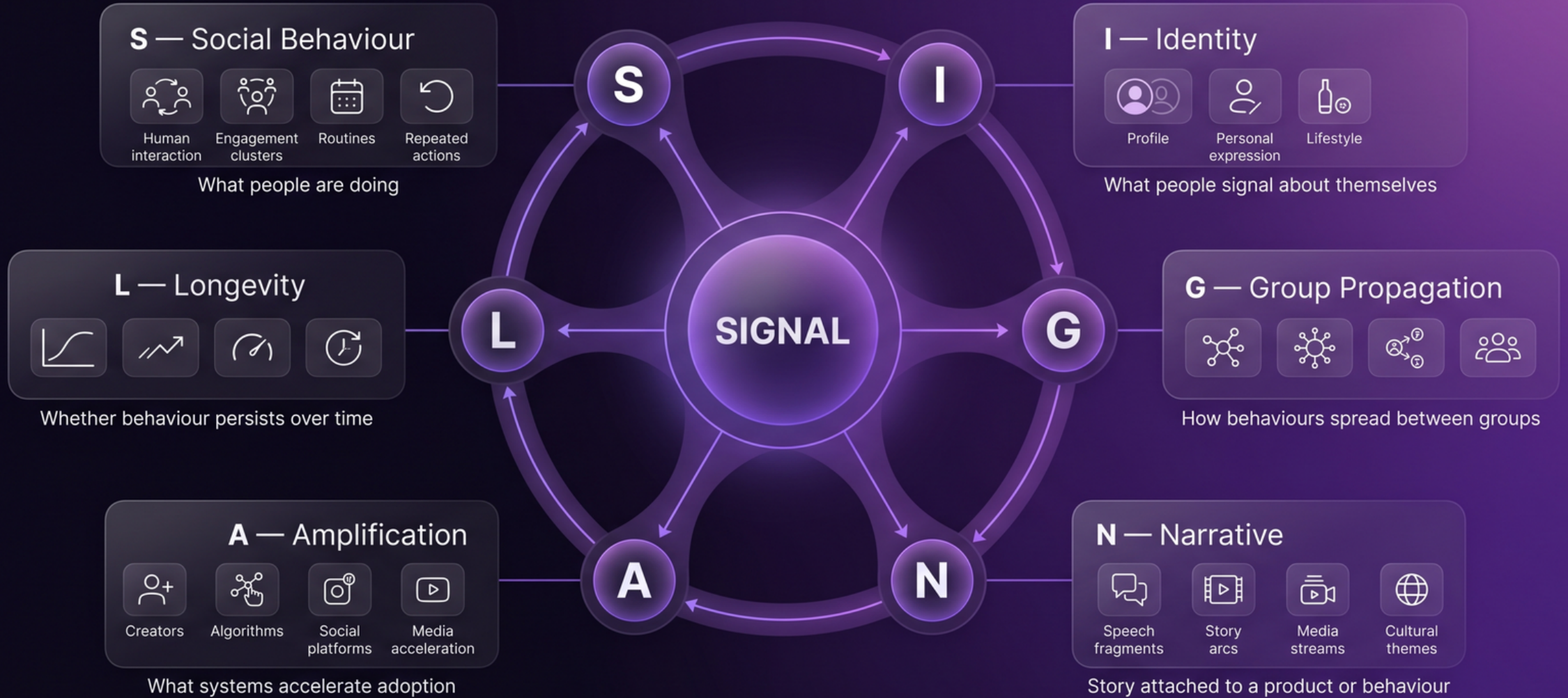


Amplification: What structural systems are accelerating adoption curves?

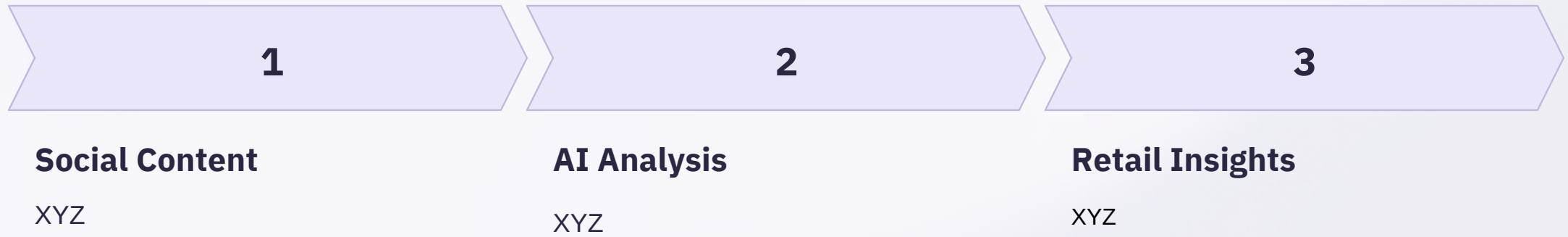


Longevity: Will the emergent consumer behaviour persist organically?

SIGNAL Framework



Meet your new cultural radar



GenAI adoption is accelerating fastest in marketing, sales, and product development — the functions closest to demand generation, not just demand planning. (McKinsey & Company, 2024)