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# LIFESTYLE DIARIES

SEGMENT 4

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## AI and the future of fashion



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Even though Modern Family's Claire voicing the AI assistant for their smart wardrobes led to much comic relief, it would probably be quite fun and efficient to have that service in real life.

Wearable tech is also another avenue of endless

possibilities. Taking a page out of sci-fi fantasies, AI augmented wearables can easily become the next "it" thing; such as chic smartwatches that change to coordinate with each outfit, while simultaneously functioning as health monitors and personal assistants.

The accessories sector has

proven to be a quick adaptor, with a range of smart devices, watches, and jewellery options already in the market, with a variety of functions. For example, the "smart jacket" prototype created by Ford features light-up sleeves for cyclists when they turn, increasing visibility; and wireless

connectivity to smartphones and navigation apps, reducing screen reliance. The jacket also comes with flashing brakes and incorporates audio and haptic sensors.

The Rewind Pendant, an innovative AI wearable, captures and securely stores real-world conversations by

utilising advanced AI voice-to-text technology to transcribe, encrypt and store data locally, while ensuring recordings only happen with consent. The pendant also serves practical purposes, like allowing users to create to-do lists, meeting summaries, and emotional insights.

As more and more of our lives and social interactions move online, AI-generated clothes are right there, providing that much more freedom of expression to individuals in the way they want to appear in different contexts.

The Fabricant operates as a digital fashion atelier, specialising in the conception of garments exclusive to the digital realm. Utilising 3D design tools and AI, they craft visually striking and authentic fashion assortments suitable for virtual environments or digital spaces, offering a unique, virtual "wearing"

debuting from competition winners. Surprisingly, two of these winners had no fashion experience! Using AI image generators like Midjourney and Stable Diffusion, alongside a sprinkle of Photoshop magic, participants brought their designs to life.

### AI AND THE FASHION CORPORATES

AI is shaking up supply chains for big fashion players. By crunching inventory data and sales trends, AI helps forecast demand, optimising stock levels and streamlining operations. It's a win-win, cutting waste, improving customer satisfaction, and boosting profits.

Fashion marketing is getting a high-tech makeover too. With AI tools, companies can analyse data, target the right customers, and maximise ad impact. Tommy Hilffiger is ahead of the game, using AI to cook up fresh designs based on

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experience — unlimited digital cosplay!

AI is not just about personal fashion — it's transforming lifestyle purchases too! Think furniture, curtains, and even paint. Companies are getting creative, offering virtual room presentations through VR or digital models to help customers pick the perfect pieces.

### AI AND THE CREATIVES

Egyptian designer, Mohamed Nour dropped his AI-generated collection "Hurra," meaning freedom, to kick off the New Year and in support of the Palestinian cause. It prominently featured the Keffiyeh patterns in various drapes and dresses, steeped in tradition but with modern silhouettes. The collection, while openly tagged as being AI-generated, also is a product of Nour's personal style and creativity, creating a marriage of human and artificial intelligence in the realm of arts.

AI-powered fashion design tools are making waves, offering a treasure trove of features for creatives to turn their visions into reality. It all starts with diving into the virtual realm, making fashion design more accessible and cost-effective.

At the first-ever AI Fashion Week in April 2023, hosted by online retailer Revolve and AI-focused agency Maison Meta, three collections

trends and customer insights.

Platforms like JOOR are taking things even further. They predict AI could make physical stockpiles obsolete, letting customers customise products virtually and snatch a 3D-printed version. It's efficient, cost-effective, and eco-friendly, slashing waste and sparking innovative recycling.

### AI AND THE FUTURE

Does AI simply bring smoother sailing for fashion, or are there choppy ethical waters ahead? Like any new tech, AI raises concerns about its impact on human lives and creativity. Questions loom about copyright infringement and job loss, especially in customer-facing roles.

But let's not forget the boundless potential AI brings! It's set to drive fashion into uncharted territories, sparking innovation at every turn. Still, we must keep an eye on AI's ethical compass, ensuring transparency and sustainability in its fashion-forward journey.

Take Bangladesh's Readymade Garments sector, for example. Positioned at the heart of the fashion supply chain, it is perfectly poised to adjust course and ride the AI wave to new industrial heights. With investments in tech and fashion, the future could be brighter than ever imagined!

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