

A conceptual image featuring a human hand reaching down from the top left and a futuristic, metallic robotic hand reaching up from the bottom right. The two hands are positioned as if they are about to meet in the center. Overlaid on this scene is the large, dark blue text 'AI'.

AI

IN FASHION AT PEERLESS
2023

BRYCE RAYMOND MCALLISTER
MILENA SANTIAGO
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AI IN FASHION AT PEERLESS

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~~ARTIFICIAL~~ INTELLIGENCE
AUGMENTED INTELLIGENCE

~~ARTIFICIAL~~ INTELLIGENCE AUGMENTED INTELLIGENCE

- **AI is an aid, NOT a replacement:** an accessible tool to work in tandem with creators
- Rooted in the workings and associations of the human brain
- **Generative AI:** the creation of *new* content
 - Recognizing underlying patterns and data structures to create new examples
- Humans have an "edge" compared to AI when it comes to fashion and textiles

ODD ONE OUT

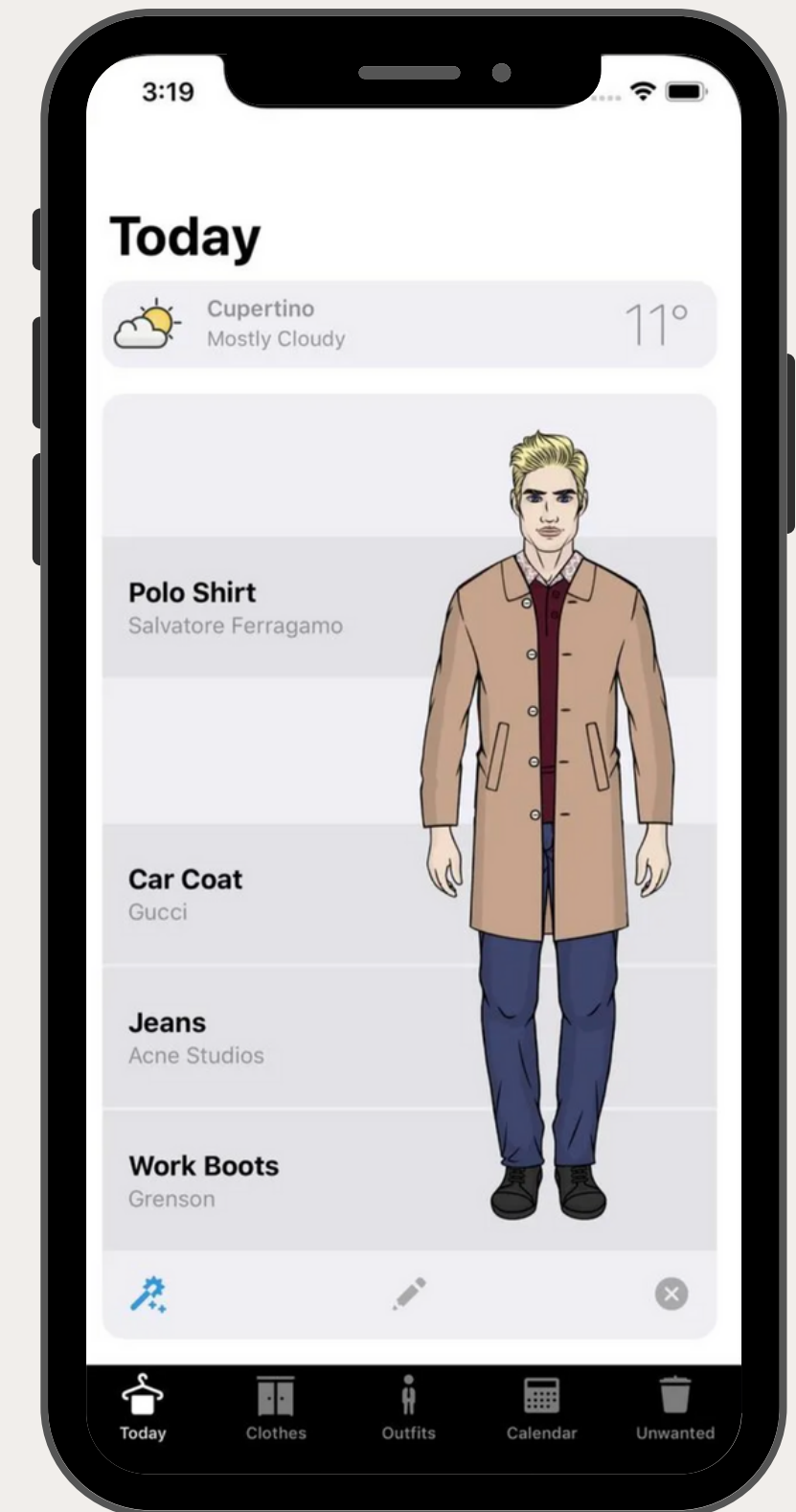
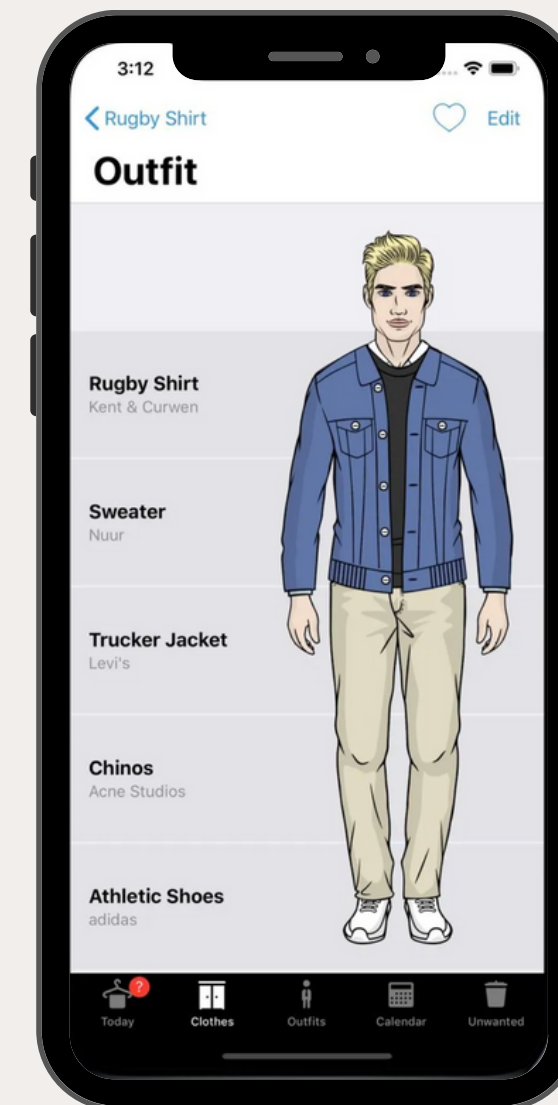
Using FreePik

"a photorealistic men's
suit Ralph Lauren style
advertisement of a
man in the woods"



AI OPPORTUNITIES IN CREATIVE DIRECTION

1. AI IN TREND FORECASTING
2. AI IN STYLING & WARDROBE
3. VIRTUAL SHOWROOMS



The Wardrobe App

AI IN TREND FORECASTING



Trendspotting via Heuritech

AI TECH:

- Heuritech
- T-fashion

"Our industry-leading visual recognition technology accurately analyzes over **3 MILLION IMAGES** everyday. More than **3000 FASHION DETAILS** can be spotted, like shapes or fabrics."

– Heuritech



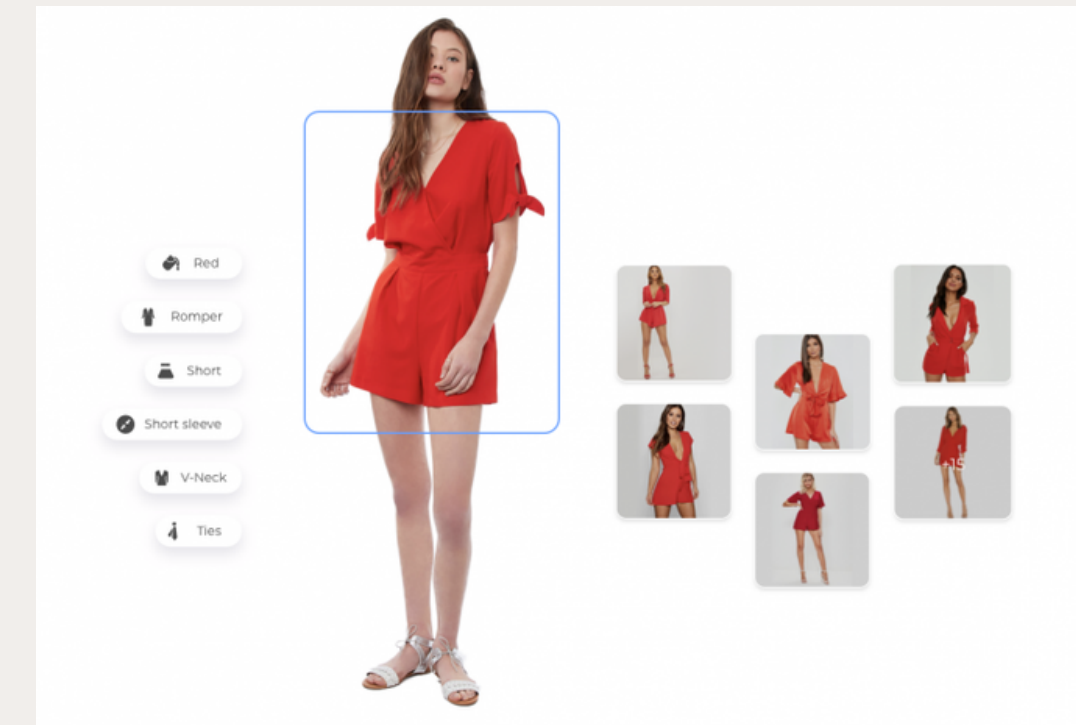
S24 Fashion Week Street Style (photo via *The Impression*)

AI IN CLOTHING DESIGN

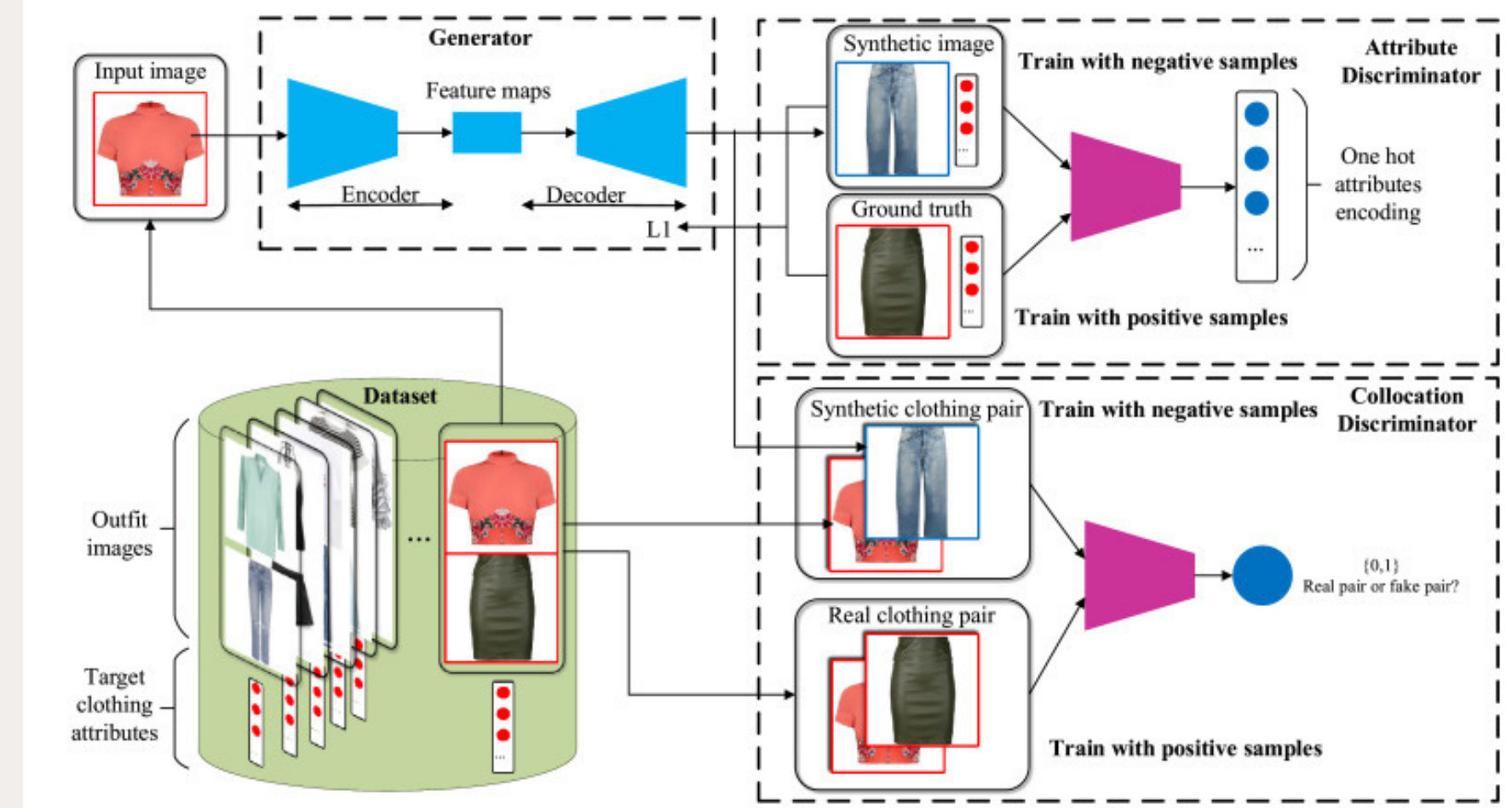
AI is a remarkable tool that can revolutionize the way designers develop concepts in an efficient manner.

Here's how:

- AI Algorithms
- Generative Adversarial Networks (GANs)
- Open Source Software



Implementing Artificial Intelligence in Fashion Retail via Fashnerd.com



Toward AI in Fashion Design via Science Direct.com

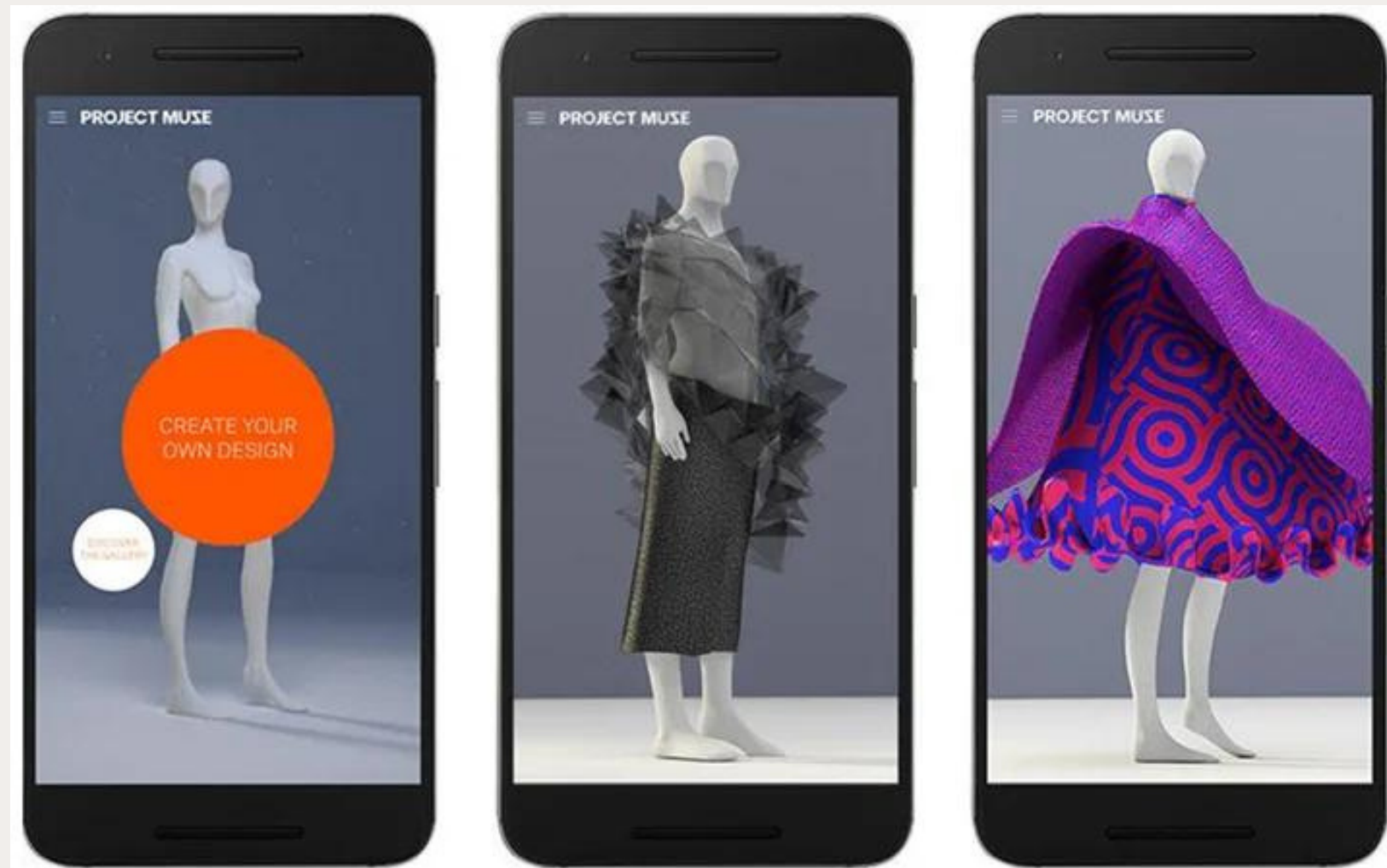


Custom Suit brand Suitablee combines the art of tailoring with AI via Maxim.com

CASE STUDY: SUITABLEE

SUITABLEE seamlessly blends AI technology with years of hands-on expertise to produce top-quality suits that strike the perfect balance between fit, craftsmanship, and affordability.

This AI is based on thousands of body scans, and is able to generate perfect cuts for any customer after they've answered 12 simple questions.



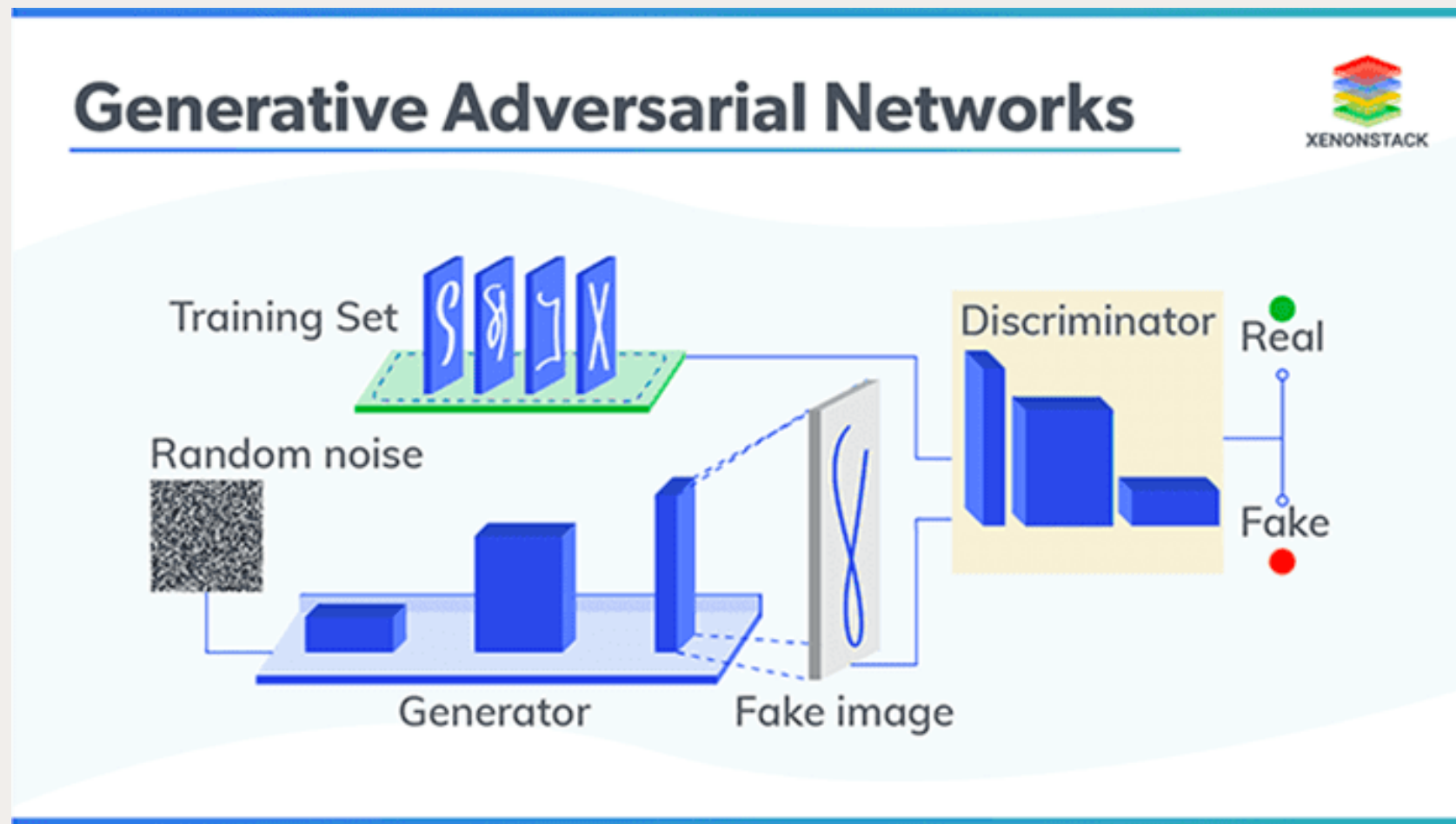
Zalando's Project Muze: Fashion Inspired by You, Designed by Code via ThinkwithGoogle.com

CASE STUDY: PROJECT MUZE

In 2017, Zalando teamed up with the production company StinkDigital to develop **Project Muze**, an open source network program that utilizes code and people's preferences to create unique designs.

AI algorithms can analyze large amounts of data from social media, fashion blogs, and consumer buying habits to identify emerging trends.

GENERATIVE ADVERSARIAL NETWORKS



GANs with Keras and TensorFlow via [pyimagesearch.com](https://www.pyimagesearch.com)

A Generative Adversarial Network, or GAN, is a type of neural network architecture for that generates new examples that plausibly come from an existing distribution of samples.

Research suggests that AI-generated designs could be used as a learning tool for people who lack expertise in fashion but want to explore their creativity as the AI could assist them with creating their own designs.

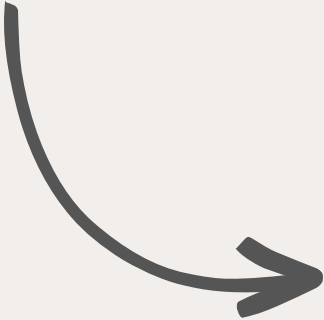
AI OPPORTUNITIES IN SALES

1. CURRENT SYSTEM
2. NUORDER & AI CONNECTION
3. NUORDER FOR THE BUYER
4. NUORDER FOR THE SALES TEAM
5. CASE STUDIES



VAS Group*	PC*	Material	Color Desc.	Pattern	Fab. Content Desc.	Qty	Qty	Qty	Qty	Qty	Qty	Qty	Qty	Qty	Sum:
Kenneth Cole	Regular CREWNECK	CEROS-F4X0002	LIGHT GREY	PLAIN	60% Cotton 40% Polyester	1,002									1,002
Kenneth Cole		CEROS-F4X0004	NAVY	PLAIN	60% Cotton 40% Polyester	1,006									1,006
Kenneth Cole		COINS-F200000	BLACK	PLAIN	100% Cotton	32									32
Kenneth Cole		COINS-F200001	NAVY	PLAIN	100% Cotton	42									42
Kenneth Cole		COINS-F200002	WHITE	PLAIN	100% Cotton	63									63
Kenneth Cole		COINS-F200009	GREEN	KNIT	100% Cotton	498									498
Kenneth Cole		COINS-F400000	NAVY	PLAIN	100% Cotton	262									262
Kenneth Cole		COINS-F400001	WHITE	PLAIN	100% Cotton	290									290
Kenneth Cole		CREWS-F100000	BLACK	PLAIN	60% Cotton 40% Polyester	1,102									1,102
Kenneth Cole		CREWS-F100001	NAVY	PLAIN	60% Cotton 40% Polyester	1,247									1,247
Kenneth Cole		CREWS-F100002	LIGHT GREY	PLAIN	60% Cotton 40% Polyester	906									906
Kenneth Cole		CREWS-F100003	GREEN	PLAIN	60% Cotton 40% Polyester	1,199									1,199
Kenneth Cole		CREWS-F300002	BLACK	PLAIN	90% Poly 10% Spx	2,344					892				3,236
Kenneth Cole		CREWS-F300003	NAVY	PLAIN	95% Cotton 5% Spandex	2,745					892				3,637
Kenneth Cole		CREWS-F300005	WHITE	PLAIN	95% Cotton 5% Spandex	2,641					892				3,533
Kenneth Cole		CREWS-F300006	LIGHT BLUE	PLAIN	95% Cotton 5% Spandex	2,903					892				3,795
Kenneth Cole		CREWS-F300010	BROWN	PLAIN	95% Cotton 5% Spandex	381	84								465
Kenneth Cole		CREWS-F300011	MEDIUM ORANGE	PLAIN	95% Cotton 5% Spandex	353		144							497
Kenneth Cole		CREWS-F300013	GREEN	PLAIN	95% Cotton 5% Spandex	539		192							731
Kenneth Cole		CREWS-F300016	MEDIUM BLUE	PLAIN	95% Cotton 5% Spandex	666		102							761
Kenneth Cole		CREWS-F300020	CORAL	SOI											
Kenneth Cole		CREWS-F300023	DARK TEAL	SOI											
Kenneth Cole		CRONS-F3M0000	WHITE	SOI											
Kenneth Cole		CRONS-F3M0001	BLACK	SOI											
Kenneth Cole		CWKK5-F400004	BLUE	PU											
Kenneth Cole		CWKK5-F400006	GREEN	PU											
Kenneth Cole		CWKK5-F400008	LAVENDER	PU											
Kenneth Cole		CWKK5-F400010	NAVY	PU											
Kenneth Cole		CWKK5-F400012	LIGHT BLUE	PU											
Kenneth Cole		CWKK5-F400014	WHITE	PU											

Excel Stock Report



E-SEAMED FIELD JACKET

95% NYLON 5% SPANDEX



CEED1-F410000
HEATHER BLUE
762



CEED1-F410001
BLACK
155



CEED1-F410003
OLIVE HEATHER
691



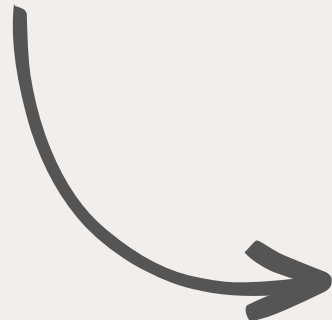
CEED1-F410002
LIGHT BROWN
187

MSRP: \$175
SIZING: S, M, L, XL, XXL

ATS PowerPoint

FASHION	CAFAP-F5H0012	BOTTOMS	BASIC SLACK TWILL			\$ 89.00	\$ 14.35	\$ 14.95	\$ 0.95	\$ 15.90	\$ 22.71	\$ 44.54	49%	34%	\$ 24.00
FASHION	CDES8-F120020	CUT & SEW	BUTTON POLO	2,580		\$ 59.00	\$ 7.75	\$ 7.62	\$ 0.95	\$ 8.57	\$ 12.24	\$ 24.01	49%	46%	\$ 16.00
FASHION	CDES8-FC10000	CUT & SEW	BUTTON POLO			\$ 69.00	\$ 10.38	\$ 13.50	\$ 0.95	\$ 14.45	\$ 20.64	\$ 40.48	49%	30%	\$ 20.50
FASHION	CLSSP-F6H0001	COORDINATES	RINSED 5-POCKET DENIM			\$ 89.00	\$ 13.90	\$ 15.58	\$ 0.95	\$ 16.53	\$ 23.61	\$ 46.30	49%	31%	\$ 24.00
FASHION	CLSSP-FG40000	COORDINATES	RINSED 5-POCKET DENIM			\$ 89.00	\$ 13.75	\$ 15.39	\$ 0.95	\$ 16.34	\$ 23.34	\$ 45.77	49%	32%	\$ 24.00
FASHION	CREWS-F300021	CUT & SEW	CREW-NECK T-SHIRT W/ SCOOP HEM	2,070		\$ 39.00	\$ 6.70	\$ 6.23	\$ 0.95	\$ 7.18	\$ 10.26	\$ 20.11	49%	30%	\$ 10.25
FASHION	CRFD6F210000	CUT & SEW	QUARTER ZIP-UP			\$ 79.00	\$ 11.05	\$ 12.30	\$ 0.95	\$ 13.25	\$ 18.93	\$ 37.11	49%	38%	\$ 21.50
FASHION	CRKK5-F3N0000	SPORT SHIRTS	SHORT SLEEVE BLOCKED SPORT SHIRT			\$ 69.00	\$ 8.65	\$ 10.15	\$ 0.95	\$ 11.10	\$ 15.86	\$ 31.09	49%	35%	\$ 17.00
FASHION	CSESS-F5N0000	SPORT SHIRTS	LONG SLEEVE PRINTED SPORTSHIRT			\$ 79.00	\$ 10.45	\$ 11.95	\$ 0.95	\$ 12.90	\$ 18.43	\$ 36.13	49%	39%	\$ 21.00
FASHION	CTSL5-F2N0020	SPORT SHIRTS	SHORT SLEEVE PRINTED SPORTSHIRT	1,008		\$ 69.00	\$ 8.05	\$ 9.55	\$ 0.95	\$ 10.50	\$ 15.00	\$ 29.41	49%	38%	\$ 17.00
FASHION	CWB8P-F6S0010	BOTTOMS	RESORT SEPARATE SHORT			\$ 59.50	\$ 9.95	\$ 10.95	\$ 0.95	\$ 11.90	\$ 17.00	\$ 33.33	49%	30%	\$ 17.00
FASHION	CWGG8-F170021	CUT & SEW	PRINTED BUTTON POLO	1,200		\$ 59.00	\$ 8.65	\$ 8.70	\$ 0.95	\$ 9.65	\$ 13.79	\$ 27.03	49%	40%	\$ 16.00
FASHION	CWLL7-F560010	CUT & SEW	SHORT SLEEVE NOVEL-T SWEATSHIRT			\$ 69.00	\$ 11.05	\$ 12.55	\$ 0.95	\$ 13.50	\$ 19.29	\$ 37.82	49%	31%	\$ 19.50
FASHION	CW005-F570003	SPORT SHIRTS	SHORT SLEEVE BUTTON DOWN COLLAR SPORT SHIRT			\$ 69.00	\$ 11.55	\$ 13.05	\$ 0.95	\$ 14.00	\$ 20.00	\$ 39.22	49%	30%	\$ 20.00
FASHION	CWPP5-F4N0010	SPORT SHIRTS	RESORT CAMPSHIRT			\$ 69.00	\$ 9.25	\$ 10.75	\$ 0.95	\$ 11.70	\$ 16.71	\$ 32.77	49%	31%	\$ 17.00
FASHION	CWTT1-F620000	SPORT SHIRTS	STAND COLLAR SPORTSHIRT	522		\$ 79.00	\$ 12.25	\$ 13.50	\$ 0.95	\$ 14.45	\$ 20.64	\$ 40.48	49%	31%	\$ 21.00
FASHION	CWVV1-F670000	COORDINATES	PATCH POCKET BLAZER			\$ 165.00	\$ 18.00	\$ 19.65	\$ 0.95	\$ 20.60	\$ 29.43	\$ 57.70	49%	44%	\$ 37.00
FASHION	CWVV1-FA20000	BLAZERS	PATCH POCKET BLAZER SEERSUCKER			\$ 165.00	\$ 22.45	\$ 24.95	\$ 0.95	\$ 25.90	\$ 37.00	\$ 72.55	49%	30%	\$ 37.00
FASHION	CWVV1-FG10000	COORDINATES	PATCH POCKET BLAZER			\$ 165.00	\$ 21.95	\$ 22.95	\$ 0.95	\$ 23.90	\$ 34.14	\$ 66.95	49%	35%	\$ 40.50
FASHION	CYWLP-F4G0004	BOTTOMS	CHINO SHORT			\$ 59.50	\$ 12.82	\$ 13.16	\$ 0.95	\$ 14.11	\$ 20.16	\$ 39.52	49%	22%	\$ 10.00
FASHION	CYWLP-FG20000	COORDINATES	BASIC SHORT	756		\$ 69.50	\$ 10.95	\$ 11.95	\$ 0.95	\$ 12.90	\$ 18.43	\$ 36.13	49%	30%	\$ 18.50
FASHION	K002P-F8G0000	COORDINATES	PLEATED SLACK			\$ 89.00	\$ 14.80	\$ 15.48	\$ 0.95	\$ 16.43	\$ 23.47	\$ 46.02	49%	32%	\$ 24.00
FASHION	K003P-F0G0000	COORDINATES	RELAXED CROPPED SLACK			\$ 89.00	\$ 17.65	\$ 23.50	\$ 0.95	\$ 24.45	\$ 34.93	\$ 68.49	49%	19%	\$ 30.00
FASHION	K0105-FD50000	CUT & SEW	WIDE RIB CREW SWEATSHIRT			\$ 79.00	\$ 9.90	\$ 9.98	\$ 0.95	\$ 10.93	\$ 15.61	\$ 30.62	49%	49%	\$ 21.50
FASHION	K0118-F100011	CUT & SEW	SHORT SLEEVE POLO SWEATSHIRT			\$ 69.00	\$ 9.40	\$ 10.75	\$ 0.95	\$ 11.70	\$ 16.71	\$ 32.77	49%	35%	\$ 18.00
FASHION	K0311-F9L0000	OUTERWEAR	TRUCKER	750		\$ 145.00	\$ 22.43	\$ 29.75	\$ 0.95	\$ 30.70	\$ 43.86	\$ 85.99	49%	30%	\$ 44.00
FASHION	K0401-F6K0001	OUTERWEAR	HOODED JACKET			\$ 155.00	\$ 20.80	\$ 22.30	\$ 0.95	\$ 23.25	\$ 33.21	\$ 65.13	49%	43%	\$ 40.50
FASHION	K050P-FG10000	COORDINATES	PLEATED SHORTS			\$ 59.50	\$ 9.95	\$ 10.95	\$ 0.95	\$ 11.90	\$ 17.00	\$ 33.33	49%	30%	\$ 17.00
FASHION	K051P-FG30000	BOTTOMS	KNIT RESORT SHORT			\$ 59.50	\$ 7.35	\$ 8.82	\$ 0.95	\$ 9.77	\$ 13.96	\$ 27.37	49%	39%	\$ 16.00
FASHION	K0531-FA50000	CUT & SEW	MOCK NECK W GATHERED BOTTOM			\$ 89.00	\$ 15.25	\$ 16.75	\$ 0.95	\$ 17.70	\$ 25.29	\$ 49.58	49%	29%	\$ 25.00
FASHION	K054R-FF10000	OUTERWEAR	REVERSIBLE JACKET			\$ 175.00	\$ 20.95	\$ 21.95	\$ 0.95	\$ 22.90	\$ 32.71	\$ 64.15	49%	52%	\$ 47.50
FASHION	K055V-F350000	OUTERWEAR	PRINTED BOMBER VEST			\$ 89.00	\$ 15.00	\$ 15.50	\$ 0.95	\$ 16.45	\$ 23.50	\$ 46.08	49%	31%	\$ 24.00
FASHION	K056V-F360002	OUTERWEAR	MIXED MEDIA VEST	900		\$ 99.00	\$ 15.00	\$ 15.75	\$ 0.95	\$ 16.70	\$ 23.86	\$ 46.78	49%	38%	\$ 27.00
FASHION	K0591-FA30000	COORDINATES	CLEAN PLACKET SHACKET	1,008		\$ 89.00	\$ 17.45	\$ 18.95	\$ 0.95	\$ 19.90	\$ 28.43	\$ 55.74	49%	28%	\$ 27.50
FASHION	K060R-FF20000	OUTERWEAR	SNAP FRONT JACKET			\$ 175.00	\$ 24.87	\$ 33.00	\$ 0.95	\$ 33.95	\$ 48.50	\$ 95.10	49%	30%	\$ 48.50
FASHION	K0611-FA40000	COORDINATES	RELAXED SHIRT			\$ 89.00	\$ 18.16	\$ 23.50	\$ 0.95	\$ 24.45	\$ 34.93	\$ 68.49	49%	19%	\$ 30.00
FASHION	K0626-F810000	CUT & SEW	QUARTER ZIP W/ POCKETS	1,803		\$ 89.00	\$ 10.70	\$ 11.95	\$ 0.95	\$ 12.90	\$ 18.43	\$ 36.13	49%	47%	\$ 24.25
FASHION	K0637-F8X0000	CUT & SEW	PULLOVER HOODIE												
FASHION	K0647-F0X0000	SWEATERS	SWEATER HOODIE ACID												
FASHION	K0647-F3X0000	SWEATERS	SWEATER HOODIE DIP I												
FASHION	K0647-F9X0001	SWEATERS	SWEATER HOODIE												
FASHION	K0658-FC20000	CUT & SEW	LONG SLEEVE POLO												

Example of a Buy

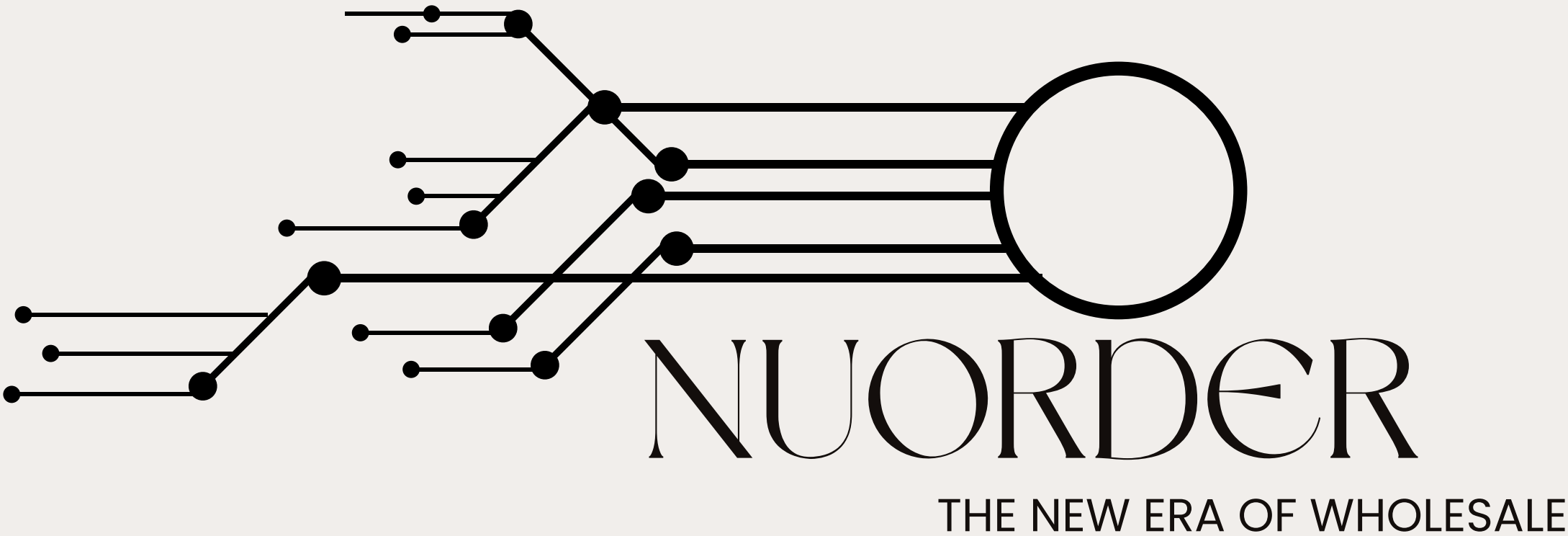


KENNETH COLE

FALL 2023 MACY’S BUY

Macy's Buy PowerPoint

CURRENT
SALES SYSTEM

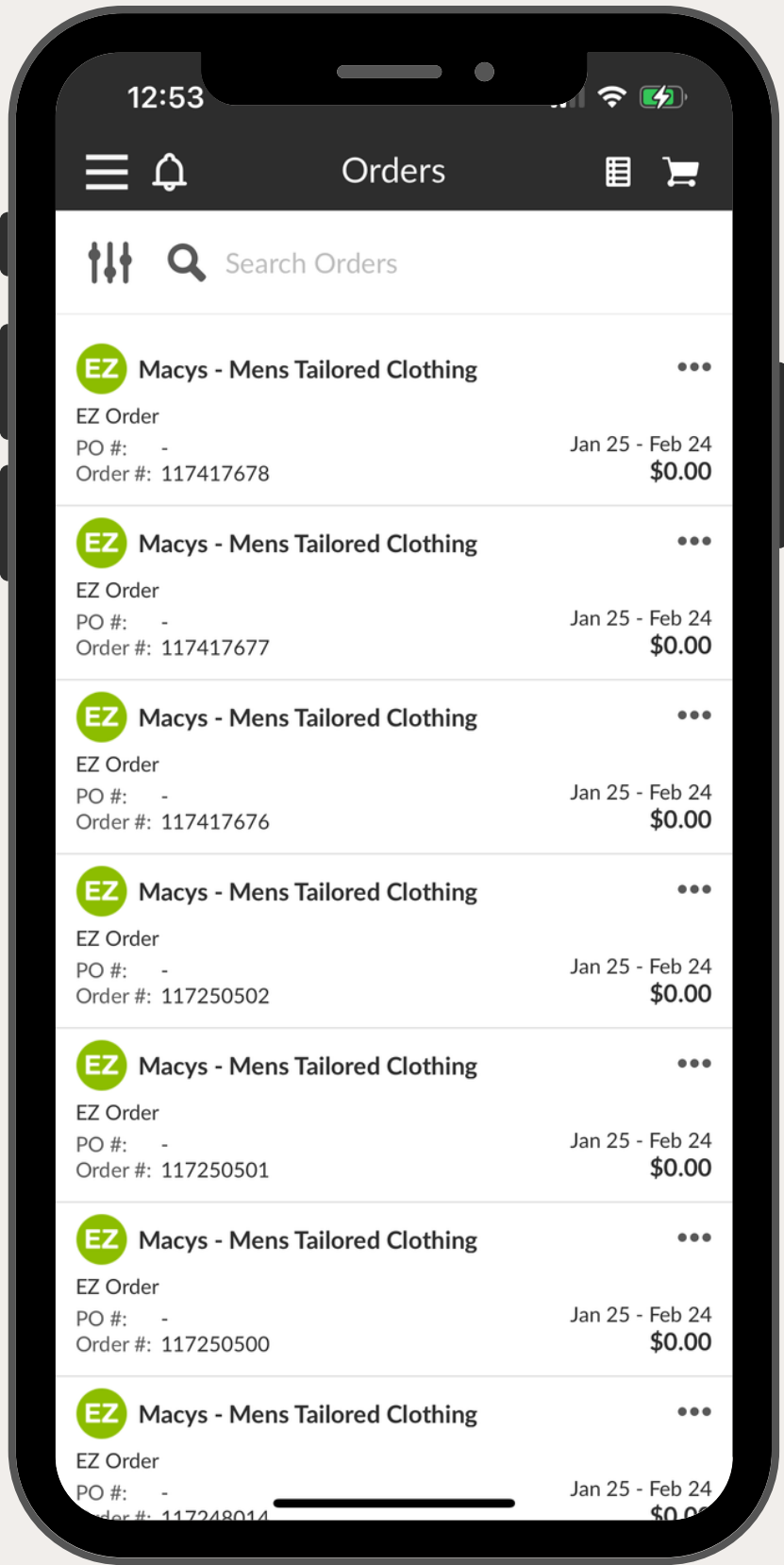


WHAT IS IT?

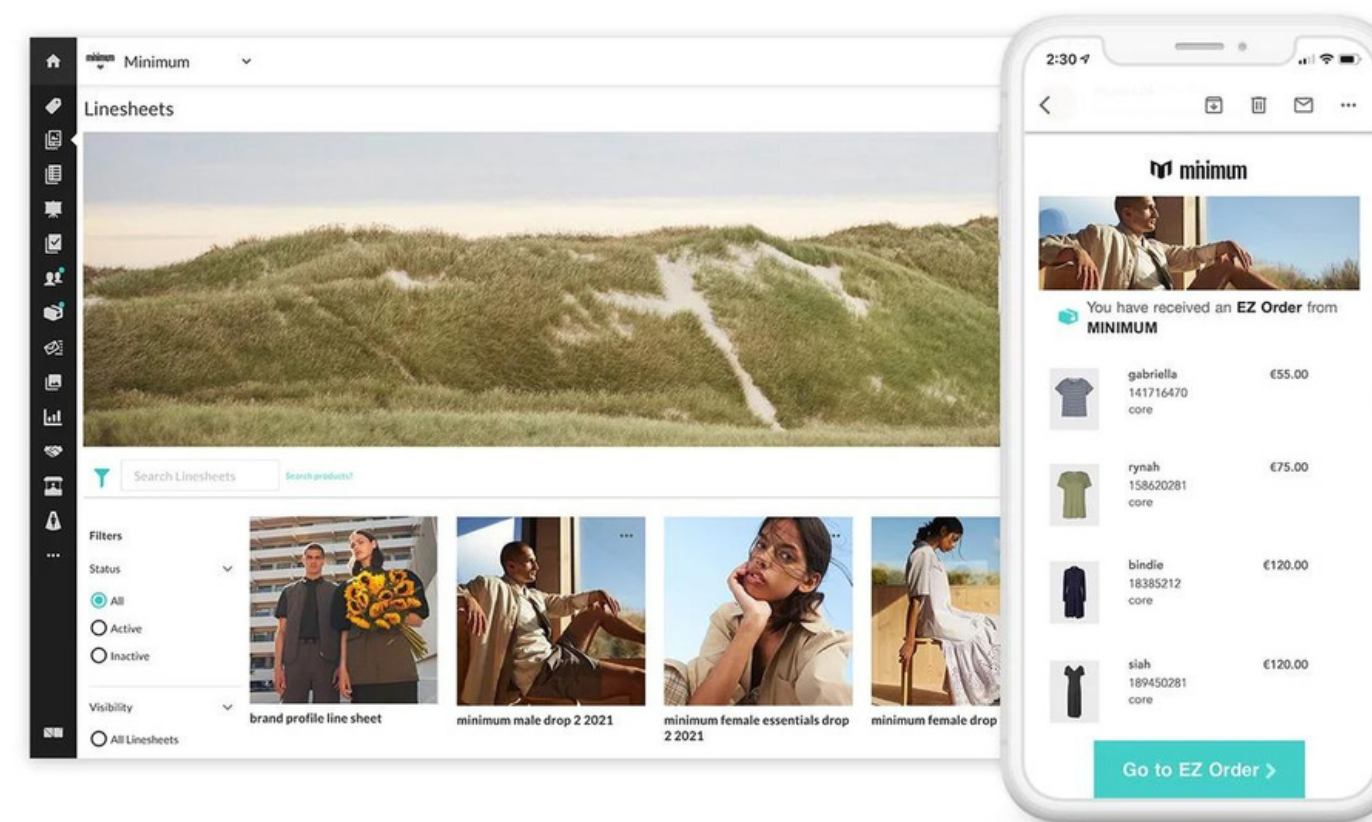
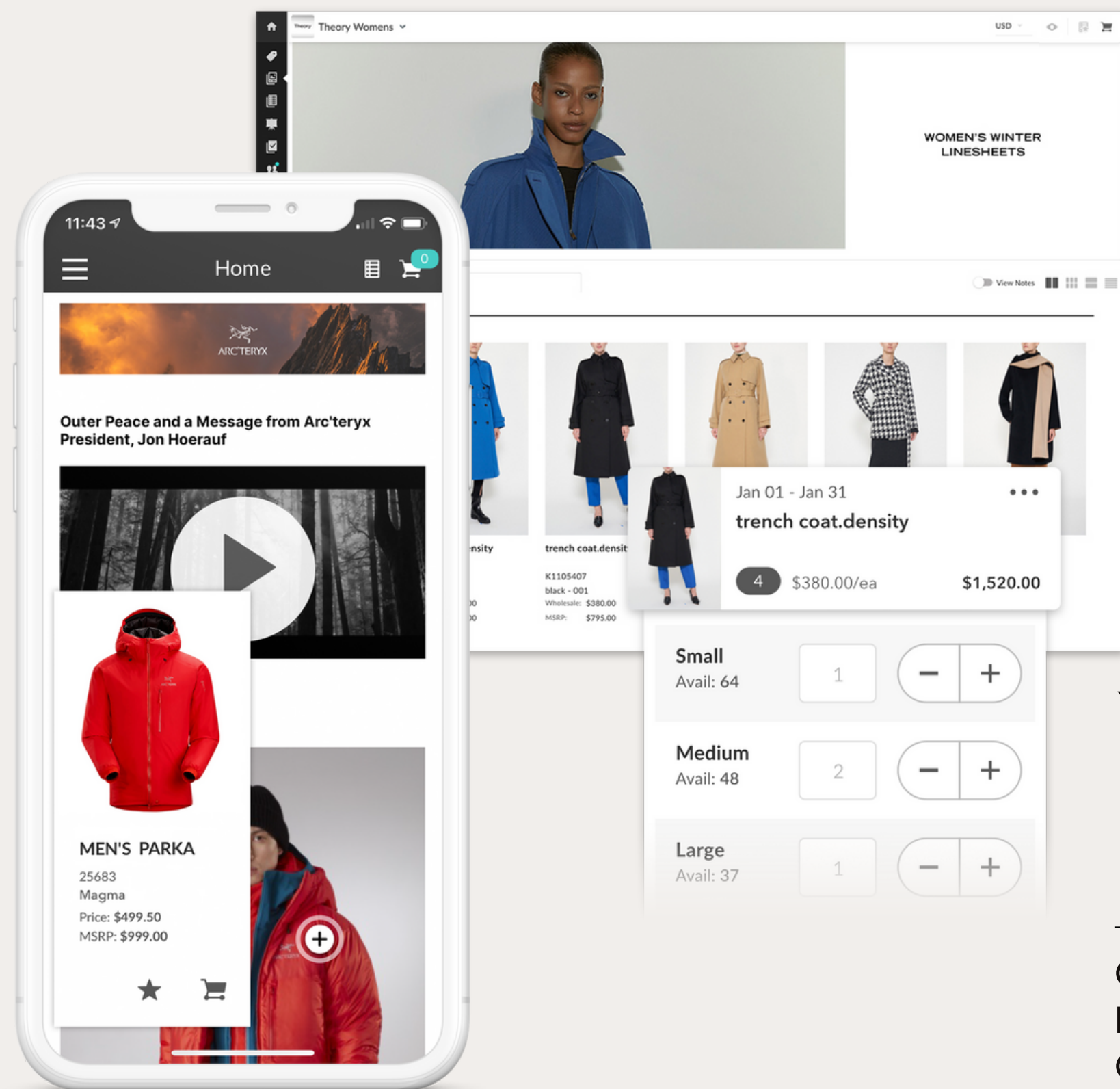
B2B Ecommerce Platform
Automated Human Behavior

HOW IS IT AI?

Analyze
Pattern Recognition
REST API – Application Communication



NuOrder App Peerless Order Page



NUORDER FOR THE BUYER

Convenience
Personal Shopping Experience
Customized Information
Shoppable PDFs
Instructional Training Program
NuORDER Assortments Feature

NUORDER

FOR US

Inventory
Order Tracking
Performance Analysis
NuOrder University

Inventory Arriving Table

Showing inventory for:








US

Total Units

Units Arriving

	00	0	2	4	6	8	10	12	14	TOTAL
Jul 22, 2022	750	729	700	734	725	703	700	685	726	6452
Aug 1, 2022	839	832	788	831	814	789	788	783	845	7309
Sep 1, 2022	949	928	902	926	932	888	885	892	946	8248
Oct 1, 2022	1052	1019	1015	1018	1031	1006	1003	1007	1046	9197
Nov 1, 2022	1153	1138	1127	1114	1124	1109	1115	1120	1160	10160
Dec 1, 2022	1246	1258	1232	1213	1241	1204	1217	1219	1278	11108

NuORDER Inventory

						
MED BLUE LINEN SUIT SEPARATE PANT Style #: BVERPZ1E0000 Season: s24 tallia Wholesale: \$20.00 M.S.R.P.: \$50.00 Sizes: one size - 20 Color: med blue	MED BLUE LINEN SUIT SEPARATE JACKET Style #: BVNN1EC0000 Season: s24 tallia Wholesale: \$47.50 M.S.R.P.: \$119.00 Sizes: one size - 20 Color: med blue	BEIGE LINEN SUIT SEPARATE PANT Style #: BVERPZ1E0001 Season: s24 tallia Wholesale: \$20.00 M.S.R.P.: \$50.00 Sizes: one size - 20 Color: beige	BEIGE LINEN SUIT SEPARATE JACKET Style #: BVNN1EC0001 Season: s24 tallia Wholesale: \$47.50 M.S.R.P.: \$119.00 Sizes: one size - 20 Color: beige	GREY BLUE CHECK Style #: BVNNOXZ0060 Season: s24 tallia Wholesale: \$45.50 M.S.R.P.: \$138.00 Sizes: one size - 20 Color: grey/blue	BROWN SMALL CHECK Style #: BVNNOXZ0062 Season: s24 tallia Wholesale: \$45.50 M.S.R.P.: \$138.00 Sizes: one size - 20 Color: brown	BLUE/GREY MICRO CHECK Style #: BVNNOXZ0063 Season: s24 tallia Wholesale: \$45.50 M.S.R.P.: \$138.00 Sizes: one size - 20 Color: blue/grey

Tallia Boys NuOrder Generated Linesheet

SALES

NUORDER CASE STUDIES



15

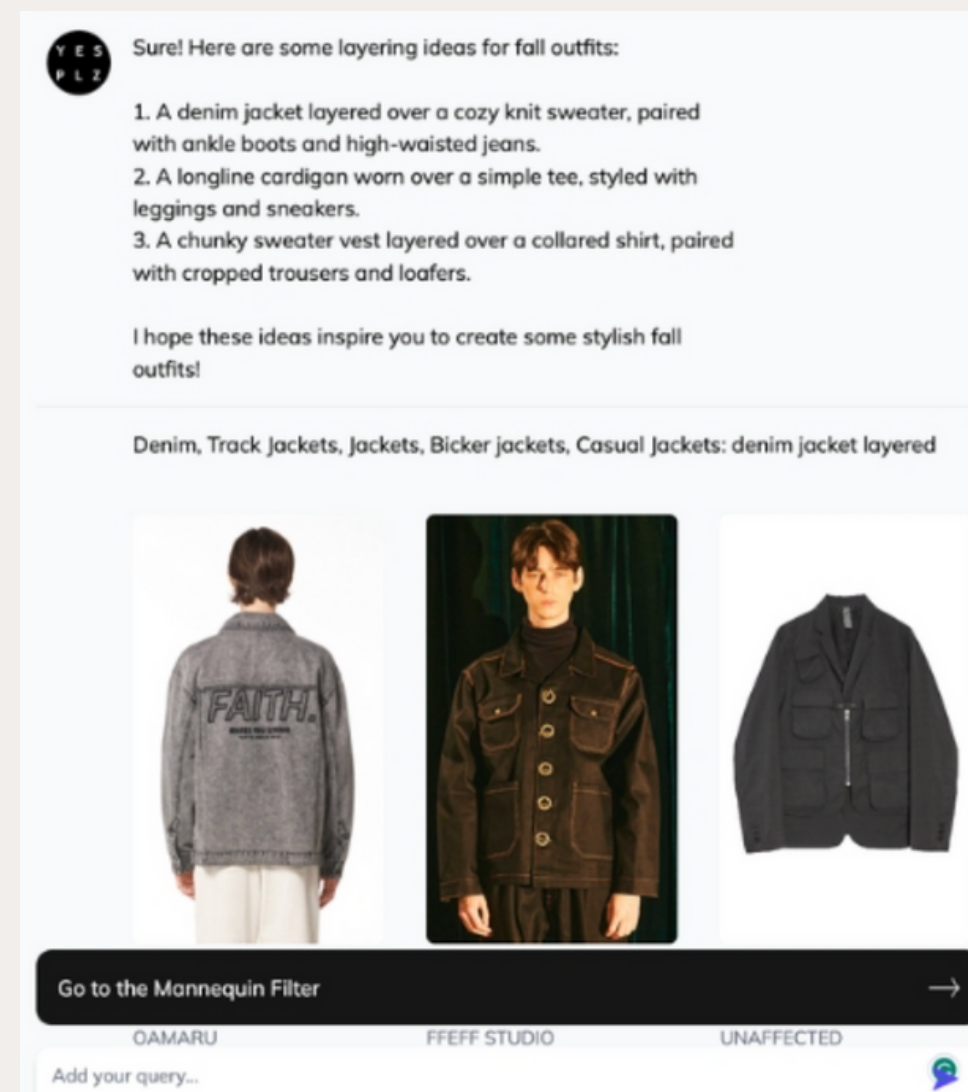
Toms
Spanx
Kendra Scott
Bollman Hat Company
Minimum



AI IN STYLING & WARDROBE



AI generated jacket for a prompt including men's fashion + art deco architecture via Midjourney



YesPlz GPT AI Stylist

AI TECH:

- Pinterest
 - AI image recommendations
- Midjourney
 - AI image generator
- YesPlz GPT
 - AI personal shopper and stylist
- Sorted
 - AI personal shopper for H&M
- Acloset
 - wardrobe organizer and AI styling suggestions

USES:

- Generate *new* imagery for styling inspiration
- Virtual closet organization for on-the-go styling with less mess

AI TRANSFORMING FASHION PHOTOGRAPHY

-
1. AI IMAGE & MODEL GENERATION
 2. AI CAMPAIGNS & E-COMMERCE
 3. PHOTOSHOOT PLANNING



AI IMAGE GENERATION



The Vanguard AI Wedding Collection

by graphic designer Brik

A sophisticated and fashion-forward
AI collection of blended wedding
gowns and tailored suits

AI GENERATED MODELS



CASE STUDY: LEVI'S

How?

lalaland.ai: A digital fashion studio that creates realistic AI-generated fashion models.

Why?

Diversity, Body Inclusion, Representation



AI E-COMMERCE

How It Works:

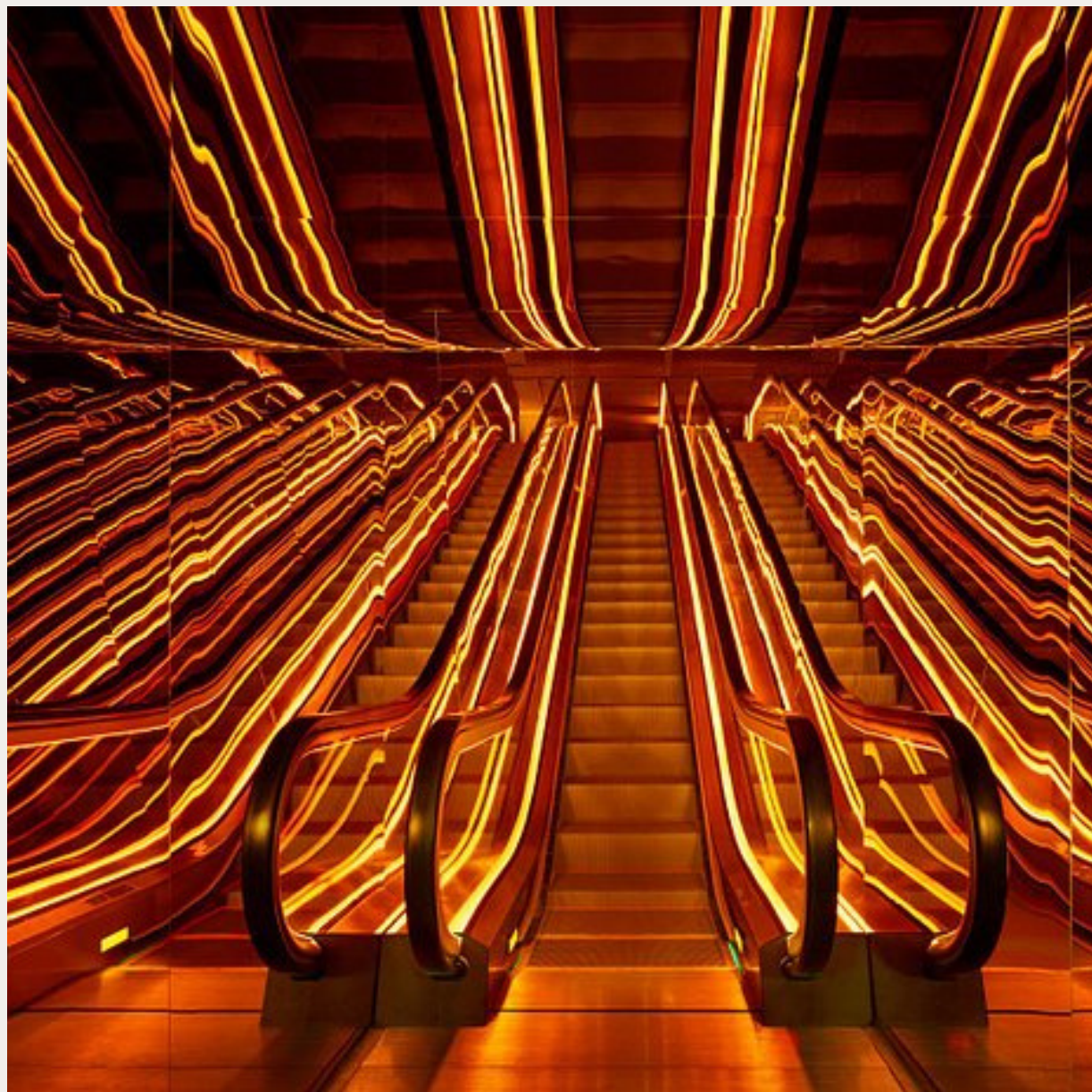
Create models in less than 5 minutes

0 Physical samples needed

90% Faster than photoshoots



LOCATION



Public Hotel

POSE



Mark Sanders

IMAGE



Midjourney



Using DALL-E 2

COSMOPOLITAN

GRAPHIC DESIGN

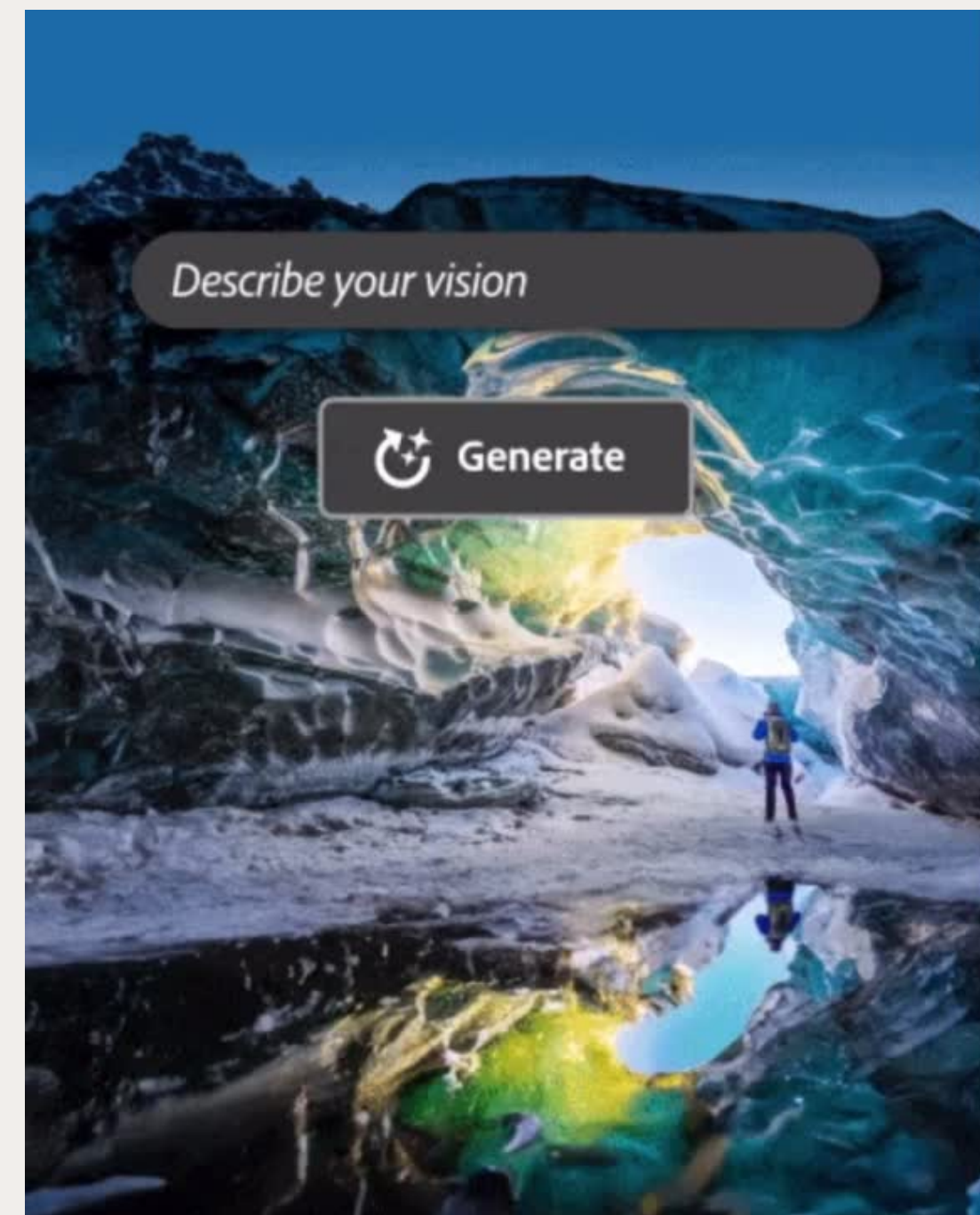
CASE STUDY

- DALLE – 2 is a form of generative AI
- Takes (SPECIFIC) requests from users and creates unique images based on hundreds of millions of images in its database from history
- **"wide-angle shot from below of a female astronaut with an athletic feminine body walking with swagger toward camera on Mars in an infinite universe, synthwave digital art"**
 - Need for specificity
 - Someone who knows exactly what to tell the computer
- Various art styles
- Lots of room for improvement within tailored menswear specifically
 - Brand guidelines
 - Traditional

GRAPHIC DESIGN

AI TECH

Photoshop Generative Fill



AD CREATIVE

- Generate engagement-focused social media posts
- Resizable for:
 - Facebook
 - Instagram
 - LinkedIn
 - Pinterest
 - Twitter
- Test different messages, backgrounds, and designs
- Can use Canva templates for inspiration
 - Key difference – templates vs. uniquely generated
- Monthly plans from \$21 – \$149

Scale Fast

Generate unlimited ad creatives

Don't just provide your clients with two versions to choose from like others, provide them tens or even hundreds of versions with confidence.

Facebook Ads

**NEW BATTLES NEW ARMOUR
EARN YOUR ARMOUR!**

Visit UNDERARMOUR.COM

What you do in the dark puts you in the light.

Impressions	13k
Clicks	456
CTR	4,5%

Google Ads

**NEW BATTLES NEW ARMOUR
EARN YOUR ARMOUR!**

Visit UNDERARMOUR.COM

What you do in the dark puts you in the light.

Impressions	13k
Clicks	456
CTR	4,5%

Save Time

Generate ad copies that sell.

Generate sales focused ad texts, combine them with the creatives you generated and get results.

In a world where everything is optimized by Artificial Intelligence, AdCreative.ai is here to make sure that creatives are too. Data-backed and results-driven, AdCreative.ai is the future of ad creatives.

[Copy](#) [Edit](#) [Copy](#) 204 chars

In 2022, there's one thing that's still not optimized by Artificial Intelligence: Creatives. AdCreative.ai is here to change that, making data-backed, result-bringing ad creatives accessible.

[Copy](#) [Edit](#) [Copy](#) 190 chars

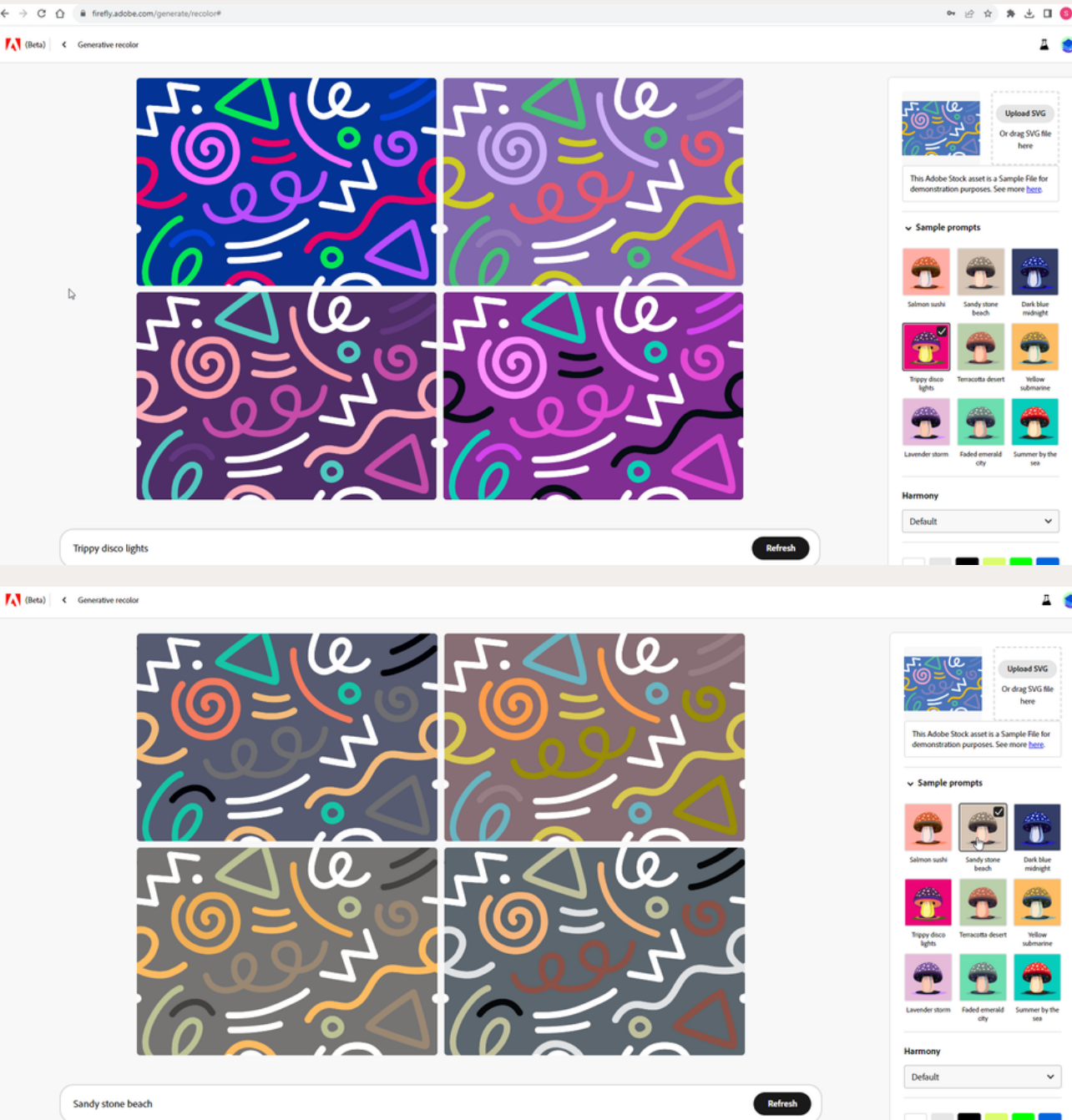
If you're looking for the best way to get results from your ad campaigns, look no further than AdCreative.ai. With data-backed creatives, AdCreative.ai is the future of advertising.

[Copy](#) [Edit](#) [Copy](#) 181 chars

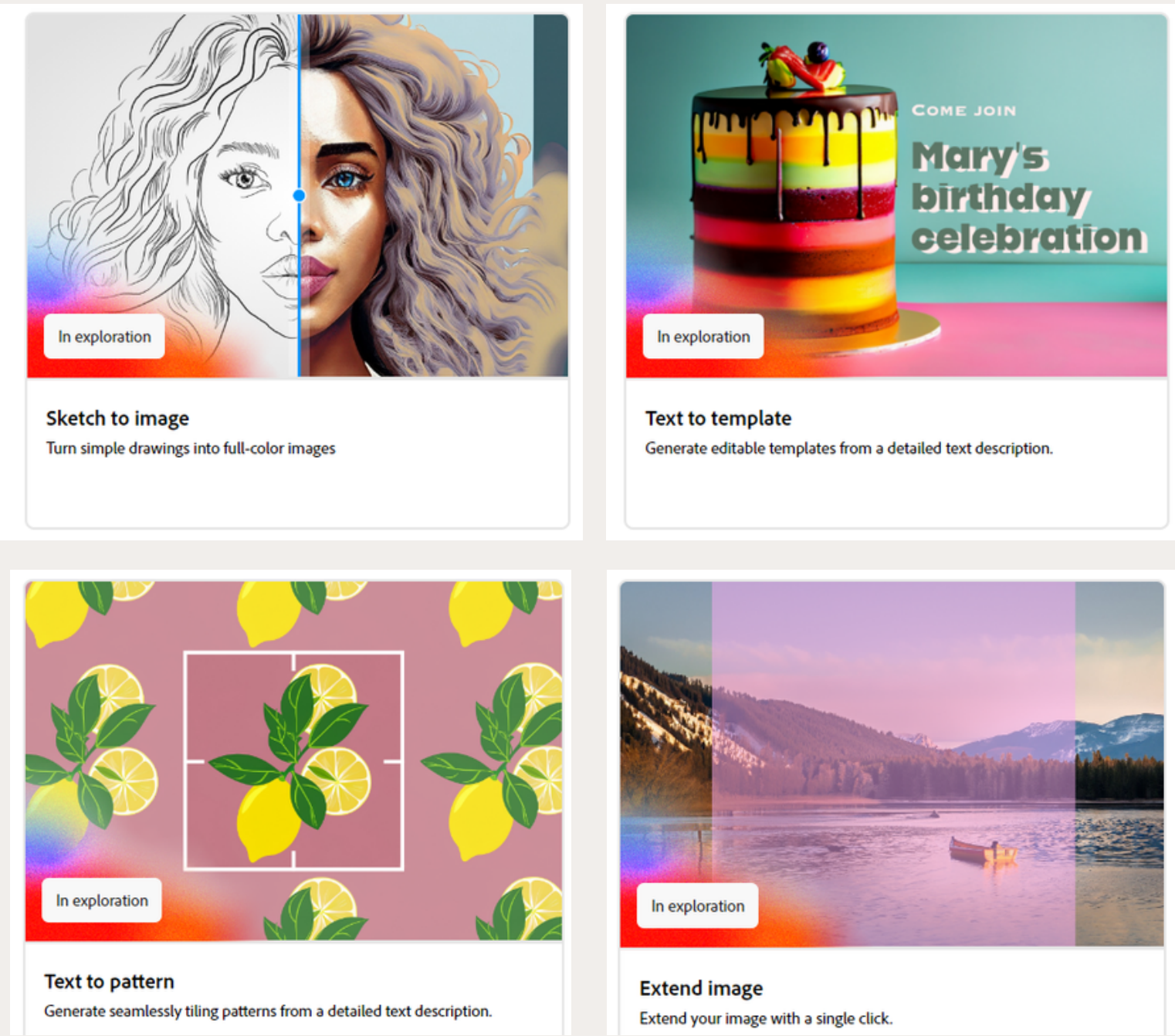
ADOBE AI

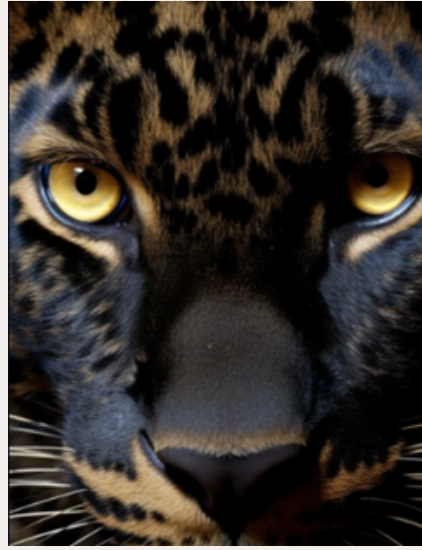
Sensei and Firefly – mostly Beta

Smart recolorization tools:



Other tools coming soon:





beautiful National Geographic cover photo, dynamic composition and dramatic lighting, cobalt blue, turquoise



minimalistic portrait of a beautiful model with a trendy long hair, mixed reality, photo taken on zenit 11, helios...



a portrait style social media profile picture of Sarah M. from Denver, USA. The profile picture should be outdoors...

Other Generative AI Tools

- **Freepik** – FREE
- **Canva** – FREE, premium available
- **DALLE 2** – Cosmopolitan, \$15 for 460 images
- **Midjourney** – \$10 basic plan, \$60 premium




Photoshop
Vs.
Canva




RAPPH
Alden Roberto

"Create a Ralph Lauren Campaign Image of a man in the woods for Fall 24"



Write me ten instagram caption with emojis and hashtags for Hart Schaffner Marx campaign photos 

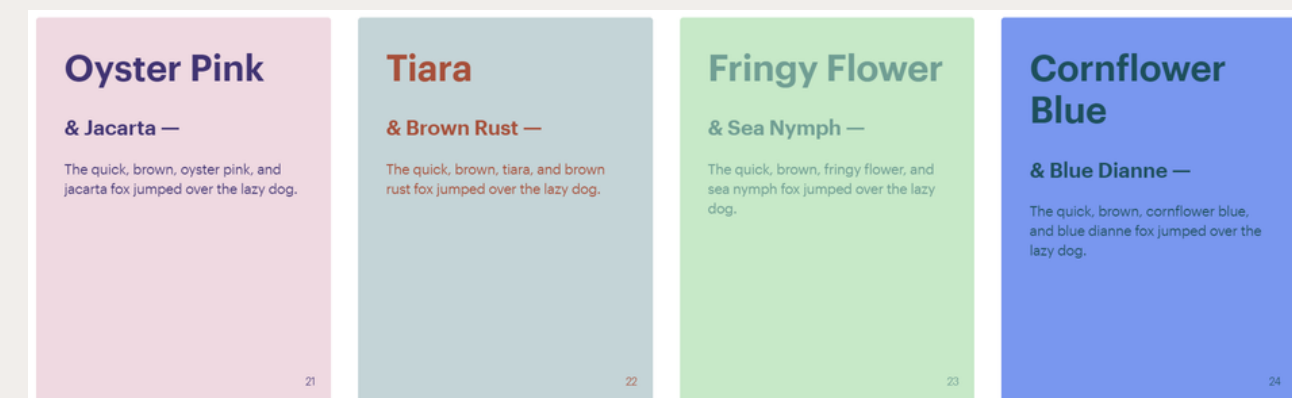


1. Caption: "👔 Elevate your style game with @HartSchaffnerMarx. Timeless elegance meets modern sophistication. #HartSchaffnerMarx #EleganceRedefined" 
2. Caption: "👔 Dress for success in the finest tailored suits by @HartSchaffnerMarx. Confidence is the key to conquering your goals! #PowerfulStyle #MensFashion"
3. Caption: "🧵 Handcrafted with precision and passion, every stitch tells a story. Embrace the art of tailoring with @HartSchaffnerMarx. #TailoredPerfection #Menswear"
4. Caption: "🌟 Be the best-dressed gentleman in the room with @HartSchaffnerMarx. Experience the epitome of luxury and sophistication. #DapperGentleman #MensStyle"
5. Caption: "🌈 Adding a pop of color to your wardrobe with @HartSchaffnerMarx. Express your personality through your style! #ColorfulChoices #SuitUp"
6. Caption: "📷 Capturing classic elegance with @HartSchaffnerMarx. Timeless style that stands the test of time. #TimelessElegance #ClassicMenswear"
7. Caption: "👔 From boardroom meetings to special events, @HartSchaffnerMarx suits have got you covered! Look your best, feel your best. #SuitUp #Confidence"
8. Caption: "🌟 Embrace the allure of sophistication with @HartSchaffnerMarx. Your style journey starts here. #SophisticatedGent #MensFashion"
9. Caption: "👔 Dressing to impress has never been easier with @HartSchaffnerMarx. Elevate your everyday style effortlessly. #EffortlessElegance #MensStyle"
10. Caption: "🔥 Stepping into the spotlight with @HartSchaffnerMarx. Redefine your style and make a statement wherever you go. #OwnYourLook #HartSchaffnerMarx"

Chat GPT

OTHER GRAPHIC DESIGN TOOLS

- Chat GPT – AI text prompts
 - Use for copy for graphics, captions, etc.
 - Pulls from specific brands by collecting data from their own websites, mission statements, etc.
- Khroma – Color matching, theory, testing out hundreds of combinations in seconds



Khroma

VIRTUAL SHOWROOMS

AI TECH:

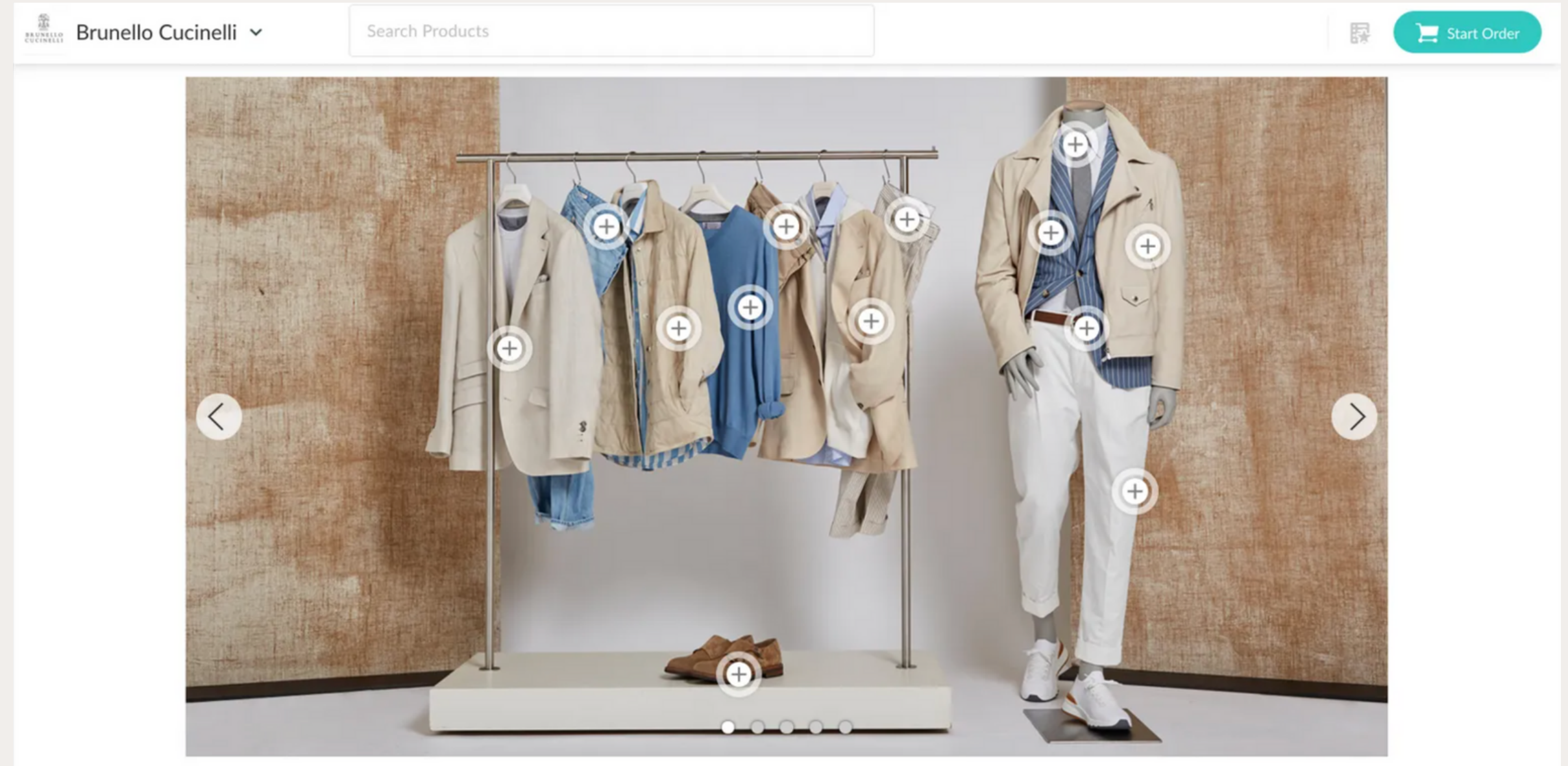
- NuOrder
- The Metaverse

USES:

- Showcase brand's aesthetic, colors & prints, and current product offering
- Fully customizable to best represent a brand
- Tool for buyers who are unable to view product in person or attend trade shows
- Interactive marketing strategy for big designer brands

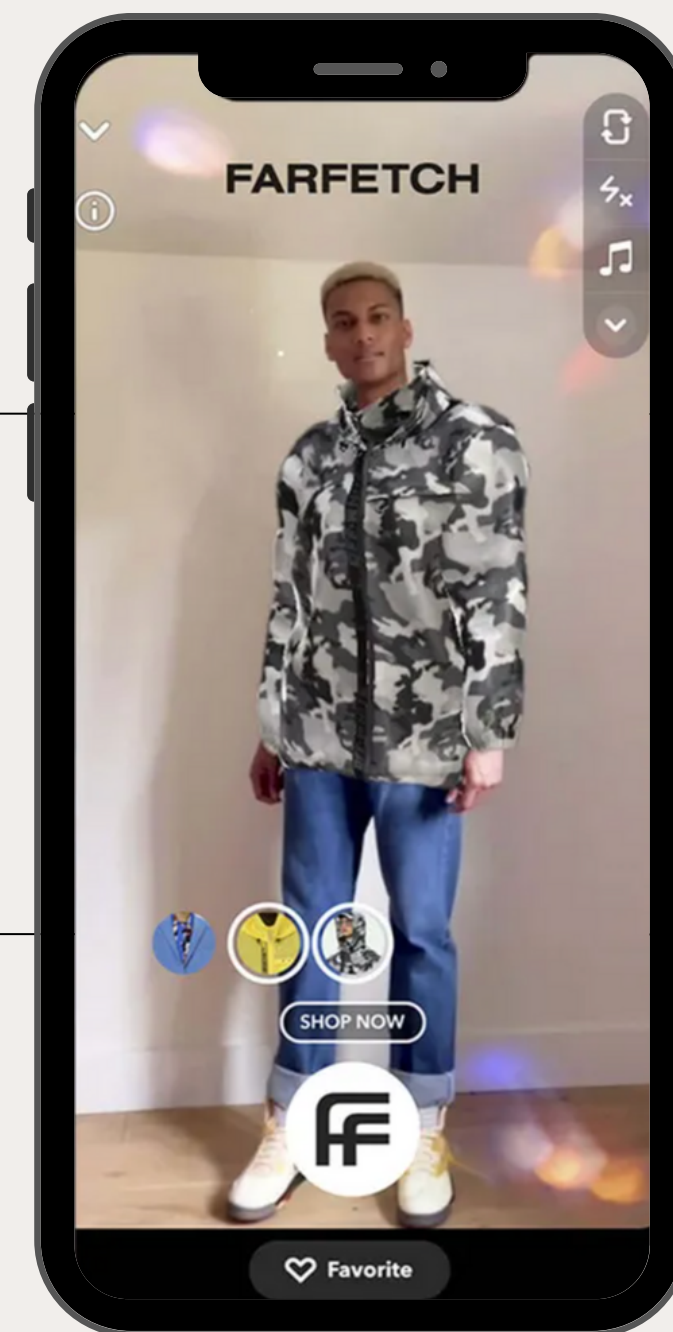
CASE STUDIES:

- Dior
- Hugo Boss
- Ralph Lauren
- Brunello Cucinelli



THE FUTURE

Virtual Try Ons
Virtual Touch & Feel
Search Engine Personalization
Sustainability
Influencer Marketing
E-Commerce



Farfetch x Snapchat

A human hand is shown from the top left, reaching down towards the center of the image. The hand is light-skinned and appears to be in a gesture of reaching or pointing.

QUESTIONS?

A robotic hand is shown from the bottom right, reaching up towards the center. The hand is primarily blue with purple accents on the joints and fingers. It has a complex, articulated design with visible joints and segments.