

COLUMNS

# How artificial intelligence is changing the fashion industry

April 11, 2024



*Rania V. Sedhom is managing partner at Sedhom Law Group.*

---

By **Rania V. Sedhom**

Last month we discussed how artificial intelligence (AI) is being utilized to help luxury brands' staffing needs.

This month we are focusing on whether staffing needs will continue, as AI is slowly replacing fashion jobs. AI has a lot of room for improvement, but is making inroads in the fashion industry.

## **Fashion forward**

For example, Valentino utilized generative AI in its "Essential" campaign. Of course, you need a human to manage and prompt AI, but eventually AI may be able to replace humans in campaigns. For now, Valentino is using a hybrid of human and AI.

Going one step further than Valentino, Moncler created an AI-powered campaign. In other words, Moncler created machine-generated images that it used during London Fashion Week.

Levi's utilized AI models to promote its inclusive sizing, although it promised not to stop utilizing human models.

## **Stepping up shopping**

AI is also being utilized to enhance shopping experiences.

For example, Zegna released the Zegna X configurator. Customers can use the AI to help customize products to suit their tastes in fabric, colors, etc.

Kering gave their AI personal shopper a name: Madeline. Madeline can be used at various Kering-owned brands such as Gucci, Bottega Veneta and Alexander McQueen.

## **Extra enhancements**

But why stop there? AI can also replace designers.

Prada recently developed a new beauty line called Prada Beauty, and its initial collection included AI-derived foundation shades.

Although not a luxury brand, the German fashion platform Zalando and Google created project Muze, an AI-derived fashion line. MUZE created 40,424 fashion designs within the first month. Although many were impractical and unwearable, better creations will come with time AI learns.

AI is already being used for several back-of-house, or non-customer-facing jobs, such as data analysis, customer service, marketing, copyrighting, content creation and merchandising.

As AI evolves so will its uses. Does this leave you wondering with whom you are interacting?

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.