

# Design Innovation Through Artificial Intelligence in Textile and Fashion Manufacturing Companies

텍스타일 및 패션 제조기업의 인공지능 기술을 활용한 디자인 혁신

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**Received:** February 2025

**Revised:** July 2025

**Accepted:** November 2025

**Published:** April 2026

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**Abstract:** The advancement of artificial intelligence (AI) technology is accelerating design innovation in the traditional textile and fashion industries, creating new possibilities across all stages of the supply chain. (1) Background/Purpose: This study examines how AI-driven design innovation is being implemented throughout the textile and fashion industries, with the aim of presenting the possibilities and strategic directions for AI utilization by textile and fashion manufacturing companies and proposing sustainable growth strategies centered on AI-human collaboration. (2) Methodology/Approach: A qualitative approach combining systematic literature review and in-depth case analysis was employed. Cases were selected across three industry streams—AI-based design and product development, AI in manufacturing processes, and AI in marketing and consumer experience—examining companies including Ribbed, Liberty Fabrics, Printful, Adidas, Gucci, Spoonflower, Zara, H&M, Patagonia, Eileen Fisher, Burberry, Anthropologie, UNIQLO, and Stitch Fix. Each case was analyzed in terms of AI application mechanisms, business outcomes, success factors, and challenges. (3) Findings: AI-based generative design automation systems assist designers' creative processes and enable data-driven product development. Smart factory systems and AI demand forecasting significantly improve supply chain efficiency and reduce waste. AI-based personalized recommendation and virtual try-on services enhance consumer experience and brand loyalty. Concurrently, concerns about overproduction, privacy, and accelerated fast fashion must be addressed. (4) Originality/Value: This study provides an integrated stream-based framework for AI application in textile and fashion design management, identifying key success factors and strategic directions for AI-human collaborative innovation toward sustainable growth.

**Keywords:** Artificial Intelligence (AI); Textile and Fashion Industry; Design Innovation; Generative AI; Digital Transformation; Smart Factory; Supply Chain Optimization; Sustainable Fashion; Personalization; Virtual Try-On; AI-Human Collaboration; Big Data; Design Management; ESG

## 1. Introduction

### 1.1 Research Background and Purpose

The textile and fashion industry faces intensifying competition due to technological advancement and changes in the global market environment, with increasing emphasis on sustainable management and digital transformation (DT). The existing industrial structure requires change to satisfy consumer demands and maximize resource efficiency, and innovative strategies leveraging artificial intelligence (AI) and big data analysis have become essential for securing corporate competitiveness.

The rapid development of digital technology means that DT—utilizing AI and big data across all business processes including design, production, and marketing—is attracting attention as a critical means of innovation and change. AI technology development is bringing innovation to the design management field, which has traditionally depended on human creativity and intuition. Even in the design domain—where AI's role was initially predicted to be limited—the rapid advancement of generative AI is leading to an increasing number of applications.<sup>1</sup>

AI-based fashion design automation system development allows AI systems that reflect fashion designers' work processes

<sup>1</sup>정우균 (2022). 디지털 전환을 통한 패션산업의 환경 지속가능성 확보 방안. *적정기술학회지*, 8(2), 56–65.

to be applied, reducing development time and improving design efficiency. Deep learning-based generative models such as StyleGAN2 are used in clothing design generation and modification, simplifying complex and time-consuming design processes while improving accuracy. Consumer-participation-based customized textile design services are also being activated, enabling the development of designs tailored to consumer tastes and needs.

The textile and fashion industry has very high relevance to sustainability, and AI plays an important role in supporting eco-friendly production and consumption, optimizing supply chains, reducing inventory waste, and building systems that can rapidly respond to consumer demand. Representative examples include Zara and H&M maximizing supply chain efficiency through AI-powered smart factory operations, Patagonia introducing AI-based eco-friendly fiber development systems to reduce carbon emissions, and Eileen Fisher strengthening resource circulation through AI-based textile recycling programs.

However, AI technology utilization does not necessarily produce only positive results. The rapid consumer response speed enabled by AI can further accelerate fast fashion, potentially causing negative environmental impacts through excessive production and consumption. As AI dependency increases, the need for discussion of the role and value of humans in creative work is also emerging.

## 1.2 Research Methods and Scope

This study adopts qualitative research methods centered on literature review, industry case analysis, and environmental analysis to examine AI and big data's impact on design management in the textile and fashion industry. The research scope covers four domains: (1) AI-based production automation, resource management optimization, and sustainable materials development in manufacturing processes; (2) AI-based design automation, consumer preference analysis, and customized product design in fashion product development; (3) big data-based consumer purchase pattern analysis and personalized marketing strategy development; and (4) supply chain transparency improvement, environmental impact minimization, and efficient inventory management through AI and big data.

Forbes stated that 'the future of the fashion industry lies in AI in Silicon Valley, not in fashion cities like London, Paris, or Milan,' and that 'AI utilization will increase as data related to sales and consumer preferences grows.' This recognition of the importance of digital transformation and technological innovation for corporate competitiveness is increasing across the industry.

## 2. Theoretical Framework and Literature Review

### 2.1 Textile and Fashion Industry and AI

The global textile and fashion industry, valued at approximately \$1.84 trillion in 2023, is expected to grow to \$3.77 trillion by 2033, driven by increasing demand for high-quality and customized products. To respond to this demand increase and market change, AI plays an important role in increasing productivity and promoting growth.

**Table 1. Textile Market Size 2023 to 2033 (USD Billion)**

| Year                      | 2023    | 2025    | 2027    | 2030    | 2033    |
|---------------------------|---------|---------|---------|---------|---------|
| Market Size (USD Billion) | \$1,840 | \$2,124 | \$2,491 | \$3,019 | \$3,768 |

Source: [www.precedenceresearch.com/textile-market](http://www.precedenceresearch.com/textile-market)

When AI and big data are utilized, the time required to process vast amounts of information for trend prediction and market analysis can be greatly reduced, enabling more accurate prediction and decision-making. It has also become possible to plan new products and quickly reflect them in design by analyzing competitor analysis, consumer preferences, and consumption trend changes, shortening product development cycles and allowing rapid response to market changes.

AI and big data have become core technologies that enable companies to design and operate production processes in ways that increase resource efficiency, reduce carbon emissions, and minimize environmental impact. This plays an important role in practicing corporate social responsibility (CSR) and securing environmental sustainability.<sup>2</sup>

"Digital transformation" generally means innovating existing traditional operating methods and services by building and utilizing information and communication technology (ICT) as a platform through IoT, cloud computing, AI, and big data solutions in enterprises. IBM's Institute for Business Value report (2011) defines it as 'a strategy for companies to transform their business models by integrating digital and physical elements and establishing new directions for the

industry.<sup>13</sup>

## 2.2 AI and Design Innovation

The introduction of AI and big data for digital innovation has played a decisive role in transforming design processes to be data-centric. AI enables data-driven design, making it possible to analyze vast consumer data to understand market trends and consumer preferences and reflect this in design processes.<sup>4</sup>

Design thinking consists of five stages: Empathy, Define, Ideate, Prototype, and Test.<sup>5</sup> It is used to analyze large-scale consumer data using AI, identify hidden consumer needs through pattern recognition, and provide data-based design solutions in the solution development stage.

Open Innovation combines internal and external company resources to create innovation, contributing to designing innovative business models through AI and big data.<sup>6</sup> In the textile and fashion industry, AI-based collaborative platforms and data sharing networks provide the foundation for such open innovation. Digital transformation in the textile and fashion industry<sup>7</sup> applies to multiple areas including consumer data analysis, customized design, efficient production management, and digital marketing.

Generative AI technology such as StyleGAN2 automatically generates various patterns and styles in textile and fashion design, allowing designers to focus on creative design processes rather than repetitive tasks. Stitch Fix uses AI algorithms and human stylists collaborating to recommend customized clothing based on customer preferences and feedback—a collaboration model that maximizes consumer satisfaction while supporting designers in developing unique and differentiated products.<sup>8</sup>

AI enables customized design by analyzing consumer data to reflect individual tastes and requirements. Based on an individual's body type, style preference, and past purchase records, AI recommends optimized products and reflects them in the production process. Personalized textile designs and fashion products deepen the relationship between consumers and brands and strengthen brand loyalty.

## 3. Materials and Methods

This study employs a qualitative case-study design to analyze how AI technology is being applied across the three major streams of the textile and fashion industry: (1) AI-based design and product development, (2) AI in manufacturing processes, and (3) AI in marketing and consumer experience customization. Cases were purposively selected to represent companies of varying sizes—from startups (Ribbed, Stitch Fix) to mid-sized companies (Spoonflower, Eileen Fisher, Patagonia) to global brands (Zara, H&M, Burberry, Gucci, Adidas, Anthropologie, UNIQLO, Liberty Fabrics, Printful)—and across diverse geographic markets.

Data sources for each case include: official company websites and annual/sustainability reports; industry publications and academic journals; Korean and international press coverage; and industry research reports (McKinsey, Precedence Research, Bloomberg Intelligence). For each case, the following analytical dimensions were examined: (1) AI technology application mechanism and specific tools; (2) measured business outcomes and performance metrics; (3) sustainability and environmental impact; (4) success factors and challenges; and (5) implications for design management strategy. Cases are organized and presented by industry stream to enable comparative analysis across different application domains.

## 4. Results: Case Analysis by Industry Stream

### 4.1 AI-Based Design and Product Development

#### 4.1.1 Ribbed: Personalized On-Demand Clothing Production

Ribbed, an innovative fashion startup headquartered in California, USA (founded 2018), demonstrates a representative case of presenting new possibilities in the fashion industry through an AI-based customized clothing production model. The company was founded by two co-founders—a data scientist and a designer—with two initial visions: first,

<sup>3</sup>IBM Institute for Business Value (2011). Digital transformation strategy report.

<sup>4</sup>Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theater & Every Business a Stage*. Harvard Business School Press.

<sup>5</sup>Brown, T. (2009). *Change by Design: How Design Thinking Creates New Alternatives for Business and Society*. Harper Business.

<sup>6</sup>Chesbrough, H. (2003). *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Harvard Business Review Press.

<sup>7</sup>Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading Digital: Turning Technology into Business Transformation*. Harvard Business Review Press.

<sup>8</sup>Bhardwaj, V., & Fairhurst, A. (2019). Sustainable Fashion and AI Integration. *Journal of Fashion Marketing & Management*.

maximizing consumer satisfaction by providing consumer-centered customized products using AI; second, realizing environmental sustainability by reducing waste through data-based design and on-demand production methods.

Customers enter their style preferences, colors, and size information through questionnaires on the company website or app. This data is used by Ribbed's AI algorithm to analyze consumer tastes, and AI recommends optimal designs based on the input data by sophisticatedly analyzing the information provided by consumers and combining individual tastes with the latest fashion trends.<sup>9</sup> The AI-generated initial design is delivered to designers who modify it or add details to complete a final result that meets customer expectations. In this process, AI handles repetitive, time-consuming tasks while designers are provided an environment to focus on creative and emotional work.<sup>10</sup>

The on-demand production method prevents unnecessary inventory and contributes to solving environmental problems frequently raised in the fashion industry. Ribbed achieved high customer satisfaction by producing and selling customized clothing that satisfies individual consumer preferences, particularly resonating with younger consumers' preference for personalized experiences.<sup>11</sup> Challenges include data security and personal information protection issues, potential limitations in design suitability for specific consumer groups if AI has not learned sufficiently diverse data,<sup>12</sup> and high initial investment costs that remain barriers for small and medium enterprises.

#### 4.1.2 Liberty Fabrics: AI-Based Textile Design Innovation

Liberty Fabrics, founded in London in 1875, is a premium textile design company famous worldwide for its floral patterns. The brand preserves its traditional design process while adopting AI technology to innovate the design process. Liberty Fabrics holds a vast design archive accumulated over 150 years, containing thousands of unique patterns and color combinations.

AI analyzes this archive data, learning frequently used colors, motifs, and design elements from popular historical patterns. Through this process, AI identifies design characteristics with high customer preference and generates new patterns by applying color combinations, design elements, and repeating patterns.<sup>13</sup> Before AI introduction, developing new designs at Liberty Fabrics took an average of over 6 months, but the AI-based process shortened this to 1–2 months.<sup>14</sup> The on-demand production method prevents overproduction, reduces resource waste, and strengthens environmental sustainability.<sup>15</sup>

The success factors of Liberty Fabrics' AI adoption are: harmony of traditional techniques with AI technology; improved efficiency through customer customization; and successful fusion of tradition and modern technology. This case demonstrates new possibilities for how traditional textile design brands can simultaneously achieve efficiency and creativity through AI technology.

*Figures 3–7: Liberty Fabrics official website images showing brand identity, design and colorway work orders, The Liberty Printing Mill digital printing system, and digital fabric production processes — [Figures to be inserted by author]*

#### 4.1.3 Printful: On-Demand Textile Design

Printful, a global on-demand printing and textile production online platform headquartered in Latvia, presents a new business model enabling global designers and small brands worldwide to utilize its technology. AI automatically optimizes customer-provided design images: evaluating uploaded image resolution, generating color palettes optimized for textile printing, and performing design adjustments suited to specific textile materials (e.g., cotton, polyester).<sup>16</sup>

Printful's virtual simulation technology is another innovative AI application. When customers upload pattern ideas they want to apply to textile products, AI simulates these to show virtual prototypes of how the product would look when actually produced.<sup>17</sup> This allows customers to virtually confirm design results before actual production, saving costs and time from repeated production while increasing customer trust and satisfaction. AI also optimizes logistics networks by analyzing order data, contributing to improved global delivery efficiency.<sup>18</sup>

Printful's on-demand business model serves as a benchmark for other brands as a case demonstrating the possibility of small and medium textile design brands competing with large companies and entering the global market through AI technology. Particularly, the on-demand business model that can collaborate with small-scale designers has high value.

<sup>9</sup>Gupta, S., et al. (2020). Generative AI in Creative Design Processes. *AI for Design Journal*.

<sup>12</sup>Kosinski, M., Stillwell, D., & Graepel, T. (2021). AI Bias in Fashion Design. *Ethics in AI Design*.

<sup>13</sup>Johnson, P. (2019). AI in Textile Design: The Liberty Fabrics Approach. *Journal of Design Innovation*.

<sup>14</sup>Smith, A. (2020). The Role of AI in Enhancing Textile Patterns. *International Textile Journal*.

<sup>15</sup>Brown, T. (2019). Creativity Meets Technology: The Future of Textile Design. *Digital Textile Design Quarterly*.

<sup>16</sup>Brown, T. (2020). AI in Textile Printing: Lessons from Printful. *International Textile Journal*.

<sup>17</sup>Smart, P. (2022). Virtual Prototyping in Fashion Design. *Journal of Advanced Manufacturing Systems*.

<sup>18</sup>Johnson, P. (2021). On-demand Manufacturing and AI Integration in Printful. *Journal of Digital Transformation*.

*Figures 8–10: Printful official website images showing global service homepage, order customization program, and personalized textile product production process — [Figures to be inserted by author]*

#### 4.1.4 Adidas: AI and 3D Printing Technology Integration

Adidas' representative AI-based product development case is the Futurecraft 4D line. Futurecraft 4D uses AI algorithms to analyze collected consumer data and designs optimized shoe midsoles based on this data, reflecting the wearer's foot load distribution, exercise patterns, and designs to reduce foot fatigue. Carbon's Digital Light Synthesis technology enables fast and precise 3D printing production of midsoles.<sup>19</sup> This shortened production time by over 40% compared to traditional methods and enabled consumer-customized mass production.<sup>20</sup>

When customers input foot shape data through 3D scanning technology provided in stores, the AI algorithm analyzes this to design shoes with optimized pressure distribution. A runner requesting shoes would receive a design proposal where AI analyzes foot length, width, and arch structure to reduce fatigue and provide optimal fit. This data-centric approach greatly improved consumer satisfaction while reducing product defect rates.

Adidas' product development cycle was dramatically shortened: the shoe development process that traditionally took over 18 months was reduced to under 6 months in the Futurecraft 4D line. AI-based data-driven production methods contributed to solving overproduction and inventory problems and reducing resource waste.<sup>21</sup> Adidas' AI adoption case served as a catalyst accelerating digital transformation across the textile and sportswear industry, and demonstrated to competitors Nike and Puma the necessity of AI and 3D printing adoption.<sup>22</sup>

*Figures 11–13: Adidas Futurecraft 4D product, STRUNG 3D-printed running shoe prototype, and 'Own the Game' digital transformation strategy — [Figures to be inserted by author]*

#### 4.1.5 Gucci: AI-Based Design Innovation and Process Transformation

Gucci, the luxury fashion brand founded in Florence, Italy in 1921, has leveraged AI to drive innovative changes in its design process and management strategy. Gucci built an AI system that collects and analyzes large-scale data from social media and digital platforms, analyzing frequency of mentions of specific products, colors, patterns, and styles in consumer social media posts.<sup>23</sup> AI-based virtual simulation technology generates various color combinations and patterns automatically in the initial stage of product design, supporting designers in creating final products based on these simulations.

The Gucci Artlab, launched in 2018, specializes in leather goods and footwear, sharing efficient methods, technologies, and best practices while continuing Gucci's unique craftsmanship and experimentation. GAN (Generative Adversarial Networks) deep learning algorithms are used to generate designs for new products and recombine existing patterns.<sup>24</sup> Gucci's AI Design Collection, beginning with SS2020, involves AI analyzing Gucci's history and aesthetics to propose colors, patterns, materials, and silhouettes, with the design team and craftsmen selecting and combining these to complete final products.

AI introduction allowed Gucci to shorten the design development cycle from over 6 months (from initial sketch to product production) to less than half. A customized bag collection reflecting consumer-preferred patterns analyzed by AI recorded over 30% higher sales compared to previous collections.<sup>25</sup> This strategy allowed Gucci to be recognized by digitally-native younger consumers as an innovative tech-fashion brand beyond a traditional luxury brand.

*Figures 14–15: Gucci Artlab exterior and Gucci CUB3D sneakers unveiled at Milan Design Week 2024 — [Figures to be inserted by author]*

## 4.2 AI Applications in Manufacturing Processes

### 4.2.1 Spoonflower: AI-Based Textile Manufacturing

Spoonflower, founded in 2008, operates an on-demand platform for user-centered textile and wallpaper production. Its AI system enables real-time integration of consumer-uploaded design data into the manufacturing process: evaluating uploaded image resolution, automatically correcting or adjusting color, automatically calculating pattern placement appropriate for textile materials and wallpaper printing.<sup>26</sup> The AI-based quality control system detects and corrects printing defects in real time, detecting color bleeding, fine pattern distortion, and ink shortage problems occurring during

<sup>19</sup>Carbon Official Website (2023). Digital Light Synthesis Technology Overview. <https://www.carbon3d.com>.

<sup>20</sup>Smith, A. (2021). Adidas and the Digital Light Synthesis: A Case Study. *Journal of Advanced Manufacturing*.

<sup>21</sup>Brown, T., Smith, J., & Gupta, R. (2020). AI-driven Innovation in Sportswear Design. *Journal of Digital Transformation in Fashion*.

<sup>22</sup>Gupta, S. (2020). Sustainable Design and AI in the Textile Industry. *International Journal of Textile Science*.

<sup>23</sup>Brown, T. (2021). AI in Luxury Fashion: The Case of Gucci. *Journal of Fashion Technology*.

<sup>24</sup>Smith, A. (2020). AI-driven Floral Design: Lessons from Gucci's Archives. *Journal of Digital Design Studies*.

<sup>25</sup>Smart, P. (2022). Consumer Data Analytics in Luxury Fashion. *Textile Innovation Quarterly*.

<sup>26</sup>Smart, P., Maisuria, S., & Henshaw, J. (2022). AI-powered Quality Control in Textile Printing. *Journal of Advanced Manufacturing Systems*.



printing and automatically adjusting them.<sup>27</sup>

Spoonflower's on-demand manufacturing model solved the overproduction problem and minimized inventory management. AI analyzes order data in real time and is designed to produce only the necessary amount, reducing resource waste and strengthening cost efficiency. Spoonflower strengthened sustainability through eco-friendly ink and recyclable materials use and optimized resource usage through AI.<sup>28</sup>

Spoonflower's success case demonstrates the possibility of SMEs and designers entering the global market and strengthening competitiveness through AI technology. The combination of digital printing and AI redefines the future of textile manufacturing for both large and small players.

*Figures 16–21: Spoonflower platform pages showing virtual design selection, fabric processing process, Thoughtful Manufacturing, on-demand design platform, and designer community support — [Figures to be inserted by author]*

#### 4.2.2 Zara: AI Smart Factory and Supply Chain Innovation

Zara, founded in 1975, leads smart factory operation and supply chain innovation based on AI and digital technology. The company applies a fast product planning and production system that takes an average of 2 weeks from design to store launch. Zara established a QR System (Quick Response System) that analyzes daily data collected from POS devices, online sales, surveys, PDA devices, and RFID tags attached to clothing from thousands of global stores.<sup>29</sup>

Automated robot systems perform fabric cutting and sewing work according to AI direction. In the fabric cutting process, laser cutting technology and AI-based pattern analysis are applied to reduce unnecessary fabric waste by 30%.<sup>30</sup> AI-based sewing robots perform faster and more precise sewing than traditional manual work. Zara's AI-based smart factory operations resulted in: supply chain operating costs reduced by 20%, merchandise turnover doubled, revenue increased by 35% from rapid supply of popular products,<sup>31</sup> and carbon emissions reduced by 25% through smart factory operation.

**Table 2. Agile Companies vs. Laggards: Service Level Comparison**

| Metric                                | Agile Companies | Laggards |
|---------------------------------------|-----------------|----------|
| Deliveries On Time and In Full (OTIF) | 94%             | 87%      |
| Days in Inventory                     | 85 days         | 108 days |

Source: McKinsey & Company

*Figure 22–23: Zara AI image and AI systems applied to Zara's supply chain — [Figures to be inserted by author]*

#### 4.2.3 H&M: Smart Factory for Efficiency Enhancement

H&M, founded in Sweden in 1947, pursued digital transformation to innovate consumer experience and build a sustainable business model. H&M's smart factory operates centered on AI demand forecasting systems, automated quality control systems, and robotic process work automation.

H&M's AI demand forecasting system analyzes real-time sales data to predict future demand. The AI-based quality control system detects defects in real time during production and corrects them immediately. Smart factory robotic processes automate repetitive work, optimizing labor allocation. H&M also innovated its design process based on consumer data collected from online and offline channels.<sup>32</sup> H&M uses AI to develop sustainable materials and integrated these into the design process, analyzing characteristics of recyclable fabrics and eco-friendly fibers.<sup>33</sup>

H&M's smart factory significantly improved productivity through AI-based automation, contributing to preventing overproduction and reducing raw material waste by over 30%, which played an important role in reducing the environmental impact of the fashion industry.<sup>34</sup>

*Figure 24: H&M AI-based manufacturing system — [Figure to be inserted by author]*

#### 4.2.4 Patagonia: AI for Sustainable Manufacturing Process Innovation

Patagonia, founded in 1973, established environmental protection and sustainability as core brand values from its early days, including the '1% for the Planet' program donating 1% of product revenues to environmental protection

<sup>27</sup>Johnson, P. (2020). Sustainable Textile Production through AI Integration. Textile Innovation Quarterly.

<sup>28</sup>Brown, T. (2021). AI-driven Textile Manufacturing: The Case of Spoonflower. International Textile Journal.

<sup>29</sup>LG CNS (2019.09.20). 빅데이터를 활용한 ZARA의 애자일 공급망. LG CNS Blog.

<sup>30</sup>Johnson, P. (2021). Smart Factories and AI-powered Demand Forecasting in Fashion Retail. International Journal of Operations Management.

<sup>31</sup>Inditex (2021). Annual Report 2021: AI-driven Logistics and Supply Chain Management.

<sup>32</sup>Smith, A. (2021). Consumer Data Analytics in Fast Fashion. Textile Industry Quarterly.

<sup>33</sup>Gupta, S. (2021). AI-driven Material Innovation in Fashion. International Journal of Sustainable Textiles.

<sup>34</sup>Brown, T. (2020). AI and Sustainability in Fashion Manufacturing: The H&M Approach. Journal of Textile Innovation.

organizations. Patagonia developed an AI demand forecasting system that analyzes online and offline store sales data in real time and applies consumer purchase patterns to predict demand for specific products. Climate data analysis predicts which products will be needed more in specific seasons and regions.<sup>35</sup>

Patagonia actively uses AI in eco-friendly fiber development. AI algorithms analyze existing fiber characteristics and are used to research environmentally friendly alternative new materials. For example, AI was used in developing fiber made from recycled fishing nets and plastic bottles (Reconnaissance Fleece).<sup>36</sup> AI proposes optimal material combinations to analyze and reduce carbon emissions in production processes—combining recycled polyester and organic cotton can reduce carbon emissions by over 30%.

After introduction of the AI-based demand forecasting system, overproduction decreased by 25%. Carbon footprint decreased by 15% through eco-friendly fiber development and AI-based supply chain management.<sup>37</sup> AI smart production systems reduced inventory management costs by 30%, and transparent supply chain management and eco-friendly policies provided consumer trust, contributing to building a positive brand image with Millennial and Gen Z consumers.

Figure 25: Patagonia's '1% for the Planet' environmental protection campaign — [Figure to be inserted by author]

4.2.5 Eileen Fisher: AI-Based Sustainable Textile Innovation

Eileen Fisher, founded in New York in 1984, is recognized as a representative case of building an AI-based textile recycling program. The Eileen Fisher Renew program, operating since 2009, accepts used products from customers and recycles them to produce new products. AI-based scanning systems automatically analyze damage levels and reuse possibilities, detecting fabric wear, discoloration, and contamination, evaluating textile conditions, and grading them to propose optimal utilization methods.<sup>38</sup>

Eileen Fisher introduced AI-based data analysis systems to maximize eco-friendly material utilization: AI analyzes the physical and chemical characteristics of recycled fibers, organic cotton, and bamboo fibers to support optimal product design; AI generates optimized patterns to reduce fabric waste in clothing production; AI and smart factory systems automate production and efficiently process recycled fabrics.<sup>39</sup> Through these initiatives, water usage in the dyeing process decreased by 50%, recycled fiber usage increased by 60%, annual textile waste decreased by 30%, and production costs were reduced by 25%.<sup>40</sup>

Figure 26: Eileen Fisher sustainable management strategy — [Figure to be inserted by author]

4.3 Marketing and Consumer Experience Customization

4.3.1 Burberry: 'Fully Digital BURBERRY' Innovation Strategy

Burberry (founded 1856, 168-year history) faced a brand image crisis in the 2000s and needed a new strategy to overcome it and respond to changing times. When Angela Ahrents became CEO in 2006, she redefined Burberry as a 'digital media company' and directed a 'Fully Digital BURBERRY' strategy that innovated entire management including production, organization, process, marketing, and communication by integrating digital and customer experience.<sup>41</sup>

Table 3. 'Fully Digital BURBERRY' Digital Transformation Strategy

| Strategic Pillar        | Key Actions and Outcomes                                                                                                                                                                                          |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target Redefinition     | Shifted core customer target to digital-native Millennials; 60% of marketing budget allocated to digital media; £70M invested in IT in 2014                                                                       |
| Social Media Expansion  | Launched on Facebook, YouTube, Twitter, Instagram, WeChat, Youku; WeChat VIP live fashion show streaming (2014); 'Art of the Trench' community campaign enabling customer photo uploads                           |
| Omnichannel Integration | iPad-equipped store staff for omnichannel service; Digital flagship store in London (2012) with RFID tags triggering product videos; Online shopping in 45 countries; 24/7 phone and chat ordering in 6 languages |
| Smart Manufacturing     | 'Bespoke' online custom trench coat design and order service linked to smart factory; Lead time reduced from 6 months to 7 weeks post-order; SAP ERP and HANA real-time analytics for inventory                   |

<sup>35</sup>Brown, T. (2020). AI and Sustainability in Fashion: The Patagonia Approach. Journal of Textile Innovation.

<sup>36</sup>Smith, A. (2022). Developing Eco-friendly Fabrics with AI: A Case Study of Patagonia. Textile Science & Technology Review.

<sup>38</sup>Brown, T. (2020). AI and Sustainable Textile Manufacturing: The Case of Eileen Fisher. Journal of Textile Innovation.

<sup>39</sup>Johnson, P. (2021). AI-driven Circular Economy in Fashion: A Study of Eileen Fisher Renew. International Journal of Sustainable Fashion.

<sup>40</sup>Smith, A. (2022). AI-powered Textile Recycling and Waste Reduction Strategies. Textile Science & Technology Review.

<sup>41</sup>디지털 네이버포스트 (2018.02.22). 디지털 럭셔리 브랜드로 성장한 Burberry 성공전략.

|                   |                                                                                                                                                                      |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   | and personalization                                                                                                                                                  |
| Business Outcomes | Operating profit turned positive from 2009 deficit; sustained revenue growth; share price increased over 165%; AI-based counterfeit detection protecting brand value |

Source: Helixa (reconstructed)

As a result of pursuing digital transformation strategy, operating profit turned from deficit in 2009 to surplus with revenue steadily increasing, and share price rose over 165%—a successful outcome. Burberry's success demonstrated the possibilities of how AI technologies such as deep learning and machine learning can be applied in the fashion industry.

*Figures 27–31: 'Fully Digital BURBERRY' branding, 'Art of the Trench' campaign, digital technology and customer experience integration, and 2010 'Runway Reality' online service — [Figures to be inserted by author]*

#### 4.3.2 Anthropologie: AI-Based Customized Customer Experience Marketing

Anthropologie, a premium brand of Urban Outfitters Inc. (founded 1992), is a lifestyle and fashion brand offering textile-centered fashion and home décor products. The brand uses AI to analyze consumer data in real time and build customized marketing strategies: AI analyzes past purchase history, website browsing patterns, shopping cart records, and click data to automatically recommend the most appropriate products.<sup>42</sup>

After introduction of personalization services, customer satisfaction increased by 35%, and the revisit rate of consumers receiving AI recommendations increased by 50%.<sup>43</sup> Personalized email campaigns increased click-through rates (CTR) by 40%. Anthropologie introduced Google's generative AI-based Virtual Try-On (VTO) service, allowing consumers to select desired patterns and see how they would look applied to various products in real time through virtual simulation. After introducing virtual simulation, home décor product return rates decreased by 20%.<sup>44</sup>

*Figures 32–33: Generative AI 'Virtual Try-On' service and VTO model wearing customer-selected clothing — [Figures to be inserted by author]*

#### 4.3.3 UNIQLO: AI Chatbot Service

UNIQLO (founded 1984) introduced its AI chatbot service UNIQLO IQ in September 2017, developed based on Google's Dialogflow platform. UNIQLO focuses on providing customized services by analyzing customer data through UNIQLO IQ: recommending appropriate products using local weather data; analyzing shopping records and search data to identify individual preferences; and enabling streamlined product search, inventory check, and purchase across the entire shopping process.

UNIQLO particularly met the needs of young customers who prefer shopping in mobile environments. Successful pilot operations in the US and Japan led to expanded official service launch in July 2018. UNIQLO also integrated apps and websites to strengthen integrated digital experience, considering the shopping pattern where customers check products in offline stores then purchase online.

*Figures 34–35: UNIQLO 'Discover products in new, multiple ways system' and 3D scanning and AR fitting room reinvention — [Figures to be inserted by author]*

#### 4.3.4 Stitch Fix: AI-Based Personalized Fashion Marketing

Stitch Fix (founded 2011 by Katrina Lake) provides consumer-customized style recommendations using AI technology through a subscription business model. The core concept of Stitch Fix's business model is personalized style recommendation through AI and human stylist collaboration. When customers sign up, they input fashion style, preferred colors, body measurements, budget range, and lifestyle information, and the AI builds a database analyzing which products consumers prefer and which they return.<sup>45</sup>

Stitch Fix developed a 'Bayesian Network' algorithm: AI probabilistically analyzes customer style data and recommends the most appropriate products, proposing new styles likely to be preferred by consumers rather than just recommendations based on past purchase history. Deep learning-based image analysis learns from millions of fashion trend-reflecting image data to find products similar to consumer styles. Natural language processing (NLP) technology analyzes natural language data customers input when leaving style feedback to improve recommendations.<sup>46</sup>

After introduction of the AI-based personalized recommendation system, customer satisfaction improved by 30% and return rates decreased by 20%. Stitch Fix uses AI to optimize inventory management and supply chain operations, with

<sup>42</sup>Smith, A. (2021). Data-Driven Consumer Behavior Analysis in AI Marketing. *International Journal of Marketing Technology*.

<sup>43</sup>Brown, T. (2022). AI-driven Personalization in Fashion and Home Décor: The Anthropologie Model. *Journal of Retail Innovation*.

<sup>44</sup>Johnson, P. (2022). AI-powered Virtual Simulation in Home Décor Retail. *Journal of Consumer Experience Research*.

<sup>45</sup>Smith, A. (2021). Consumer Data Analytics in Fashion: A Study of Stitch Fix's AI Strategy. *International Journal of Fashion Technology*.

<sup>46</sup>Brown, T. (2020). AI and Personalization in Fashion Retail: The Case of Stitch Fix. *Journal of Retail Innovation*.



demand prediction and inventory management optimization reducing overproduction by 25% and reducing unnecessary fashion waste, contributing to environmental protection.<sup>47</sup> AI-based marketing strategy resulted in annual revenue increasing by 40% and subscription retention rate exceeding 90%.<sup>48</sup>

*Figures 36–38: Stitch Fix customized styling service, 'Algorithms Tour' explanation page, and delivered clothing box — [Figures to be inserted by author]*

## 5. Discussion

Analyzing the AI-based design innovation cases across textile and fashion industry companies reveals several cross-cutting findings. First, the AI-human collaboration model is forming a new paradigm of design innovation across all three industry streams examined. AI has strengths in large-scale data processing and repetitive task automation, while humans demonstrate unparalleled ability in creative thinking and emotional understanding—and cases combining these characteristics achieve synergistic effects.<sup>49,50</sup>

Second, the relationship between company size and AI adoption outcomes is complex. This study's cases include startups (Ribbed, Stitch Fix) that have successfully implemented AI-based business models and built competitive advantage with limited resources. On-demand production and quality management technologies were found to have high applicability to SMEs as well. However, initial facility investment costs remain significant barriers for SMEs, and additional support measures such as government financial support and technical consulting, as well as collaboration with large companies, need to be explored.

Third, the dual nature of AI adoption—efficiency gains alongside new challenges—is consistently evident across all cases. While AI accelerates fast fashion when generating rapid consumer responses, its simultaneous application to on-demand production (Patagonia, Eileen Fisher, Spoonflower) can reduce overproduction and environmental impact. Resolving this contradiction requires strategic design of which specific AI applications to prioritize and how to balance them with sustainability commitments.

Fourth, the domestic-global distinction parallels findings in related research: companies operating in their domestic market tend to adapt to local regulatory requirements more actively. Samsung C&T Fashion's introduction of an AI-based 'fashion curation engine' through its online mall 'SSF Shop'<sup>51</sup> demonstrates how domestic companies can leverage AI to provide personalized services comparable to personal shoppers, suggesting that regulatory familiarity and local market knowledge facilitate more tailored AI applications.

Consumer privacy concerns are consistently present across cases involving personalized recommendations (Anthropologie, Stitch Fix, UNIQLO), mirroring the broader AI ethics literature. The importance of data transparency, ethical AI system design, and compliance with regulations such as GDPR or Korea's Personal Information Protection Act cannot be overstated as AI adoption expands.

## 6. Conclusions

### 6.1 Summary and Conclusions

This study analyzed cases of AI-based design innovation in textile and fashion companies across three industry streams—design and product development, manufacturing process, and marketing and consumer experience—and derived the following conclusions:

**(1) AI as core design innovation tool:** AI accelerates design innovation in the textile and fashion industry and plays an important role in simultaneously strengthening creativity and efficiency through collaboration with designers. AI's data-based design approach is enabling new design possibilities that reflect market trends and consumer preferences more accurately.

**(2) Comprehensive supply chain transformation:** AI plays a critical role in optimizing the entire supply chain, from design to production to delivery. Smart factories and AI demand forecasting systems improve production efficiency and

<sup>47</sup>Johnson, P. (2022). AI-powered Inventory Management in Fashion. *Journal of Sustainable Retailing*.

<sup>51</sup>아시아투데이 (2024.08.01). '브랜드 확대에 AI활용까지' 삼성물산 패션, 온라인 역량 강화. 서병주. <https://www.asiatoday.co.kr>

reduce resource waste, contributing to environmental sustainability. Cases including Zara and H&M demonstrate that comprehensive integration across all supply chain functions—not piecemeal adoption—generates the strongest competitive advantages.

**(3) Consumer experience innovation:** AI plays a pivotal role in transforming consumer experiences, enabling personalized shopping experiences, virtual try-on services, and real-time customization. These innovations are increasing consumer satisfaction and brand loyalty, as demonstrated by cases including Burberry, Anthropologie, UNIQLO, and Stitch Fix.

**(4) New challenges alongside benefits:** AI technology utilization does not necessarily produce only positive results. Concerns including overproduction, privacy protection issues, acceleration of fast fashion, and the diminishing role of human creativity in AI-dependent environments must be addressed through balanced strategies that actively utilize AI while also considering creativity and ethical responsibility.

## 6.2 Implications

**First**, AI-based design innovation accelerates digital transformation in the textile and fashion industry and is providing companies with new opportunities. AI-based data analysis enables cost reduction and efficient production strategies, making the establishment of a complete AI-based smart factory increasingly necessary.

**Second**, the digital transformation of consumer experience will accelerate with the rapid advancement of AI technology. AI will further refine virtual shopping experiences and make complete AI-based customized fashion curation services possible, making rapid decision-making and response in the textile and fashion industry essential.

**Third**, AI is establishing itself as a core technology for improving efficiency, creativity, and sustainability in the textile and fashion industry. AI-based design automation enables efficient improvement of design processes, and as AI's role expands from repetitive tasks to creative domains, it should be designed to complement creativity through collaboration with human designers.

**Fourth**, integrating ESG factors into AI strategy is critical for long-term competitiveness. Companies must practice ethical and environmental responsibility through eco-friendly material development and recycling system introduction using AI, while also considering creativity and ethical responsibility in a balanced approach as AI technology becomes more central to operations.

## 6.3 Research Limitations and Future Directions

This study's limitations include: difficulty generalizing industry-wide findings from specific industry case-centered analysis; the possibility that applicability may change with the pace of AI technology development; and insufficient coverage of the individual privacy protection and ethical issues that can arise from consumer data utilization in AI adoption. AI algorithms may produce biased results depending on training data, and this ethical problem must be considered simultaneously.

Furthermore, if AI-based demand forecasting goes wrong, it may accelerate the disadvantages of fast fashion; for SMEs in the textile industry, cost problems and technology shortages may limit AI technology adoption; and the role of designers may be marginalized as AI dependency increases—areas that require follow-up research. Future research should analyze changes in AI technology development's impact on various domains of the textile and fashion industry, and comprehensive research addressing ethical issues and social responsibilities accompanying AI utilization is needed.

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적정기술학회지, 8(2), 56–65.

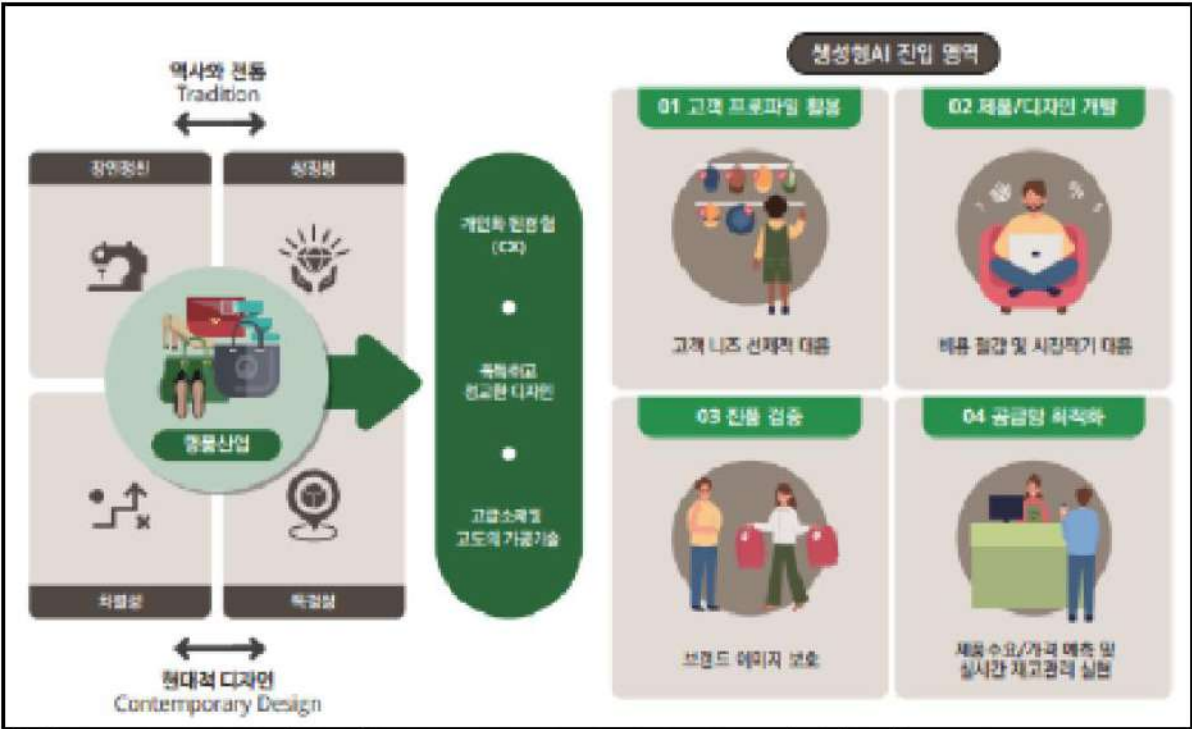
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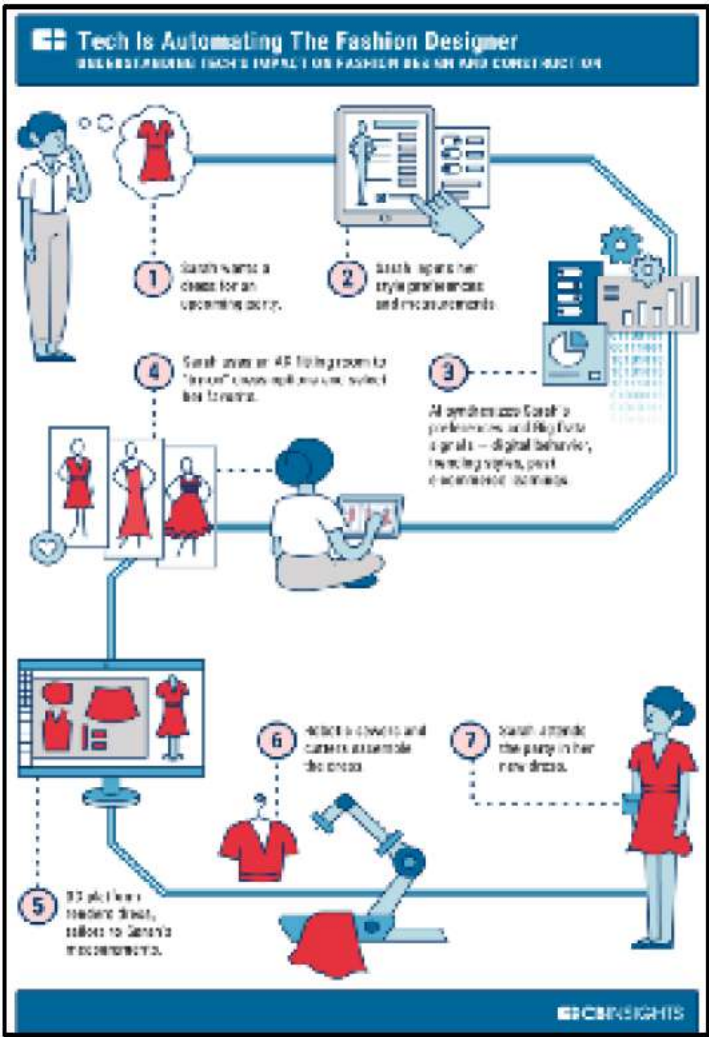
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<그림 1> 생성형 AI를 이용한 전통기업의 디지털 트랜스포메이션 과정



출처 : Brand Brief - 브랜드브리프(<http://www.brandbrief.co.kr/>)/ ©한국딜로이트그룹

<그림 2> 개인화된 주문형 의류 생산 프로세스의 예



출처 : CBINSIGHTS



<그림 3> Liberty 브랜드 공식 홈페이지 이미지



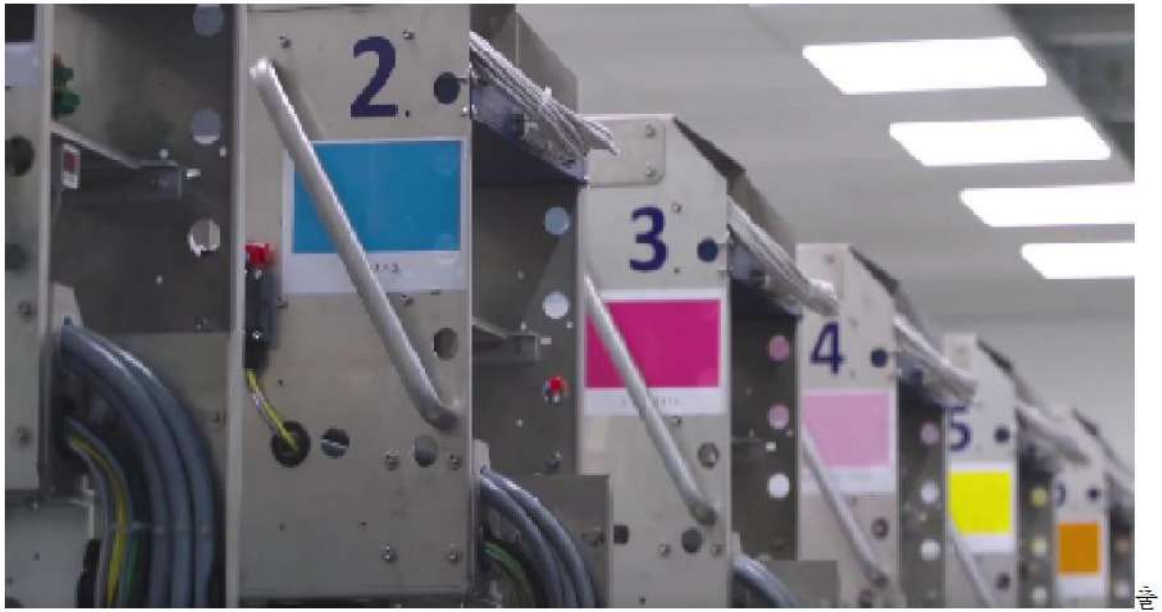
출처: 리버티패브릭(Liberty Retail Ltd, Company) 공식 홈페이지

<그림 4> 리버티패브릭(Liberty Fabrics)의 디자인 및 컬러웨이 작업지시서



출처: 리버티패브릭(Liberty Retail Ltd, Company) 공식 홈페이지

<그림 5> 리버티패브릭(Liberty Fabrics)의 The Liberty Printing Mill 디지털 프린팅 시스템



출처: 리버티패브릭(Liberty Retail Ltd, Company) 홈페이지

<그림 6> The Liberty Printing Mill의 디지털 프린팅 원단 생산과정



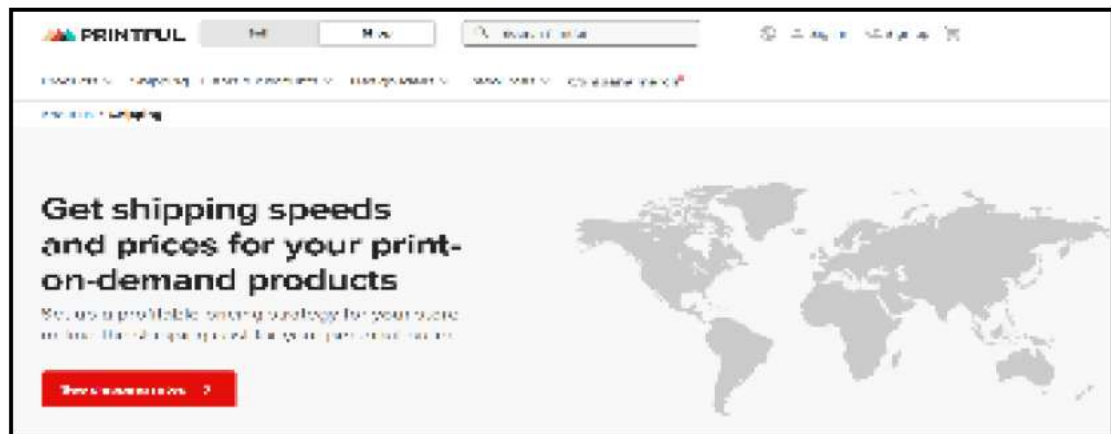
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<그림7> 리버티패브릭(Liberty Fabrics)의 The Liberty Printing Mill



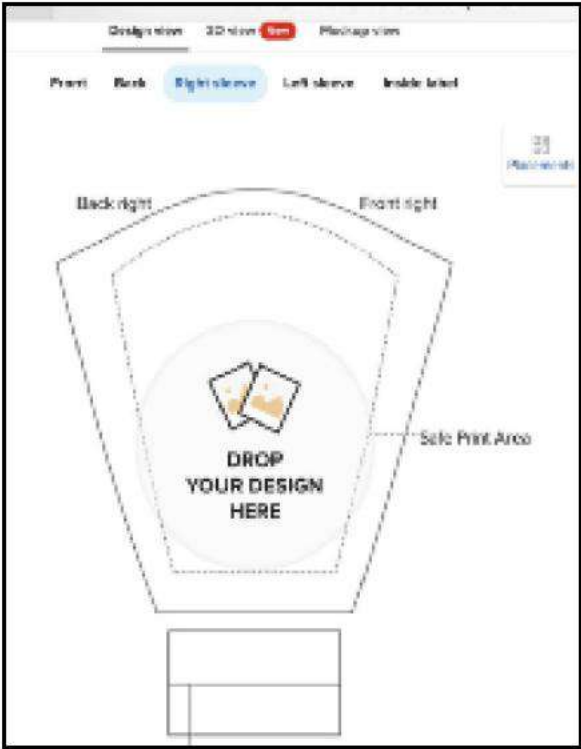
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<그림 8> Printfull 의 개인 텍스타일 제품 제작 글로벌서비스 홈 페이지



출처 : Printful 공식홈페이지 Custom Print On Demand & Dropshipping

<그림9> 고객의 디자인을 반영해서 주문제작할 수 있는 프로그램



출처 : Printful 공식홈페이지 Custom Print On Demand & Dropshipping

<그림 10> 프린트풀(Printful)의 개인화된 텍스타일 제품 제작과정



출처 : Printful 공식홈페이지



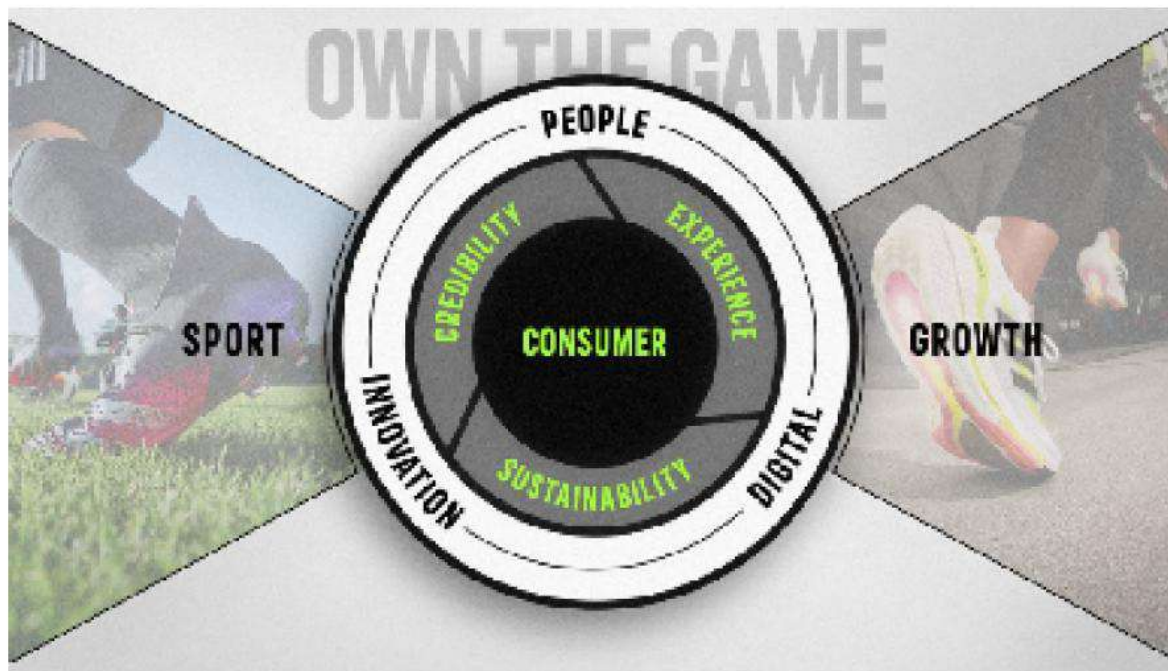
<그림11> 아디다스(Adidas)의 AI 기반 제품 Futurecraft 4D (좌)

<그림12> Adidas' s prototype 3D-printed running shoe called STRUNG. (우)



출처: Adidas Official Website. Futurecraft 4D Technology. Retrieved from [//www.adidas.com](http://www.adidas.com).

<그림 13> 아디다스(Adidas)의 새로운 디지털포메이션 전략 “on the game”



출처: 아디다스(Adidas) 홈페이지



<그림 14> 구찌 아트랩(Gucci Artlab) 전경



출처: 구찌 아트랩(Gucci ArtLab) - Gucci Equilibrium

<그림 15> 2024 밀란 디자인위크에 공개된 구찌 큐브3D(Gucci CUB3D) 스니커즈



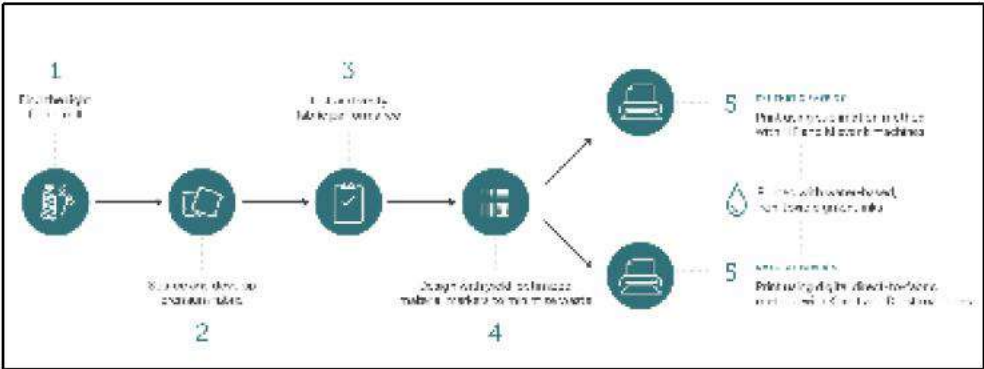
출처: 구찌 공식 홈페이지

<그림16 > 가상이미지를 통해 고객이 원하는 디자인과 소재 선택 및 주문페이지



출처: 스푼플라워(Spoonflower) 공식홈페이지

<그림 17> Fabric Processing & Sourcing



출처: Spoonflower | Purpose & Impact

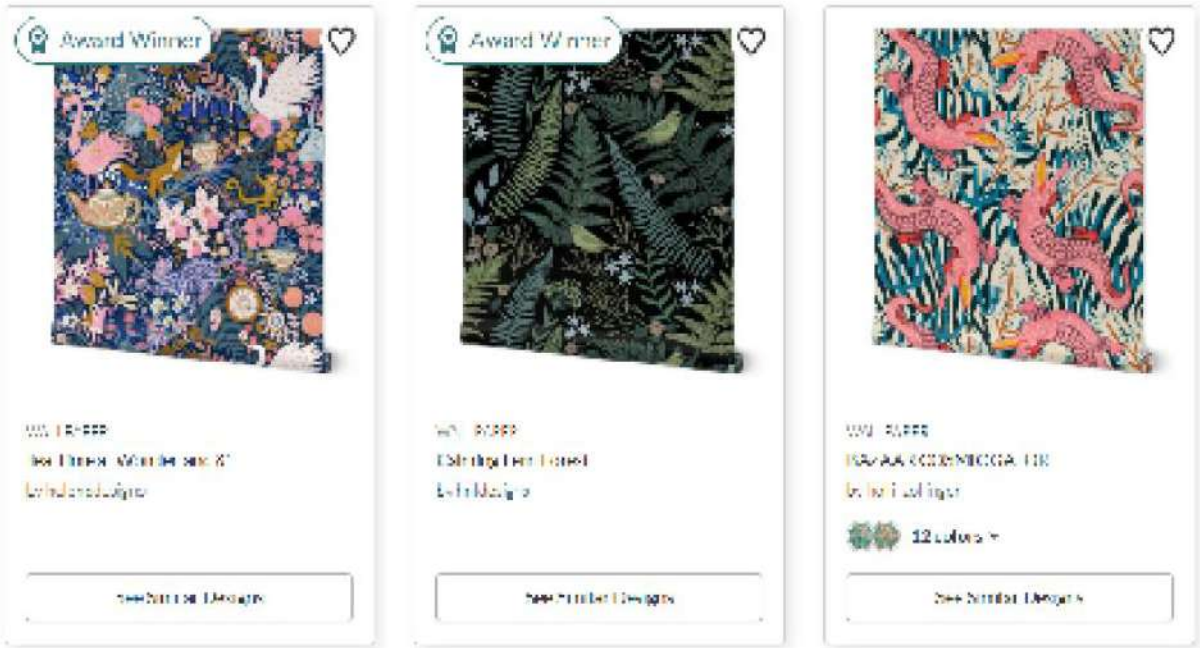
<그림 18,19 > Thoughtful Manufacturing



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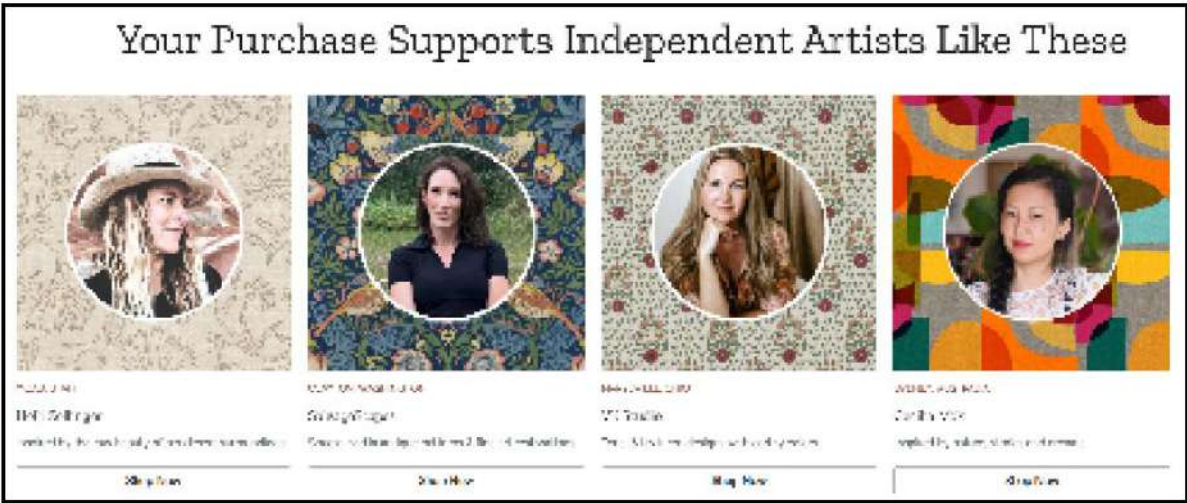


<그림 20> 온디맨드 디자인 제안 및 생산 주문 플랫폼 이미지



출처: 스푼플라워(Spoonflower) 공식홈페이지

<그림 21> 디자이너들의 커뮤니티 서포트 시스템



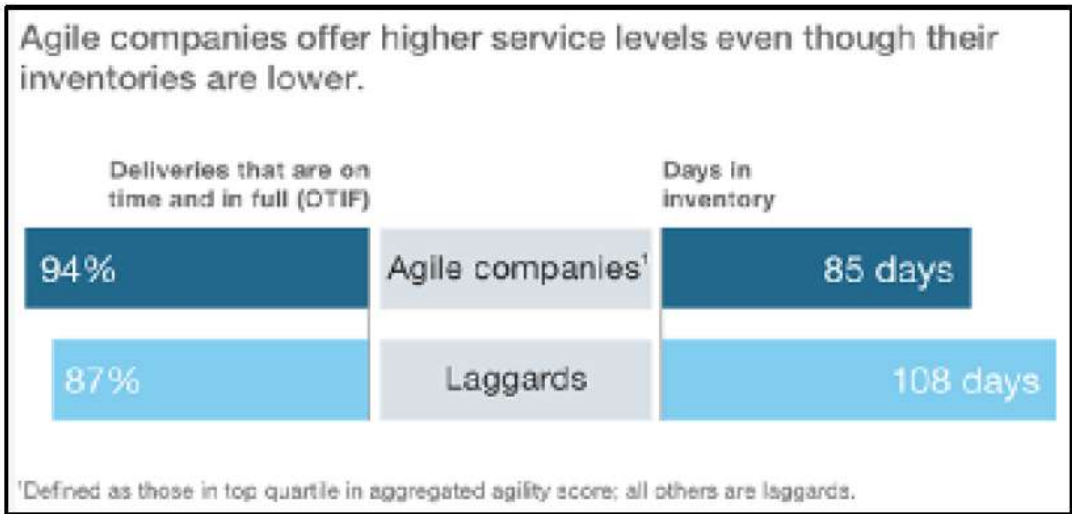
출처: 스푼플라워(Spoonflower) 공식홈페이지

<그림 22> 자라(ZARA)의 AI 이미지



출처: Zara: AI를 활용한 패션 마케팅과 운영

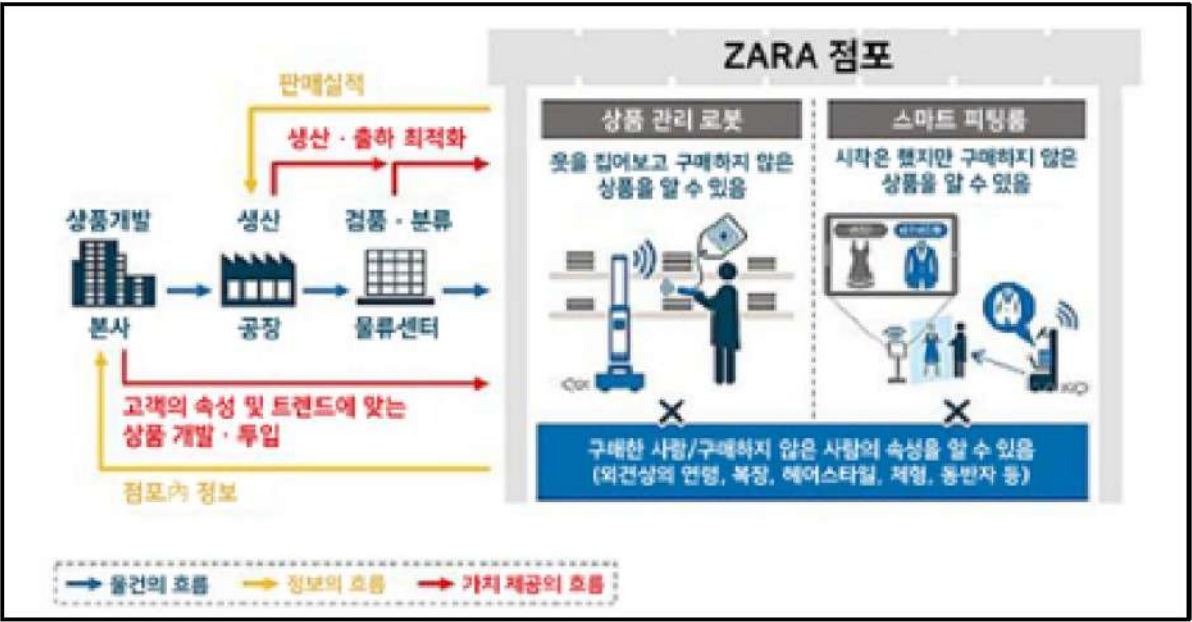
<표 2> 애자일 기업의 높은 서비스 레벨



출처: McKinsey & Company



<그림 23> 자라(ZARA)의 서플라이체인에 적용된 AI시스템



출처:Supply Chain Management Enters a New Stage, Expanding the Scope of Overall Optimization: A New Trend in the Supply Chain "Logistics 4.0" and New Business Opportunities (4) (Page 1 of 3) - MONOist

<그림24> 에이치앤엠(H&M)의 AI 기반 제조 시스템



출처: 에이치앤엠(H&M) 공식 홈페이지



<그림25> 파타고니아의 대표적인 환경 보호 캠페인 중 하나인 “1% for the Planet” 프로그램



출처: '파타고니아(Patagonia) 역사와 핵심 가치, 이본 쉬나드' Product & Brand Story

<그림 26> 에이린 피셔 (Eileen Fisher)의 지속가능한 경영전략



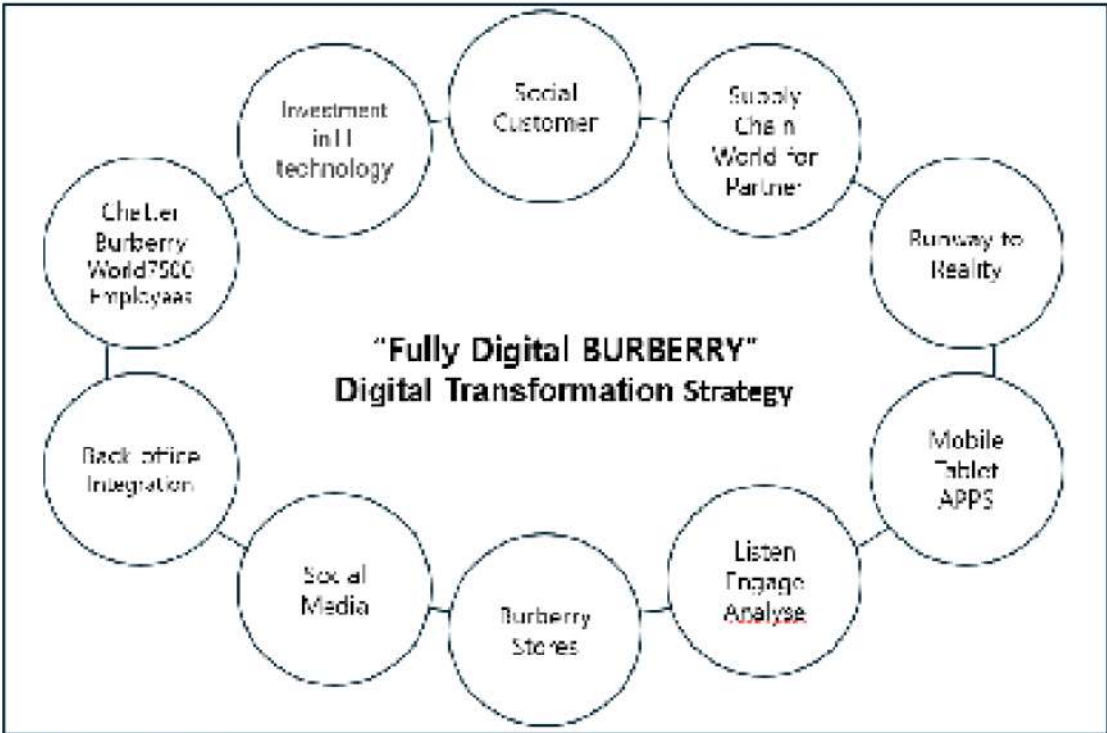
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<그림 27> “ Fully Digital BURBERRY”



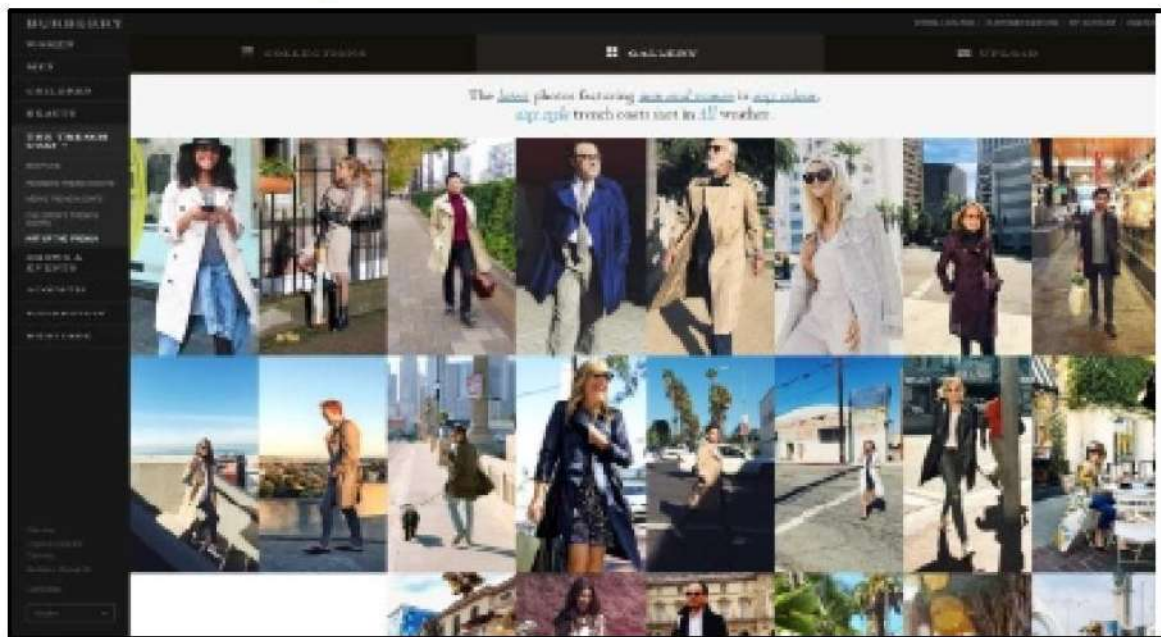
출처 : 버버리 공식 웹사이트

<표 3> “ Fully Digital BURBERRY” 전략



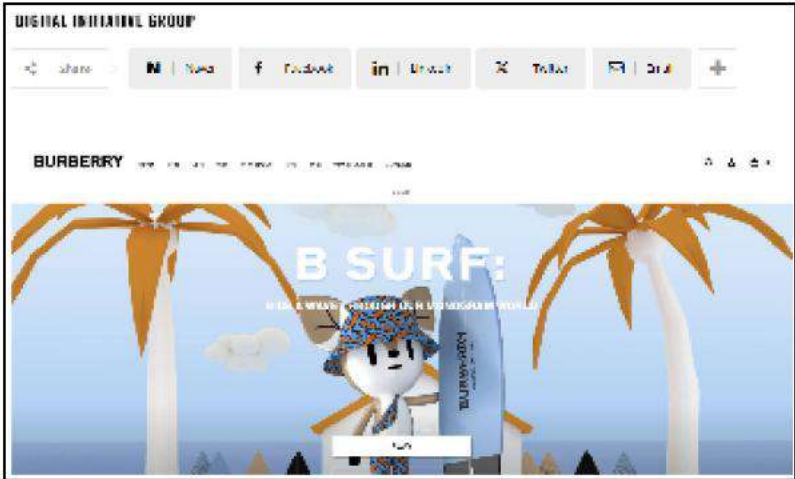
출처: Helixa 의 재구성

<그림 28> “아트 오브 트랜치(Art of the Trench)”



출처: Art of the trench 웹사이트 <http://artofthetrench.burberry.com/>

<그림 29> Fully Digital BURBERRY의 디지털 기술과 고객경험의 접목 사례



출처 : 버버리 공식 웹사이트

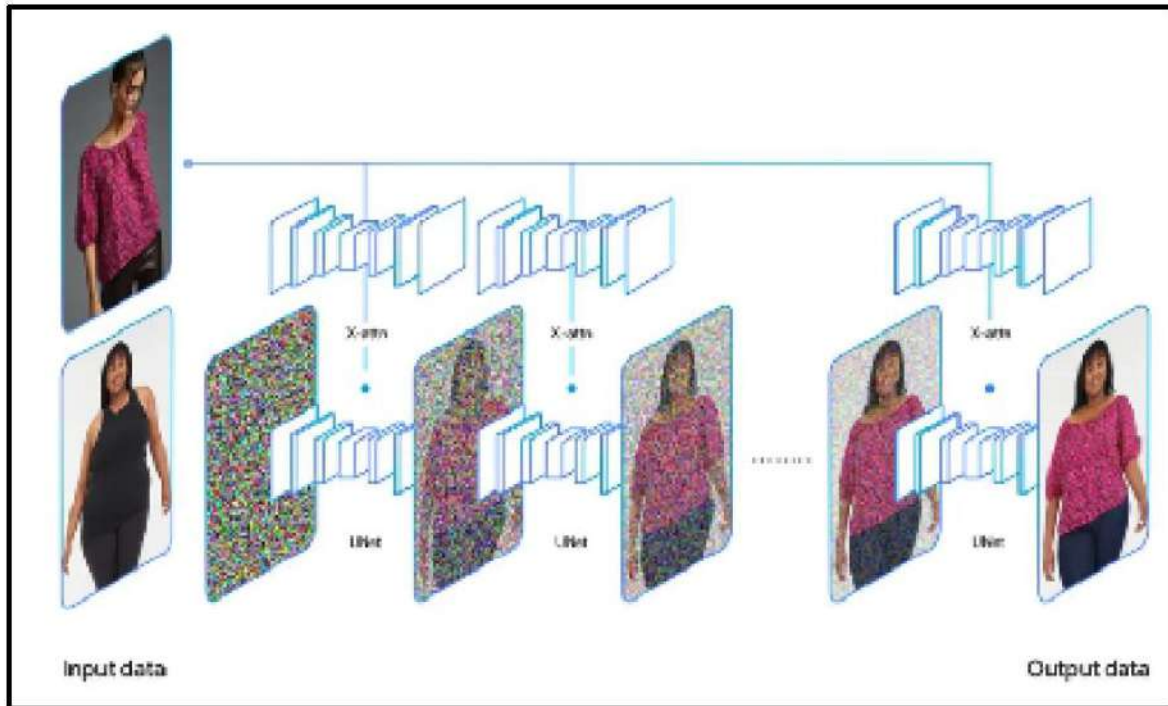
<그림 30(좌),31(우)> 2010년 버버리의 “런웨이 리얼리티(Runway Reallity)” 온라인 서비스



출처: “느린 명품” 버버리는 어떻게 디지털기업이 되었나? 네이버포스트

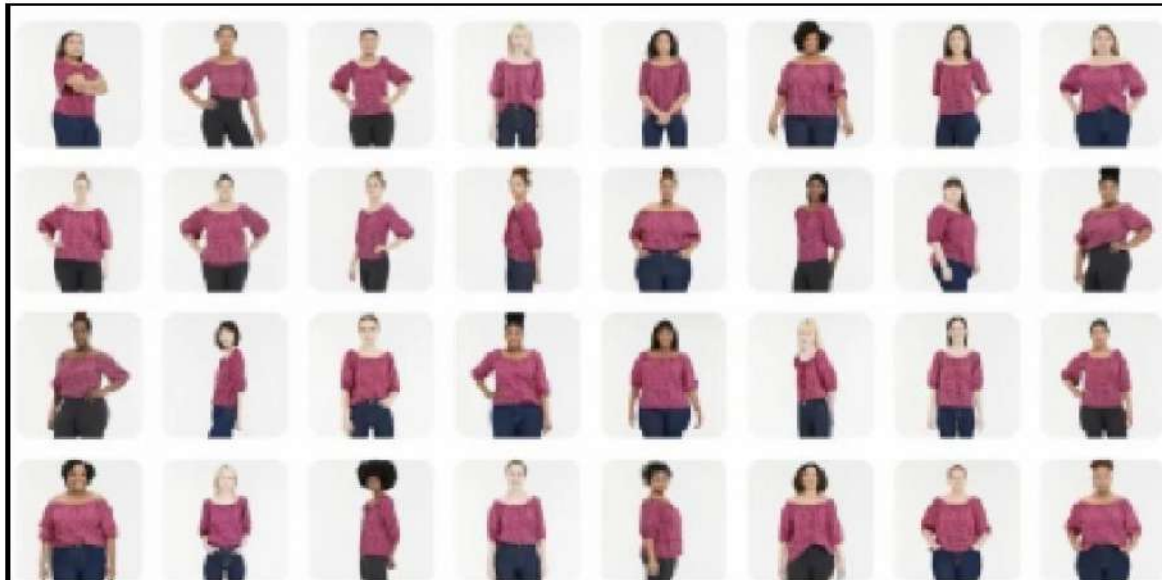


<그림 32> 생성형 AI를 활용한 ‘가상 입어보기(Virtual try-on · VTO)’ 서비스



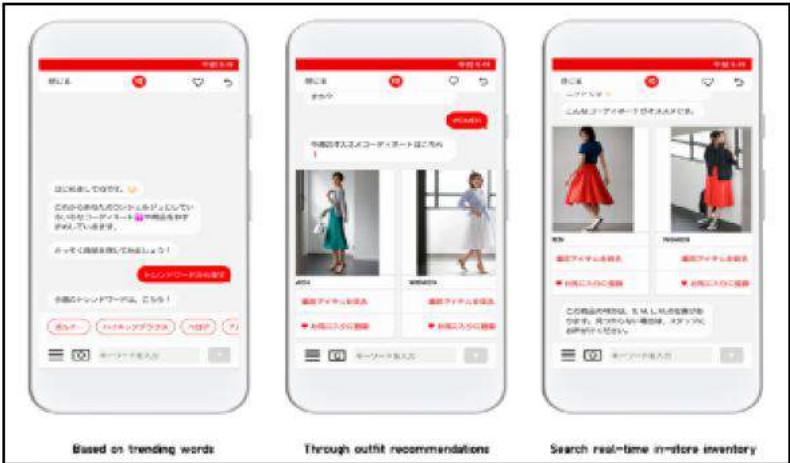
출처 : 앤스로폴로지(Anthropologie) 홈페이지

<그림 33> ‘가상 입어보기(Virtual try-on · VTO)’ 에서 사용자가 고른 옷을 생성형 AI가 만든 모델이 착용한 예.



출처 : AI타임스(<https://www.aitimes.com>)

<그림34> 유니클로(UNIQLO)의 “Discover products in new,multiple ways system”



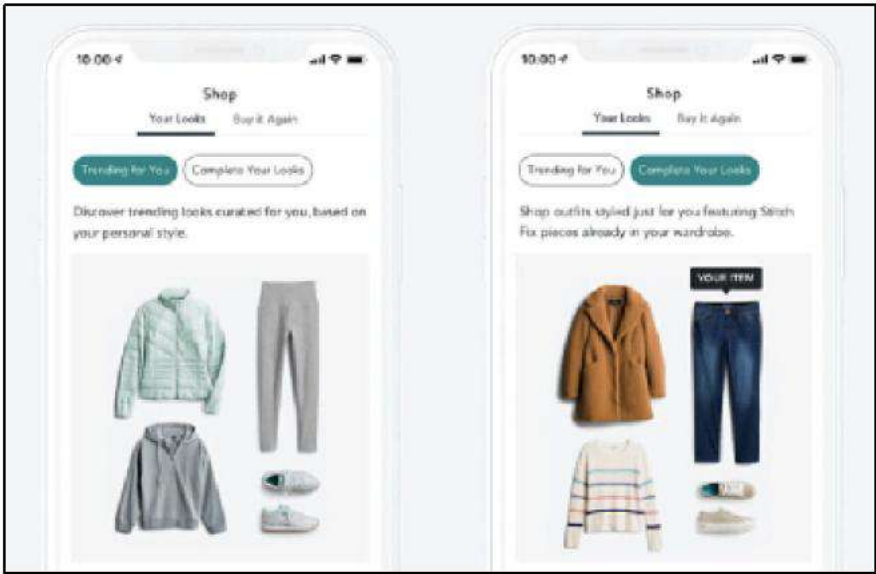
출처: AI 기반 패션 코디 서비스, UNIQLO IQ - AI트랜스포메이션 및 디지털트랜스포메이션 트렌드

<그림 35> 3D scanning and AR are also reinventing the fitting room - at home and in stores.



출처: 유니클로(Uniqlo) 공식홈페이지

<그림 36> 스티치 픽스(Stitch Fix)의 맞춤형 스타일링 서비스



출처 : The PR 더피알(<https://www.the-pr.co.kr>)

<그림 37> The company details how it works in the “Algorithms Tour” on its website



출처: Stitch Fix 공식홈페이지

<그림 38> 스티치 픽스(Stitch Fix)의 배송된 의류 박스



출처: Stitch Fix 공식홈페이지