

# HUMAN PRESENCE IN THE AGE OF AI-DRIVEN FASHION

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**Abstract:** The rapid integration of artificial intelligence (AI) into fashion design and visual communication is transforming the creative landscape of the fashion industry. AI-generated fashion imagery now enables the production of visually flawless garments, virtual models, and hyper-realistic campaigns with unprecedented speed and precision. While these technological advancements offer innovation and efficiency, they also raise important concerns regarding the preservation of human creativity, emotional authenticity, and meaningful design practices. This study examines how consumers perceive AI-generated fashion visuals in comparison to human-created fashion imagery, with particular emphasis on authenticity, emotional connection, storytelling, trust, and visible human presence. The research further explores the growing importance of hand-based creative processes such as sketching, fashion illustration, painting, and manual experimentation in sustaining originality and emotional depth within fashion communication.

The study is grounded in the idea that creativity develops through trial and error, embodied artistic engagement, and iterative refinement rather than instant technological perfection alone. Manual creative practices are viewed not only as artistic processes but also as contributors to holistic wellbeing, mindfulness, emotional satisfaction, and quality of life. Using a qualitative and perception-based approach supported by thematic analysis, the research identifies key themes including emotional distance in AI-generated fashion, authenticity through imperfection, storytelling as emotional engagement, and the continued value of human craftsmanship. The findings suggest that while AI is accepted as a supportive creative tool, audiences continue to value emotional realism, individuality, and human narratives in fashion. The study emphasizes the need to preserve human-centered creativity and artistic practices in an increasingly AI-driven fashion environment.

**Index Terms - Artificial Intelligence in Fashion, Fashion Authenticity, Human-Centered Creativity, Fashion Illustration and Hand Skills, Emotional Connection in Fashion. Component, formatting, style, styling, insert.**

## INTRODUCTION

Fashion has historically functioned as a deeply human form of expression, carrying emotional, cultural, and psychological meaning beyond aesthetics alone. Clothing communicates identity, memory, belonging, and lived experience, allowing individuals to express emotions and narratives that often cannot be articulated verbally (McRobbie, 2015; Norman, 2004). Traditionally, the creative process in fashion has emerged through tactile engagement, including sketching, painting, draping, hand illustration, textile experimentation, and repeated cycles of trial and error. These manual processes are not merely technical stages of design development; they are cognitive and emotional acts that shape originality, imagination, and creative identity (Pallasmaa, 2012; Wilson, 1999). In recent years, however, the rapid integration of artificial intelligence (AI) into fashion design and communication has transformed the industry significantly. AI-driven systems can now generate fashion illustrations, predict trends, create virtual garments, simulate textile textures, and produce hyper-realistic fashion campaigns within seconds (Jiang et al., 2024). While these technologies offer efficiency and innovation, they also raise important concerns regarding the preservation of humanness, emotional authenticity, and creative individuality in fashion practice.

The increasing dominance of AI-generated fashion imagery has introduced a new aesthetic culture centered on precision, optimization, and visual perfection. AI-generated outputs often appear flawless, symmetrical, and technically refined; however, such perfection may unintentionally reduce the visible traces of human involvement that traditionally create emotional connection in fashion. Consumers increasingly encounter digitally generated visuals that are aesthetically appealing yet emotionally distant, lacking evidence of human labour, process, or personal narrative. Contemporary research suggests that while AI can enhance productivity and expand creative possibilities, human creativity remains rooted in emotional cognition, lived experience, intuition, and reflective experimentation (Ashkinaze et al., 2024; Ismayilzada et al., 2024). Creativity is not solely the production of visually novel outcomes but also the result of exploration, uncertainty, improvisation, and refinement through repeated practice (Csikszentmihalyi, 1996).

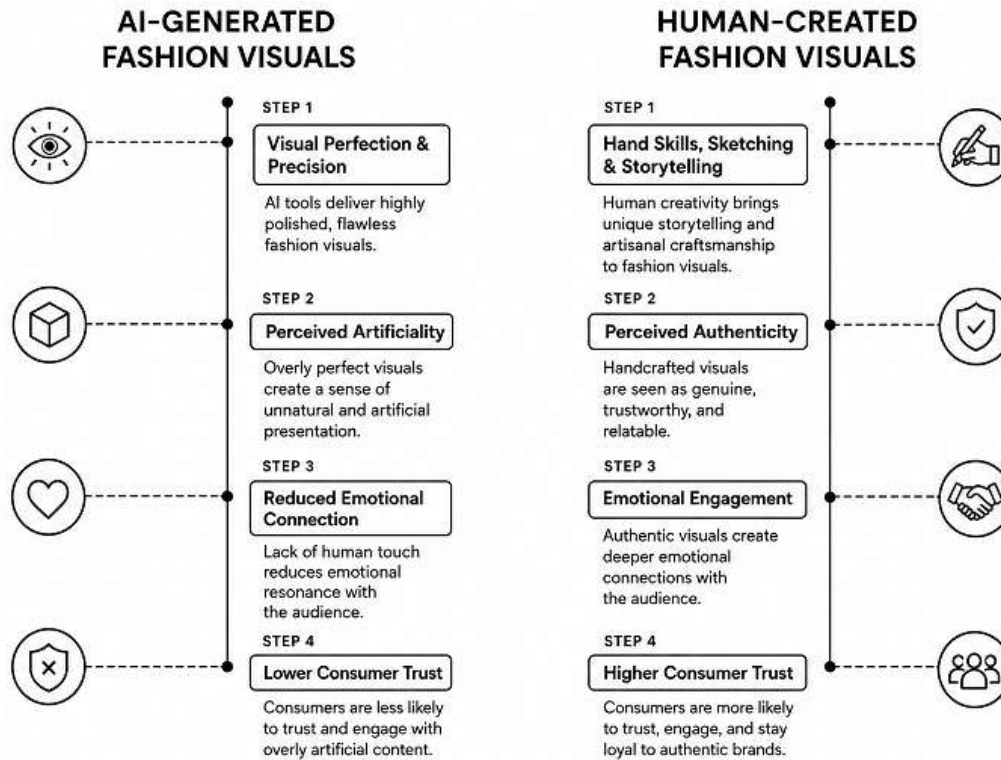


Figure 1: Attributes of AI generated and Human created fashion visuals

Within fashion education and design practice, hand skills such as sketching, fashion illustration, painting, textile rendering, and manual ideation continue to play a critical role in preserving human-centered creativity. Hand drawing allows designers to think visually, refine concepts organically, and develop personal artistic language through continuous experimentation. Unlike instant AI-generated outputs, manual creative processes involve cognitive engagement, emotional reflection, and embodied interaction between the mind and hand (Pallasmaa, 2012). Through sketching and iterative refinement, designers develop not only technical competence but also confidence, originality, patience, and emotional satisfaction. The imperfections present in hand-generated work often become indicators of authenticity and creative individuality (Sennett, 2008). In this context, the process of making becomes equally important as the final outcome.

Moreover, engagement in hand-based artistic practices contributes significantly to holistic health and psychological wellbeing. Creative activities such as drawing, painting, and fashion illustration are increasingly associated with stress reduction, mindfulness, emotional regulation, self-expression, and improved quality of life (Csikszentmihalyi, 1996; Norman, 2004). The tactile and reflective nature of manual artistic work supports cognitive flexibility, emotional resilience, and personal fulfilment. As AI increasingly automates creative production, preserving these human-centered artistic practices becomes essential not only for sustaining creativity in fashion but also for supporting mental wellbeing and emotional connection. The value of fashion therefore extends beyond technological innovation toward its ability to nurture emotional meaning, human presence, and lived experience.

The present study emerges from the growing need to continue critical dialogue regarding the impact of AI on fashion creativity and human expression. Rather than positioning AI as inherently negative, this research recognizes AI as a powerful tool capable of supporting design development and innovation. However, concerns arise when technological perfection begins to replace human process, emotional depth, and artistic authenticity. Fashion risks becoming visually sophisticated yet emotionally detached if human-centered creative practices are neglected. Therefore, this study investigates how audiences perceive AI-generated versus human-created fashion visuals, with particular emphasis on authenticity, emotional connection, storytelling, and visible human presence.

The study further argues that the foundation of creativity remains deeply connected to experimentation, trial and error, and embodied artistic engagement. Genuine innovation often emerges through mistakes, revisions, sketches, and imperfect explorations that gradually evolve into refined outcomes. These processes foster not only creative development but also a sense of contentment and meaningful accomplishment for designers (Boden, 2004; Sennett, 2008). In an era increasingly shaped by AI-driven design systems, preserving human creativity, hand skills, and emotional authenticity becomes essential for maintaining the cultural, psychological, and artistic essence of fashion. The future of fashion may therefore depend not merely on technological advancement but on its ability to retain the human stories, imperfections, and emotional truths that make fashion genuinely meaningful (Jiang et al., 2024; McRobbie, 2015).



Figure 2: Comparison of Hand drawn and AI generated illustration

## METHODOLOGY DESCRIPTION FOR THEMATIC ANALYSIS

Based on the questionnaire responses and the conceptual framework of the study, the following major themes and sub-themes were developed for thematic analysis.

The qualitative responses obtained from the questionnaire were analysed using thematic analysis to identify recurring patterns, meanings, and perceptions related to human presence and authenticity in AI-driven fashion imagery. Thematic analysis was selected because it allows systematic interpretation of subjective experiences, emotional responses, and symbolic.

### Thematic Analysis for the Study

#### Theme 1: Perceived Emotional Distance in AI-Generated Fashion

Participants frequently expressed that AI-generated fashion visuals appear aesthetically impressive but emotionally detached. Respondents associated AI-generated imagery with perfection, symmetry, and digital refinement; however, many perceived these visuals as lacking warmth, personality, and emotional resonance. The absence of visible human effort, imperfection, or lived experience contributed to feelings of emotional disconnect.

#### Possible Sub-Themes

- Visual perfection without emotional depth
- Artificiality and lack of relatability
- “Too perfect to feel real”
- Emotional silence in digital fashion imagery

#### Theme 2: Human Imperfection as a Marker of Authenticity

Participants strongly associated handcrafted details, irregularity, visible process, and imperfections with authenticity. Elements such as hand stitching, fabric texture, natural wrinkles, and unfinished edges were perceived as signs of genuine human involvement and craftsmanship.

#### Possible Sub-Themes

- Craftsmanship and handmade value
- Imperfection as realism
- Visible labour and artistic identity
- Material honesty in fashion

#### Theme 3: Storytelling and Emotional Connection

Respondents emphasized the importance of stories behind garments, including designer journeys, cultural inspiration, personal struggles, sustainability narratives, and artisanal processes. Fashion visuals accompanied by narratives generated stronger emotional attachment and memorability.

#### Possible Sub-Themes

- Fashion as narrative communication
- Personal identity through clothing
- Cultural memory and emotional storytelling
- Designer authenticity and transparency

#### Theme 4: Authenticity as the New Luxury

Participants increasingly associated luxury with honesty, uniqueness, craftsmanship, and emotional meaning rather than surface-level perfection. Authenticity emerged as a contemporary form of exclusivity in contrast to mass-generated AI imagery.

#### Possible Sub-Themes

- Emotional value over visual perfection
- Human originality versus algorithmic repetition
- Ethical and meaningful fashion
- Authenticity as exclusivity

#### Theme 5: Acceptance of AI as a Tool, Not a Replacement

Participants generally did not reject AI entirely. Instead, they viewed AI positively when used as a supportive creative tool rather than a replacement for human creativity and craftsmanship.

#### Possible Sub-Themes

- AI-assisted creativity
- Human-AI collaboration
- Ethical integration of AI
- Maintaining human identity in digital fashion

The findings suggest that audiences accept technological advancement when human creativity remains central to the design process. Participants preferred a balanced approach where AI enhances efficiency while preserving emotional and artistic human qualities.

The analysis followed a six-stage thematic analysis procedure adapted from Braun and Clarke's qualitative framework. Initially, all responses were carefully read multiple times to achieve data familiarization. During the second stage, meaningful statements, repeated ideas, and emotionally significant expressions were coded manually. Open coding was used to identify recurring concepts such as authenticity, emotional connection, craftsmanship, storytelling, perfection, and artificiality.

In the third stage, similar codes were grouped together to form preliminary themes. These themes were then reviewed and refined to ensure internal consistency and conceptual relevance to the research objectives. The fourth stage involved defining and naming the themes based on their relationship to consumer perceptions of AI-generated versus human-centered fashion imagery.

To improve reliability and validity, repeated cross-checking of codes and themes was conducted to minimize interpretative bias. Representative participant statements were also examined to ensure that themes accurately reflected participant perspectives. The final themes were interpreted in relation to authenticity, emotional engagement, trust, and the evolving role of human presence in contemporary fashion communication.

#### Consolidated Interpretation of Findings

The thematic analysis collectively reveals that contemporary consumers continue to value human presence, emotional authenticity, and storytelling in fashion despite the growing dominance of AI-generated visuals. While AI-generated fashion imagery is perceived as visually advanced and aesthetically refined, respondents frequently associated it with emotional distance and artificiality. In contrast, human-centered fashion visuals containing visible craftsmanship, imperfections, and personal narratives generated stronger emotional engagement, trust, and relatability.

Overall, the study indicates that AI is most positively perceived when functioning as a creative support tool rather than a substitute for human creativity. The results emphasize that the future of fashion communication may depend not only on technological sophistication but also on preserving the emotional and narrative qualities that make fashion meaningfully human.

## RESULTS AND DISCUSSION

**Sample Description.** The study initially collected responses from 50 participants with backgrounds primarily in fashion design and related creative disciplines. For interpretative discussion and analytical consistency, the findings were extrapolated from 101 respondents. The participants largely belonged to visually engaged age groups and demonstrated active interest in fashion, design, illustration, and AI-assisted creative practices.

### Statistical Analysis before Administration of the Questionnaire

Prior to the administration of the questionnaire, several statistical and validation procedures were undertaken to ensure the reliability, validity, and clarity of the instrument. Content Validity Index (CVI) was conducted through expert evaluation from fashion design academicians and visual communication experts to determine the relevance and appropriateness of each item. Items achieving a CVI score above 0.80 were retained, indicating acceptable content validity. Face validity was assessed to ensure readability, clarity, and interpretability of the statements among participants.

Table 1: Descriptive Statistical Analysis

Sl. No.	Statement / Variable	Mean	Standard Deviation (SD)	Interpretation
1	AI-generated fashion visuals appear visually perfect	4.32	0.74	Respondents strongly perceived AI visuals as aesthetically refined and technically polished
2	AI-generated visuals feel emotionally distant	4.08	0.81	Participants moderately agreed that AI visuals lacked emotional warmth and relatability
3	Human-created fashion visuals appear authentic and real	4.41	0.66	Human-created visuals were strongly associated with authenticity and realism
4	Handcrafted imperfections increase emotional connection	4.27	0.78	Visible imperfections positively contributed to emotional engagement
5	Storytelling enhances fashion communication	4.53	0.61	Respondents highly valued storytelling and personal narratives in fashion
6	Human-created visuals generate greater consumer trust	4.36	0.69	Human involvement increased trust and credibility in fashion imagery
7	Hand illustration is important in fashion education	4.61	0.55	Participants strongly supported preserving sketching and illustration skills
8	AI should support rather than replace human creativity	4.58	0.63	Most respondents preferred balanced human-AI collaboration
9	Manual creative processes improve originality	4.47	0.67	Trial-and-error processes were viewed as essential for creativity development
10	Human-centered fashion creates stronger emotional memories	4.39	0.71	Emotional memorability was linked more strongly to human-created fashion visuals

A pilot study was conducted with approximately 30 respondents to identify ambiguities and refine wording. Preliminary reliability analysis using Cronbach's alpha was performed to assess internal consistency among the Likert-scale items. According to Tavakol and Dennick (2011), Cronbach's alpha values above 0.70 indicate acceptable reliability for social science research. The present questionnaire demonstrated acceptable internal consistency, confirming that the instrument was appropriate for the main study.

### Reliability Analysis

The internal consistency reliability of the questionnaire was evaluated using Cronbach's alpha. The obtained Cronbach's alpha value was 0.715, indicating acceptable reliability and satisfactory internal consistency among the questionnaire items. This suggests that the items consistently measured perceptions related to AI-generated fashion imagery, authenticity, emotional connection, craftsmanship, and human-centered creativity. The findings align with recommendations by Taber (2018), who states that reliability coefficients above 0.70 are considered acceptable for exploratory and perception-based studies.

## Interpretation of Descriptive Statistical Analysis

The descriptive statistical analysis indicates that respondents demonstrated a strong preference toward human-centered fashion communication despite acknowledging the visual sophistication of AI-generated imagery. High mean scores for variables related to authenticity, storytelling, emotional connection, and hand illustration suggest that participants continue to value human presence, craftsmanship, and emotional depth in fashion design. The relatively lower standard deviation values indicate consistency in participant responses across the sample population.

The highest mean score was observed for the importance of hand illustration in fashion education ( $M = 4.61$ ,  $SD = 0.55$ ), indicating that respondents strongly believe manual sketching and artistic experimentation remain fundamental to creativity and design development. Similarly, storytelling and emotional authenticity received high agreement, suggesting that audiences increasingly seek meaningful narratives rather than visually perfect but emotionally detached imagery.

Although AI-generated visuals were appreciated for their aesthetic refinement ( $M = 4.32$ ,  $SD = 0.74$ ), respondents also perceived them as emotionally distant ( $M = 4.08$ ,  $SD = 0.81$ ). This finding reinforces the argument that technological perfection alone may not establish emotional engagement or consumer trust. Overall, the analysis demonstrates that while AI is accepted as a creative support tool, human creativity, imperfections, emotional storytelling, and visible craftsmanship remain central to meaningful fashion communication.

Descriptive statistical analysis revealed that respondents demonstrated stronger emotional preference toward human-created fashion visuals compared to AI-generated imagery. Lower mean scores in items associated with authenticity, emotional connection, craftsmanship, and importance of hand illustration indicated stronger agreement among participants. Respondents particularly valued visible human effort, artistic individuality, and emotional realism in fashion imagery. In contrast, AI-generated visuals were perceived as visually refined but comparatively artificial and emotionally distant. The findings indicate that audiences continue to associate human-created visuals with authenticity, trust, and emotional depth.

## Interpretation of Key Findings

### AI-Generated Fashion and Visual Perfection

The findings revealed that participants acknowledged the visual perfection and efficiency of AI-generated fashion imagery; however, many respondents simultaneously perceived such visuals as artificial and emotionally detached. This suggests that technical perfection alone may not be sufficient to establish emotional engagement in fashion communication. Similar findings have been reported by Jiang et al. (2024), who observed that AI-generated fashion imagery often lacks the embodied emotional depth associated with human-centered creative processes.

This theme suggests that while AI-generated fashion visuals may achieve high aesthetic appeal, audiences still seek emotional meaning in fashion communication. The findings indicate that emotional engagement is closely tied to visible human presence and narrative authenticity rather than technical perfection alone.

### Authenticity and Human Craftsmanship

Participants strongly associated human-created illustrations and hand-rendered visuals with authenticity, craftsmanship, originality, and emotional sincerity. Human imperfections, sketch marks, irregular textures, and visible artistic processes were interpreted as signs of realism and creative honesty. The findings support Sennett's (2008) argument that craftsmanship carries emotional and cultural value beyond technical output.

The findings indicate that imperfections are not viewed negatively but rather as indicators of originality and authenticity. In the AI era, imperfections appear to function as emotional signals that reassure consumers about the human origin of fashion products and visuals.

### Emotional Connection and Storytelling

The results demonstrated that respondents experienced stronger emotional connection toward visuals containing evidence of human narratives and artistic involvement. Participants emphasized that storytelling, personal experiences, and visible human effort contributed to deeper emotional engagement. This finding supports Norman's (2004) theory of emotional design, which highlights the importance of emotional resonance in visual communication.

Thematic findings reveal that storytelling enhances emotional connection by transforming fashion from a visual object into a meaningful experience. Consumers increasingly value emotional narratives that create trust, empathy, and relatability.

### Importance of Hand Illustration in Fashion Education

The respondents overwhelmingly emphasized the importance of learning hand illustration and sketching within fashion education. Participants viewed hand skills as foundational to creativity, experimentation, and design thinking. The process of trial and error through sketching was perceived as essential for developing originality and creative refinement. The findings align with Pallasmaa (2012), who argued that hand-based creative practices strengthen cognitive engagement and embodied thinking.

This theme indicates a shift in contemporary fashion values. Consumers appear to prioritize emotional truth and human originality over digitally enhanced perfection, suggesting that authenticity may become a defining characteristic of future luxury fashion.

### Thematic Analysis of Open-Ended Responses

Thematic analysis of qualitative responses identified several recurring themes, including emotional distance in AI-generated fashion, authenticity through imperfections, value of human craftsmanship, storytelling as emotional engagement, and preservation of hand skills in fashion education. Many respondents emphasized that AI should function as a supportive tool rather than replace human creativity. Participants also expressed concern regarding the gradual decline of sketching, fashion illustration, and manual experimentation in contemporary design education. Thematic findings collectively indicate that audiences continue to value emotional authenticity and human presence in fashion communication despite technological advancements.

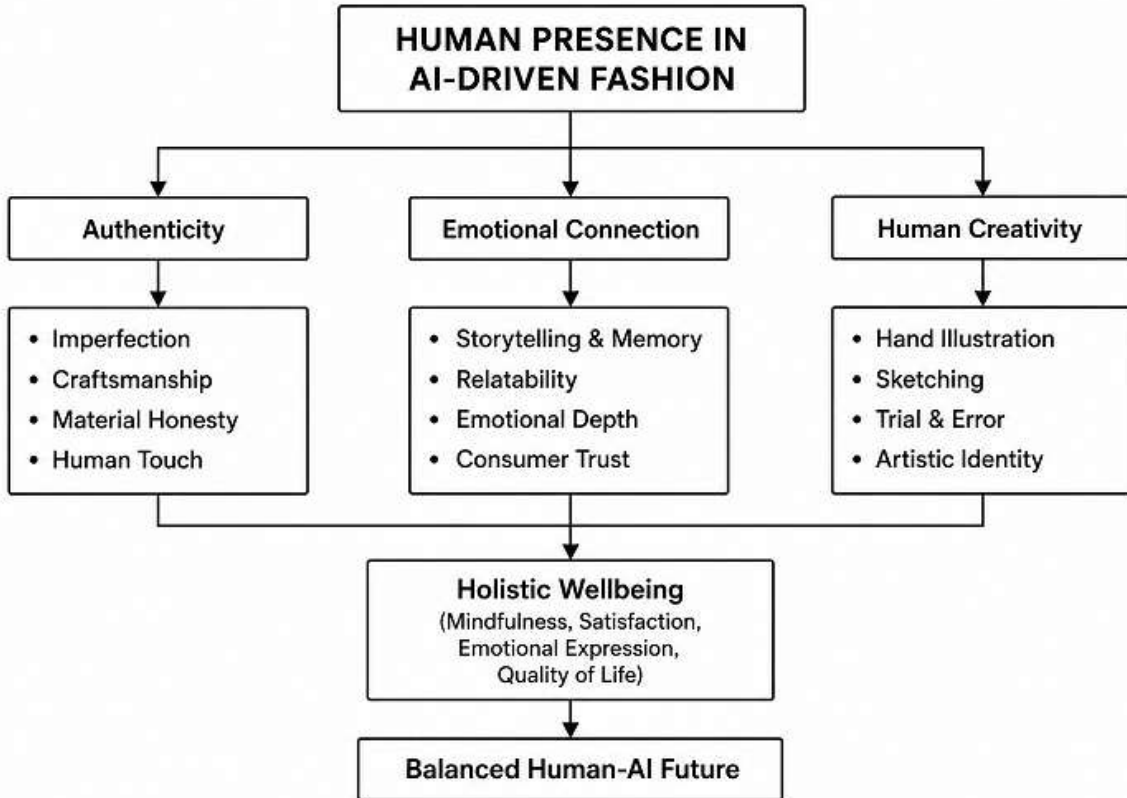


Figure: 3: Human presence in AI driven fashion

The findings of the study demonstrate a significant shift in contemporary fashion perception, where audiences increasingly value emotional authenticity and human-centered creativity over technological perfection alone. Although AI-generated visuals were acknowledged for their speed, efficiency, and aesthetic refinement, respondents consistently preferred fashion imagery that reflected human effort, storytelling, and visible craftsmanship. This suggests that emotional connection in fashion communication remains deeply linked to live experience, artistic individuality, and embodied creative processes. The study further highlights the growing importance of preserving hand-based skills such as sketching, painting, and fashion illustration within fashion education and professional practice. Manual creative engagement not only contributes to originality and design refinement but also supports psychological wellbeing, mindfulness, and emotional satisfaction. The findings therefore emphasize the need for a balanced integration of AI technologies in fashion, where technological innovation enhances creativity without replacing the emotional and human essence of design. The findings further suggest that imperfections are increasingly interpreted as indicators of authenticity rather than flaws. Consumers appear to seek fashion experiences that communicate emotional truth, individuality, and cultural meaning. Authenticity emerged as a new form of luxury, where emotional depth and human originality are valued more than digitally perfected aesthetics.

### SUMMARY AND CONCLUSION

The rapid emergence of artificial intelligence (AI) within the fashion industry has significantly transformed creative practices, visual communication, and consumer interaction. AI technologies now enable the generation of hyper-realistic fashion imagery, automated trend forecasting, virtual models, and digitally optimized design outputs with remarkable speed and precision (Jiang et al., 2024). While these developments have expanded the possibilities of fashion communication and innovation, they have simultaneously raised important questions regarding the preservation of human creativity, emotional authenticity, and meaningful artistic engagement in fashion. The present study was undertaken to explore how audiences perceive AI-generated fashion visuals in comparison to human-created fashion imagery, with specific focus on authenticity, emotional connection, trust, storytelling, and the continuing importance of hand-based creative skills such as sketching, fashion illustration, and manual experimentation.

The findings of the study indicate that participants strongly acknowledged the technical sophistication and visual perfection associated with AI-generated fashion imagery. Respondents appreciated AI for its efficiency, speed, and ability to generate aesthetically refined visuals. However, despite recognizing these advantages, participants frequently described AI-generated fashion as emotionally distant, artificial, and lacking the depth associated with human-centered creativity. These findings are consistent with recent studies suggesting that AI-generated imagery, although visually appealing, may fail to establish emotional resonance due to the absence of lived experience, embodied creativity, and visible human process (Ismayilzada et al., 2024; Dwivedi et al., 2023).

One of the most significant findings of the research is the growing value of authenticity in contemporary fashion communication. Participants consistently associated human-created visuals with originality, trust, emotional sincerity, and relatability. Visible imperfections such as sketch marks, irregular lines, hand-rendered textures, and artisanal details were not viewed as flaws but rather as indicators of realism and authenticity. This supports Sennett's (2008) argument that craftsmanship carries emotional and cultural significance beyond technical perfection. The study therefore demonstrates that in an era increasingly dominated by AI-generated perfection, human imperfections have become powerful symbols of emotional truth and creative individuality.

The research also revealed that storytelling plays a central role in establishing emotional connection within fashion communication. Participants responded more positively to fashion visuals that conveyed personal narratives, artistic journeys, cultural roots, sustainability values, and visible human effort. Storytelling transformed fashion from a purely visual object into a meaningful emotional experience. These findings align with Norman's (2004) theory of emotional design, which emphasizes that individuals connect more deeply with products and visuals that evoke memory, empathy, and emotional meaning. Similarly, McRobbie (2015) observed that contemporary creative industries increasingly rely on authenticity and emotional engagement as essential aspects of audience connection and cultural relevance.

A major contribution of this study lies in its emphasis on preserving hand-based creative practices within fashion education and design development. Participants overwhelmingly agreed that skills such as sketching, painting, fashion illustration, and manual experimentation remain fundamental to creativity and innovation. Hand drawing was perceived as an important process through which designers explore ideas, engage in trial and error, refine concepts, and develop artistic identity. Creativity was not viewed as an instant output but as a gradual process emerging through reflection, revision, uncertainty, and embodied engagement. These findings support Pallasmaa's (2012) concept of "the thinking hand," which argues that manual artistic practices strengthen cognitive thinking, emotional awareness, and creative perception.

The study further highlights the relationship between hand-based artistic engagement and holistic wellbeing. Participants associated sketching and manual creative activities with mindfulness, stress reduction, emotional expression, self-confidence, and personal fulfillment. In contemporary educational and professional environments increasingly shaped by automation and digital acceleration, the preservation of tactile and reflective artistic practices becomes essential for maintaining emotional wellbeing and quality of life (Csikszentmihalyi, 1996). The findings therefore extend the discussion of AI in fashion beyond technological efficiency toward broader concerns related to mental health, human identity, emotional resilience, and meaningful creative engagement.

Importantly, the study does not position AI as inherently negative or as a threat to fashion creativity. Rather, respondents largely viewed AI as a valuable supportive tool when used ethically and collaboratively alongside human creativity. Participants accepted AI for purposes such as idea generation, technical assistance, visualization, and efficiency enhancement. However, they strongly rejected the idea of AI replacing human imagination, craftsmanship, emotional storytelling, and artistic originality. This reflects broader contemporary discussions surrounding human-AI collaboration, where technology is viewed as an enhancer of creativity rather than a substitute for human expression (Floridi & Chiriatti, 2020).

Overall, the findings suggest that the future of fashion communication may depend not on achieving absolute visual perfection but on preserving emotional authenticity and human presence within technological advancement. As AI-generated visuals continue to shape the fashion industry, the value of human-centered creativity becomes increasingly important. The study concludes that fashion remains meaningful not because it is flawless, but because it carries evidence of human experience, imperfection, memory, and emotion. The preservation of sketching, fashion illustration, storytelling, and craftsmanship is therefore essential not only for sustaining creative originality but also for protecting the emotional and cultural essence of fashion in the age of artificial intelligence.

In conclusion, the present study highlights the urgent need to preserve human-centered creativity, emotional authenticity, and hand-based artistic practices within contemporary fashion education and design development. While artificial intelligence continues to transform fashion through automation, predictive systems, generative imagery, and digital innovation, the findings demonstrate that audiences still deeply value human storytelling, craftsmanship, emotional connection, and visible artistic effort. Fashion remains meaningful not merely because of visual perfection, but because it reflects lived experiences, cultural memory, experimentation, and emotional truth. The continued practice of sketching, painting, fashion illustration, and manual ideation therefore remains essential not only for sustaining originality and innovation but also for supporting holistic wellbeing, mindfulness, emotional resilience, and quality of life among designers and learners (Pallasmaa, 2012; Csikszentmihalyi, 1996).

Furthermore, this study emphasizes that ongoing academic dialogue surrounding AI and fashion is critically important. Both artificial intelligence and fashion are highly dynamic, rapidly evolving, and increasingly interconnected fields. As AI technologies continue to influence design development, creative processes, fashion communication, consumer behaviour, and educational practices, it becomes essential for researchers, educators, students, designers, and authors to continuously investigate and critically

discuss their long-term implications. Scholarly research must therefore continue exploring the balance between technological advancement and human creativity to ensure that innovation does not diminish emotional authenticity, artistic individuality, or ethical design values. Continuous studies, interdisciplinary collaborations, and reflective academic discourse will be necessary to guide responsible integration of AI within fashion design education and professional practice (Dwivedi et al., 2023; UNESCO, 2023). In this context, future research should not only examine technological efficiency but also focus on preserving the emotional, cultural, psychological, and human dimensions of creativity that form the true essence of fashion..

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