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J.CREW WORKS WITH ANTHROPIC TO INTRODUCE A NEW WAY TO DISCOVER AND SHOP

Powered by Claude and grounded in decades of J.Crew styling expertise, the new Style Advisor turns visual inspiration into complete looks customers can shop

NEW YORK, [November 12th, 2026]— J.Crew today announced Style Advisor, an AI-powered styling experience created in collaboration with Anthropic that represents a new vision for how customers will discover, explore and shop in the years ahead. Powered by a variety of Claude models, the experience brings decades of J.Crew styling expertise and an extensive library of proprietary imagery together to deliver a new way to shop, one driven by inspiration and discovery rather than searching for individual products. Style Advisor is available today on desktop at jcrew.com in the U.S., for men's and women's styles

For more than 40 years, J.Crew has stood for authenticity and designed around an American sensibility that has resonated with customers for generations. From color and proportion to layering and unexpected pairings, the brand has helped its customers develop and express their personal style while making each look their own. Style Advisor translates the instincts and judgment of J.Crew stylists, including how they balance proportions and create the unexpected combinations that make a look distinctly J.Crew. The result recreates the shopping experience and moves beyond individual product searches toward a more intuitive, connected and inspiration-led customer journey.

Style Advisor turns shopping into a conversation. Customers can describe what they're shopping for, whether that's an outfit for their first day at a new job, a college graduation, or a close friend's engagement party, and receive complete looks with styling guidance they can keep refining. It brings the kind of advice J.Crew stylists have always offered into a dialogue customers can have whenever they need it.

"As consumer expectations evolve and AI opens up new possibilities for retail, J.Crew is challenging the traditional model of online shopping, moving beyond individual product searches toward a more connected and inspiration-led experience," said ***Libby Wadle, Chief Executive Officer of J.Crew Group****. "For a long time, we've been thinking about how customers will want to shop in the future, and how we can lead that evolution rather than react to it. We see an opportunity to fundamentally rethink the shopping experience. Through our work with Anthropic, we're bringing decades of J.Crew styling, merchandising and creative expertise together to help shape what's next for customer behavior."*

Built with Claude

J. Crew's Style Advisor runs on a group of Claude models, each handling the work it is best suited for. The J.Crew product team used Fable 5.1, Anthropic's model for complex, open-ended work, to map out how the Advisor would think and respond like a J.Crew stylist. The team then used Claude Opus 5.5 in Claude Code to build a working prototype, which J.Crew's engineering team developed into a production-ready experience.

In each conversation with Style Advisor, Claude Sonnet 5.5 acts as the stylist, while Claude Haiku 5.5 handles quick, focused tasks so the Advisor answers quickly and keeps its recommendations consistent with J.Crew's styling point of view.

"The next evolution of online shopping will be about creating experiences that are more intuitive, visual and interactive, moving beyond traditional product search to a more natural way of discovering and exploring fashion," said ***Danielle Schmelkin, Chief Information Officer of J.Crew Group.*** *"By combining Claude's capabilities with our proprietary imagery and deep understanding of how pieces work together, we're changing the shopping experience so it's a dialogue."*

"Style Advisor gives every J.Crew customer the kind of advice they'd get from a J.Crew stylist in store, whenever they want it," said ***Paul Smith, Chief Commercial Officer, Anthropic.*** *"The team used Fable 5.1 to work out how a J.Crew stylist thinks, Opus 5.5 in Claude Code to build it, and Sonnet and Haiku to answer customers quickly."*

Key features of Style Advisor include:

- **Shop visually through complete outfits.** The tool draws on thousands of outfit pairings from J.Crew's own photo shoots, and it answers with complete looks shown in photos. Every recommendation begins with complete looks created by J.Crew stylists, helping customers discover new outfit ideas rather than simply browse individual products.
- **Build an outfit from a single piece.** Customers can start with a specific item and receive suggestions for complementary pieces to complete the look.
- **Explore J.Crew's point of view.** Recommendations reflect the styling principles, pairings and aesthetic choices that J.Crew is famous for. Applying the same rules as any J. Crew stylist would apply in store.
- **Dress for the season and occasion.** Whether planning for a vacation, holiday gathering, special event or everyday wear, customers receive recommendations tailored to where they're going and what they're shopping for.
- **Designed to grow with the customer.** At launch, Style Advisor is designed to help customers discover new styling ideas and shop with greater confidence. Over time, the experience is designed to become more personal, tailoring suggestions to each customer's preferences and past purchases.

ABOUT J.CREW

Founded in 1983, J.Crew is an iconic American brand and internationally recognized omnichannel retailer known for its timeless style, quality craftsmanship, and fresh approach to classic design. With a deep connection to personal style and self-expression, J.Crew offers thoughtfully designed women's, men's, and kids' collections that blend heritage with a point of view that feels relevant today.

J.Crew serves as a destination for everyday essentials and statement pieces alike, creating clothing that fits seamlessly into real life, from work to weekend, city to coast. Through compelling storytelling, meaningful partnerships, and a commitment to quality, the brand continues to evolve while staying true to its American roots.

As of November 2026, J.Crew operates 114 retail stores across the United States and maintains a robust e-commerce presence, serving customers globally. For more information, visit jcrew.com.

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