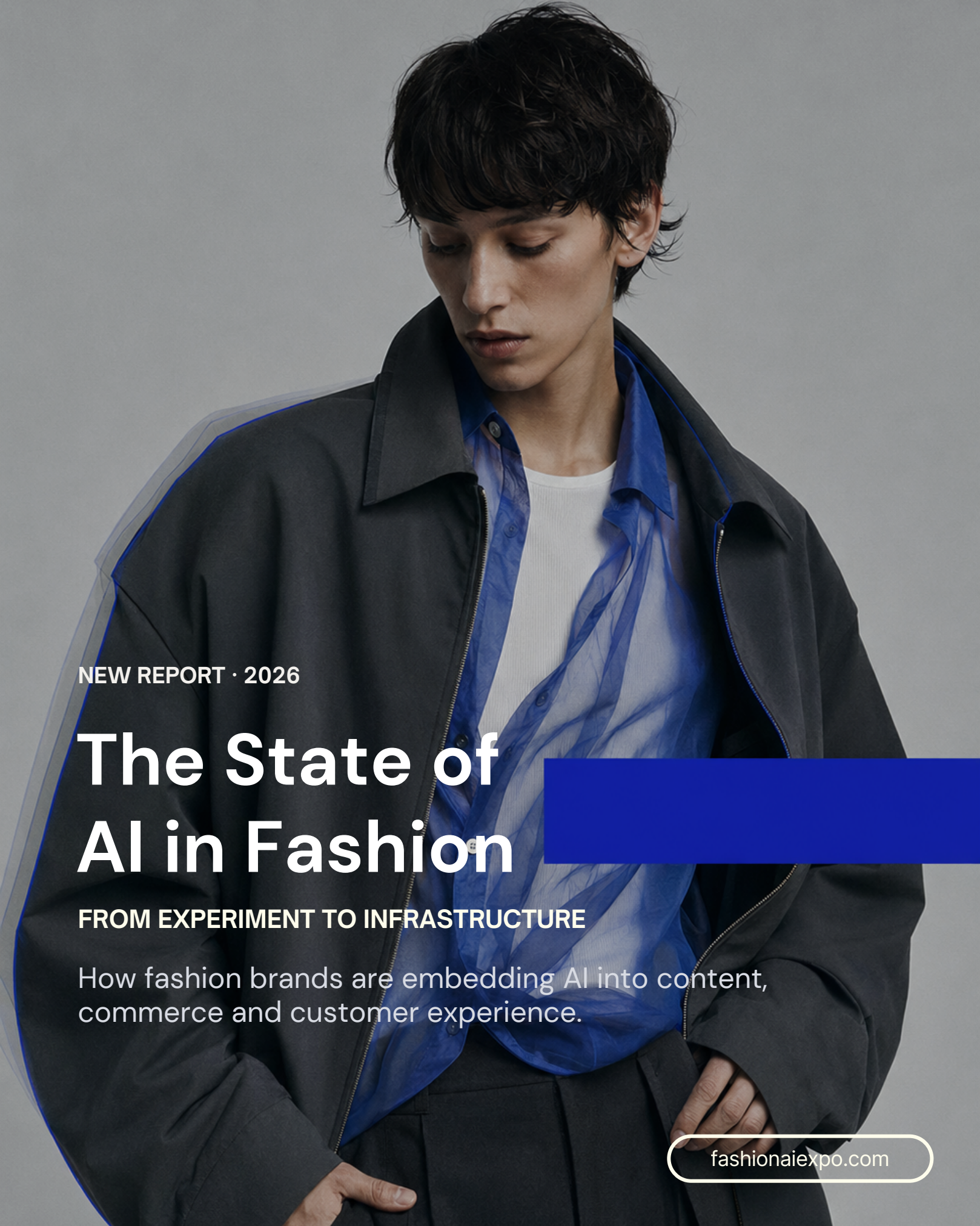




NEW REPORT · 2026

The State of AI in Fashion

FROM EXPERIMENT TO INFRASTRUCTURE

How fashion brands are embedding AI into content, commerce and customer experience.

fashionaiexpo.com

AI is no longer a side experiment.

Fashion brands are moving beyond one-off images and pilot projects. AI is becoming a working layer across the value chain — shaping how products are imagined, marketed, discovered and sold.

THE SHIFT

01

CREATIVE PILOTS

AI-generated images and isolated experiments

02

INTEGRATED WORKFLOWS

Brand-controlled systems connected to real products and data

03

MEASURABLE IMPACT

Speed, scale, relevance and customer engagement

Four years that changed fashion's AI agenda

The story is shifting from access to execution.

**2023****DISCOVERY**

Generative tools enter creative teams. The industry tests image generation, copy and concept development.

**2024****PUBLIC EXPERIMENTS**

Campaigns and branded AI experiences reach consumers. Mango launches its first fully generative campaign.

**2025****BRAND-CONTROLLED AI**

Digital twins, proprietary assistants and clearer consent frameworks move into focus.

**2026****OPERATIONAL SCALE**

AI becomes a repeatable production and commerce capability — not simply a creative novelty.

Where AI is becoming fashion infrastructure

Seven layers now connect creative ambition with operational value.

01	DESIGN	Concepting, print and silhouette exploration
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02	PRODUCT	3D development, sampling and fit
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03	CONTENT	Campaigns, localisation and asset variation
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04	IDENTITY	Digital twins and licensed likeness
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05	COMMERCE	Search, styling and conversational discovery
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06	RETAIL	Virtual try-on and assisted selling
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07	OPERATIONS	Forecasting, pricing and inventory
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CASE 01 · CONTENT AT SCALE

Zalando

AI has moved inside the content engine.

90%

of Zalando's on-site marketing content
is now generated using AI.

WHY IT MATTERS

The advantage is no longer the ability to generate an image. It is the ability to produce relevant, localised and brand-consistent content at speed.

SIGNAL

Content velocity becomes a strategic capability.



CASE 02 · DIGITAL IDENTITY

H&M: digital twins with human consent

H&M's 2025 campaign used digital twins of real models, developed through a collaborative and transparent process.

THE STRATEGIC QUESTION

Who owns, controls and benefits from a person's digital likeness?

Consent and control are moving from ethics to brand governance.

Two use cases, one direction

AI works best when it carries real brand codes and real product data.

RALPH LAUREN

Conversational commerce

Ask Ralph turns natural-language prompts into shoppable head-to-toe looks based on the brand's style and available inventory.

The website becomes a stylist, not only a catalogue.

MANGO

Creative co-pilot

Mango combined real garment photography, model training and human art direction to create its generative Teen campaign.

The value sits in the workflow — not in automation alone.

DEEP DIVE

What creates value now?

- 01 Faster, more localised content production
- 02 Better product discovery and assisted styling
- 03 Reduced sampling and development time
- 04 Smarter use of archives and proprietary data
- 05 More relevant customer journeys

The metric is shifting from “AI-generated” to measurable impact.

Five signals to watch in 2027

The next phase will be defined by connection, control and trust.

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1

AI AGENTS

become a new gateway to product discovery.

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2

BRAND DATA

becomes a competitive moat for distinctive outputs.

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3

DIGITAL TWINS

evolve into controlled and licensed creative assets.

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4

VIRTUAL TRY-ON

moves from innovation feature to customer expectation.

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5

TRANSPARENCY

becomes a visible marker of brand trust.

AI will not make every fashion brand distinctive.

It will amplify the brands that know what they stand for — and can translate that identity into data, systems and experiences.

Join the conversation at Fashion AI Expo 2026

[FASHIONAIEXPO.COM](https://fashionaiexpo.com)

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