
THOUGHT-STARTER: COULD THE GROWTH OF AI BE BAD FOR FASHION?

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For an industry that thrives on change, the use of AI might mean homogenisation over innovation, says trends analyst Sabrina Faramarzi.

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It's usually science fiction that predicts future technologies, but it was actually 1995's cult teen film **Clueless** that showcased to mainstream audiences the possibility of an automated, digital wardrobe driven by a form of artificial intelligence (AI).

The accelerated use of AI in fashion has changed the consumer landscape. No other industry has access to the kind of dataset that fashion does, and digital wardrobe management services are making ripe use of it. Digital wardrobes – personal inventory systems that do everything from automatically match outfits for you to getting your dry cleaning organised – are infiltrating the consumer market, and **these AI-powered systems** are beginning to offer the promise of a highly individual, streamlined and personal clothing and fashion ecosystem for everybody.

But could these digital wardrobes, which function by promoting convenience, sustainability and buying advice, crunch their data so successfully that they end up standardising the fast fashion industry to one that simply recreates what it already circulates?

Read the full Opinion piece [here](#).