

# FASHABLE

THE MOST POWERFUL AI TOOLKIT  
TO SUPPORT FASHION

PRESENTED BY FASHABLE FOUNDERS



**FASHABLE**

# FASHABLE AI DESIGNED ONE OF THESE DRESSES. CAN YOU GUESS?



ONE ONEDRESS WAS AI GENERATED BY FASHABLE IP TECHNOLOGY



**FASHABLE**

# FASHABLE AI DESIGNED ONE OF THESE DRESSES. CAN YOU GUESS?



MARNI at  
[YOOX](#)  
400,00€



SAINT LAURENT at  
[YOOX](#)  
1950,00€



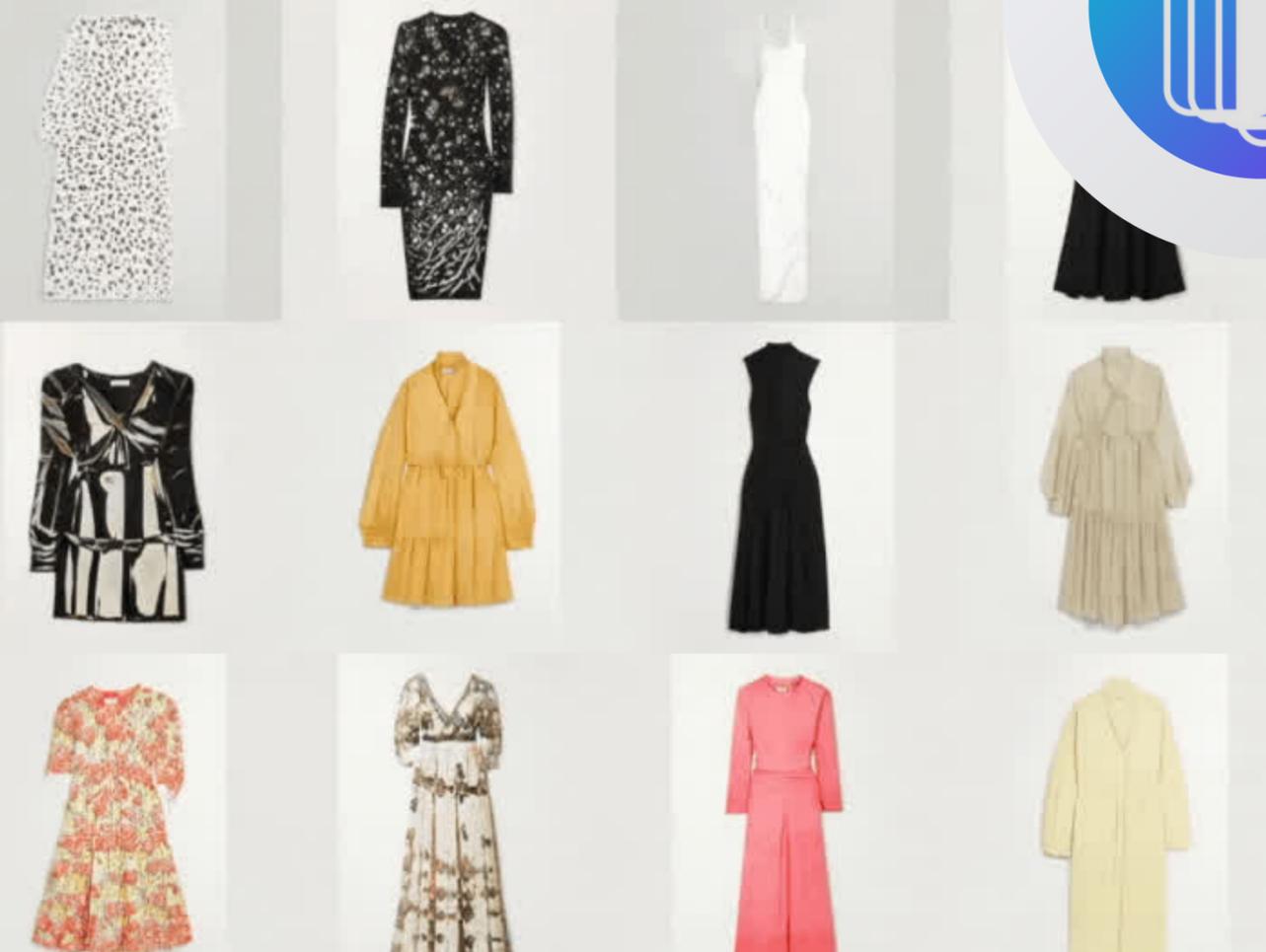
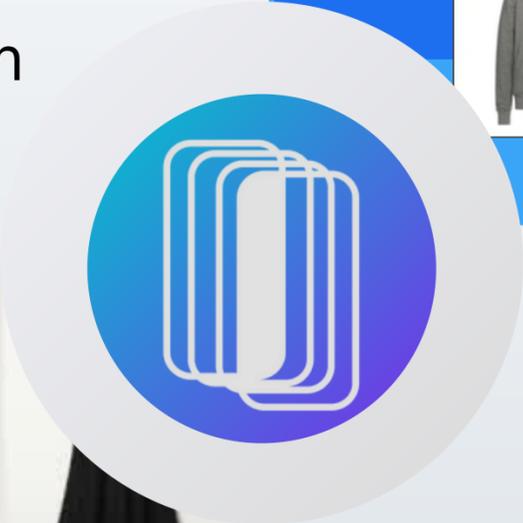
**AI  
Generated**



ERDEM at  
[Net a Porter](#)  
2.922,00€

# UNLIMITED INSPIRATION AND PROPOSALS

Make it easier to have new fashion content and collection that can pass for real



## The Process (behind the scenes)

Fashable AI proprietary technology does not copy images or movements, it learns about a subject and what details can be done in order to generate original content.

# PROBLEM! CONTENT DEMAND



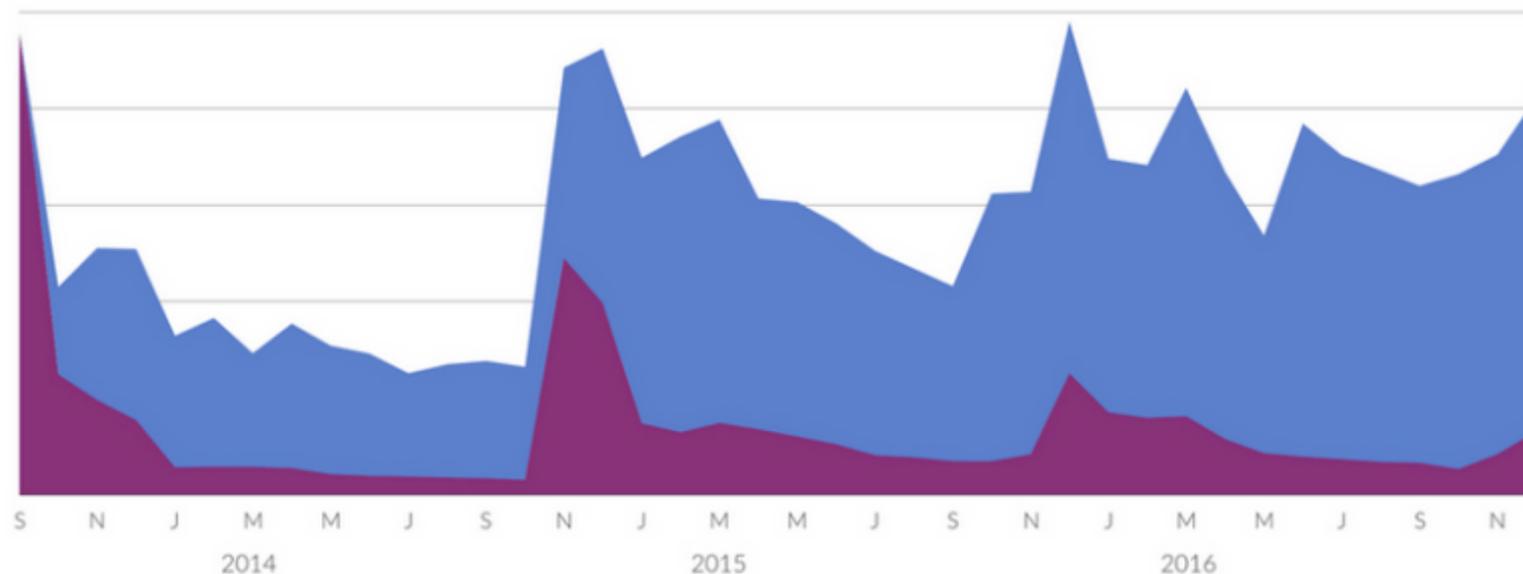
FASHABLE

With Social Media and now with Metaverse / Web3 the need of new content is exploding for the Fashion brands - WAR for new content has never been so intense

The Downloadable Content (DLC) is a very lucrative business model in the gaming industry

Grand Theft Auto V digital console revenue

■ Full game revenue ■ Additional content revenue



Abra a pesquisa no painel lateral

SUBSCRI

Every single day, Shein updates its website with, on average, 6,000 new styles—an outrageous figure even in the context of fast fashion.

**Fashable** AI technology solves the current Fashion / Metaverse problems on the content creation demand:

- Time and resources for fashion brands to create new collections and content (Meta & Physical)
- Understand the different metaverses and customers personas styles
- No AI players for support on the Metaverse / Web3 content generation
- Supporting new business models and new customer engagement channels

# AI GENERATED A VC HOT TOPIC

Now the article: Art Isn't Dead, It's Just Machine-Generated, November 16, 2022  
from Guido Appenzeller, Matt Bornstein, Martin Casado, and Yoko Li from **Andreessen Horowitz**

SEQUOIA

OUR FOUNDERS   OUR COMPANIES   OUR TEAM   COMPANY DESIGN   STORIES

	PRE-2020	2020	2022	2025?	2030?	2050?
TEXT	Spam detection Translation Basic Q&A	Basic copy writing First drafts	Longer form Second drafts	Vertical fine tuning gets good (scientific papers, etc)	Final drafts better than the human average	Final drafts better than professional writers
CODE	1-line auto-complete	Multi-line generation	Longer form Better accuracy	More languages More verticals	Text to product (draft)	Text to product (final), better than full-time developers
IMAGES			Art Logos Photography	Mock-ups (product design, architecture, etc.)	Final drafts (product design, architecture, etc.)	Final drafts better than professional artists, designers, photographers
VIDEO / 3D / GAMING			First attempts at 3D/video models	Basic / first draft videos and 3D files	Second drafts	AI Roblox Video games and movies are personalized dreams

Large model availability: ● First attempts   ● Almost there   ● Ready for prime time

Are we already IN 2030?  
😊



Is already a reality power by Fashable:



UNLIMITED PRODUCTS

## SEQUOIA CAPITAL ARTICLE

“Your next iPhone app or sneakers may be designed by a machine.”

BY SONYA HUANG, PAT GRADY AND GPT-3, PUBLISHED SEPTEMBER 19, 2022

<https://www.sequoiacap.com/article/generative-ai-a-creative-new-world/>

# ABOUT THE FOUNDING TEAM



**FASHABLE**



## **Orlando Ribas Fernandes, CEO**

Working in Innovation & AI during the last years! With the goal to create solutions that can change paradigms and create unique value on the market.

With MSc, Artificial Intelligence and Intelligent Systems, +15 years in leading projects and WW teams and Founder and CEO at XnFinity and XNFY Lab - a joint initiative with Microsoft, awarded with several innovation awards.

<https://www.linkedin.com/in/orlandoribas/>

## **Rui Maranhão, Chief A. Researcher**

Rui designs, implements and applies top-notch solutions in disruptive innovation, showing all the potential of applied research.

With PhD, Rui is Full Professor of Software Engineering at Porto University, with extensive entrepreneurial and industry research experience where was research in companies like Meta, Google and PARC

<https://www.linkedin.com/in/ruimaranhao/>



## **Gonçalo Cruz, Advisor, Non-Executive**

Gonçalo Cruz also co-founded PlatformE – the fashion end-to-end mass customization platform that accelerates the digital transformation towards digital and on-demand fashion for some of the biggest fashion groups like LVMH and Kering. Passionate about tech (namely for web, commerce, retail) and Virtual (3D, AR, VR). Sitting also in the Advisory Board of MyDidimo and MOXY. [Vogue Business 100 Innovators](#).

<https://www.linkedin.com/in/goncalocruz/>



**FASHABLE**

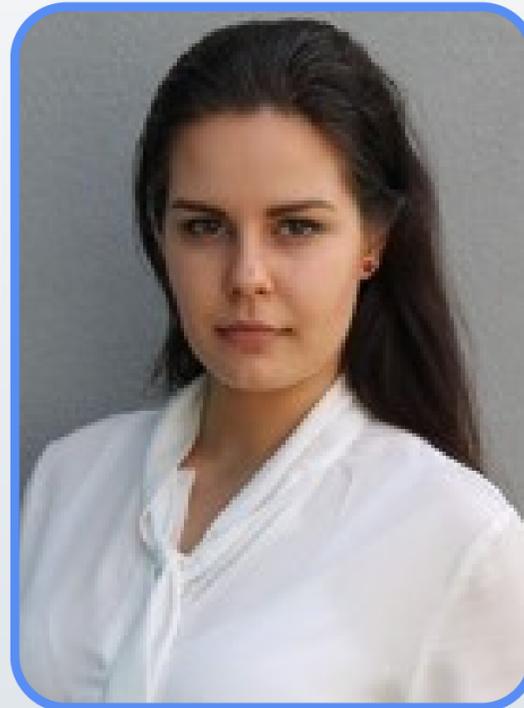
# MEET OUR TEAM



**AI Post-Doc  
A. Researcher**  
Inês Domngues



**Head of  
Applied AI**  
Abubakar Zakari



**Head of Fashion-tech  
Designer**  
Susana Marques



**PhD AI  
A. Researcher**  
Luís Gomes



**Strategy and Funds  
Researcher**  
Joana Portela



**Junior AI  
Researcher**  
Henrique Santos

Fashable, have a very close relationship and partnership with several universities and research centers around the world.

That gives unique opportunity for Fashable acquired the best talent.

During the year 2022 Fashable had 22 students working in different Fashable R&D projects.

# FASHABLE VISION



**FASHABLE**

## Using Artificial Intelligence to design and generate Fashion Content

1. Being the worldwide reference in AI Generated content for Meta-Physical (low hanging fruit)
2. Bridging metaverse and physical
3. Change physical process's



- Generate new clothing design, patterns and create simulations in gen models
- Align designs with customers preferences and expectations (personalization)
- Enables a new shopping experience online, clothing designed and purchased prior manufacturing
- Follows the trends on social media and preferences of the customers - creating bestsellers
- Boost brand teams and designers' superpowers
- New upcycling era

# USE CASES

The most popular ones - in a endless Use Cases

Working with Microsoft AI Black Belts and other partners in our disruptive Use Cases

- AI Generated realistic content for Meta-Physical world
- AI Generated models photos - e-commerce social media content - big potential for unsold inventory + 2<sup>nd</sup> hand marketplaces
- + others in analysis -> Fashionable endless use cases



Potential: Same clothes in Multi-region, inclusive, original models.



# TECHNOLOGY POTENTIAL + EVIDENCES

FASHABLE

The potential of Fashable technology can be applied in different industries and use cases, but we are FOCUS, in the Meta+Fashion industry, since we can grow fast since is very visual ("everyone understands and use") and we can build a strong brand.



Fashable



Dall.E images

Curated images quality and results

The **best AI realistic images generated technology** for the meta-physical fashion worlds.



# EVIDENCES - BEST AI REALISTIC IMAGES

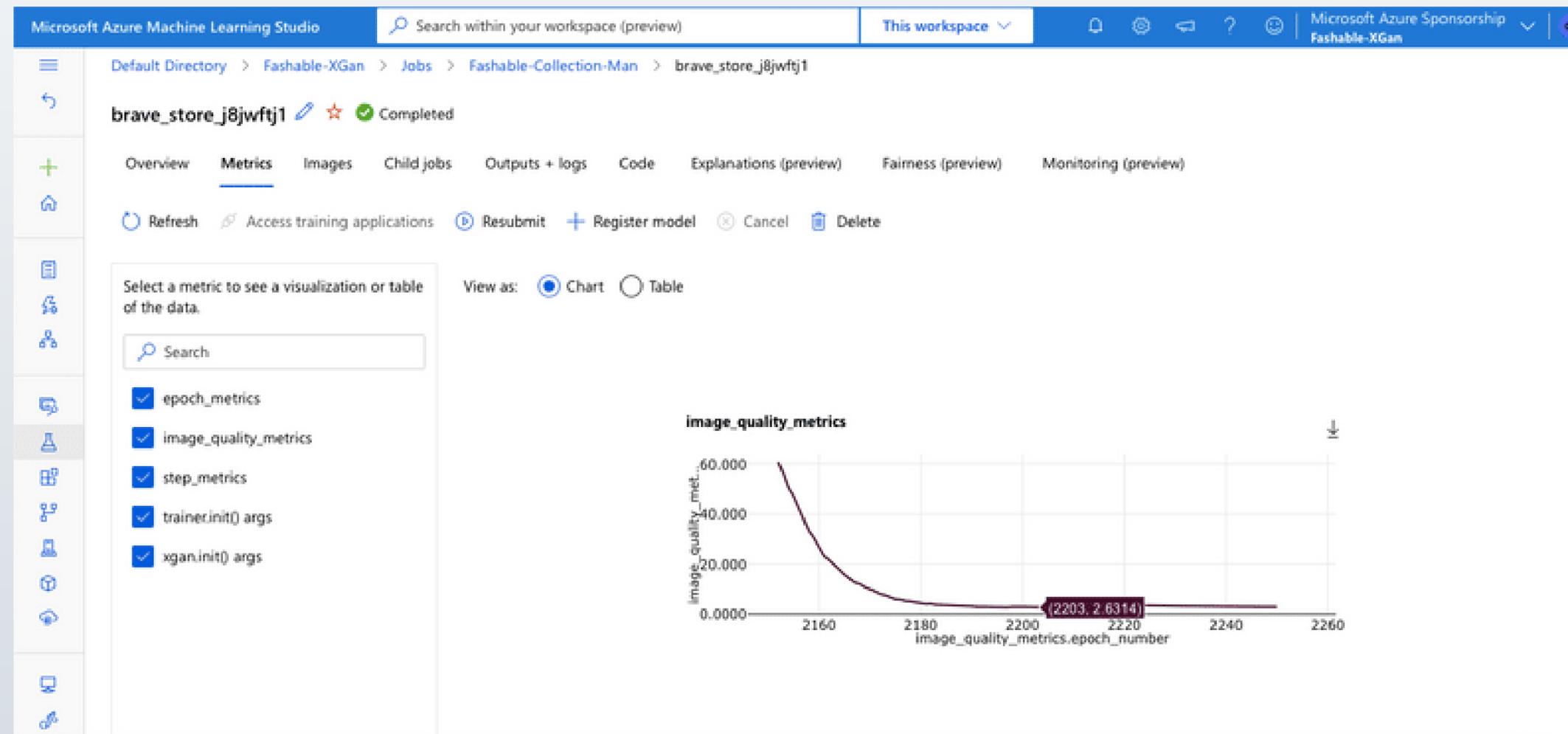
- FID results - The Fréchet inception distance (FID) is a metric used to assess the quality of images created by a generative model
- Google claims – with Imagen, “we achieve a new state-of-the-art COCO FID of 7.27”

## Fashable – FID results – 2.63

Model	COCO FID ↓
Trained on COCO	
AttnGAN (Xu et al., 2017)	35.49
DM-GAN (Zhu et al., 2019)	32.64
DF-GAN (Tao et al., 2020)	21.42
DM-GAN + CL (Ye et al., 2021)	20.79
XMC-GAN (Zhang et al., 2021)	9.33
LAFITE (Zhou et al., 2021)	8.12
Make-A-Scene (Gafni et al., 2022)	7.55
Not trained on COCO	
DALL-E (Ramesh et al., 2021)	17.89
GLIDE (Nichol et al., 2021)	12.24
DALL-E 2 (Ramesh et al., 2022)	10.39
Imagen (Our Work)	7.27

Imagen attains a new state-of-the-art COCO FID.

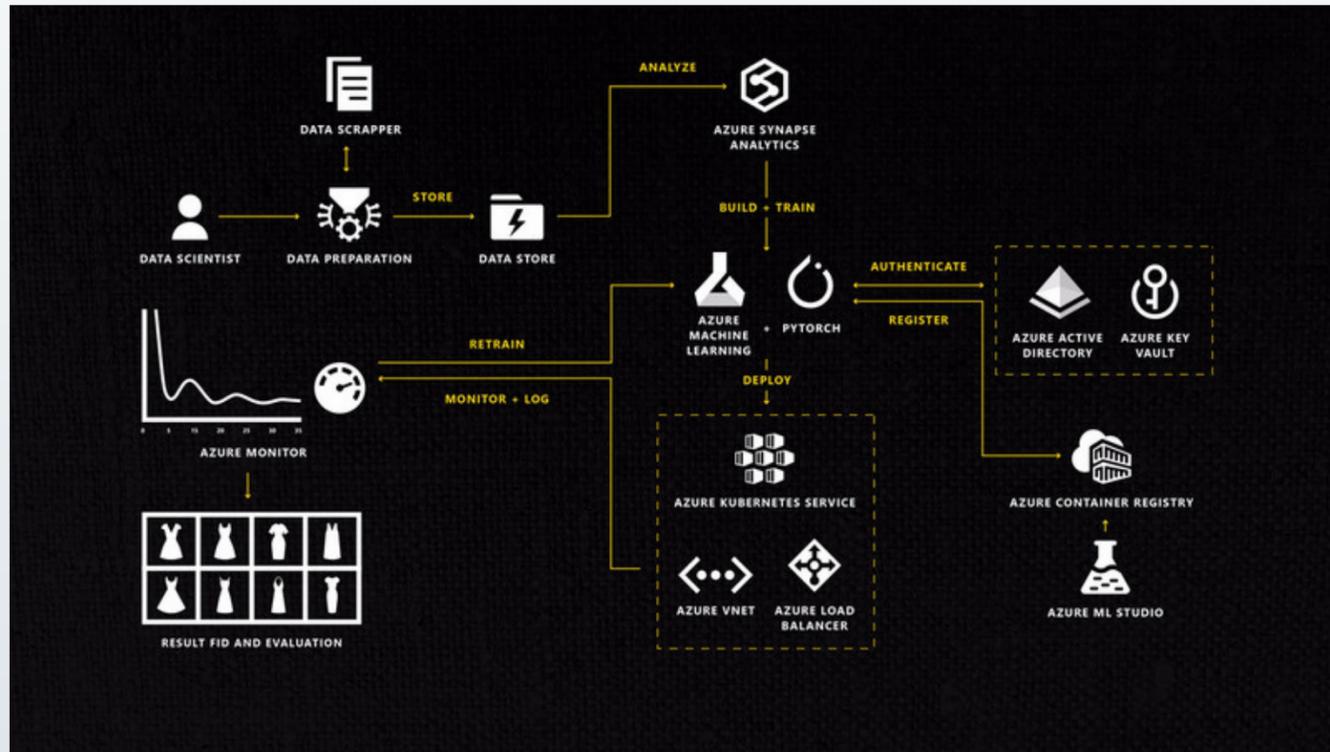
<https://imagen.research.google/>





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# SOME FASHABLE NUMBERS



+32  
resources

4  
Universities

8  
Brands

1,5M  
Dataset  
images

+17k  
AI training  
hours

a Lot €  
Computing  
value

- IP technology
- Azure Machine Learning and Pytorch

CONFIDENTIAL

# FEATURED IN

(Among others publications)



## FASHABLE

Microsot Article and Video - [link](#)

Customer Stories Search

Fashable reimagines the future of fashion design with Azure Machine Learning and Pytorch

**FASHABLE**  
ENDLESS AI GENERATED OPTIONS

October 12, 2022

Portugal-based Fashable is here to revolutionize the fashion industry with AI. Unsustainable manufacturing, unsold inventories, and long production cycles are common issues in fashion.

Learn More

Microsoft Azure

Azure Machine

PyTorch  
105,112 followers  
3d

What if we could reimagine the future of fashion design to be better? [Fashable](#) created an AI algorithm that can generate original clothing designs, helping address demand, going to market, and reducing waste. It's powered by PyTorch and [Microsoft Developers' Machine Learning](#). Learn More: <https://bit.ly/3VuozWZ>

The diagram illustrates the AI fashion design pipeline. It starts with a 'DATA SCIENTIST' who uses a 'DATA SCRAPER' to collect data, which is then processed through 'DATA PREPARATION' and stored in 'DATA STORE'. The data is then analyzed by 'AZURE SYNAPSE ANALYTICS'. The pipeline continues to 'BUILD - TRAIN' using 'AZURE MACHINE LEARNING' and 'PYTORCH'. This is followed by 'DEPLOY' to 'AZURE KUBERNETES SERVICE' and 'AZURE VMET' with 'AZURE LOAD BALANCER'. The final step is 'MONITOR - LOG' using 'AZURE MONITOR'. The pipeline also includes 'AUTHENTICATE' and 'REGISTER' steps using 'AZURE ACTIVE DIRECTORY' and 'AZURE KEY VAULT', and 'AZURE CONTAINER REGISTRY' and 'AZURE ML STUDIO' for model management and training.

T Jornal  
15h

Convicta de que o futuro da moda passa pela utilização de inteligência artificial, a [Fashable](#), startup tecnológica portuguesa, tem um dos seus focos direcionado para essa ferramenta: segundo o CEO da empresa, Orlando Ribas Fernandes, "os longos ciclos de produção e stocks não vendidos podem ser resolvidos com recurso a IA".

[See translation](#)

Fashable usa IA para criar novos designs de moda

jornal-t.pt • 1 min read

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TECHNOLOGY

## AI Is Designing Clothes Now

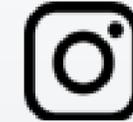
Companies are starting to pitch AI tools that can generate new clothing designs from something as simple as a text description.

The screenshot shows a design tool interface with a 'Design title' field, a 'Collection title' dropdown, and a 'Get pricing' button. The interface includes a sidebar with 'Pages' (Designs, Materials, Artwork) and a 'Details' panel with a 'Description' field. A modal window titled 'AI-powered design' is open, displaying the text: 'Generate inspiration imagery, flat sketches, references and more by answering a few simple questions about what you're creating. Powered by DALL-E 2.'

# FASHABLE CONTACTS

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[investors@fashable.ai](mailto:investors@fashable.ai)



**FASHABLE**  
ENDLESS AI GENERATED OPTIONS