



Fashion AI Expo Debuts in Paris, Bridging Fashion and Artificial Intelligence

PRESS RELEASE

Paris, 6 March 2026

The first edition of Fashion AI Expo took place during Paris Fashion Week, bringing together a curated community of fashion leaders, designers, and AI companies, with Maison Pierre Cardin as Guest of Honor and the presence of Rodrigo Basilicati-Cardin, bridging heritage and innovation.

The first edition of Fashion AI Expo, founded by Olga Gasnier, debuted in Paris, bringing together designers, technology companies, and creative innovators to explore how artificial intelligence is reshaping the fashion industry. The event created a unique meeting point for fashion houses, AI startups, and creative professionals. Conceived as a platform for dialogue and experimentation, Fashion AI Expo aims to connect the worlds of fashion and technology, encouraging collaboration and discovery around the future of fashion.

Opening with Pierre Cardin

The inaugural edition opened with a runway presentation by the legendary fashion house Pierre Cardin, setting the tone for an event that celebrated both heritage and innovation.

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Pierre Cardin runway presentation

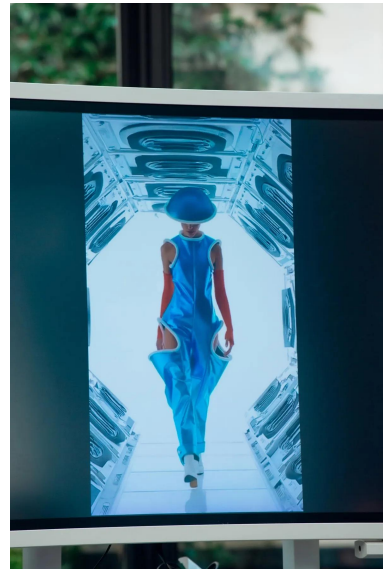


Maison Pierre Cardin

During his speech, Rodrigo Basilicati-Cardin, President of the House of Pierre Cardin, reflected on the importance of continuing creative exploration in the era of artificial intelligence. He emphasized that technological progress should expand the possibilities of design while preserving the spirit of imagination and experimentation that has always defined fashion.



Rodrigo Basilicati-Cardin



Digital runway presentation

AI Technology Transforming Fashion

Several pioneering technology companies presented how artificial intelligence is transforming creative production, business operations, and digital fashion experiences.

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AIVE — Creative Intelligence System

AIVE, the Creative Intelligence System, transforms brands', agencies' and media companies' videos into a large-scale performance system. By industrializing video production, AIVE enables organizations to multiply content volumes by up to ten while reducing costs by up to eighty percent, while guaranteeing absolute control over brand DNA.



AIVE presentation



Olivier Reynaud, AIVE

Kingpin — AI-Powered Wholesale Platform

Kingpin, an AI-powered wholesale platform built for fashion brands, replaces hours of buyer research and cold outreach with intelligent prospecting and context-rich messaging. During the event, Harsh Sajani, CEO of Kingpin, demonstrated how artificial intelligence can transform the traditionally fragmented wholesale process into a scalable growth engine, helping brands connect with the right retailers and accelerate global B2B expansion.



Harsh Sajani, CEO of Kingpin

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DRESSX — Digital Fashion & AI Virtual Try-On

DRESSX, the digital fashion platform and technology company, presented its latest AI virtual try-on technology, showing how digital tools can extend the life of runway collections beyond the physical show. During the presentation, Alla Zeitoun, VP of Business Development at DRESSX, demonstrated how the technology can generate photo and video outputs on the same looks that had just appeared on the runway, bridging physical fashion with digital experiences.



Alla Zeitoun, VP of Business Development at DRESSX

"Fashion AI Expo was a great example of how technology and fashion can come together in one space. The runway shows by Pierre Cardin and Dia de Rose were a true source of creativity and inspiration. At the event, I presented DRESSX's newest AI virtual try-on technology, creating photo and video outputs on the same looks that had just appeared on the runway. It was exciting to see how digital tools can extend and reimagine fashion beyond the show itself. I was truly inspired to be part of an event that highlights the growing connection between fashion and technology."

— Alla Zeitoun, VP of Business Development at DRESSX

Fashion Brands Exploring AI Creativity

The event also showcased how fashion brands are integrating artificial intelligence into storytelling, design processes, and customer experience.

Thalie Paris

Thalie Paris, the eco-luxury handbag brand founded by Nathalie Dionne, presented its experimental campaign "What Thalie Bag Are You?", which explores psychometric styling and AI-generated visuals. The project combines personality analysis and generative tools to create unique visual narratives that reflect identity, style, and individuality.

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Thalie Paris collection



Nathalie Dionne, founder of Thalie Paris

Dia de Rose

Dia de Rose, founded by designer Diana, presented its signature cocktail and evening dresses known for bold silhouettes and expressive femininity. During the event, the brand also explored the possibilities of generative AI and virtual try-on technologies, demonstrating how digital tools can extend fashion presentation and allow audiences to experience collections beyond the physical runway.



Dia de Rose runway presentation

Oliver Weber — AI Jewelry Collection

Oliver Weber unveiled its AI Collection, created in Austria. The jewelry line blends traditional craftsmanship with AI-assisted design, combining timeless elegance with modern technology. Crafted with Swarovski® crystals, the collection celebrates brilliance, femininity, and contemporary design innovation.

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Oliver Weber AI Collection with Swarovski® crystals

Heritage, Memory and Digital Creation

Haute Epicure

Designer Yanord, founder of Haute Epicure, shared the personal inspiration behind his collection, highlighting the importance of reconnecting with heritage and personal memory in the digital era. The brand's iconic sleeveless vest was inspired by a childhood memory from the countryside — a shepherd walking through the fields with his flock. This quiet and powerful image became the starting point for a piece that transforms memory into material. Haute Epicure now uses artificial intelligence to visually reinterpret these memories, turning personal history into contemporary fashion narratives.



Haute Epicure collection



Yanord, founder of Haute Epicure

Atelier Mäiwenn

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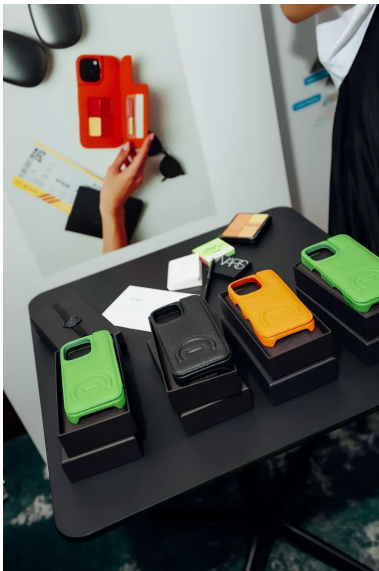


Atelier Maïwenn

AI Commerce and Digital Fashion

Attach × Banuba

Attach, in collaboration with Banuba, presented new approaches to AI-powered beauty and commerce technology. For more than ten years, Banuba has been developing advanced computer vision and augmented reality technologies used by global digital platforms. The company is now leveraging this expertise to build an AI Commerce Conversion Platform combining virtual try-on, intelligent recommendation systems, and data-driven analytics to help e-commerce brands improve conversion rates.



Attach platform demo



Daria Shevchenko, Attach

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LookFashionAI × artist Olga Vulina — live AI demo

Cross-Industry Collaborations

Fashion AI Expo also served as a catalyst for collaborations between fashion and technology companies. Among the initiatives presented:

- **Kingpin × Thalie** — demonstrating how AI-driven wholesale tools can help Parisian brands connect with international buyers.
- **Attach × Banuba** — showcasing virtual makeup try-on and personalized product recommendations.
- **DRESSX × Pierre Cardin, Haute Epicure and Dia de Rose** — exploring the potential of digital fashion marketplaces and virtual try-on experiences.
- **LookFashionAI × artist Olga Vulina** — presenting a live demo illustrating how AI tools can collaborate with artists to generate new visual interpretations of fashion.

Digital Runway and Creative AI

The event concluded with a digital runway presentation created by AI fashion creator Terri Trovato, founder of The Darcy Agency. Her AI-generated Pierre Cardin runway explored how generative technology can extend fashion storytelling beyond traditional photoshoots, enabling brands to rapidly create campaign visuals and experiment with new forms of digital presentation. The project was presented directly to Rodrigo Basilicati-Cardin, creating a symbolic dialogue between fashion heritage and the creative possibilities of artificial intelligence.

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Terri Trovato, AI fashion creator



AI-generated runway presentation

Cultural Dialogue and Networking

Beyond presentations and runway shows, the event included a networking session that brought together designers, founders, creative directors, and investors. Artist Pati Avakian contributed a cultural dimension to the event, presenting her work and creating a bridge between contemporary art and the evolving landscape of fashion technology. The evening concluded with a champagne cocktail featuring Gustave Eiffel champagne, allowing guests to continue conversations and explore future collaborations.

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