Creativity in the Rise of Generative AI: Fashion Trend Prediction

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Generative AI-Prototype: Fashion Trend Prediction

1. **PoC Briefing**
   - Generative AI can help to identify and predict current trends in the fashion industry, e.g. by analysing sales data, image recognition and customer profiles.

2. **Challenge**
   - The challenge for the fashion industry at the moment is to aggregate data and extract data from databases in order to make predictions and analyse demand.

3. **Proposes Solution**
   - Our proposed solution is to use common LVMs and LLMs to predict a quantifiable market trends in the fashion industry.
Team Project

Objective: Conception, research and prototype development of a fashion trend prediction service

Using public data

Synthesize trends into design ideas

Prerequisites: strong python skills; ML knowledge (not just prompt engineering); JavaScript.

6 months team project

Team of 4-6 students

M.Sc. Business Informatics or M.Sc. Data Science

Language: English

Project Scope

1. Specification of requirements
   ca. 01.03. - 15.03.

2. Identification of suitable data sources and AI services
   ca. 15.03. - 01.04.

3. Prototype development
   ca. 01.04. - 15.07.

4. Evaluation and adaptation of the prototype with customers
   ca. 15.07. - 01.09.
Thank you for your Attention!

Questions?