

# VELVET<sup>edge</sup>



Pexels | Tara Winstead

## The Imitation Machine

As the fashion industry transitioned into a new year, artificial intelligence (AI) achieved its next evolution with the launch of the Open AI platform. Yet, even as AI conquers new frontiers in ingenuity, a latent concern resurfaces for the fashion industry. It is the concern that artificial intelligence is now able to generate copy designs that mimic or even

match the creativity of human fashion product designers and illustrators. Even more of concern to any fashion business leader is the ability of the AI to generate designs that are indistinguishable from those created by human designers. Potentially, AI-generated designs will be able to outperform human designers in terms of creativity and originality.

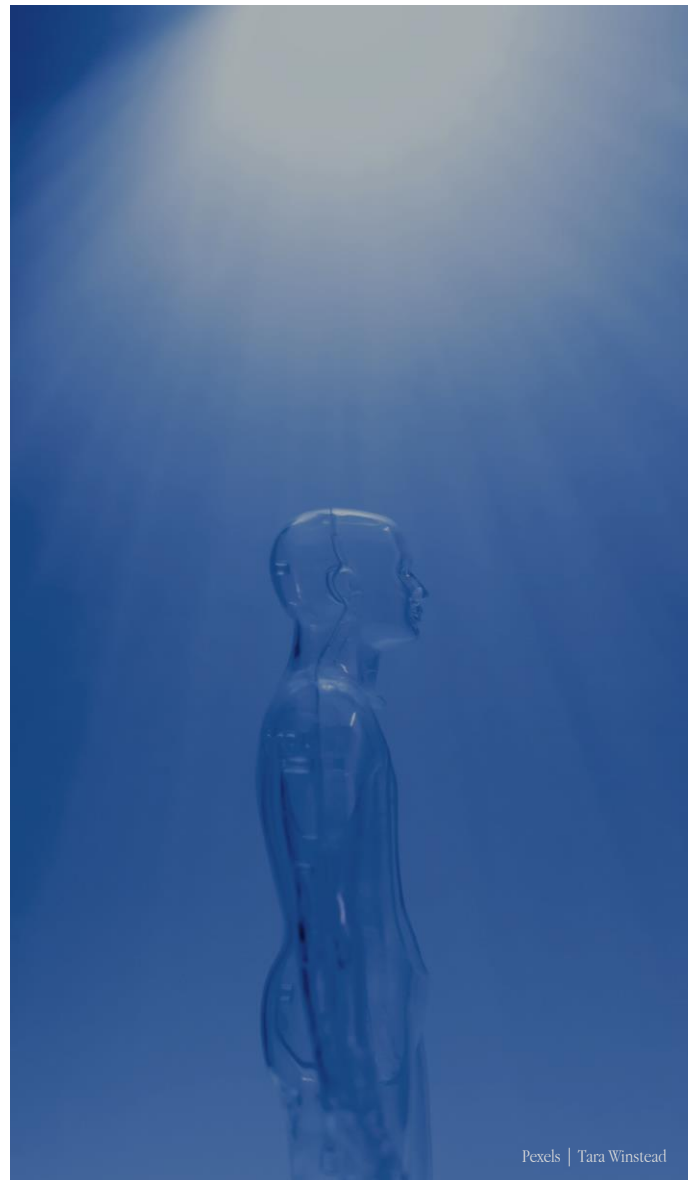
AI is now disrupting the traditional fashion design process and is now, more ominously, poised to replace human designers. The question is; *how will brands respond to these challenges?*



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“Patenting the distinct elements of a fashion label’s Brand DNA will become more pertinent as AI-Generated copy designs, increase.”

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Today, any brand seeking to thrive in our machine-learning age, will need to carefully consider the process of patenting its unique brand DNA as a precursor to defending against AI-generated copy designs.

That process - of course - must begin with identifying the key elements of a brand's DNA that make it unique and distinguishable from other fashion brands. Color palettes, patterns, textures, layouts, artwork, and overall aesthetic. Once these elements have been identified, it is important for brands to take steps to protect them through patenting or other forms of IP protection.

Moreso, models will need to protect their photographic, photorealistic and animated likenesses as well as their form factor from head to toe. That likeness can be parlayed into earnings; increasing the access of startups to super models, who otherwise, they could not afford to fly in for a real world real Fashion Event.

Patenting brand DNA and likenesses will also become pertinent should legal battles around AI-generated copy designs arise. Additionally, advocacy around the expansion of IP legislation and regulation to protect design philosophy will need to be considered. Expanded legislation will be a corollary of likely battles between traditional houses and cutting edge brands using AI to generate copy designs that closely resemble those of traditional houses.

In all, the potential for AI to generate copy designs that mimic or even surpass the creativity of human fashion product designers and illustrators will constitute a huge disruption for Industry. By patenting brand DNA and taking proactive steps to protect designs, fashion brands – as well as Models - can be better positioned to maintain the integrity and authenticity of their brand in a world where AI is the norm rather than the exception.