

AI Design for Fashion  
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As a society, we are rapidly moving towards a digital world. There is no corner left unturned in the shift towards tech, and the fashion industry is just starting to implement digitization in all aspects of the manufacturing process. Artificial intelligence is just one innovation making waves in the industry today.

To put it simply, artificial intelligence (AI) is the process of stimulating human intelligence through a branch of science and tech. AI has been evolving rapidly and is being used in the creative process for many artistic endeavors. For instance, it is a major force influencing fashion products. In this field, AI can improve the design process for brands and individual designers. While AI is developing new designs for upcoming collections, fashion designers have time to work on other aspects of their business. AI is also a new way of trend forecasting. It can be used by designers to predict trends quickly for manufacturing clients. In addition, the fashion industry is one of the largest polluting industries, and AI helps alleviate this ecological impact on the planet because it does not use actual textiles in the design process.

Artificial intelligence programs are already being used in the industry. For one, Heuritech is used to predict trends. It was created in 2013 by two PhD's in machine learning. Their hope was to create an AI that can effectively predict trends by analyzing social media. Through the analysis of influencers, Heuritech can create forecasts twelve months in advance. Next, the GAN model is being used by designers to generate images of designs. In addition, Stylumia is another AI being used to predict fashion trends. Implementing consumer intelligence tools, this AI analyzes and tracks trends from the moment of inception. It analyzes specific data points to find how much of a product is being sold, returned, and more. Finally, we have Dall-E and Dall-E 2. The first Dall-E is known as a network that creates extremely detailed images. Dall-E 2 is more efficient than the first network. It creates original realistic images and art from text descriptions. Designer Paul Trillo created a sustainable collection with multiple styles using Dall-E 2.

Multiple companies are using AI in their businesses. First, Amazon uses the GAN model in their fashion products. They have a research lab that develops algorithms that help them learn about a particular style. True Fit uses Stylumia to collect data from consumers to find accurate sizing to better cater to their market. This allows for more consumer satisfaction so they will continue to come back. Cala, a brand that specializes in clothing and accessories, uses Dall-E to generate new ideas from text descriptions. They also upload reference images to generate new ideas. Even more designers are jumping on the AI bandwagon. Hussain Almosawai used AI to brainstorm his collection. He used AI to supplement his ideas and find inspiration.

While there are many benefits to AI, there are risks. For example, jobs will be automated, leaving people out of work. This includes fashion designers and graphic designers as well. In addition, counterfeit design will become more of an issue. Since brands are using the same AI programs it is hard to determine where original ideas stem from. This also leads to a lack of unique and creative design. There are also privacy concerns with AI when it comes to data storage, transfer and processing. Although it seems futuristic, we are heading towards digital at rapid speeds. It is imperative that brands buckle up and adapt to these changes if they want to keep up with the competition.

