CUSTOMIZED GENERATIVE AI

AUGMENTING THE FASHION AND LUXURY INDUSTRY TO A NEW LEVEL

Eluxury Summit Nov 2023

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This shirt is

an ANOMALY

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YOUR BEST GLOBAL FASHION PARTNER

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YOUR BEST GLOBAL FASHION PARTNER

400 M

USD TURNOVER

23,000

TALENTS

40 M

GARMENTS/YEAR

19 **PRODUCTION UNITS**

Mauritius/Madagascar
India/Bangladesh

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OUR PLAYGROUND

+100 customers

Levi's
J.CREW
M&S EST. 1884
HUGO BOSS
TOMMY HILFIGER
WOOLWORTHS
RALPH LAUREN
LACOSTE

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TEXTILE KEY SUCCESS FACTORS

1.Flexible & Fast

2. Cost optimized

3. (More) sustainable

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Fashion cycle

is toooooooooo long

vs consumer demand

WHAT’S OUR PROBLEM

From inspiration to store

Month

1

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WHAT’S OUR PROBLEM

From inspiration to store

Month
1

Month
18

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WHAT’S OUR PROBLEM

From inspiration to store

Month 1

Month 9

Month 18

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WHAT’S OUR PROBLEM

From inspiration to store

Month 1

Month 9

Month 18

production

shipping

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WHAT’S OUR PROBLEM

From inspiration to store

Month 1

Month 9

Month 18

PINGPONG

production

shipping

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THE FEASIBILITY TRAP

CREATIVE DESIGN

COLORS ADJUSTMENTS

PRODUCTION LIMITATIONS

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WHAT’S OUR PROBLEM

From inspiration to store

Month 1

Month 9

Month 18

designing

creativity

production

shipping

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GAME
OVER

OUR SOLUTION

From inspiration to store

Month 1

Month 9

Month 18

designing
creativity

production
shipping

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SOLUTION

From inspiration to store

Month 1

Month 3

Month 8

designing
creativity

production
shipping

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How can AI Help ?

AI IMPACT

Artificial Intelligence

Is the field of study

Machine Learning

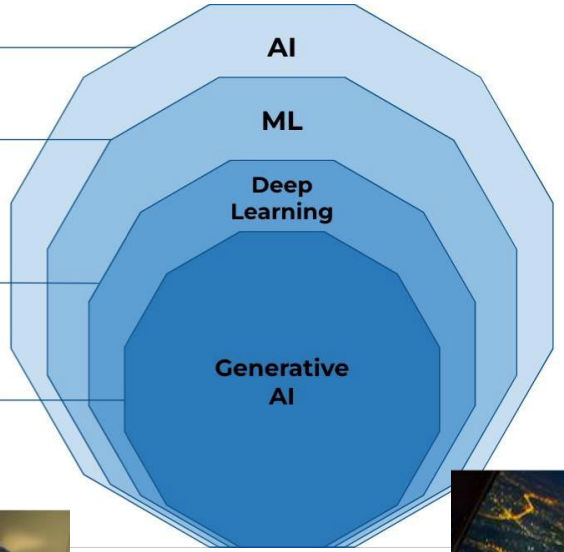
Is a branch of AI that focus on the creation of intelligent machines that learn from data. Another very well know branch inside AI is **Optimization**.

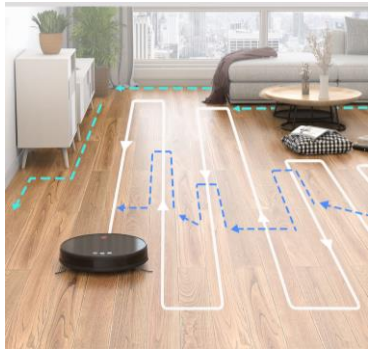
Deep Learning

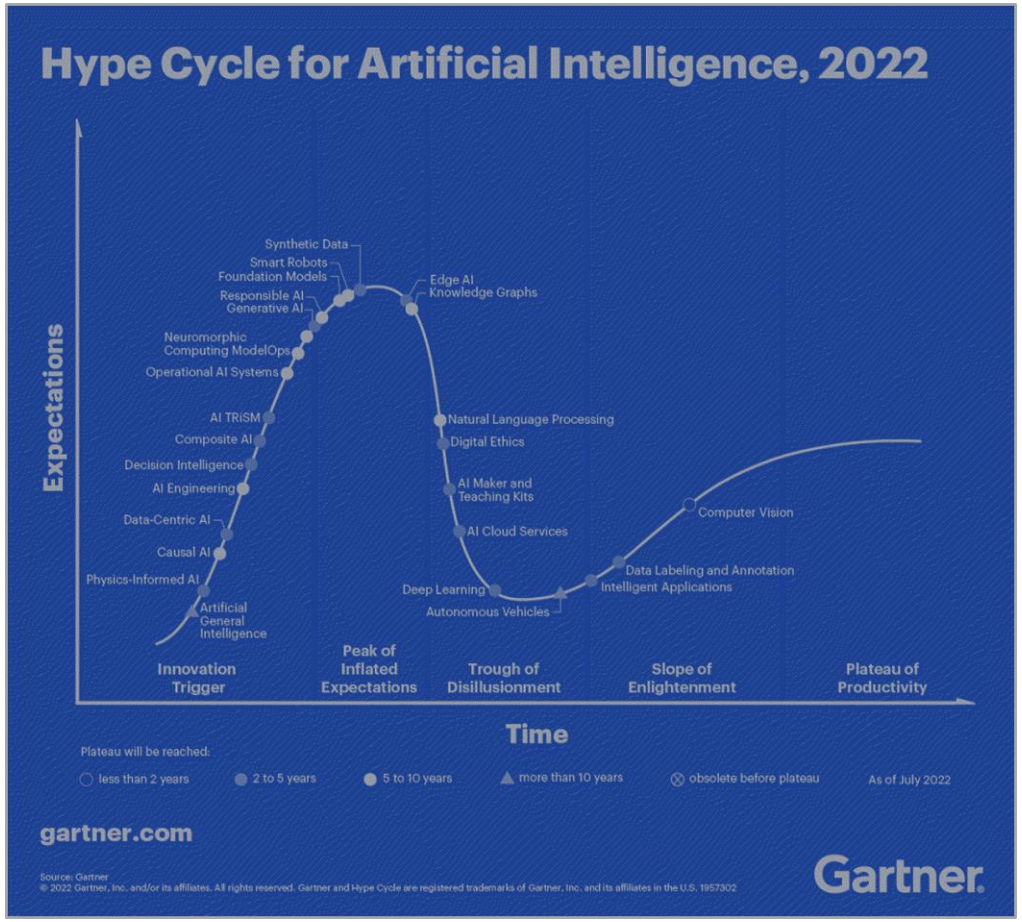
Is a subset of Machine Learning methods, based on **Artificial Neural Networks.**
Examples: CNNs, RNNs

Generative AI

A type of ANNs that generate data that is similar to the data it was trained on.
Examples: GANs, LLMs







CUSTOM AI SERVICES

INTENSE ARTISTIC CORE

Monumental video mapping at the Roman Theater of Orange

Thanks to AI:

Production cost:
divided by 3

Production time:
divided by 2

TECH DRIVEN COMPANY

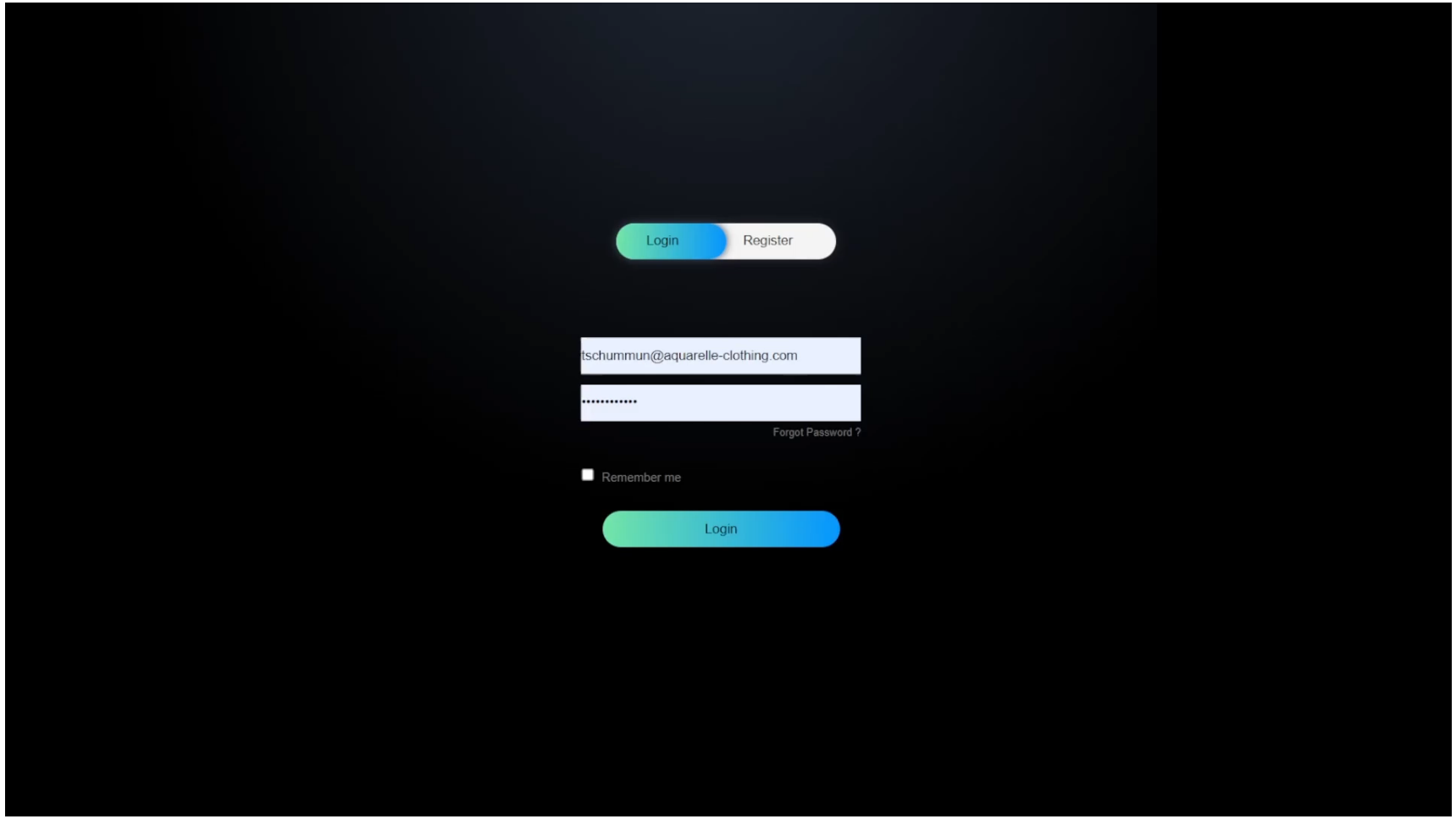
TECH ORIENTED WORKFORCE

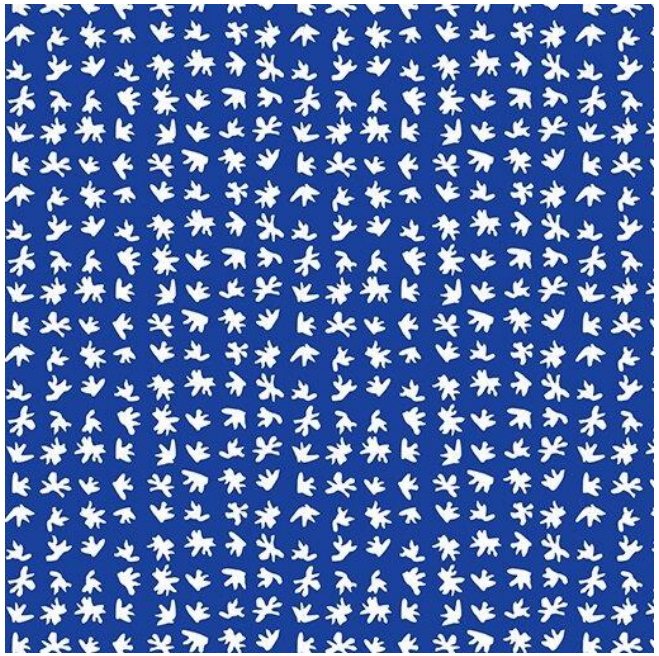
- 70% = Data scientists
- 8PhDs

Introducing the

AI Fabric Generator

INTRODUCING THE AI FABRIC GENERATOR





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INTRODUCING THE AI FABRIC GENERATOR

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HOW WE DO IT?

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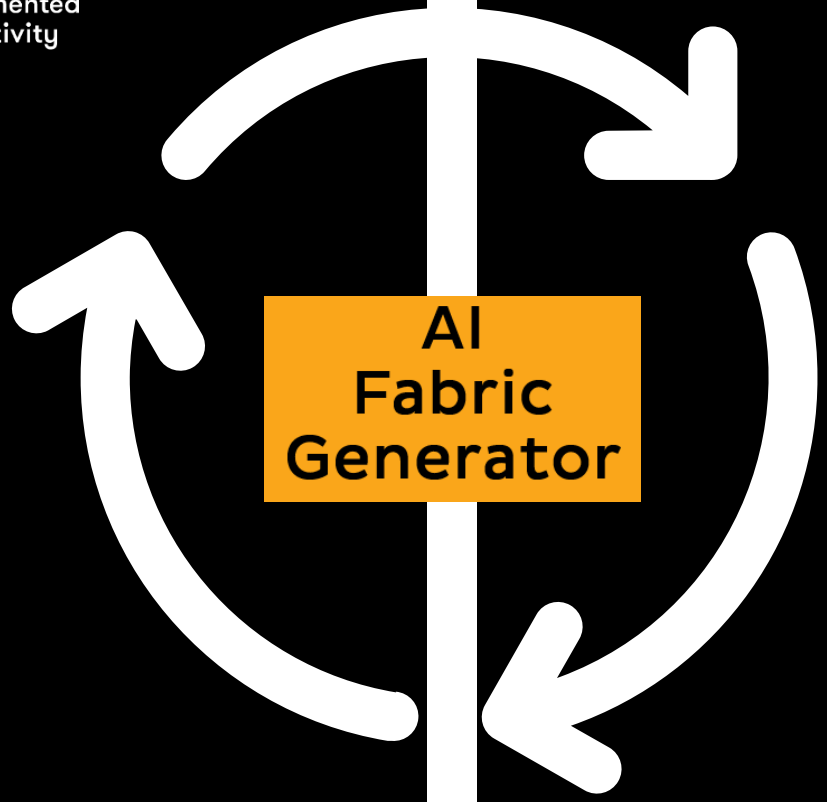
Database qualification
AI Customization

R&D to market
Quality check

Interface UI x UX
Security



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Use cases inception
Fabric Archives

Industry expertise
Customer onboarding

AI qualification
Beta testing

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CUSTOMIZED AI

Parsley Prints

Tropical Prints

Camo Prints

Floral Prints

Jelly Fish Prints

Geo Prints

Tartans Checks

Buffalo Checks

Gingham Checks

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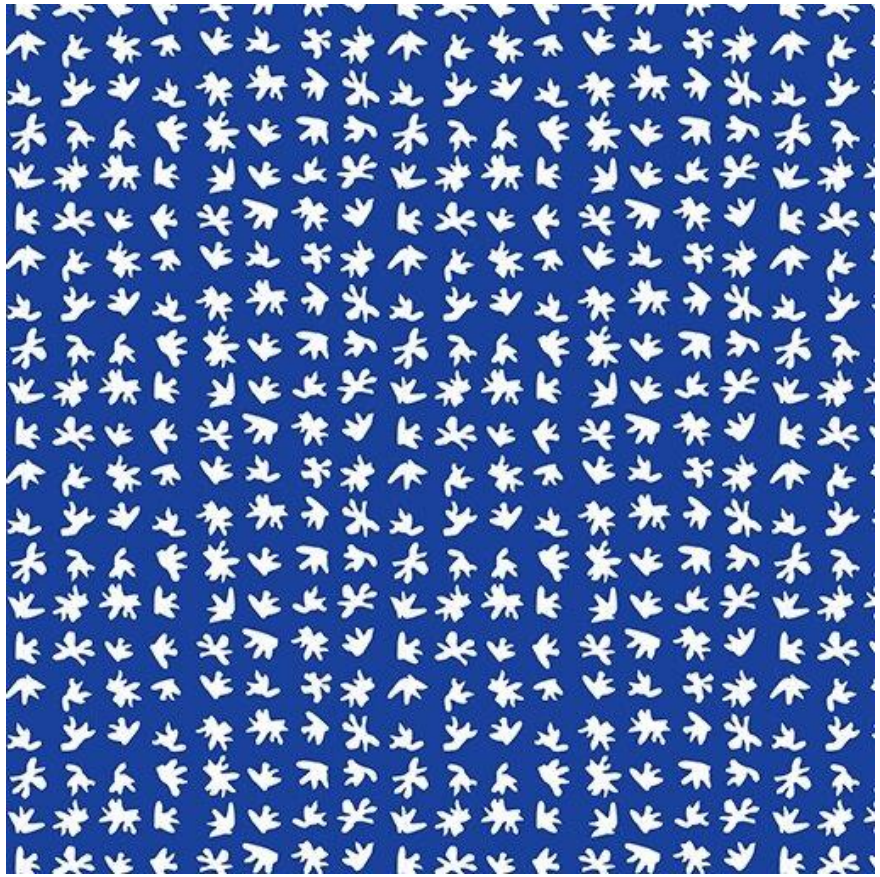
CUSTOMIZED AI

((FULL SMALL WHITE COCONUT TREES)), WHITE TREES, SPACIOUS, MODERN, MINIMALISTIC, NAVY BLUE BACKGROUND, MONOTONE, ILLUSTRATION, CLEAR VECTOR --s 750



\- AI CUSTOMIZATION +

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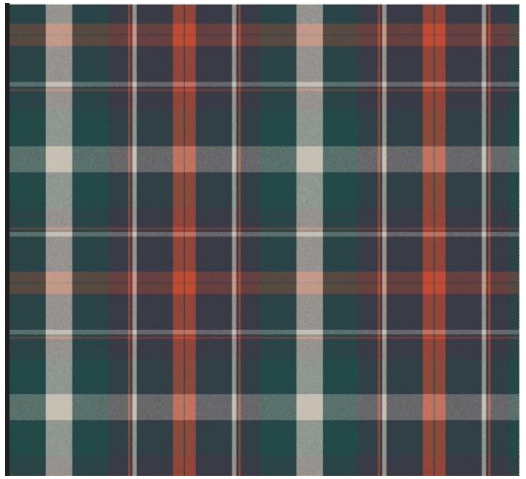
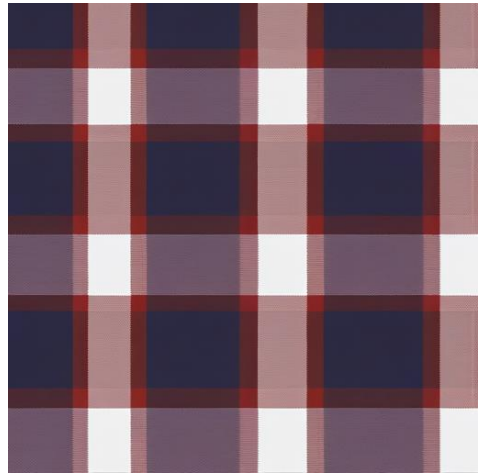
HOW WE DO IT?

AI Fabric Generator





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HOW WE DO IT?

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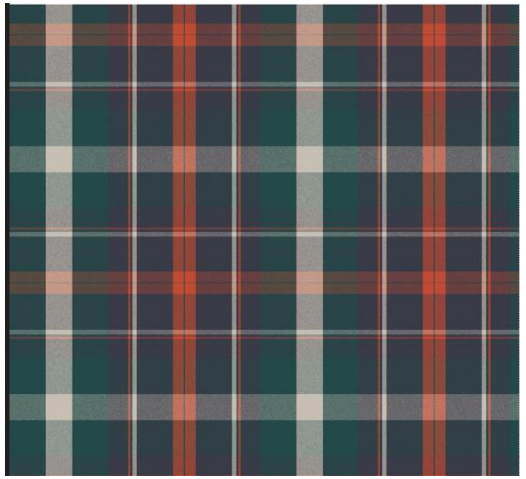
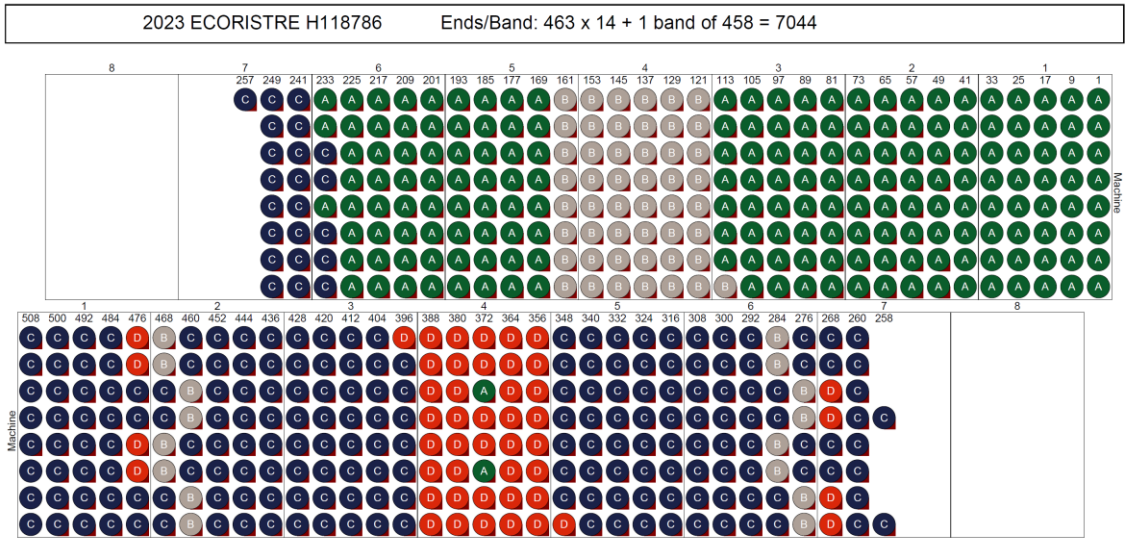
AI Fabric Generator





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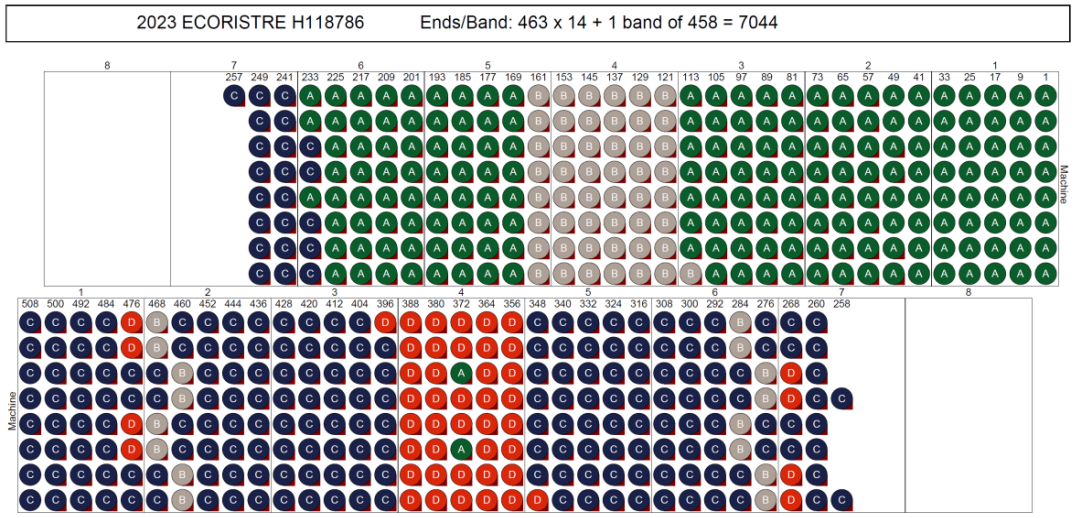
HOW WE DO IT?



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NEXT STEP

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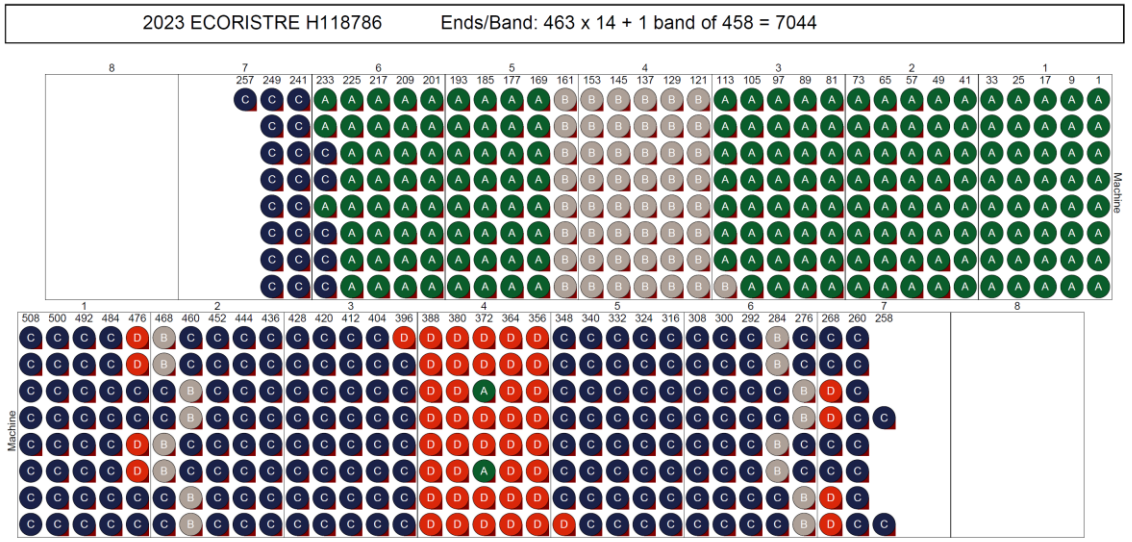
AI Fabric Generator

Fashion Brand DNA



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FOSTERING A COLLABORATIVE ECOSYSTEM

TRY IT ON