Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 1 OF 12



Original speaker notes

Open with the question: AI can now generate fashion images, predict trends, and help brands move faster. But does that make fashion more original, or does it push everyone toward the same algorithmic look?

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 2 OF 12



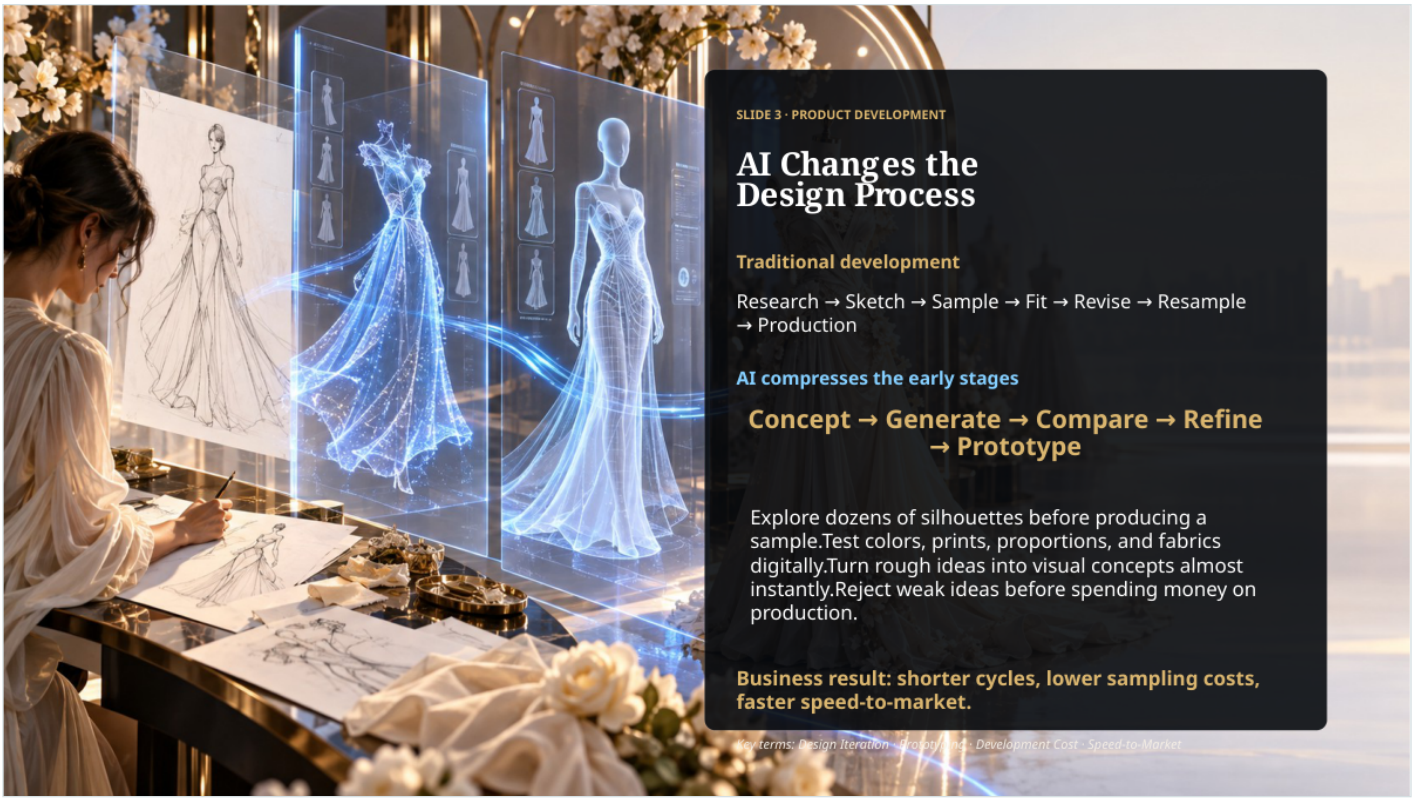
Original speaker notes

Explain that AI is not only a design tool. It touches the full fashion value chain: design, merchandising, production, marketing, retail, and customer experience.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 3 OF 12



Original speaker notes

Walk through the design workflow. AI does not remove the whole process, but it compresses the expensive early stages where brands usually spend time sketching, sampling, and revising.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 4 OF 12



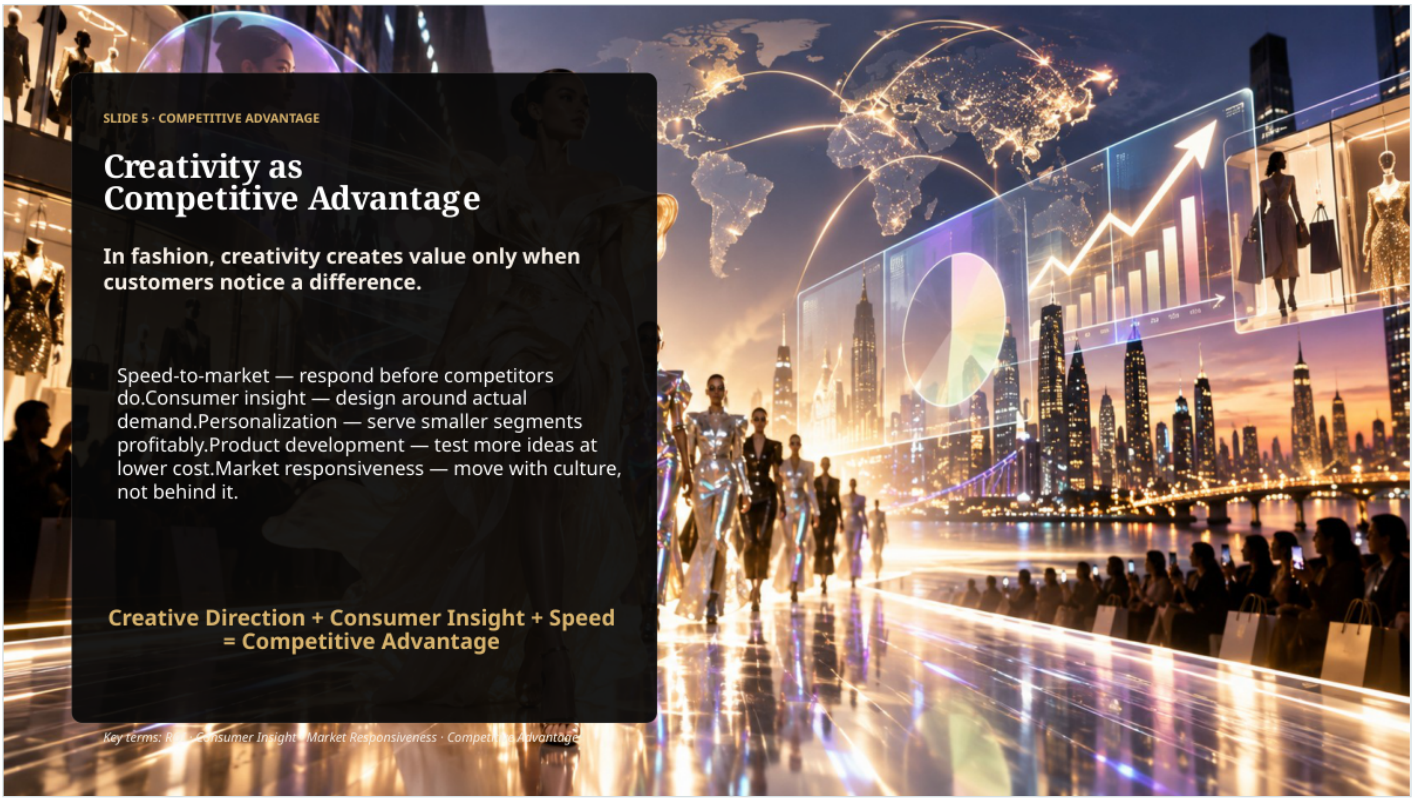
Original speaker notes

Frame AI as lowering the cost of creative experimentation. Designers can test unusual concepts before they pay for fabric, samples, labor, or production.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 5 OF 12



Original speaker notes

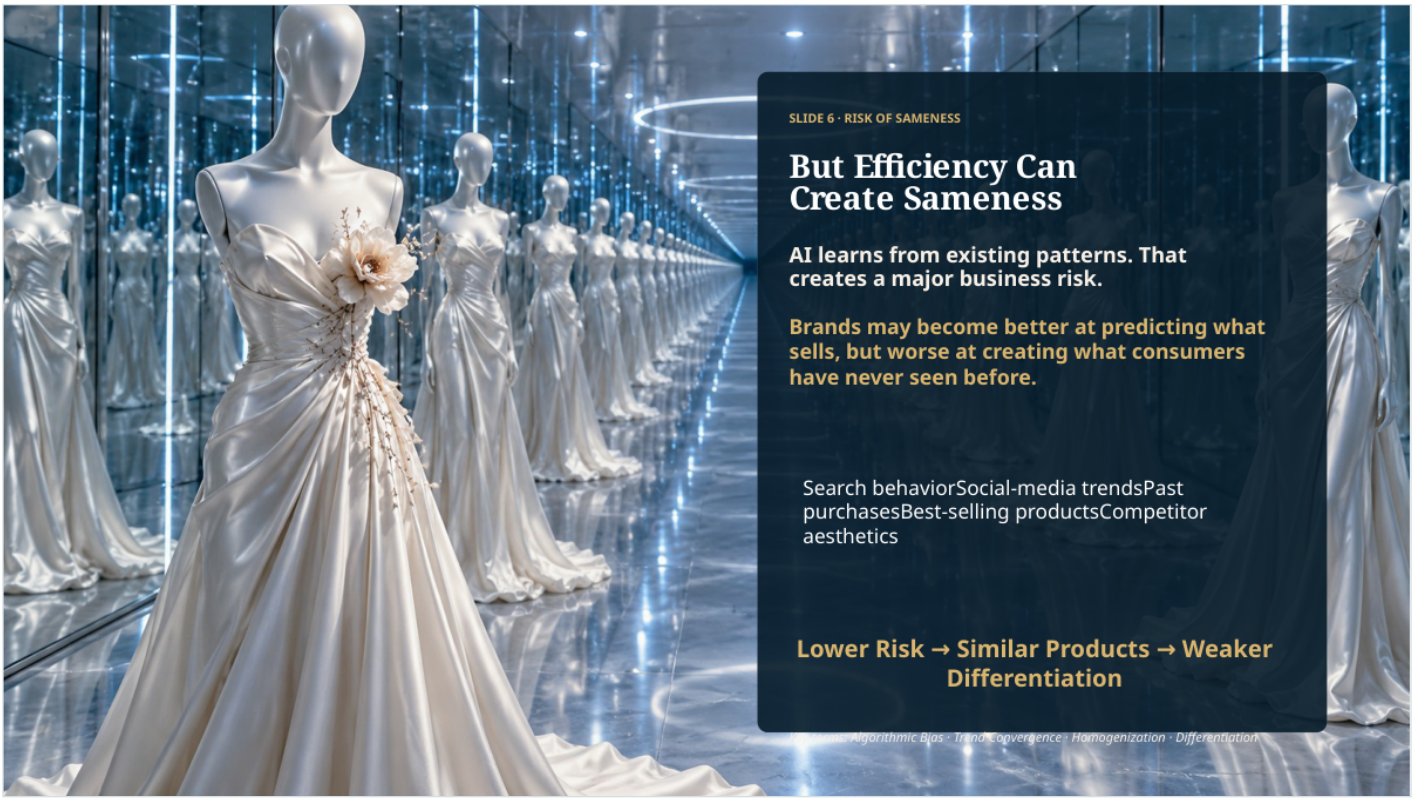
Connect creativity to business value. A concept only becomes powerful when it helps a brand differentiate, sell at full price, improve margins, or respond faster than competitors.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 6 OF 12



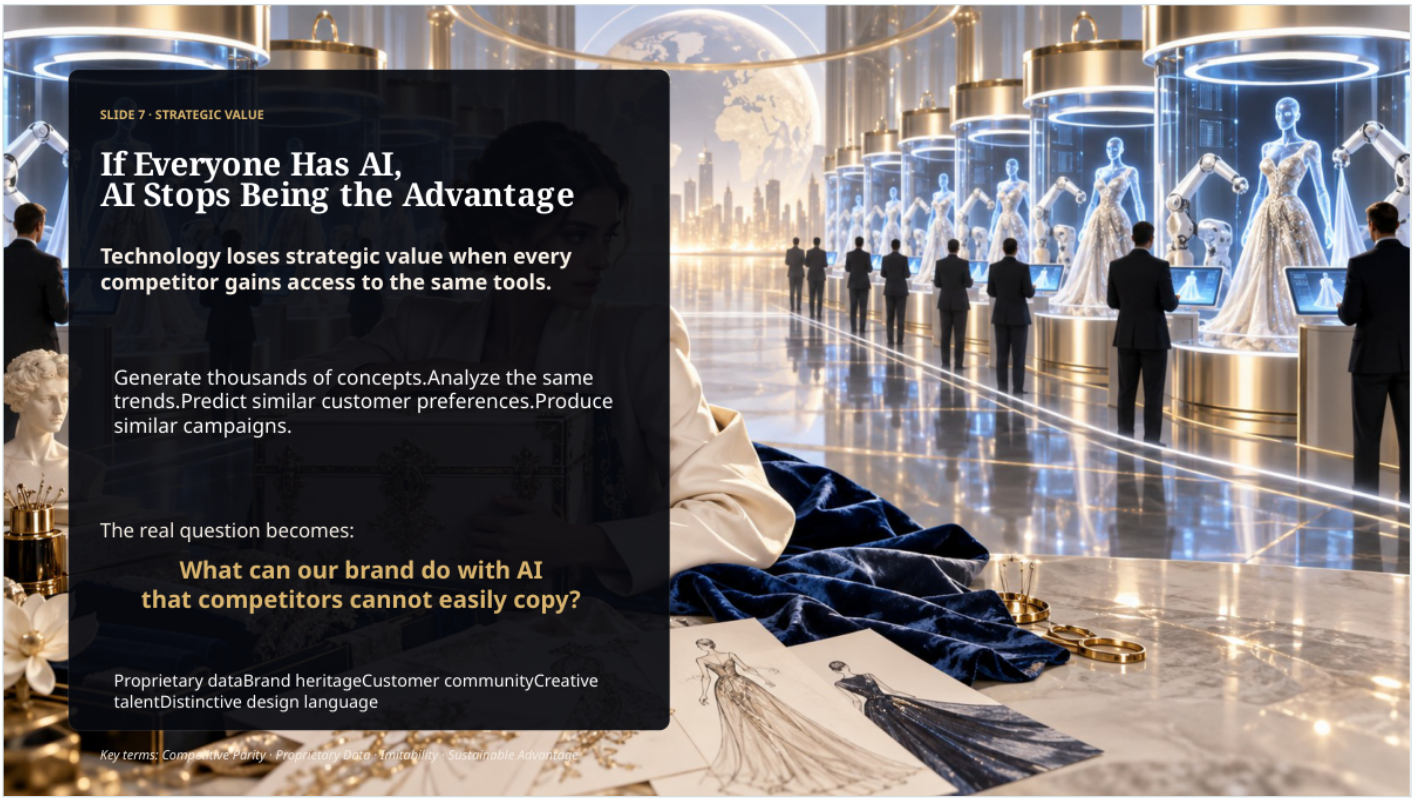
Original speaker notes

This slide is the counterargument. Fashion brands might use AI to reduce risk, but reducing risk too much can make products predictable and visually similar.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 7 OF 12



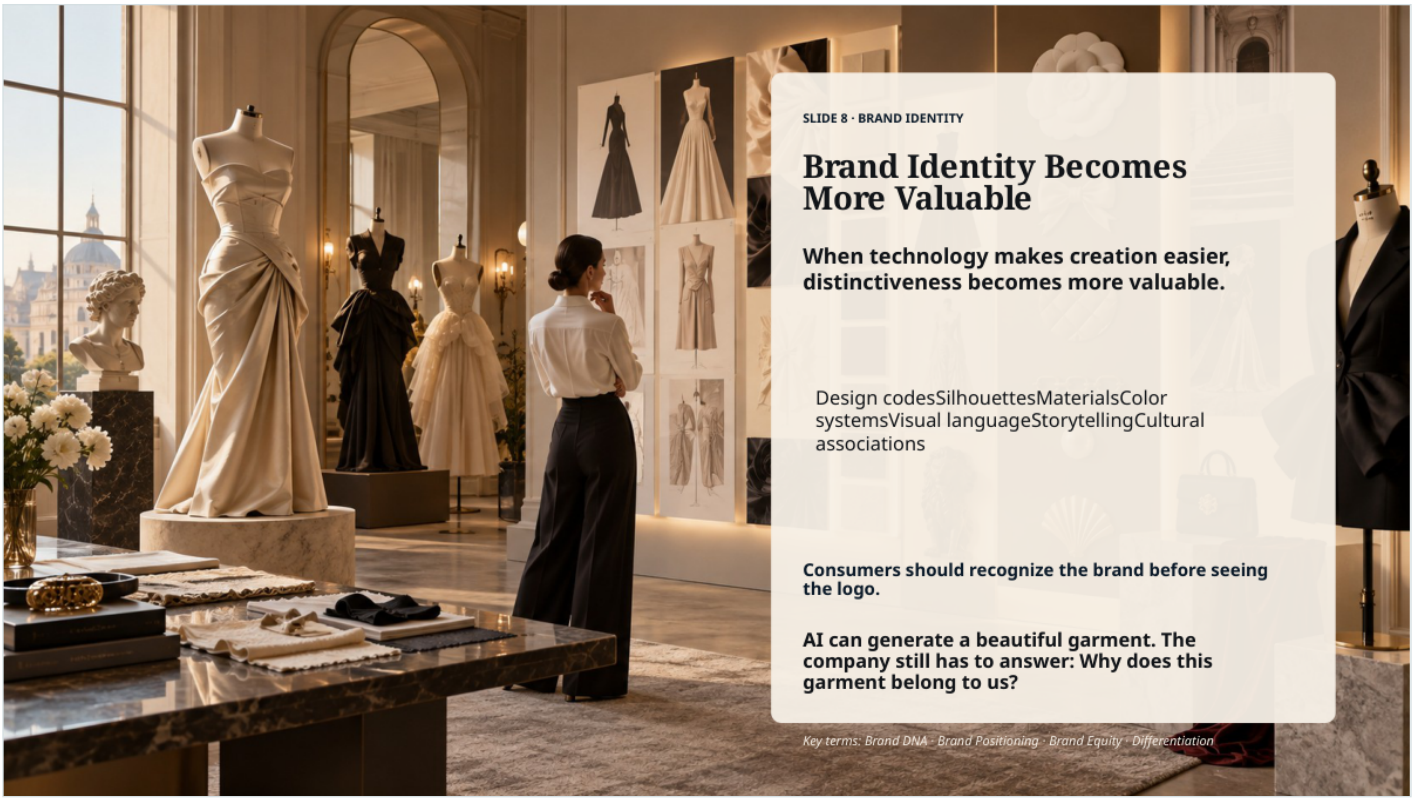
Original speaker notes

Explain that AI can become a commodity. When everyone has the same tools, advantage shifts to what the brand owns: its data, heritage, community, taste, and execution.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 8 OF 12



Original speaker notes

Emphasize that brand identity becomes more important in the AI era. If AI makes beautiful visuals easy, brands need a stronger point of view to stand out.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 9 OF 12



Original speaker notes

This is the human-centered slide. AI may create visuals, but people create meaning, emotional connection, cultural relevance, and the story behind a product.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 10 OF 12



Original speaker notes

State the recommended model clearly: AI should scale exploration and analysis, but humans should own creative direction, taste, final selection, and brand meaning.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 11 OF 12



Original speaker notes

Give concrete actions. Brands should not just use AI because it is trendy. They need strategy, guardrails, training, proprietary data, IP rules, and KPIs.

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Will AI Make Fashion More or Less Creative?

SPEAKER NOTES · SLIDE 12 OF 12



Original speaker notes

Close with a clear conclusion. AI can create both more creativity and more sameness. The winners will use AI strategically while protecting human taste, brand meaning, and differentiation.

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