REVERIE FACES LOOKBOOK



ISSUE 5

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AI Tools

The Designer's New Assistant

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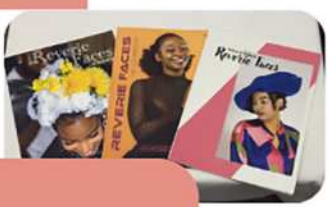



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Letter From The Editor

Dear Readers,

Welcome to Issue 5 of Reverie Faces, a publication dedicated to showcasing the evolving world of fashion, culture, and creativity within the Pan-Caribbean and African design communities.

This issue marks a pivotal chapter in our journey as we explore a subject that is rapidly transforming the future of fashion—Artificial Intelligence. As we navigate a new era of digital possibility, AI is emerging as a powerful tool in design, production, and marketing. While some designers embrace its promise, others remain cautious, holding fast to the irreplaceable artistry of hand craftsmanship.

We chose this theme not only because of AI's growing influence on the global stage, but because we see a unique conversation unfolding among designers in the Pan-Caribbean and African markets. There is an active tension between innovation and tradition—between the efficiency of algorithms and the soul of heritage work. Our aim with this issue is to help demystify AI, presenting it not as a replacement for artistry, but as a potential companion to creativity, storytelling, and growth.

In this and future issues, you'll hear from a range of voices—designers, stylists, and thought leaders—some of whom are already weaving AI into their creative processes, while others remain rooted in analog traditions. We explore how AI is influencing marketing strategies, reshaping consumer engagement, and challenging the very definition of fashion craftsmanship.

At Reverie Faces, we are committed to bridging past and future. We celebrate the cultural legacies that define our aesthetic identities while remaining curious about the tools that can help propel us forward. Whether you're an emerging designer or a seasoned brand, we hope this issue offers insights and sparks conversations that matter. To begin that conversation, we're honored to present an exclusive interview with Mikelle, a visionary at the intersection of fashion and technology. In this candid discussion, they share their experiences, hopes, and concerns about AI's role in shaping the creative landscape.

Enjoy the issue, and thank you for being part of the Reverie Faces community.
Warmly,
Micheala Palmer
Editor-in-Chief, Reverie Faces

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AI in Fashion:

Revolutionizing Design, Production & Craftsmanship

by Anthony Berot



The fashion industry stands at a crossroads between innovation and tradition, as artificial intelligence (AI) reshapes how designers create, produce, and market their collections. While AI-driven technologies are accelerating efficiency and opening new creative possibilities, many designers—especially those rooted in Pan-Caribbean and African heritage—continue to champion traditional craftsmanship as an essential aspect of cultural expression.

AI in Fashion Design: Enhancing Creativity

AI-powered tools are transforming fashion design by generating ideas, streamlining workflows, and predicting trends. Platforms like generative AI and machine learning algorithms analyze vast datasets of past and present fashion trends, enabling designers to forecast upcoming styles and consumer preferences. AI-generated designs, created through programs like NewArk and CLO 3D, allow for rapid prototyping, reducing the time and resources required for initial sketches.

However, while AI can replicate aesthetics, human intuition and cultural storytelling remain irreplaceable. Many designers, particularly those drawing from rich African and Caribbean traditions, emphasize the importance of handcrafted elements, such as intricate bead-work, embroidery, and fabric dyeing techniques passed down through generations.

AI in Production: Speed and Sustainability

AI-driven automation is streamlining fashion production through smart manufacturing, predictive inventory management, and sustainable material development. Machine-learning models optimize fabric cutting and reduce waste, while AI-powered robotics enhance precision in textile production. AI also aids in creating sustainable alternatives, such as bio-engineered fabrics that mimic natural textures without excessive environmental impact.

Despite these advancements, artisans and independent designers still prioritize handcrafted methods, valuing the uniqueness and authenticity that AI cannot replicate. The fashion industry's growing interest in sustainability aligns with traditional craftsmanship, as slow fashion movements and

ethical production methods gain traction against the backdrop of mass automation.

AI in Marketing: Personalization and Engagement



In fashion marketing, AI is revolutionizing how brands connect with consumers. AI driven analytics enable hyper-personalized recommendations, while virtual stylists use machine learning to curate outfits based on user preferences. Social media platforms leverage AI to analyze engagement metrics, helping brands tailor their content for maximum impact.

Live-stream shopping, powered by AI, is also becoming a dominant trend, allowing fashion houses to engage with global audiences in real time. Nexus of Culture and Reverie Faces, for example, integrate AI-enhanced marketing strategies while maintaining a commitment to highlighting designers who uphold cultural heritage through their work.

Balancing AI and Traditional Craftsmanship

The integration of AI into fashion does not mean the disappearance of craftsmanship; rather, it presents an opportunity to blend tradition with innovation. Many designers are leveraging AI to enhance, rather than replace, their creative processes—using technology to handle repetitive tasks while focusing on storytelling, culture, and artistry.

For the Pan-Caribbean and African fashion markets, AI presents both opportunities and challenges. While resistance to technology remains in some sectors, AI offers powerful tools for reaching new markets, streamlining production, and enhancing brand visibility. The key lies in education—helping designers understand how AI can serve as a tool to elevate their work while preserving the authenticity and heritage of their craft.

As the industry evolves, the future of fashion will likely be defined by a harmonious fusion of AI-driven efficiency and the timeless artistry of traditional craftsmanship.

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The Future is Now:

AI as a Game-Changer in Fashion Design

by Anthony Berot

The fashion industry is no stranger to reinvention. From the rise of digital fashion shows to the growing influence of sustainable production, designers are constantly evolving their craft. Now, artificial intelligence (AI) is making waves in fashion, offering new tools to enhance creativity, streamline workflows, and redefine the design process. Yet, in the Pan-Caribbean and African fashion markets, AI adoption remains met with scepticism. As we explore the fusion of fashion and AI, Reverie Faces Issue 5 aims to introduce designers to the possibilities AI offers and break down the barriers to adoption.

Gone are the days when designers were limited to sketching by hand or relying solely on traditional software. AI-powered platforms are transforming the design phase by offering endless possibilities for innovation. Designers can now use AI to explore vast combinations of colours, fabrics, and styles with ease, allowing for increased experimentation and efficiency.

Clo3D & Browzwear allow designers to create realistic digital garments, reducing fabric waste and the need for physical samples. These tools simulate draping, movement, and texture, saving time and production costs while allowing designers to test different materials virtually before manufacturing.

Adobe Firefly and Midjourney enable designers to generate custom patterns, textures, and entire fashion sketches using simple text prompts. This speeds up ideation and provides designers with fresh perspectives that they may not have previously considered. AI-generated art can also be refined into detailed embroidery and textile prints.

Runway ML and DALL·E bring AI-assisted visuals to life, making it possible for designers to conceptualize garments in seconds. Whether it's refining mood boards or generating campaign imagery, AI is an indispensable tool in the creative process, eliminating the time-consuming process of hand drawing and multiple design revisions.

FashWire AI assists in predicting which styles will resonate with consumers, reducing overproduction and increasing market success rates. By analyzing consumer behaviour and past purchasing trends, it helps designers make more informed decisions about what to produce.

Sustainability has become a pressing concern in fashion, and AI is emerging as a powerful force in the fight against waste and pollution. From optimizing fabric production to reducing energy consumption, AI is actively contributing to making fashion greener and more ethical.

Coloro AI & Datacolor analyze color trends to predict future palettes, ensuring designers stay ahead of market demands while minimizing excess inventory. By forecasting upcoming color preferences, AI reduces overproduction and improves inventory management.

Res.Q AI & Alchemie Technology optimize dyeing processes, reducing water usage and environmental impact. Traditional dyeing methods are one of the biggest polluters in the industry, and AI-driven solutions allow for precision dyeing with minimal waste.

Higg Index & Circular Fashion Tools provide data-driven insights into a collection's sustainability footprint, helping brands create eco-conscious designs. These tools track a garment's lifecycle from material sourcing to disposal, promoting circular fashion.

Optitex & Substance by Adobe allow designers to digitally test fabric properties, eliminating waste while refining the final look and feel of their garments. With AI-driven material simulation, designers can ensure quality and durability before production begins.

Textile Genesis AI tracks the entire supply chain of materials, ensuring ethical sourcing and

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authenticity. By providing transparency, it helps brands verify that they are sourcing from fair-trade and environmentally friendly suppliers.

AI-driven sustainability isn't just a trend—it's an essential shift for the future of fashion, enabling designers to embrace responsible production without compromising on creativity.

Beyond design, AI is also revolutionizing how fashion businesses operate. From marketing to retail, AI is helping designers reach wider audiences and make data-driven decisions that improve customer engagement and business efficiency.

Shopify AI & Wix ADI assist designers in building visually appealing, AI-powered e-commerce platforms that personalize shopping experiences. AI-generated product recommendations increase sales by showing customers items based on their preferences.

Vue.ai & Syte.ai use AI to offer visual search and product recommendations, ensuring customers find the perfect pieces based on uploaded images. AI-driven visual search is becoming a must-have feature for online retailers, helping consumers discover similar styles effortlessly.

Stylumia & Heuritech predict upcoming trends by analyzing consumer data, social media activity, and purchasing behavior, allowing designers to stay ahead of the competition. These AI-driven analytics help designers craft collections that align with market demand.



Brandwatch & Sprout Social help track audience engagement, providing valuable insights into refining social media campaigns and marketing strategies. AI helps identify trending hashtags, peak engagement times, and audience sentiment, allowing designers to optimize their brand messaging.

ChatGPT & Jasper AI assist in generating compelling product descriptions, social media posts, and brand storytelling to enhance audience engagement. AI-generated content ensures consistency in messaging and enhances customer interaction across digital platforms.

AI is no longer a luxury—it's a necessity for designers looking to thrive in an increasingly digital world, where personalized shopping and predictive marketing are becoming the industry standard.

The pandemic accelerated the shift towards virtual fashion, and AI is at the heart of this transformation. Fashion brands and independent designers alike are using AI to create digital runway shows, enhance in-store experiences, and redefine the concept of fashion presentation.

FashTech AI & Bigthinx create AI-powered avatars that allow customers to try on digital garments before making a purchase. Virtual fitting rooms reduce return rates and enhance online shopping confidence.

TrueFit & Zalando's AI Fashion Assistant personalize shopping experiences by recommending styles based on body type and preferences. AI-based sizing solutions help reduce the common issue of ill-fitting online purchases.

Metaverse Fashion Week (MVFW) is a testament to AI's impact, showcasing designers in a virtual world where digital garments and NFTs are redefining fashion ownership. Virtual showrooms are creating new revenue streams through exclusive digital collections.

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Google Lens & Amazon AI enable customers to search for clothing by simply snapping a photo, creating an effortless shopping experience. AI-powered visual recognition technology makes fashion more accessible by allowing customers to find similar designs instantly.

Neural Love AI creates hyper-realistic fashion photography without the need for physical photo shoots, making it a game-changer for independent designers. By reducing costs associated with photo shoots, AI levels the playing field for emerging fashion entrepreneurs.

For designers, these advancements offer a gateway to global audiences and new revenue streams through digital fashion, allowing them to push creative boundaries beyond traditional retail.

The future of fashion is a balance between tradition and technology. AI offers designers an unprecedented opportunity to innovate, streamline production, and engage with consumers in dynamic ways. While challenges remain, embracing AI could redefine how designers create and showcase their work, making fashion more sustainable, efficient, and globally accessible.

As Reverie Faces Lookbook Issue 5 explores the role of AI in fashion, we invite designers to rethink the possibilities. Whether you're an independent fashion creator or a well-established brand, AI can be your most powerful tool in navigating the evolving fashion landscape.

Reverie Faces Lookbook now offers exclusive design and brand strategy assistance led by Micheala Palmer, Editor and Fashion Brand Strategist. Her expertise guides designers in shaping compelling brand narratives and visual identities.

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Designing with Purpose:

Where Culture Leads and Tech Follows

by Melanin Underground

Melanin Underground is more than a clothing brand—it is a style statement—a movement. The message? To honour and amplify the human collective through fashion, storytelling, and unapologetic cultural expression. Melanin Underground emphasizes humanity, community, connection, and creativity. The statement? Melanin Underground advocates humanity, culture, and collective impact. We are grounded in the importance of diverse voices, especially in the worlds of creativity and technology, and we believe innovation and culture should reflect the full spectrum of who we are, the human collective.

At Melanin Underground, fashion isn't just about what you wear—it's about what you represent. We design with purpose, knowing that our pieces carry messages—about community, humanity and technology. Every design speaks to a larger mission: one that invites others to honour their own power while building community along the way.

And while we remain rooted in community, the creative landscape around us is evolving. Today, a new era of fashion is unfolding—one where design and technology intersect in exciting, sometimes unexpected ways. As fashion designers continue to express themselves through culture and craft, a growing number of digital tools are helping bring those visions to life—from concept to completion.

This is not about abandoning tradition. It's about expanding the possibilities for how we create, communicate, and collaborate. It's about giving designers greater access to tools that support their creativity and their purpose.

From Sketch to Sample: How Tech is Changing the Creative Workflow

In the past, a designer needed a sketchpad, fabric samples, and access to physical production in order to bring an idea to life. Now, that process can start and evolve entirely on screen—before a single piece of fabric is ever touched. This isn't about replacing the craft but using technology to reimagine the process.

For instance, CLO 3D is a virtual fashion design software that allows designers to build realistic, 3D garments. You can simulate fabric textures, experiment with draping, and even visualize how a piece will move on a body—all digitally. This not only saves time and resources but also creates more room for creative risk-taking.

For sketching and ideation, many designers use Procreate—a digital illustration app that works on tablets and makes drawing feel intuitive and fluid. Whether you're capturing a rough idea or detailing intricate print work, this tool helps bring ideas to life faster and with more creative freedom.

Adobe Illustrator remains a staple for digital fashion flats and print development, while Substance by Adobe allows artists to experiment with hyper-realistic materials and textures. Meanwhile, programs like Marvelous Designer and Browzwear are opening new doors for digital prototyping, virtual fittings, and zero-waste sampling.

These and other dedicated Artificial Intelligence tools and software are powerful because of what they make possible. They allow designers to generate digital designs.

Access Meets Autonomy

For many independent designers—especially those from marginalized communities—tech can be a gateway to freedom and self-determination. You no longer need to wait for access to a fashion house, runway, or manufacturer to test your ideas. You can visualize, adjust, pitch, and even sell digitally—with control over your brand story and design integrity.

Designers are also using tech to build direct connections with their communities. From virtual showrooms and 3D lookbooks to AR try-ons and digital product drops, creatives are shaping experiences, not just collections. And with tools like Canva, even small teams can create stunning presentations, pitch decks, and branded visuals that rival big-budget agencies.

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It's not about choosing tech over tradition—it's about blending the two in ways that align with your purpose.

The Designer as Storyteller, Strategist, and Technologist

The modern designer wears many hats—not just as a creator, but as a strategist, technologist, and cultural curator. Your workflow doesn't end when a design is finished—it continues into how you present it, market it, and protect it.

That's why creatives are now exploring how blockchain and NFTs can be used to track ownership and authenticity of their designs. An NFT is a unique digital asset that represents ownership of a virtual or real- world physical item, like clothing, accessories or even digital art.

These shifts aren't trends—they're part of a growing recognition that creativity and innovation must serve each other. And when they do, they create space for new voices, new structures, and new models of success.

Creating with Intention in a Digital World

Still, we believe one thing: technology should never replace the human element. It should never dilute the cultural message. At Melanin Underground, our work begins with intention and lives through community. The tools may change, but the mission stays the same: to reflect the power of culture, the urgency of humanity, and the beauty of our collective voice.

That's why we support conversations about tech—not because we center our brand in it, but because we recognize what it can unlock when used thoughtfully. When tech supports culture, the result is work that's bold, ethical, inclusive, and rooted.

Fashion is storytelling. And in this new era, we have even more ways to tell stories that resonate, uplift, and move people.

Final Word: A Future Designed by Us

Melanin Underground isn't here to chase aesthetics or follow fleeting trends—we exist to build something real. We are a movement that honours the human collective: our shared histories, our lived experiences, and our vision for what's next. We're not here to sell labels—we're here to connect people, to celebrate differences, and to create space for dialogue, expression, and evolution.

The future we champion is one where diverse voices (and) tech are not the exception—they are the standard. A future where creators are empowered by tools but led by heart. Where the richness of our cultures is not only preserved, but platformed and reimagined.

Whether you're hand-sketching in a studio or building in a 3D lab, what matters most is not the platform you use—it's the purpose behind your process. Let intention guide your vision. Let community shape your direction. Let innovation be your support—not your identity.

At Melanin Underground, we will continue to champion that future. One where connection comes first. One where design is a celebration of culture. And one where fashion, technology, and humanity can all move in harmony—led by the people, for the people.

Because when we honour each other, we shape the world. - Melanin Underground



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TRANSFORMING WEDDING FASHION



Wedding fashion in the Pan-Caribbean community is a celebration of cultural diversity, blending African, Indian, European, Chinese, and Indigenous influences into garments that honor tradition while embracing modern trends. However, achieving this balance often presents challenges, from preserving cultural authenticity to meeting client expectations. Today, Artificial Intelligence (AI) is becoming a vital tool for designers, revolutionizing their creative process and enabling innovation. Through initiatives like Reverie Faces Lookbook, AI integration is being promoted as a transformative way for Pan-Caribbean designers to enhance their craft and connect with a global audience.

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Why AI for Pan-Caribbean Designers

AI offers a unique opportunity to preserve and innovate within the Pan-Caribbean design landscape. By using AI tools, designers can digitize traditional patterns, create photo realistic mockups, and experiment with culturally inspired motifs, all while maintaining the essence of heritage. This approach empowers designers to adapt traditional artistry to contemporary styles, ensuring their work resonates with clients across the globe.

How AI Transforms The Design Workflow

AI has revolutionized the way wedding fashion is conceptualized and created, offering tools that:

Visualize Customized Designs: Tools like Resleeve transform hand-drawn sketches into photo realistic mockups, enabling clients to see unique ideas—from Afro-Caribbean beadwork to Indian-inspired embroidery—before production.

Create Unique Color Palettes: Platforms like Khroma help generate harmonious color schemes rooted in cultural inspirations, such as vibrant Caribbean blues or deep Indian reds.

Digitize Traditional Patterns: Raspberry.ai allows designers to scan and modernize heritage motifs, such as African geometric prints or Caribbean floral designs, adapting them for modern styles.

Enhance Personalization: Tools like The New Black use client stories and traditions to generate bespoke designs, merging personal narratives with cultural artistry.

Streamline Workflow: Platforms like NewArc.ai and Mercer simplify design-to-production workflows, ensuring high-quality outcomes while saving time.

Practical Benefits of AI Integration

1. Efficiency and Speed

AI accelerates the design process by providing faster turnaround times for mockups, color palettes, and pattern generation. This enables designers to dedicate more time to creativity and client collaboration.

2. Cost Savings

Virtual prototyping and digital visualization reduce the need for physical samples, cutting material costs and minimizing waste—a sustainable approach that appeals to eco-conscious clients.

3. Global Reach

AI-driven portfolios allow Pan-Caribbean designers to showcase their work to clients worldwide, expanding their market beyond the Caribbean diaspora.

4. Cultural Preservation

By digitizing heritage designs, AI ensures that cultural motifs are preserved and adapted for future generations, keeping traditions alive in contemporary fashion.

Success Stories from Pan-Caribbean Designers

AI integration has already yielded remarkable results for Pan-Caribbean designers:

Modernizing Heritage: A designer in Trinidad used **Raspberry.ai** to digitize traditional Carnival costume patterns, adapting them into elegant wedding attire that resonated with younger clients.

Client Engagement:

Using **Resleeve,** a Jamaican designer created photo realistic previews of wedding gowns inspired by the Rastafarian flag, securing client approval and reducing revisions.

Innovative Fusion: In Guyana, a designer combined East Indian embroidery with Caribbean floral prints, visualized through AI. The result was a unique collection celebrating both traditions.

How Designers Without Prior AI Experience Can Start

For designers unfamiliar with AI, integrating these tools into their workflow can be straightforward:

Start Small: Experiment with beginner-friendly tools like Khroma for color palettes or NewArc.ai for refining sketches.

Leverage Tutorials: Many AI platforms offer step-by-step guides and online resources to help designers learn at their own pace.

Join Communities: Collaborate with peers through platforms like Reverie Faces Lookbook, where insights and experiences can be shared.

Experiment and Iterate: Use AI for specific tasks, such as visualizing designs or generating patterns, and gradually expand its role in the workflow.

Limitations and Challenges of Using AI

Despite its benefits, AI does have some limitations:

Cultural Sensitivity: AI algorithms may not fully capture the nuances of cultural heritage. Designers must guide AI outputs to ensure authenticity.

Learning Curve: For beginners, mastering AI tools can be intimidating, but user-friendly platforms and community support can ease the transition.

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Over-Reliance on Technology: AI should enhance creativity, not replace it.
Designers must strike a balance between technological efficiency and artistic vision.
Access and Cost: While many AI tools offer free versions, some require subscriptions or investments, which may pose a barrier for small-scale designers.

Empowering Pan-Caribbean Designers
By embracing AI, Pan-Caribbean designers can:
Preserve Traditions: Digitize and modernize cultural patterns for global audiences.
Streamline Design: Accelerate workflows from concept to production.
Expand Influence: Showcase their work to clients worldwide.

Promote Sustainability: Reduce waste through virtual prototyping.
The future of Pan-Caribbean wedding fashion lies at the intersection of tradition and technology. By integrating AI into their workflows, designers can honour their heritage, delight modern clients, and push the boundaries of creativity. With platforms like Reverie Faces Lookbook championing this movement, Pan-Caribbean designers are poised to transform the industry—one bespoke creation at a time.
Whether it's a gown inspired by Carnival or a suit reflecting ancestral artistry, AI empowers designers to craft wedding attire that's as meaningful as the love stories it celebrates.

Strengthen the Pan-Caribbean economy by supporting our entrepreneurs&smallbusinesses

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Mikelle has spent over 27 years working in the fashion industry as a Designer, CAD artist, Product Development Manager, and now Fashion Educator. She is currently the owner of 383 Design Studio, helping fashion entrepreneurs and designers transform their design vision and fashion businesses using cutting-edge digital tools. She is also an Adjunct Professor at New York's Fashion Institute of Technology, and has also taught at various other colleges and universities including Jefferson University, the NY Campus of Kent State University, and Mercyhurst University. She is passionate about fashion, fashion tech and helping fashion creatives learn to use technology to build their businesses and their careers.

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Rewiring the Runway:

A Conversation with Mikelle

Founder of 383 Design Studio

Interview by Micheala Palmer for Reverie Faces Lookbook

Micheala Palmer: *Mikelle, thank you for joining us at Reverie Faces. Can you start by introducing yourself and sharing a bit about your background in the fashion industry?*

Mikelle: Absolutely. I'm Mikelle, and I've been a designer for many years. I founded 383 Design Studio about 15 years ago, and I've also been teaching at the Fashion Institute of Technology for the last eight. My focus has always been where fashion meets technology—starting with Illustrator and Photoshop, evolving into 3D modeling, and now, the integration of AI. My work has always revolved around how these tools enhance the creative process.

Micheala Palmer: *How do you see AI supporting—or perhaps challenging—the human touch in fashion design?*

Mikelle: That's such a crucial question. The truth is, many of us love the creative side—sketching, ideating, bringing something new into the world. But we often dread the backend: building tech packs, logging specs, and adjusting for cost constraints. These are necessary but time-consuming tasks. I think AI could—and should—support us here. Not just in generating stunning images, but in helping us be more efficient, reducing



style drop-offs, and cutting back on wasted samples.

For example, imagine uploading a style, scanning new fabrics, and getting instant visualizations for merchandisers. That's not just convenient—it's transformative. We're already seeing early iterations of this, and I believe tools are coming that will make this a standard part of the workflow.

Micheala Palmer: *For our readers who might not be familiar, what exactly is a tech pack?*

Mikelle: Think of a tech pack as a designer's instruction manual for manufacturers. It details fabric, color, trims, stitch types, measurements—everything a factory needs to bring a garment to life. It bridges the gap between a designer's vision and its physical realization. Without it, even the most brilliant sketch can fall flat.

Micheala Palmer: *You touched on tools that help with design-to-visualization. Could you share which ones stand out for you?*

Mikelle: Definitely. One of the earliest I discovered was NewArc.AI. It had a solid sketch-to-render feature out of the gate. They've evolved, though my last experience was mixed—I believe they've improved since then. Then there's Raspberry.ai. It's robust, particularly for larger teams, and offers a wide suite of tools across design and marketing. It's not cheap, but it's powerful.

My favorite right now is StyleBuilder by MakeTheDot. What sets it apart is the intelligent questionnaire before rendering—it asks about garment type, target gender, fabric, and color. The results are far more accurate, and it's integrated into a broader platform for building creative boards. Another promising one is Krea.ai—sometimes inconsistent, but when it works, it's fantastic.

Micheala Palmer: Let's dive into the ethical side. What concerns do you see emerging around AI in fashion?

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383 Design Studio

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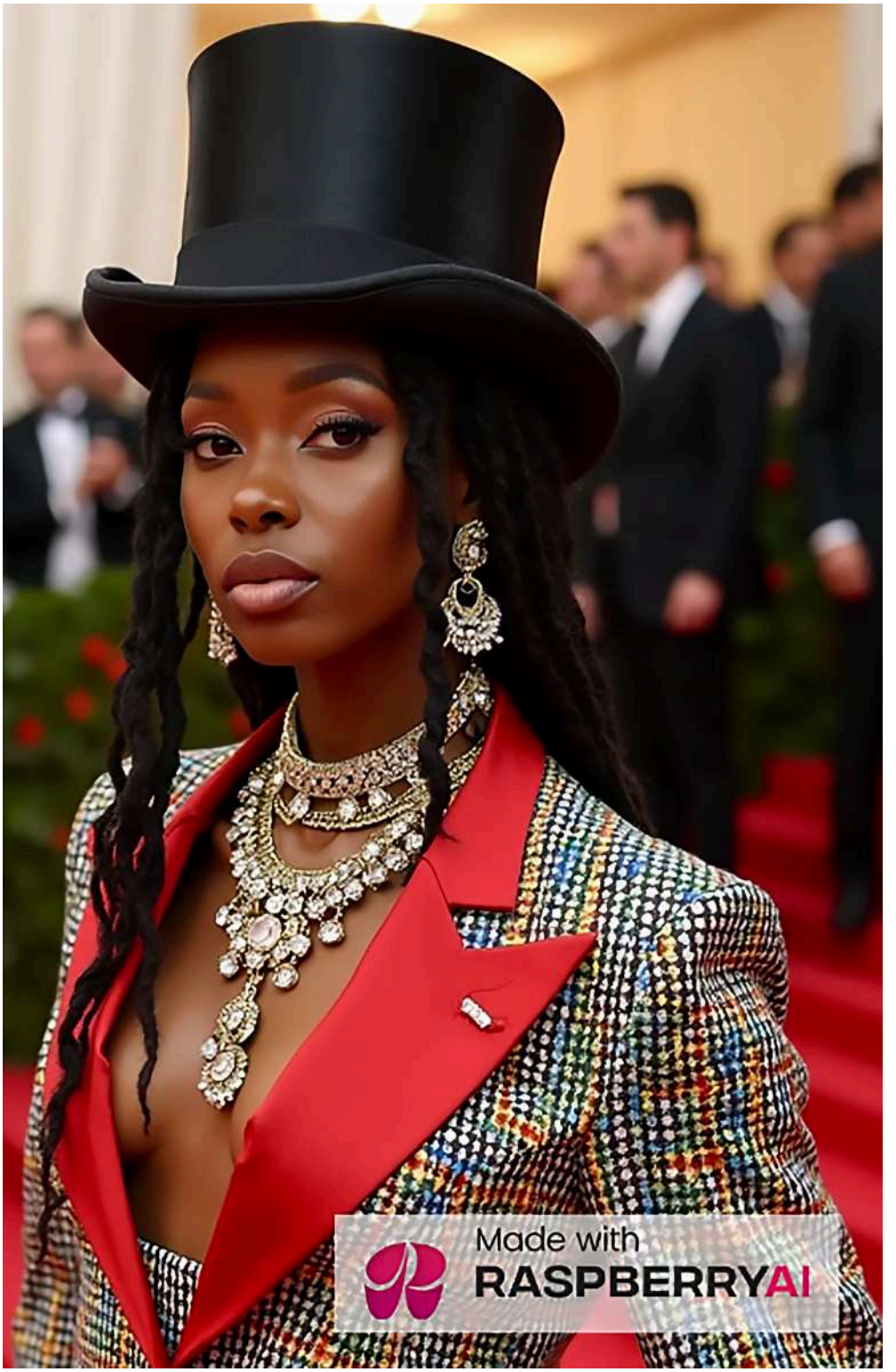
Mikelle: There are a few big ones. First is the use of existing artworks and designs in training datasets—AI often learns from the internet, including uncredited or copyrighted materials. That's troubling. The second concern is the replacement of real models with AI-generated ones. Economically and ethically, that's a big shift.
And then there's bias. I often design with brown models in mind. Unless I explicitly say "Black" or "African-American," the models generated are almost always white—even when the input sketch doesn't reflect that. That's a glaring issue of underrepresentation and data bias.

Micheala Palmer: *Do you think designers still retain authorship when using AI?*

Mikelle: Absolutely. AI is a tool, not a creator. Saying the tool owns the creation is like saying the pencil owns your sketch. In photography, the camera doesn't own the photo—the photographer does. It's the same here. Designers make choices, guide the vision, and use AI as an assistant—not a replacement.

Micheala Palmer: *You've clearly been thinking deeply about this. Have you been part of wider conversations about AI and design?*

Mikelle: Yes, quite a bit recently, especially on LinkedIn. It's been a vibrant space for discussion—and debate. I've had conversations with developers, other designers, and thought leaders. One person who has sparked a lot of dialogue is Sylvia—I can't pronounce her last name, but she's been instrumental in pushing these debates forward. It's been lively, sometimes confrontational, but ultimately enlightening. These are the conversations we need to shape an inclusive, ethical, and useful AI future in fashion.



Micheala Palmer: *Mikelle, thank you for your candor and insight. This has been an illuminating look at where fashion is headed—and how we might navigate that future more thoughtfully.*

Mikelle: Thank you. It's been a pleasure. Let's keep the conversation going.

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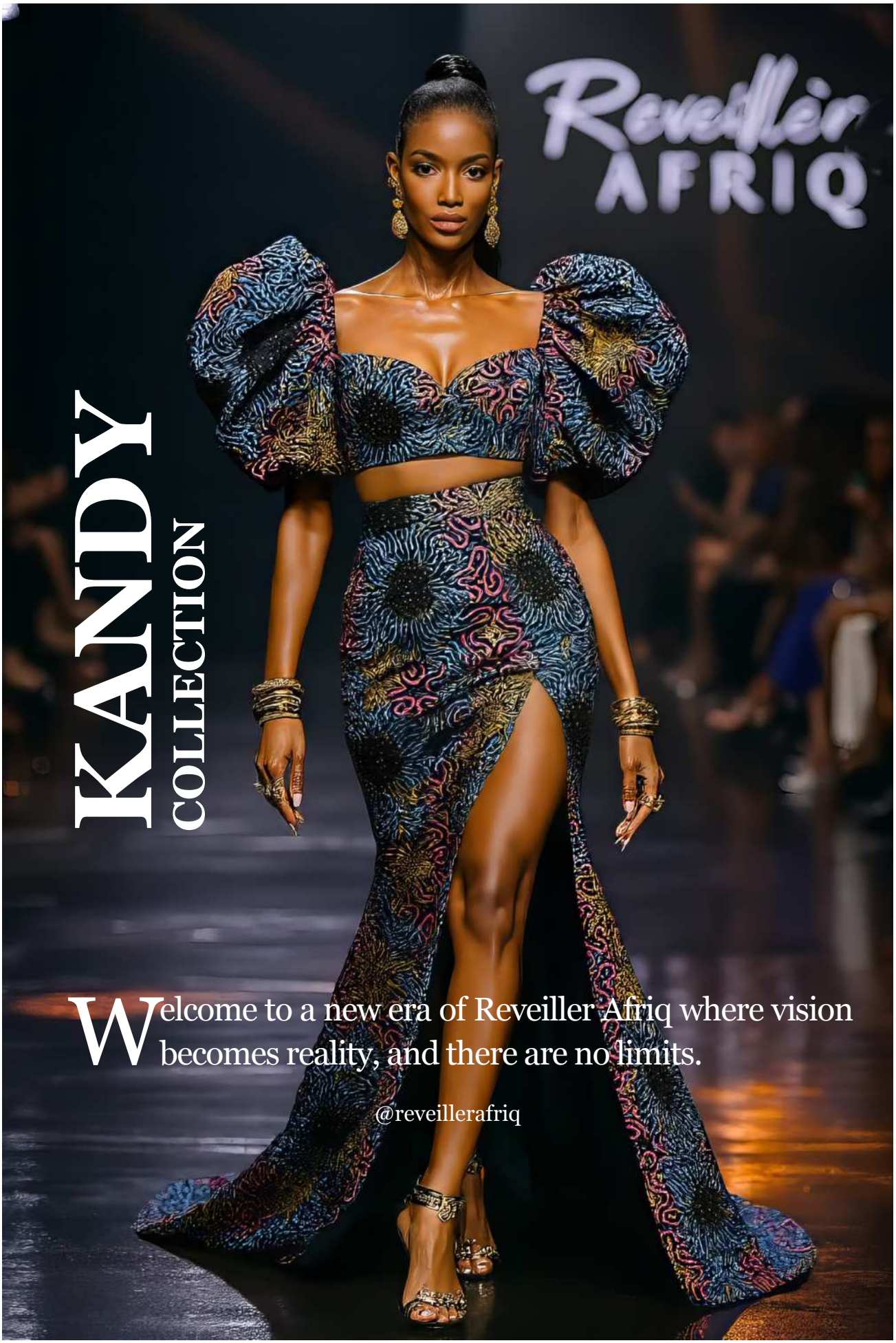

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Beyond the Stitch:

How AI Helped Shape Reveiller Afriq's KANDY Collection

by Juliann Barry

In a time when fashion and technology are increasingly intertwined, Reveiller Afriq is embracing a bold new chapter—one where artistry, culture, and artificial intelligence collide. The KANDY Collection, the brand's latest release, is more than just a line of vibrant designs—it's a case study in how AI can transform the designer workflow for small, independent fashion labels with global aspirations

Since its inception in 2017, Reveiller Afriq has navigated the ebbs and flows of the fashion industry with resilience. Founder and creative director Juliann B. has weathered design setbacks, inventory mishaps, and the high costs of traditional production. But the **KANDY Collection** marks a pivotal shift in approach—one driven by innovation.

> *"As a small business with big dreams, we've had to continuously evolve," "And this time, we embraced something bold—AI tools."*

The spark came from a Facebook video a friend shared—an introduction to the world of AI in fashion design. Curious, Juliann fed a sample Ankara print into an AI platform, described the visual story she had in mind—model features, hair, accessories, even backgrounds—and watched the idea take shape before her eyes. It was magical. This technology gave us a clear visual of our production before a single stitch was sewn," she says. "It helped us reduce overhead costs, avoid costly photoshoots, and most importantly—dream bigger.Looking ahead, Reveiller Afriq plans to continue exploring where tradition meets technology. Juliann is already experimenting with ChatGPT for brand storytelling and marketing copy, and digging deeper into visual generation platforms to support early stage ideation. Tutorials and cautious experimentation a now a part of the design cycle.



> *"Ultimately, the goal is to strike a balance—leveraging technology while remaining grounded in craftsmanship and cultural truth."*

In that spirit, the KANDY Collection is more than a debut—it's a declaration. A message to fellow creatives that the future isn't reserved for the well-funded or the Silicon Valley elite. It's also for the dreamers in the diaspora, the hands that sew late into the night, and the bold spirits daring to imagine what hasn't yet been stitched.

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RÉVEILLER AFRIQ

KANDY
COLLECTION







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From Vision to Virtual Runway:

How AI is Empowering New Voices in Fashion Design

by Micheala Palmer, Creative Director of Reverie Faces Lookbook

In a world where access to formal training often dictates who gets to create in fashion, artificial intelligence is rapidly shifting the paradigm. Isle, the latest collection visualized by iseeyoumimi, proves that creativity knows no bounds—and that technology can be a powerful bridge between raw vision and tangible expression.

This collection was ignited by the vibrant energy of a real-life experience: the Beauty in You Hair and Makeup Show in Toronto, along with a dose of behind-the-scenes ingenuity from Issue 4—more on that later. A celebration of Black beauty in all its textures, colors, and rhythm, the show has long stood as a beacon of elegance, empowerment, and entrepreneurial spirit. As the host of its 13th anniversary, I witnessed its magic firsthand—but this year, that energy sparked something new: a fashion narrative brought to life through the power of AI.



At Beauty in You Hair and Makeup Show @beautyinyouhairnmakeup, creativity was everywhere—braided crowns, loc artistry, sculptural hairstyles, bold makeup, and unapologetic confidence. Rather than letting those impressions fade, I turned to AI-powered design tools to preserve and reinterpret them. With no formal background in fashion design, I leaned into machine learning platforms trained to translate sketches, references, and mood boards into visual outputs. Armed only with descriptive phrases—like "Mohawk pomp adored with braided cuffs"—and a vision rooted in culture and community, I generated digital renderings that felt just as alive as the event that inspired them. The event has amplified the voices of beauty entrepreneurs, stylists, and visionaries for over a decade. Thank you to Hair By Ricardo @ hairbyricardo, Diana Henry, and the entire team for your warmth and welcome. This capsule is an extension of your mission—elevating Black beauty and creativity in all its forms, now through fashion.

The Insider Tea: When the Water Shoot Flopped, AI Came to the Rescue

Here's some behind-the-scenes scoop: AI didn't just help design the clothes—it saved the visuals. Back in our Issue 4: The Four Elements, we faced a creative block when our Water Element photoshoot didn't go as planned. With the issue deadline looming, we needed a solution—fast.

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Enter an AI-rendered model, styled using fashion elements from our moodboard. Through careful prompt engineering and collaboration with image tools, we created a visually striking interpretation of Water. Draped in flowing silks, skin glistening like sea foam, the AI model captured everything we couldn't in the original shoot.
Not only did it salvage the concept—it became one of the standout moments of the entire issue. Readers were captivated by the surreal, ethereal quality of the Water imagery. And if you were one of the few I challenged to spot the AI in Issue 4—shoutout to you. That moment proved AI wasn't just a backup plan—it was a breakthrough in how we tell visual stories.|

AI as a Visual Translator for the Non-Traditional Designer
To translate this energy into wearable art, I turned to two powerful AI tools: **ChatGPT and NewArc.ai.**

Using ChatGPT Plus, I developed garment descriptions, fabric narratives, and visual references that brought my ideas to life.
I didn't need a fashion degree—just a clear vision. Together, we generated prompts like: "Structured bodice shaped like cowrie shells washed ashore, Gauzy skirts in oceanic tones with wind-like movement"

"Madras reimagined with digital glow, layered like dancehall beats"
Then, with NewArc.ai's Patterns feature, I took it further. This tool let me map where each pattern would live on the garment. It wasn't guesswork—it was digital craftsmanship.

The result? A fashion collection as fluid as the islands and as precise as a digital blueprint.

The Isle Collection: A Diasporic Dream, Digitally Rendered
Just like the Water Element, The Isle Collection features AI-rendered models who wear each garment with attitude, elegance, and intentionality. From fabric simulations that mimic the breeze off a Montego Bay cliffside to digitally rendered skin tones reflecting the diversity of our Caribbean lineage, these models carry the story as much as the designs do. aThis collection is for the visionaries who see style before they see seams. For the cultural curators who know the feeling but not the sketch technique. For the dreamers who know that AI isn't replacing us—it's amplifying us.

The Future is Collaborative
We're entering a new era of fashion—one where inspiration can come from anywhere, and the tools to express it are becoming more accessible than ever AI doesn't erase the need for artistry; it expands who gets to be called an artist.
For those of us with stories to tell but no formal training to tell them, this is the new atelier. The runway is no longer reserved—it's open. And the next designer may not have a degree, but a vision powered by tech and a heart rooted in culture.

In this space, imagination isn't just welcome—it leads.

Want to try NewArc.ai for your own designs? Tap the link in bio.site/iseeyoumimi to start creating.





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ISLE by iseeyoumimi

DIASPORA INSPIRED

AI RENDERED

Creative Direction & Curation
by Micheala Palmer
Fashion Rendering
using AI-powered visual design tools,
Chat GPT Plus and NewArc.ai
Produced by Micheala Palmer







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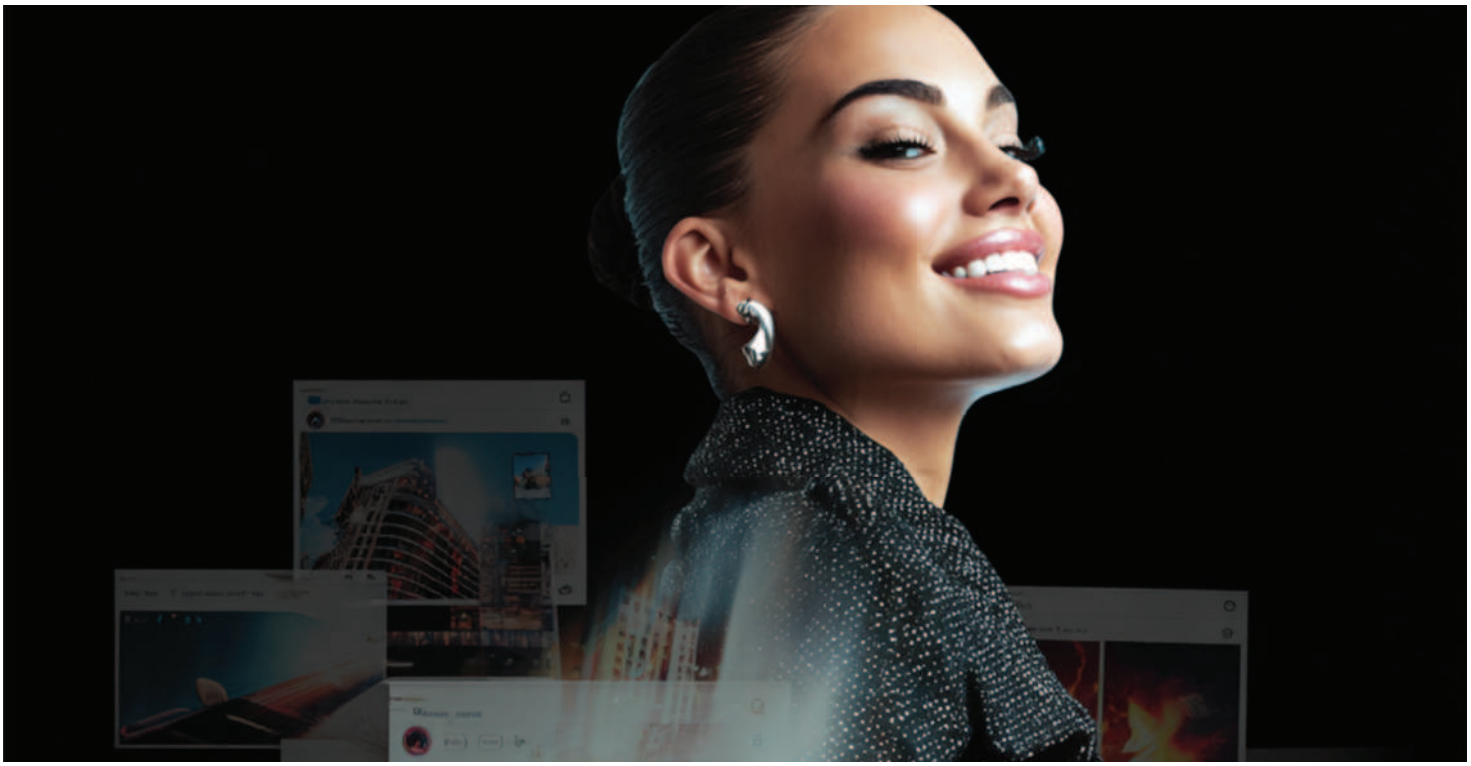

Prompt to Promotion:
AI-Enhanced Marketing for Fashion Designers

by Anthony Berot

In the fast-evolving world of fashion, artificial intelligence (AI) is no longer just a buzzword—it's a powerful tool reshaping how designers present, promote, and connect with their audiences. From photo-realistic image generation to hyper-targeted content creation, AI has opened new frontiers for creatives to market their products with efficiency, speed, and impact.

AI-Powered Marketing: A Designer's New Best Friend
At its core, fashion is about storytelling—communicating style, identity, and cultural resonance. Today's AI tools such as Midjourney, DALL·E, RunwayML, and others offer designers the ability to generate striking visuals from mere text prompts. With these tools, designers can instantly create promotional graphics, concept art, social media content, and mockups of runway-ready pieces—all without needing a full production team on hand.

For emerging designers with limited budgets, this is revolutionary. A single prompt can yield a full lookbook concept or ad campaign, which can then be adapted for Instagram, TikTok, or even e-commerce banners. By incorporating audience research and trends (through Google keyword analytics or social listening tools), designers can create targeted AI content that resonates with their niche market.

From Content Creation to Market Intelligence
Beyond visuals, AI tools can assist with crafting email campaigns, writing blog content, generating SEO-optimized captions, and identifying audience segments through predictive analysis. With platforms like ChatGPT and Jasper, a designer can easily build a brand voice and automate parts of their marketing workflow.

By researching their market space—understanding demographics, keywords, cultural preferences, and

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seasonal trends—designers can tailor their AI-generated materials for maximum visibility. Integrating AI outputs into Google Ads, Facebook Campaign Manager, or even influencer briefs ensures that every asset is not only visually appealing but strategically aligned.

The Creative Trade-Offs: What's Lost, What's Gained
However, as with all innovation, AI's integration into the fashion ecosystem brings its set of consequences.

Photographers, makeup artists, set stylists, and models—once integral to every shoot—are now seeing parts of their role replaced or minimized. A designer may



opt for an AI-generated model wearing a virtual outfit instead of hiring a full team for a photoshoot As a photographer myself, I've adapted by using AI not as a replacement, but as a pre-production sketchbook. Before a camera ever clicks, I use AI to visualize scenes, poses,

The Pros and Cons of AI in Fashion Marketing



and concepts—saving time, sharpening ideas, and improving final output. It's a symbiotic relationship, where AI enhances rather than eliminates creative skill.
For others, adaptation may look different. Makeup artists may now be called only for high-level editorial shoots. Stylists may find fewer commercial jobs if brands prefer virtual fittings. The industry is undergoing a redefinition, and creatives who embrace hybrid workflows—combining traditional artistry with AI tools—will stay relevant and in demand.

Pros:

Cost-Effective: No need for location rentals, stylists, or models to get campaign visuals.
Speed: Instant generation of marketing assets.
Flexibility: Tailor designs for multiple audiences and platforms simultaneously.
Market Insights: AI-assisted analytics can target audiences more precisely.
Empowerment: Independent designers and small brands can now compete visually with major labels.

Cons:

Creative Displacement: Reduced demand for traditional creatives in lower-budget campaigns.
Generic Output: Overuse of similar tools may lead to repetitive or uninspired visuals.
Authenticity Questions: AI-generated models and scenes can lack the emotional depth of real human interaction.
Skill Decay: Over-reliance on automation may lead to underdeveloped design or photography skills in younger creatives.

A Hybrid Future for Fashion

AI is here to stay, and in the realm of design marketing, it's a powerful asset—when used wisely. For designers, it's a tool to elevate their presence. For creatives, it's a signal to evolve and redefine value in a shifting industry. The future belongs not to AI alone, but to those who learn to use it as part of a larger creative vision.
After all, fashion is as much about innovation as it is about tradition. In this new era, both can—and must—coexist.

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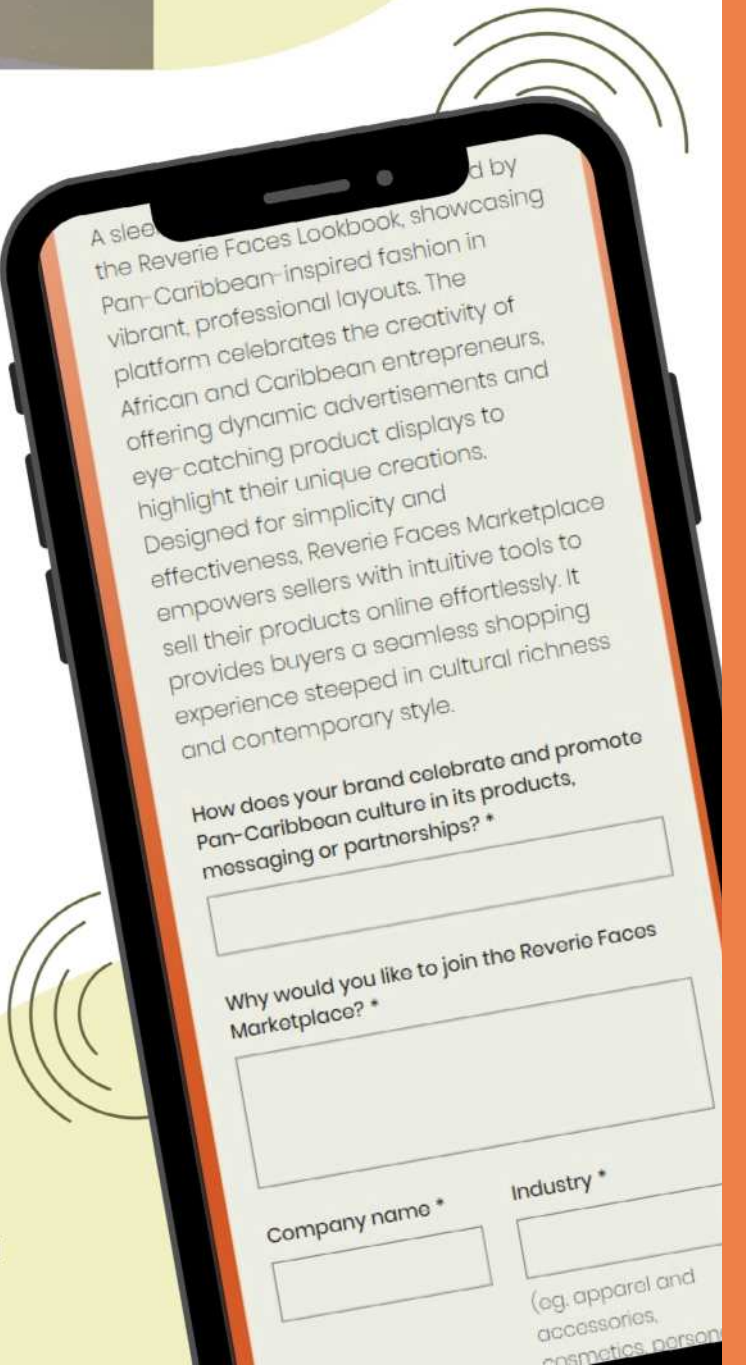

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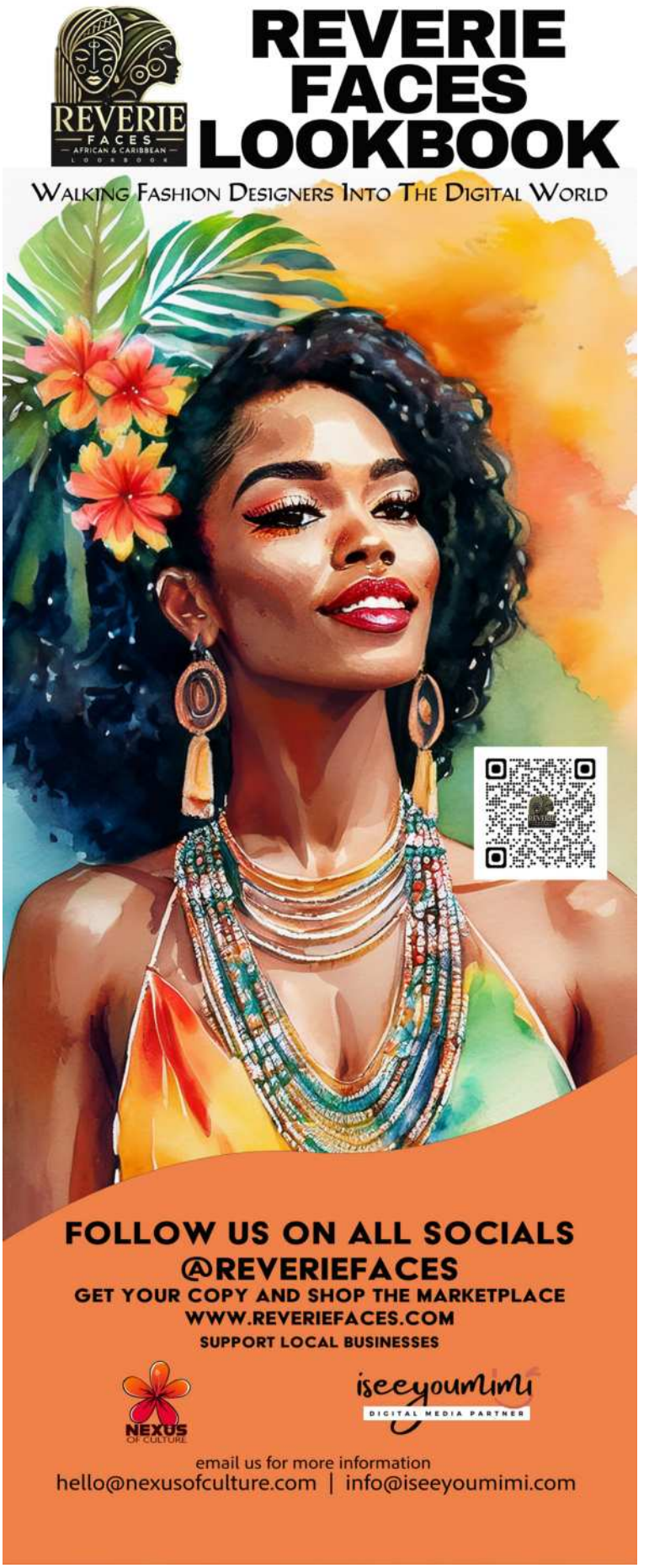

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