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Research and understanding of the use of Artificial Intelligence

Abstract: From Code to Couture: AI's Role in Breaking and Reassembling Fashion Norms

The integration of artificial intelligence (AI) in avant-garde fashion styling is reshaping how fashion imagery is conceptualized and produced. This study investigates the role of AI-driven tools, such as machine learning, generative adversarial networks (GANs), and deepfake technology, in deconstructing and reconstructing fashion norms. By generating hybrid aesthetics that merge reality with digital simulation, AI challenges conventional design principles and expands the possibilities of editorial fashion.

This research employs a multi-method approach, including an in-depth analysis of AI-generated fashion editorials, interviews with AI-fashion practitioners, and experimental image manipulation. By critically examining the ways AI disrupts traditional styling methodologies, the study evaluates whether AI's creative influence marks a true evolution in fashion storytelling or remains a transient digital trend. A critical discourse analysis is used to explore the narratives constructed by AI-generated fashion imagery and their impact on human-centric notions of creativity.

Ultimately, this study assesses whether AI's role in fashion represents a paradigm shift in editorial aesthetics or a temporary technological experiment. The findings will provide insights into the implications of AI for future fashion image-making, questioning the balance between human artistry and algorithmic design in shaping the next phase of avant-garde styling.

Keywords: Artificial Intelligence (AI) in Fashion, Avant-Garde Styling, Generative Adversarial Networks (GANs), Deepfake Technology, Fashion Image-Making, Hybrid Aesthetics, Creative Disruption, Editorial Aesthetics, Machine Learning in Fashion, Fashion Storytelling, Deconstruction and Reconstruction in Fashion, AI-Generated Fashion Editorials.

