For iconic brands like Carhartt, being featured in a blockbuster film is not uncommon. But when a Hollywood star wears one of Carhartt’s signature looks, it can go viral in days.

Carhartt knew it could inspire more people to buy trending products more easily if found online.

In time for the holidays, Carhartt deployed IBM® Watson® Commerce Insights to alert its teams to emerging trends and automatically make relevant products more visible online.

Real-time, AI-powered insights enable the company to make faster merchandising decisions and capitalize on sales opportunities throughout the year.

Contributing to record-breaking holiday conversion rates and ensuring every customer can own an A-list look.

How does Carhartt harness AI to convert trends into sales?