

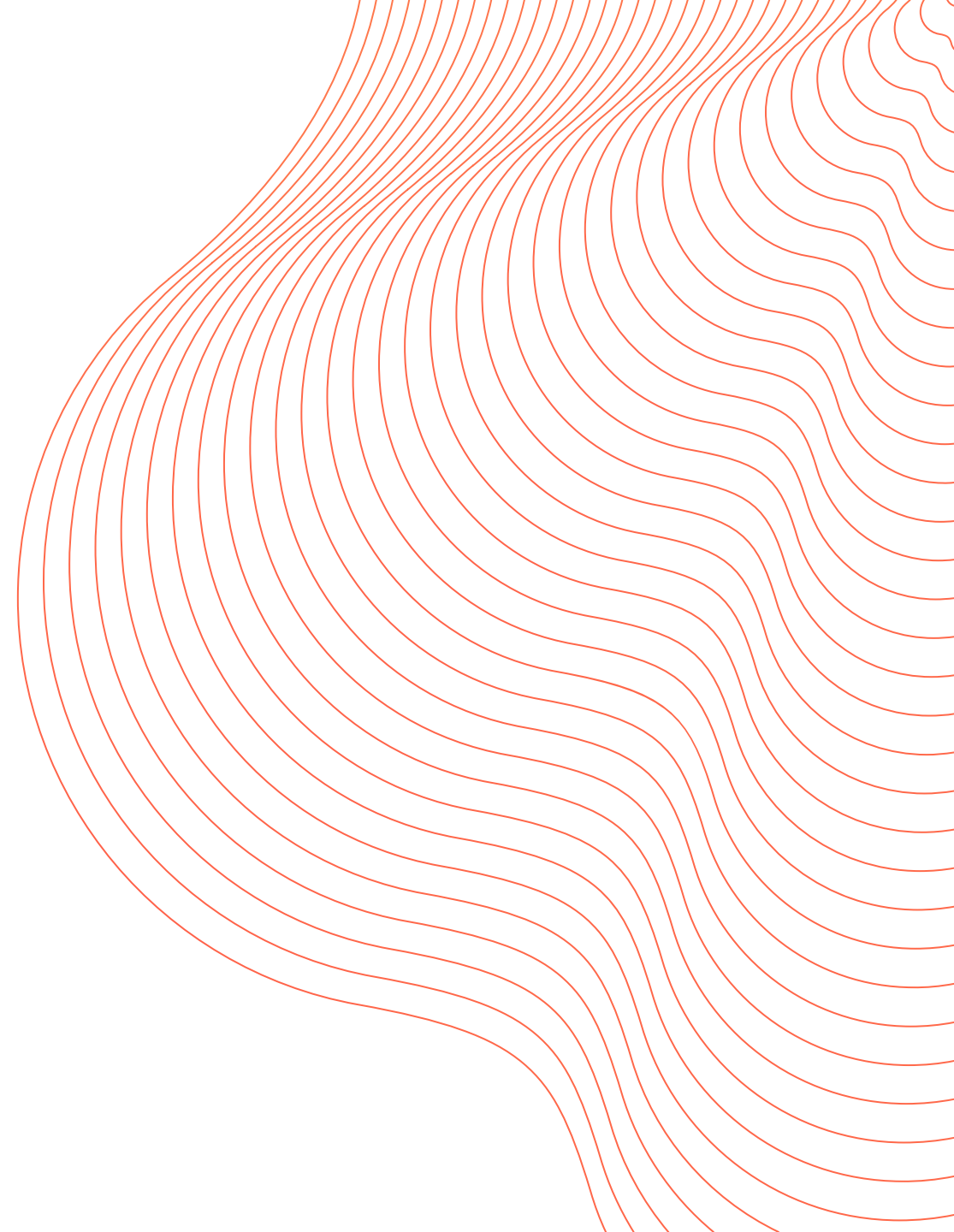
Creativity in the Rise of Generative AI:

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.

Fashion

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

6 months team project

Team of 4-6 students

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

Language: English



Using public data



Synthesize trends into design ideas

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

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?