

Old Navy Partners with RADAR to Elevate the Customer Experience with Plans for Phased Roll Out of its AI-Powered RFID Technology

2025-03-26

New Technology Enables Store Associates to Track and Locate Inventory with a High Level of Accuracy to Drive a Seamless and Intelligent Shopping Experience

SAN FRANCISCO, March 26, 2025 /PRNewswire/ -- **RADAR**, the technology platform that combines RFID, AI and computer vision technology to track and locate in-store inventory with a high level of accuracy in real-time, today announced a partnership with **Old Navy**, the largest brand in **Gap Inc.**'s (NYSE: GAP) house of iconic American brands.

Old Navy's multi-year plans include a phased roll out of RADAR's AI-powered RFID technology across its nationwide store fleet to help empower the brand's store associates with real-time inventory information to locate items anywhere in the store and deliver an improved customer experience.

The move is part of Old Navy parent company, Gap Inc.'s ongoing commitment to continuous improvement as it looks to unlock value over time through new capabilities that strengthen its operating rigor and scaled platform.

"We're excited to partner with RADAR, which offers a sophisticated platform and analytics that will give our teams greater real-time inventory visibility to provide an even better in-store shopping experience," said Haio Barbeito, Old Navy President & CEO. "Building on the rigor and discipline that is now core to how we operate, this new technology can place power in the hands of our frontline teams to better serve our customers – an important factor in our long-term strategy to make Old Navy the most loved apparel brand in North America, standing for on-trend style, consistent quality, and frictionless experience, all at an accessible price."

"In 2025, we are focused on innovating as we pave the way for momentum in the years ahead. This partnership brings proven capabilities that can generate value over time as we take a strategic, multi-year approach to merging technology and retail to deliver a human-centered, digitally led shopping experience," added Sven Gerjets, Gap Inc. Chief Technology Officer. "With Radar's always-on RFID technology, we will look to transform our stores into truly connected spaces, starting with Old Navy. Continuous product tracking can help us optimize inventory replenishment, improve customer and team member experiences, and give us more real-time insights that can support product design and innovation."

As retailers and brands look to operate more efficiently, being able to track and locate every item in every store is critical. RADAR's RFID & AI platform enables leading brands like Old Navy to precisely manage inventory and give store associates the real-time information they need to instantly find products—no matter where they are on the sales floor or in the backroom. The solution empowers employees to not only serve their in-store customers better but also replenish products on the sales floor and fulfill omnichannel orders being picked up in-store more quickly and easily.

"Old Navy is one of the most iconic American brands and we could not be prouder to officially launch this partnership following pilots across select stores to ensure that Old Navy brand fans are even better served," said Spencer Hewett, Founder and CEO of RADAR. "We will provide store teams with ecommerce-level inventory and product insights, enabling them to manage physical stores with the same precision as their online operations. This will help them optimize operations and ensure customers find what they want, when and where they need it."

RADAR's AI & data-science analytics will also help inform inventory decisions, so companies can stock the right products in the right locations at the right times while minimizing shrinkage, stockouts and overstocks. Hewett continues, "RADAR's platform enables granular measurement of product movement down to the shelf which enables retailers to optimize their floor sets and item locations for more effective sell-through. This is something that has been happening for decades in eCommerce and RADAR is excited to finally bring the same capabilities to physical stores, with Old Navy at the forefront."

About RADAR

RADAR's technology currently powers inventory optimization in nearly 600 stores nationwide and in Canada across three billion-dollar brands with a pipeline of over 30 other top brands. To date, RADAR has raised over \$100mm+ from key retailers, funds, and strategic investors. RADAR has offices in the Bay Area, New York and San Diego.

RADAR offers a proprietary hardware and software AI-platform that uses RFID and computer vision to turn physical stores into websites. RADAR for the first time enables retailers to measure everything that happens inside their

stores including what their inventory level is down to the second. RADAR demystifies what is happening inside retail stores all while eliminating the consumer pain point of the item you want being out of stock, or hearing "I think we might have it, let me go check in the back". Headquartered in New York, RADAR is backed by some of the biggest global retailers, including American Eagle, Gap Inc., Lojas Renner and several Fortune 500 companies; leading funds such as Align Ventures, Founders Fund, Y Combinator, Sound Ventures, Beanstalk, Gideon VC, and the Agnelli family; and the family offices behind Michael Kors, Tommy Hilfiger, American Eagle, Gap Inc. and other leading brands.

For more information, visit goradar.com.

About Gap Inc.

Gap Inc., a house of iconic brands, is the largest specialty apparel company in America. Its **Old Navy**, **Gap**, **Banana Republic**, and **Athleta** brands offer clothing, accessories, and lifestyle products for men, women and children. Since 1969, Gap Inc. has created products and experiences that shape culture, while doing right by employees, communities and the planet. Gap Inc. products are available worldwide through company-operated stores, franchise stores, and e-commerce sites. Fiscal year 2024 net sales were \$15.1 billion. For more information, please visit www.gapinc.com.

About Old Navy

Old Navy is a global apparel and accessories brand that makes current American essentials accessible to every family. Originated in 1994, the brand invites customers to come play with style through on-trend, playfully optimistic, affordable and high-quality products. A division of San Francisco-based Gap Inc. (NYSE: GAP), Old Navy brings a fun, energizing shopping environment to its customers in more than 1,200 stores around the world. For more information, please visit www.oldnavy.com.

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