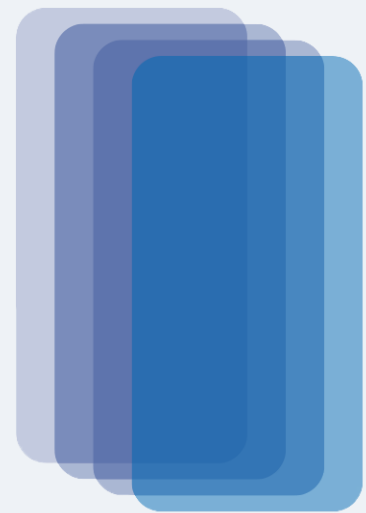




FASHABLE

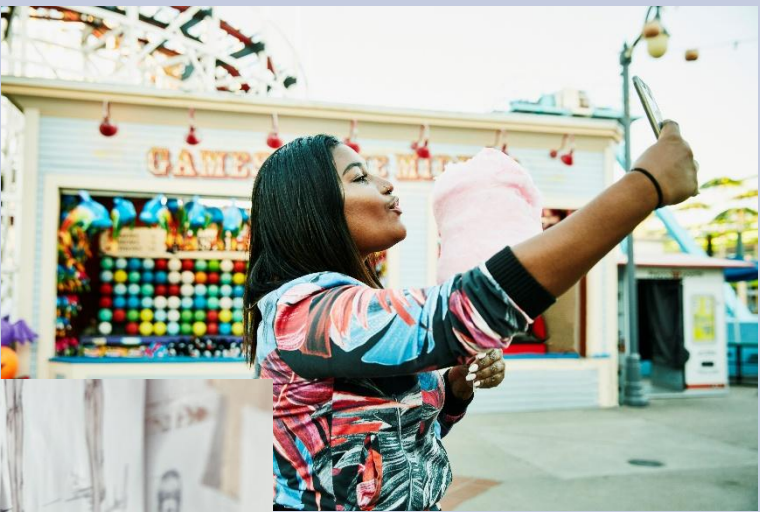
POWERING THE NEXT
PHASE OF FASHION

Platform Overview



FASHION NEEDS A NEW OPERATING SYSTEM

The fashion industry is in a constant state of evolution with **new trends**, **technologies**, and **consumer demands** requiring ongoing business transformation. How can companies accelerate ideation and production to alleviate these challenges?



FASHABLE BUILDS THE INTELLIGENT BACKBONE OF MODERN FASHION



Our generative design and strategic intelligence help fashion brands create faster, market smarter, and grow stronger.

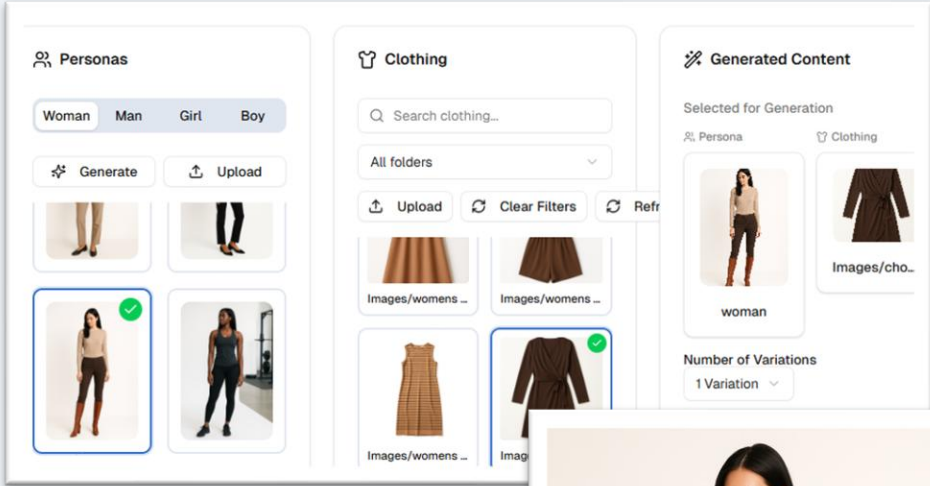
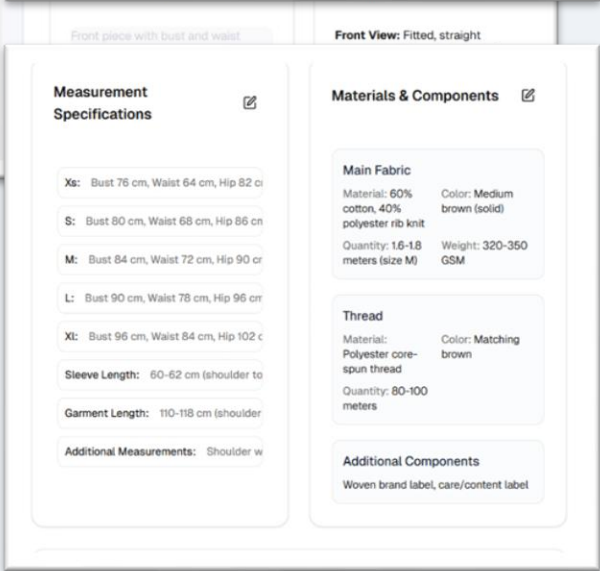
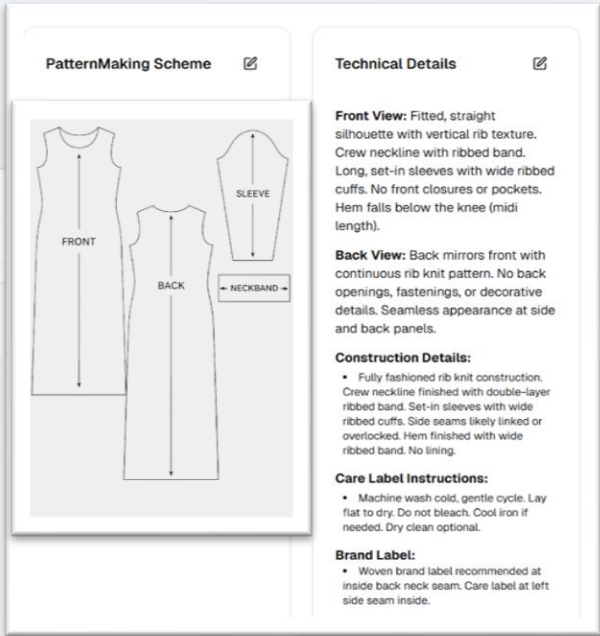
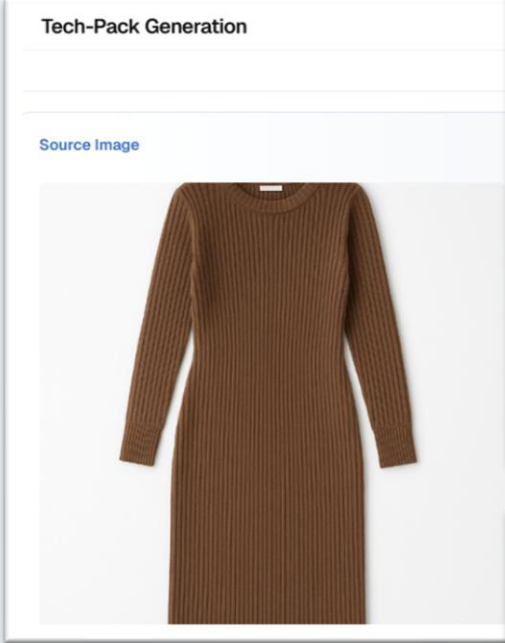
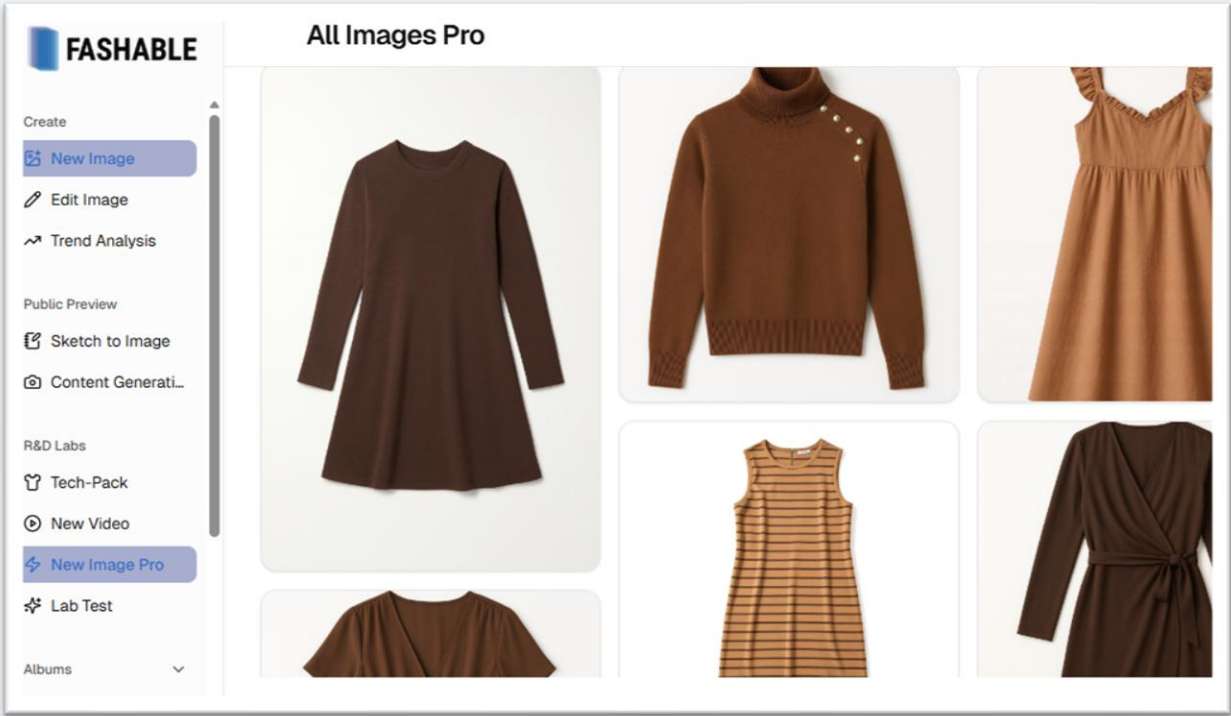
Product Design & Collaboration



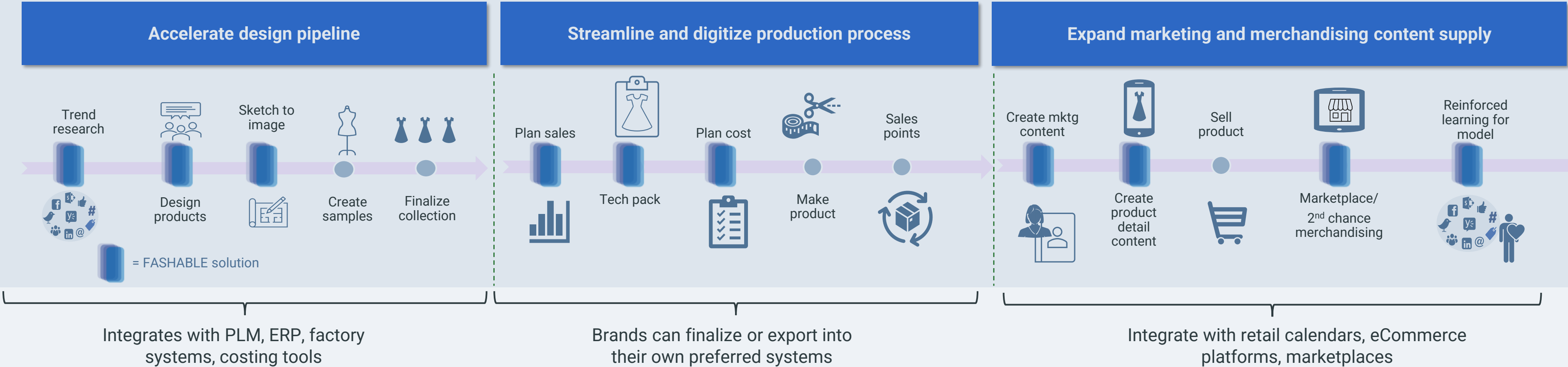
Production Workflow



Marketing Content Creation



SUPERCHARGE YOUR CREATIVE PIPELINE FROM END TO END



Fashable Solutions		
Collaborative Co-Creation Platform	Production Workflow	Marketing/Merchandising Content Creation
- Trend research/Social media analysis - MS Teams/Copilot integration for insight-based design collaboration - Creation and translation of design sketches to realistic images	- Digital tech pack development - Measurement extraction - Bill of Materials (BOM) - Cost forecasting	- Marketing content creation - Product detail content creation - Marketplace/2nd chance merchandising - Reinforced learning for model

Brand-Defined Data (Sales, Past Collections, Flat eCommerce PDP Images, Brand guide, Social, WGSN/Trend)

Office 365 (Teams, Copilot)

Azure (Artificial Intelligence, Machine Learning, Cognitive Services)

TRANSFORM THE FASHION VALUE CHAIN

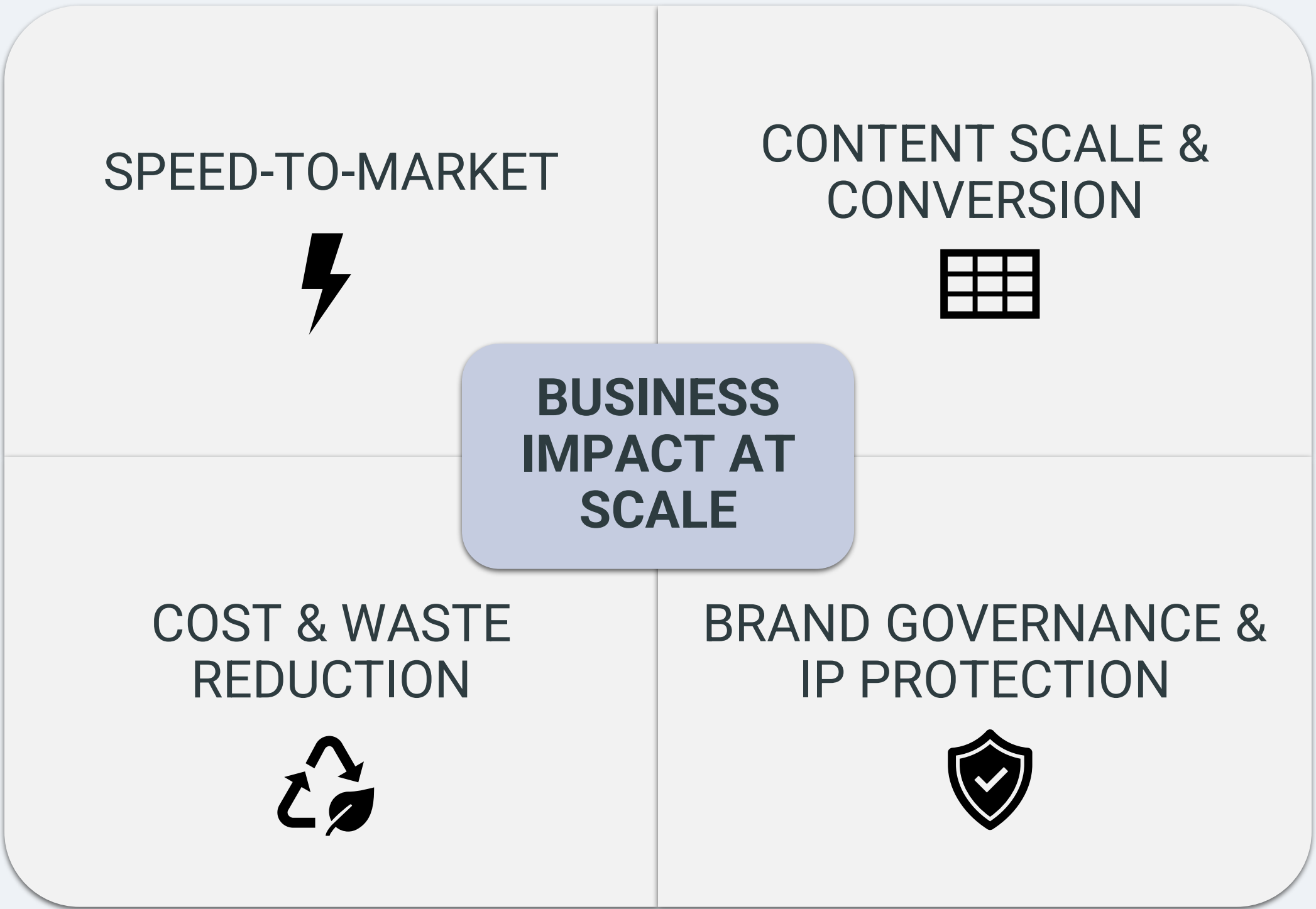


Weeks → Hours

- 10× faster design iteration
- 70% reduction in trend research time
- Rapid concepting + instant variation generation

30–60% Fewer Samples

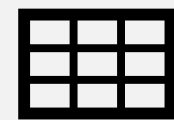
- Lower production waste
- Consolidation of multiple point solutions
- Reduced external creative spend



SPEED-TO-MARKET



CONTENT SCALE & CONVERSION



BUSINESS IMPACT AT SCALE

COST & WASTE REDUCTION



BRAND GOVERNANCE & IP PROTECTION



5–10× More Assets

- Global localization in seconds
- PDP + campaign content at scale
- Reduced dependency on photoshoots

Enterprise-Grade Control

- Full ownership of brand data + training inputs
- Secure, governed, multi-team environments
- Seamless PLM, DAM, Teams, Copilot integration

THE VALUE WE CREATE



FASHABLE

Design Products



Generate Outfits



Style Outfits on Models



Generate Social Media Content + Videos



Manage Technical Design & Development: Tech-Pack and BoM

Tech-Pack Generation

Source Image



Product description

Single-breasted tailored camel coat in medium-weight wool blend, featuring a notched lapel collar, two front flap pockets, two-button closure, and set-in long sleeves with buttoned cuffs. Fully lined, straight silhouette, topstitched seams, and mid-thigh length. Classic, structured construction with tonal stitching.

Technical Details

Front View: Single-breasted with large black buttons, notched lapel collar, two front flap pockets at hip level, princess seams for shaping, set-in long sleeves with buttoned cuffs, straight fit, mid-thigh length. Topstitching along lapel, pockets, and front edges.

Back View: Plain back panel with princess seams for shaping, no visible vent or yoke, clean finish at hem. Back neckline finished with facing, no external decorative elements.

Construction Details:

- Fully lined construction, notched lapel collar with collar stand, set-in sleeves, double flap pockets with pocket bags, buttoned sleeve cuffs, topstitched seams, clean finished hem, front closure with buttonholes and reinforced buttons.

Care Label Instructions:

- Dry clean only. Do not bleach. Iron on low heat if needed. Do not tumble dry. Store on hanger to maintain shape.

Brand Label:

- Brand label to be placed at center back neck interior, woven main label (1.5" x 3") with optional small size pip label below.

Measurement Specifications

Xs: Bust: 88cm, Waist: 80cm, Hips: 94

S: Bust: 92cm, Waist: 84cm, Hips: 98cm

M: Bust: 96cm, Waist: 88cm, Hips: 102cm

L: Bust: 102cm, Waist: 94cm, Hips: 108cm

Xl: Bust: 108cm, Waist: 100cm, Hips: 114cm

Sleeve Length: 60-62cm (shoulder to wrist)

Garment Length: 84-92cm (XS-XL, skirt to hem)

Additional Measurements: Shoulder width, collar stand, pocket bag

Materials & Components

Main Fabric

Material: 80% wool, 20% polyester blend suiting

Color: Camel brown

Quantity: 2.2-2.5 meters (size M)

Weight: 350-400 GSM

Thread

Material: Polyester core-spun thread

Color: Matching camel brown

Quantity: 150-200 meters

Additional Components

- 4x black plastic buttons (2 front, 2 cuff), fusible interfacing for collar/lapels/front facings, pocket bag lining (polyester/cotton), full inner lining (polyester satin)





WHY FASHABLE?



Speed-to-Market

Transform the product pipeline to maximize high-value creative resources

Reduce concept-to-sample cycles from weeks to hours



Maintain ownership

Keep control of your data to reduce the possibility of copyright infringements

Secure, governed, multi-team environments



Minimize waste

Evolve outdated workflows and reduce environmental footprint and waste

Generate trend-right variations backed by data



Leverage integrations

Tap into Microsoft tools including Teams and Copilot. Microsoft AI for Retail certified partner

Integrate into existing PLM, DAM, and commerce systems

DESIGN CO-CREATION



FASHABLE

FASHABLE

Create

New Image

Edit Image

Trend Analysis

Public Preview

Sketch to Image

Content Generati...

R&D Labs

Tech-Pack

New Video

New Image Pro

Virtual Try-On

Image Albums

All Images

content-generat...

Video Albums (preview)

All Videos

Manage

My Profile

Jobs

All Images

Last refreshed 1 minute ago

leopard print women's wrap blouse

33/200

Generate

Generic

PNG

3

Root folder

FASHABLE

Create

New Image

Edit Image

Trend Analysis

Public Preview

Sketch to Image

Content Generati...

R&D Labs

Tech-Pack

New Video

New Image Pro

Virtual Try-On

Image Albums

All Images

content-generat...

Video Albums (preview)

All Videos

Manage

My Profile

Jobs

Edit

AI Image Editor

Upload an image or select from gallery, then use AI to edit and transform it

Start by selecting an image from your device or gallery. Once uploaded, choose an editing mode from the options on the right to begin your AI-powered transformation.

Draw Mask Areas

Paint the areas you want to edit, then use the controls on the right to generate your edit.

Size: 30px

Clear

Mask & Edit

Color Variations

Style Variations

Enhance Quality

Mode:

Mask & Edit - Draw areas to edit specifically

Edit Description

Describe what you want to change

e.g., Change the color to red, remove the background, add floral patterns...

Generate with Mask

More AI Features

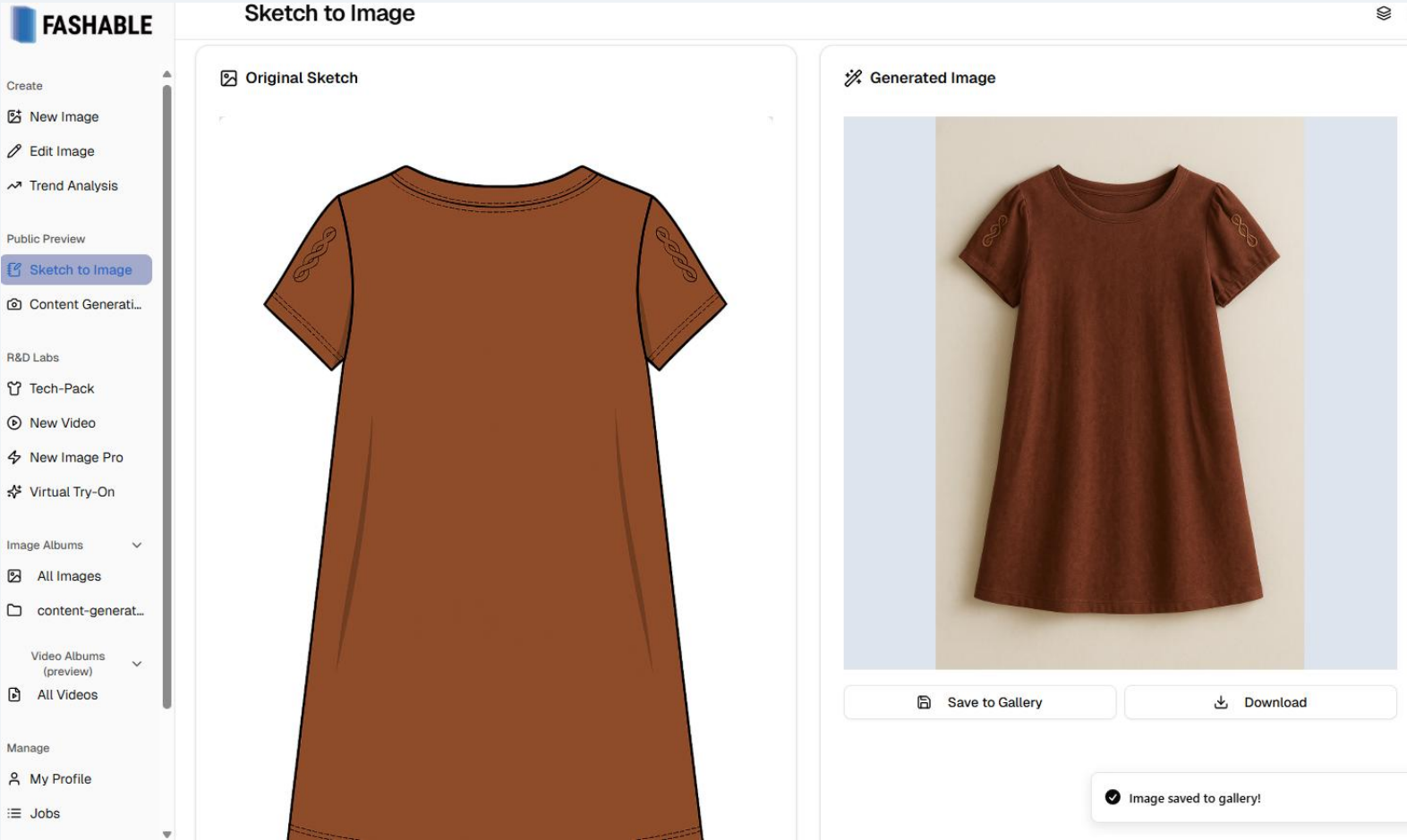
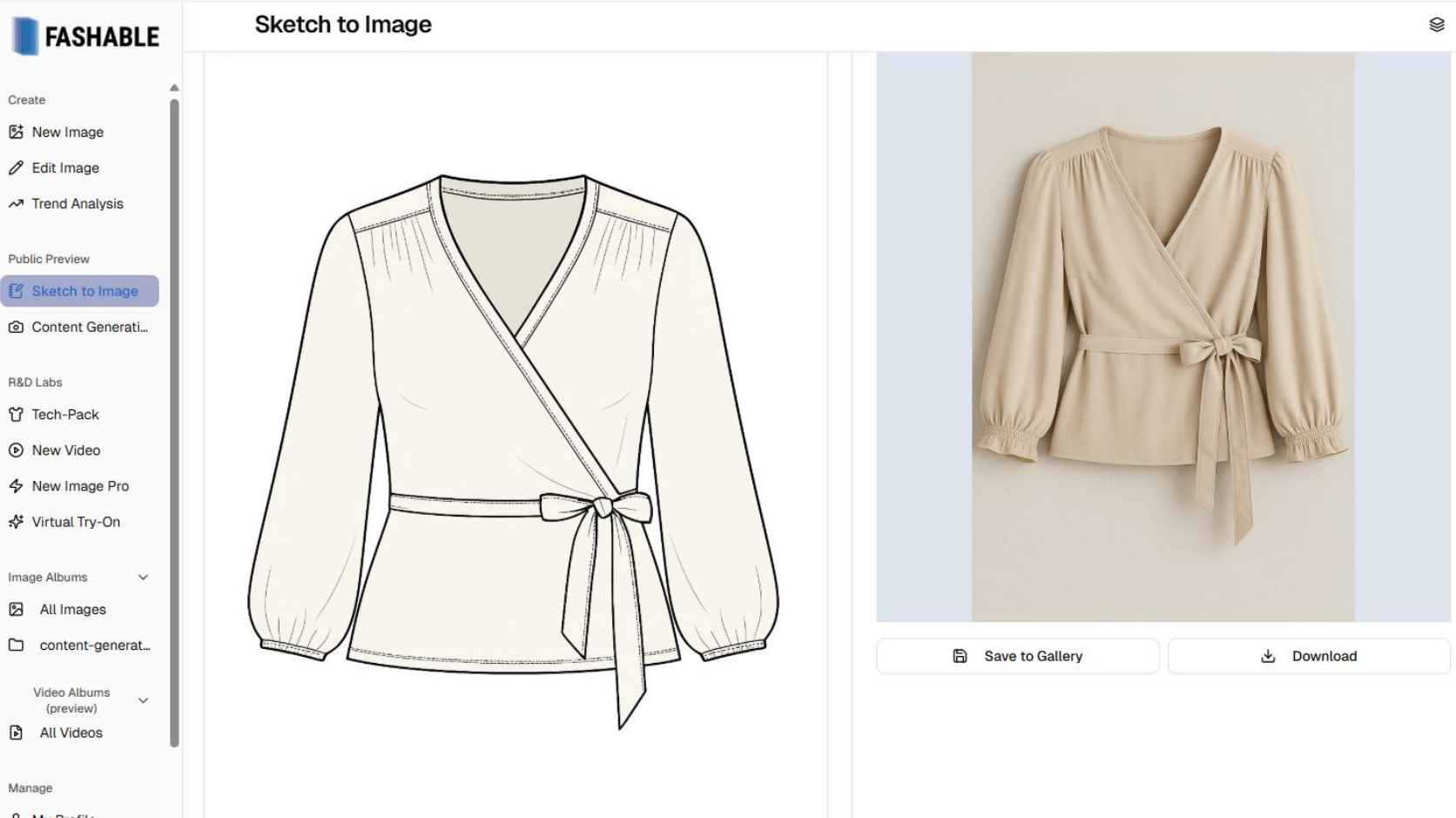
Coming Soon

Advanced Style Transfer

Change or remove background

Object Replacement and colors

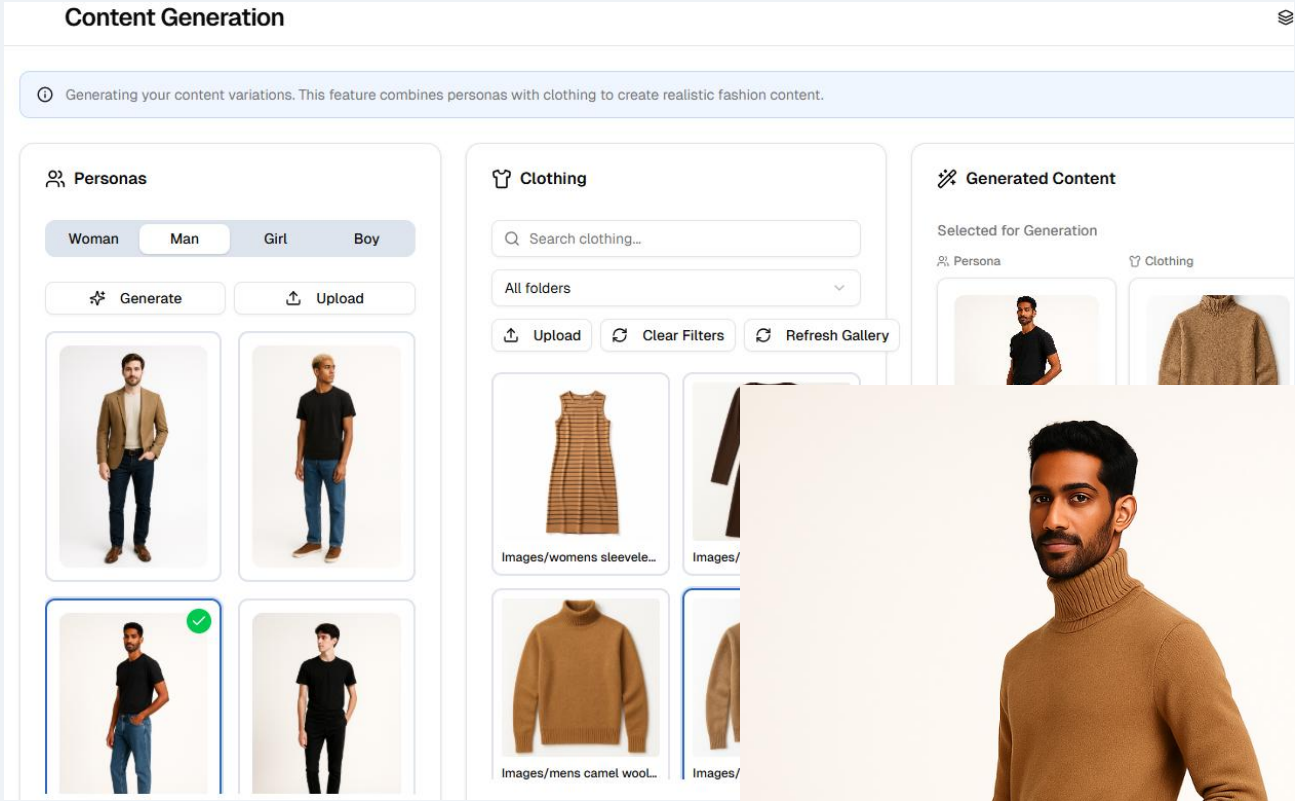
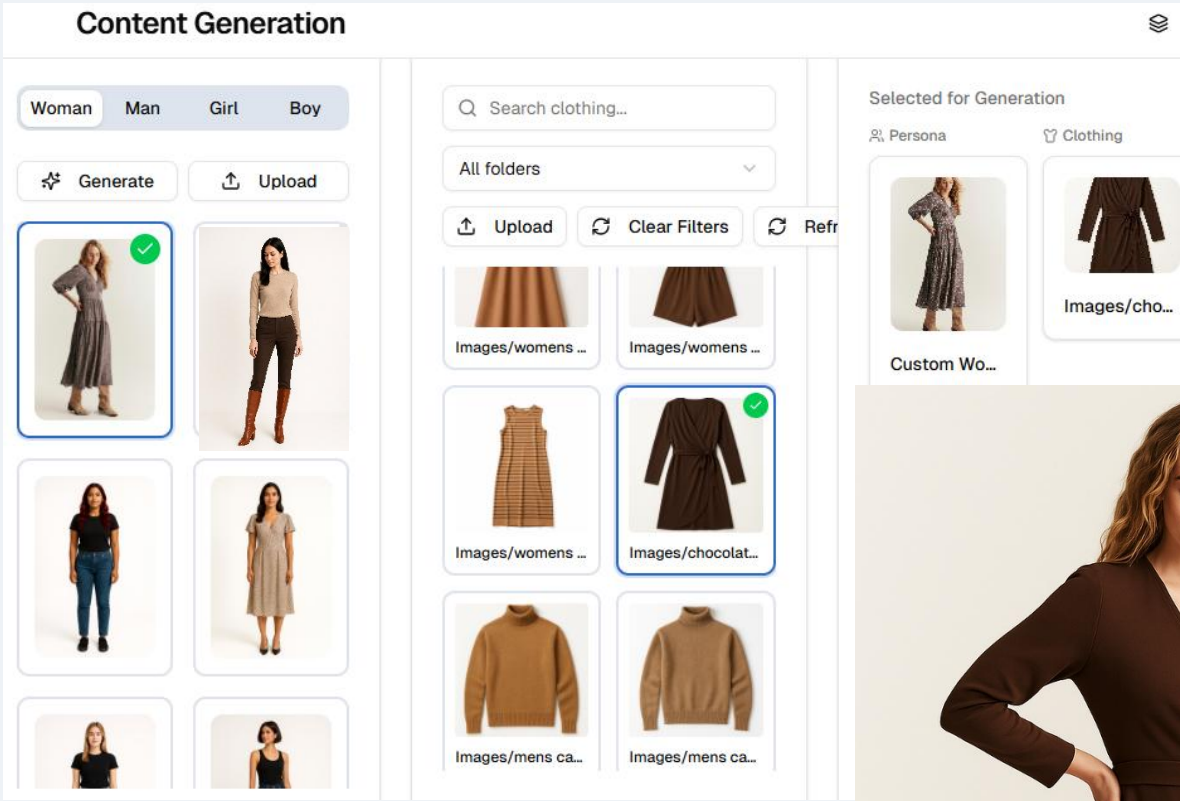
SKETCH-TO-IMAGE



CONTENT GENERATION



FASHABLE

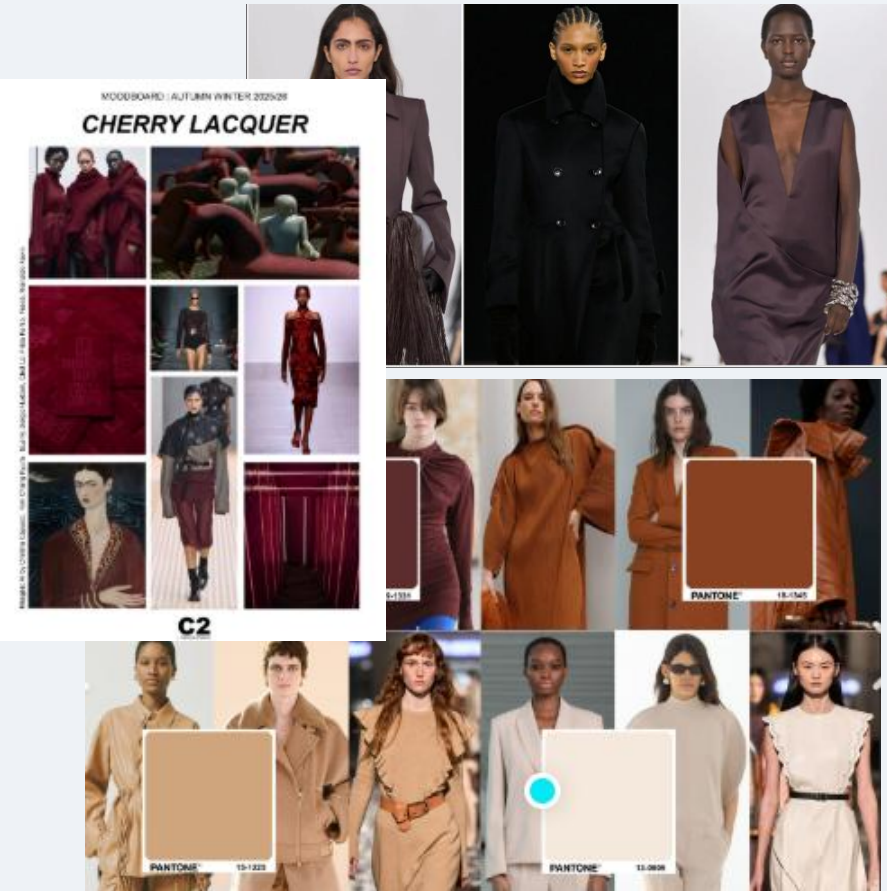


SOCIAL TREND ANALYSIS

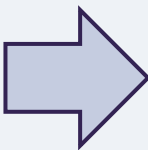
Brand imagery & styleguide



Brand-selected trend data/insights

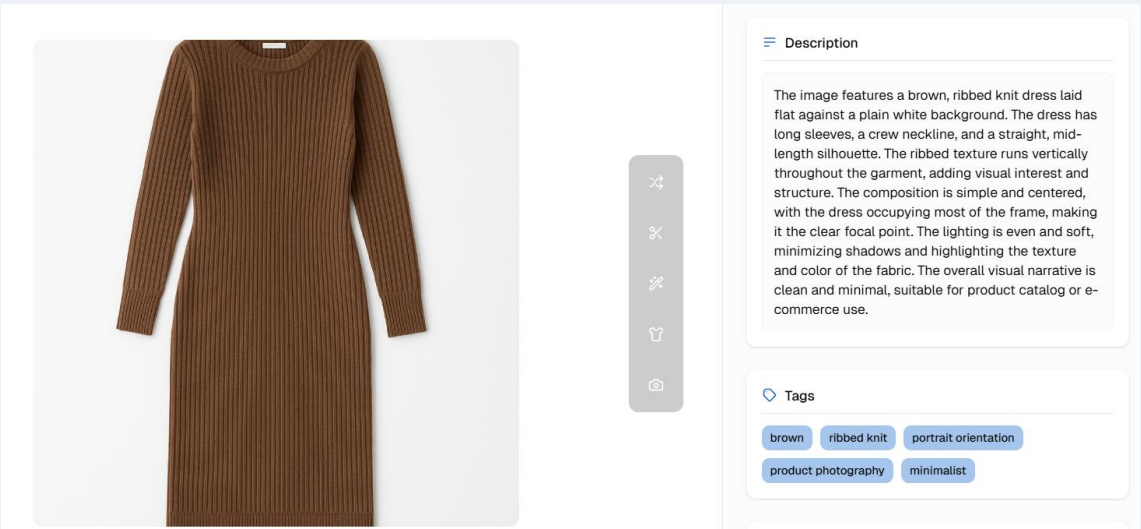


Trend analysis of brand-selected social

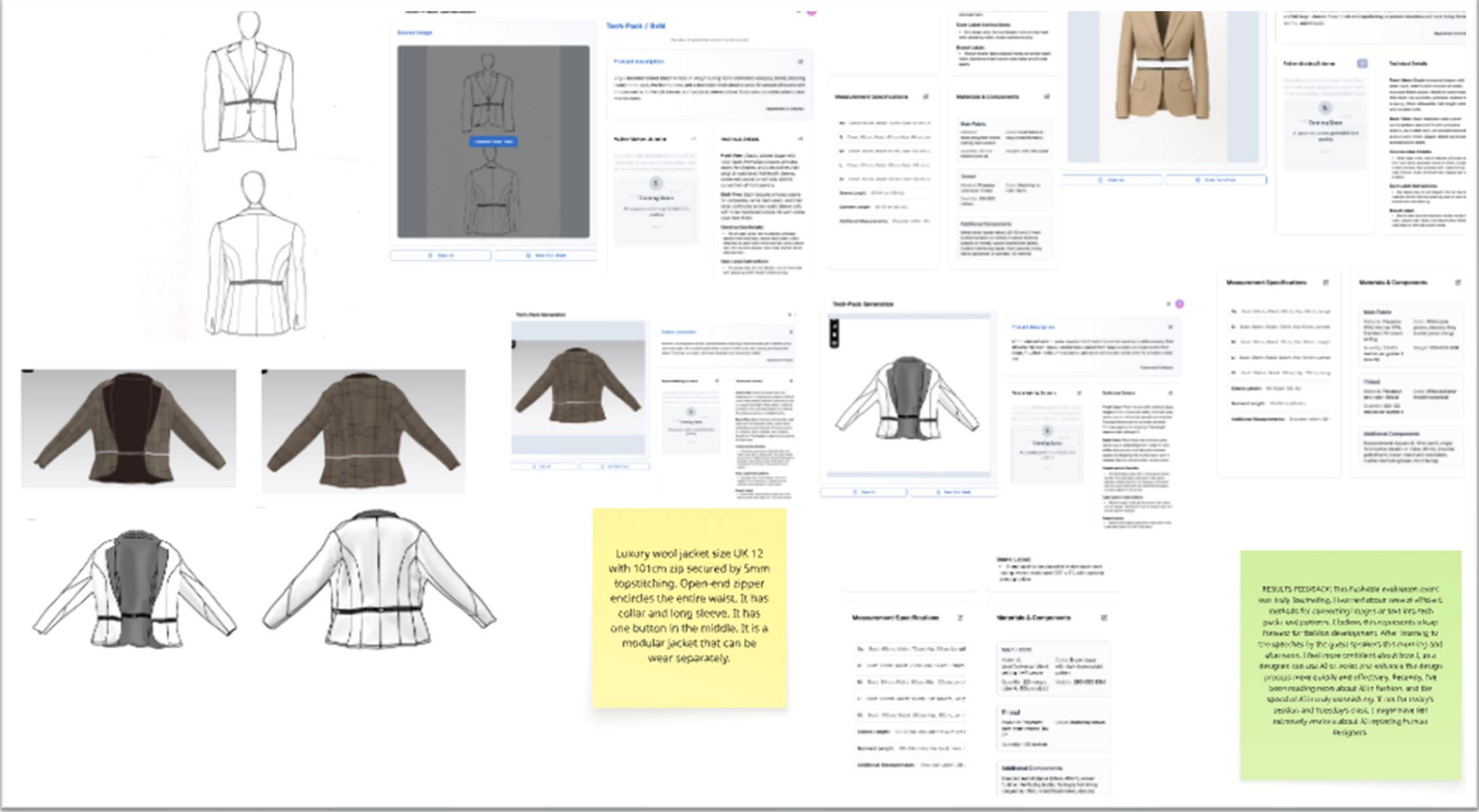


Fashion Trend Insights & Analysis (3 weeks, 14 posts)

- **Key Insights**
 - Structured white blazers and blazer-dresses with prominent shoulder details are a core element—seen in multiple images, ...
 - Neutral and monochromatic layering dominates, with beige, white, and taupe tones paired with classic denim and minimalis...
 - Luxury handbags in structured shapes and muted colors are consistently featured, suggesting an emphasis on investment pi...
 - The overall styling leans toward Parisian chic: tailored silhouettes, understated elegance, and a focus on sleek lines O...
 - Wardrobe shots reveal a preference for earth-toned outerwear (camel, brown, black), classic boots, and timeless layering...
- **Trend Snapshot**
 - Colors:** White, Beige, Black, Cream, Taupe
 - Items:** Structured blazer-dress, Luxury handbag, Skinny jeans, Boots, Tailored coat
 - Style:** Modern city casual with classic tailoring, luxe accessories, and athleisure accents
 - Keywords:** #Tailored #Minimalist #Parisian #Draped #City Casual



TECH PACK DEVELOPMENT



I believe this represents a leap forward for fashion development...I feel more confident about how I, as a designer, can use AI to assist and enhance the design process more quickly and effectively.

– London College of Fashion design student



FASHABLE

CONTENT GENERATION – OUTFITTING & STYLING



- Create videos for social channels, website or digital media
- Generate outfitting suggestions and moodboards/inspiration via flat lay sets
- All prompt-based



FASHABLE

AI OUTFITTING AVATAR

Customers can see how it fits on a generated persona that closely resembles them.

This supports the idea of “selling the dream,” helping users see the best version of themselves in pictures and/or videos.

Customers can get notifications of new ideas based on their style preferences.

Note: Orlando - Fashable CEO and Fashion AI persona.



Images



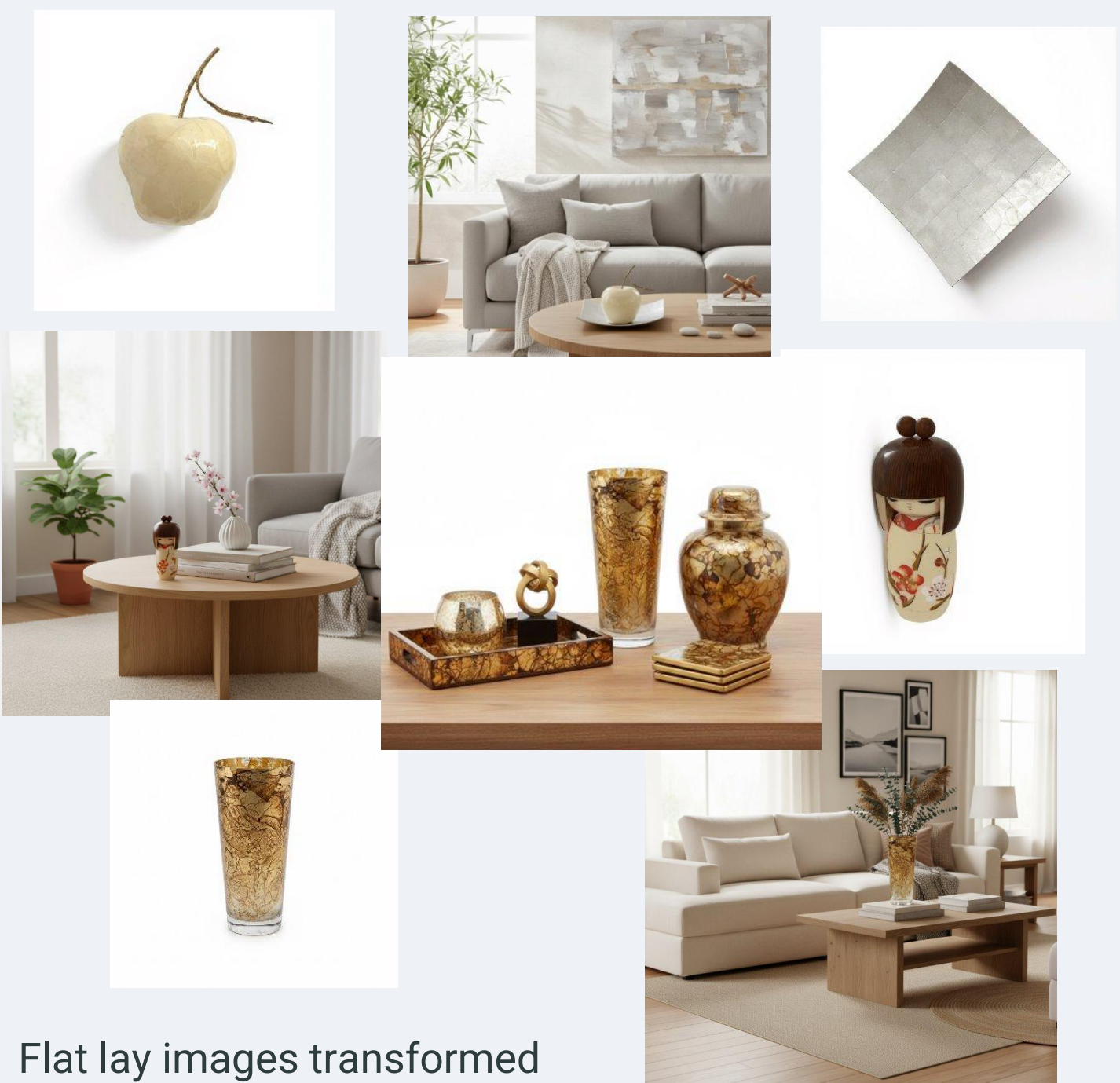
Videos



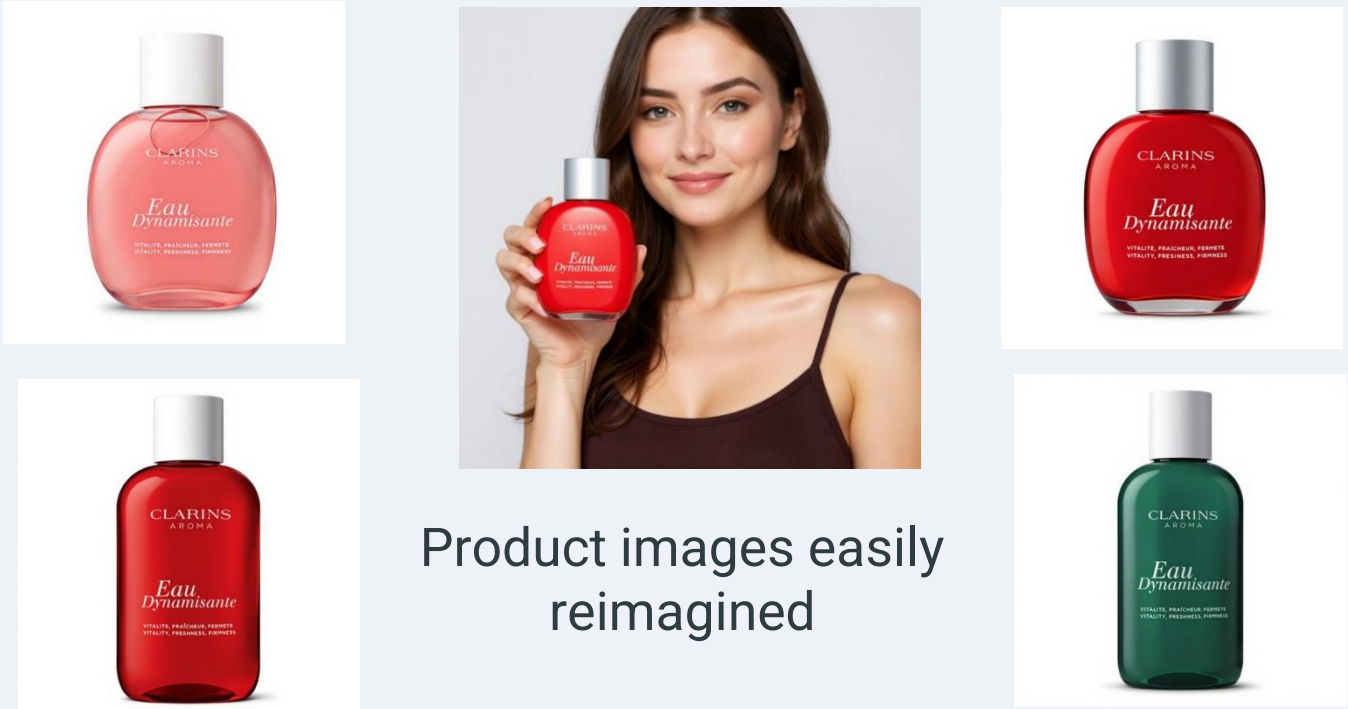
CATEGORY EXPANSION

HOME DECOR

BEAUTY

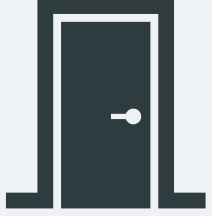


Flat lay images transformed into lifestyle shoot



Product images easily reimagined

SIMPLE, SCALABLE PRICING FOR ENTERPRISE TEAMS

	Straightforward Usage Fee	Per image generation
	Platform Access	Subscription fee or 1-year commitment
	Setup & Deployment	Quick-start proof of concept Environment setup fee based on complexity/scope
	Discounts & Support	Volume-based discounts Annual commitment savings Microsoft partner incentives Enhanced team support model

FASHABLE IS THE RECOGNIZED LEADER IN THE INDUSTRY



7 Companies Revolutionizing Retail in the USA

Their technology automates product tagging and generates product descriptions, significantly improving the efficiency of online catalog management.

Retailers can use Lalaland to create diverse model images showcasing their products, helping customers see how clothes might look on body types similar to their own, thereby enhancing the shopping experience and potentially reducing return rates.

This technology allows for the rapid generation of promotional videos for new products without the need for physical samples or extensive photoshoots.

Sam's Club has deployed AI technology at over 120 locations to streamline the checkout process.

Leveraging generative AI, Fashable designs new fashion products based on current trends and customer feedback.

ShopBot uses conversational AI to automatically generate product descriptions, email subject lines, and headers for online stores.

This tool uses generative AI to automatically generate product descriptions, email subject lines, and headers for online stores.

Orlando Ribas
CEO & Founder
Fashable

Sponsored by: T-Mobile for Business, VisionGroup, Intel

2023 Microsoft Partner of the Year Finalist

Microsoft is proud to recognize FASHABLE Microsoft for Startups Award

With gratitude,
Nicole Dezen
Chief Partner Officer and Corporate Vice President
Global Partner Solutions
Microsoft Corporation

FROM PYTORCH, Meta AI, Linux Found. (February 2023)

PyTorch
147,255 followers
1mo • Edited •

Learn how **Fashable** achieves SoA realistic AI generated images using PyTorch and Azure Machine Learning!

Fashable's key goal is to have a powerful AI toolkit to support the fashion industry. Fashable proprietary AI generated fashion technology can help brands reduce the time spent on research, design, and content creation, at the same time reducing the possibility of copyright infringements and focusing designers on high-added-value tasks.

Find out all the details in this article: <https://hubs.la/Q01BVS8W0>.

How FASHABLE achieves SoA realistic AI generated images using PyTorch and Azure Machine Learning

medium.com • 8 min read

Business Insider (Feb, 2024)

Log in Subscribe

ORLANDO RIBAS FERNANDES
FASHABLE

Fernandes argued that the goal of using AI in fashion isn't necessarily to reduce design costs. "Everyone thinks AI will be very cheap, and it's not cheap," he said. "It's very expensive." Fernandes expects the industry to instead adopt AI to fix its inefficiencies.

Many fashion products are sold well below retail value, while some end

VentureBeat (May, 2023)

AI in retail: Smarter stores, smarter product design

venturebeat.com • 11 min read

McKinsey (March, 2023)

Generative AI: Unlocking the future of fashion

Nvidia (Jul, 2023)

Generative AI Opens New Era of Efficiency Across Industries

blogs.nvidia.com • 10 min read

HBR (Apr, 2023)

Rethinking Cloud Strategies for Advanced AI

BoF (Oct, 2022)

AI Is Designing Clothes Now

Fashable developed its own AI using Microsoft Azure Machine Learning and the open source framework PyTorch

Thank you!

The future of fashion is here. Are you ready?



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ribas@fashable.ai



www.Fashable.ai



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