

Artificial Intelligence in Fashion Branding: A Case Study on Percy Lau's Designator AI Studio

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Abstract

This study explores the integration of Artificial Intelligence (AI) in fashion branding through a case study of Percy Lau's DESIGNATOR AI studio. The research investigates how AI is used to innovate and sustain branding strategies, examining its impact on design and customer interaction. This paper provides insights into the practical applications of AI in fashion, contributing to the broader understanding of AI's role in creative industries.

Keywords

Artificial Intelligence, Fashion Branding, Fashion Production and Presentation, DESIGNATOR AI, Percy Lau, Digital Innovation