

# AiDA: AI-based Interactive Design Assistant for Fashion



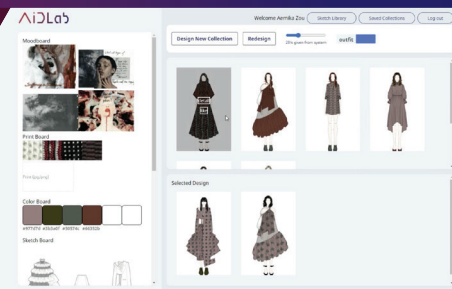
AiDA, a first-to-market technology that empowers fashion designers, based on their creative inspirations, to work with AI to create original designs. With just a few clicks, designers can choose or refine options to develop fashion collections, bringing agility, efficiency and flexibility to conventional and intensive studio processes.

## Key Features & Applications

- ⚡ Automatically generates designs for both single fashion items and collections based on designers' creative inspirations;
- ⚡ Generates unlimited design proposals and sparks creativity;
- ⚡ Ensures that signature design elements of particular fashion brands can be realised in the new designs;
- ⚡ Speeds up time to market, user-friendly and intuitive.

## Benefits to Industry

- ⚡ Provides speedy ideation for fashion brands and individual designers;
- ⚡ Speeds up the whole fashion design process;
- ⚡ Allows fashion novices who do not have drawing or sketching skills to create their own designs in a simple and easy mode.



## Project Leader

Prof. Calvin WONG  
Cheng Yik Hung Professor in Fashion, PolyU  
CEO, AiDLab

Enquiry: [info@aidlab.hk](mailto:info@aidlab.hk)

For project details:



**AiDLab**

Laboratory for  
Artificial Intelligence in Design  
人工智能設計研究所



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



Royal College of Art  
Postgraduate Art & Design