

Forecasting AI



In Apparel, the cost of a bad forecast is steep—overstock drags margins down with discounts, while stockouts send loyal shoppers straight to the competition. With ever-shifting trends, unpredictable weather, and fickle consumer tastes, relying on static spreadsheets or last season’s sell-through just won’t cut it.

Hypersonix Forecasting AI brings clarity and confidence to planning in the fast-moving fashion world. Powered by advanced AI and real-time signals, it predicts demand by style, size, region, and channel—so you buy smarter, allocate better, and respond faster when trends shift overnight.

Core Features



Style-Level Demand Forecasting

Predicts sales down to style, color, size, and store cluster—factoring in seasonality, local trends, and real-time sell-through.

Best for: Fast fashion lines where micro-trends can make or break a season.



New Product Forecasting

Uses AI pattern recognition and analog product mapping to forecast demand for brand-new collections with no historical data.

Best for: Limited-edition drops or new designer collaborations.



In-Season Trend Adjustment

Continuously updates forecasts based on live sales, returns, and external signals—helping you react mid-season.

Best for: Mid-season course corrections for unexpected hits or underperformers.



Regional & Channel Forecasts

Breaks demand down by region, store, or e-commerce channel—so you stock the right products where demand is strongest.

Best for: Chains balancing flagship stores, outlets, and online channels.



Collaboration & Buy Planning Integration

Feeds accurate forecasts into your buying, merchandising, and allocation workflows—aligning teams on what to buy and when to scale back.

Best for: Avoiding costly overbuys or underbuys during key seasonal peaks.

Trusted by leading global brands including:

