

# Looking good is not enough

Here's how AI is tackling fashion's environmental impact



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**THE FASHION INDUSTRY** confronts a pressing demand for sustainability, propelled by escalating environmental concerns. The industry is working overtime to come up with ways to reduce its contribution to global wastewater and carbon emissions. In this context, artificial intelligence (AI) emerges as a potent facilitator, streamlining the shift towards sustainable practices.

To truly grasp the transformative potential of AI in fashion, it's crucial to examine its role at every stage of the fashion lifecycle.

■ **Sourcing and manufacturing:** Here AI significantly impacts material sourcing and manufacturing. It helps identify sustainable raw materials and streamlines supplier selection. In manufacturing, AI enables predictive analytics and automation, paving the way for a more environmentally friendly and efficient production process.

■ **Design and prototyping:** AI-powered design tools offer virtual prototyping, 3D modelling, and digital simulations. Designers can visualise and test their creations digitally, reducing the need for physical prototypes.

■ **Sustainable material selection:** AI assists in identifying eco-friendly materials by analysing data on material properties, availability, and environmental impact. It helps brands select sustainable alternatives.

■ **Advice and demand forecasting:** AI algorithms analyse customer data to provide personalised

product recommendations, reducing unsold inventory and waste. AI aids in demand forecasting, optimising stock management and reducing overproduction.

■ **Circular economy and recycling:** It is an import step towards attaining sustainable goals in the fashion industry, where AI automates and improves the sorting and recycling of textiles, reducing waste and supporting the growth of circular economy initiatives in the fashion industry.

■ **Design choices:** Designers can use AI tools to make environmentally conscious design choices. AI provides insights into how design decisions impact the environment, allowing designers to integrate sustainability principles into their creations.

**AI helps identify eco-friendly materials by analysing data on material properties**

In conclusion, the intersection of AI and sustainable fashion marks a transformative shift in the industry. AI-driven solutions streamline the supply chain, minimise waste, enhance customer involvement, and promote ethical and sustainable materials. This transformation proves that meeting market demands and customer preferences can be achieved without compromising the Earth's resources.

AI is a beacon of hope for a more sustainable and stylish future in the fashion industry. After all, fashion is not just about looking good; it's about feeling good, knowing that our choices are contributing to a more sustainable future.

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