

**gen>medium**

Use of **GenAI**  
To Build Festive Catalog  
For One Of India's Largest  
Apparel Brands



## ***The Brand***

We had collaborated with one of India's largest apparel brands to build their festive catalog. The brand is over 130 years old and has been a large player in the Indian apparel industry for over 25 years. The brand is positioned as an aspirational formal wear brand in India and is available in over 5000 outlets across the country.



## ***The Context***

With the ever changing landscape of fashion, the brand requires a large number of catalogs and photoshoots. As the brand is positioned as an aspirational brand, they are also required to conduct all of their photoshoots overseas.



# *The Challenge*



## **Volume**

The brand requires a large number of photoshoots to keep up with the catalog requirements every month.

## **Right Models**

The brand faces a constant challenge with finding the right models who can accurately personify the brand.

## **Time**

These overseas shoots had to be very well planned and executed along with a large list of logistics with some of the shoots running into weeks from start to finish.

## **Expense**

Since the shoots were conducted in overseas locations, the budget of each shoot would exceed \$50,000.

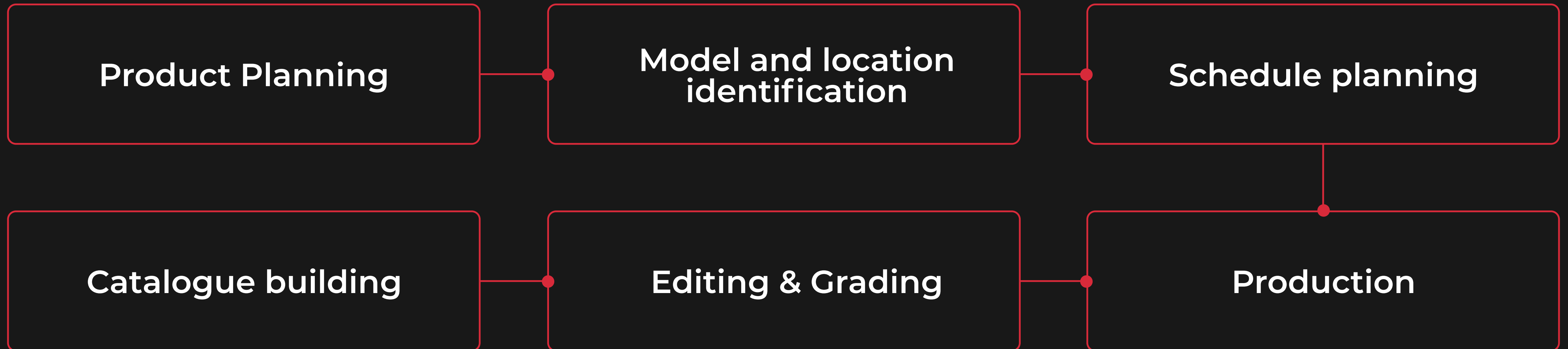
## *The Solution*

We used GenAI to generate the right set of models for the brand followed by garment wrapping.

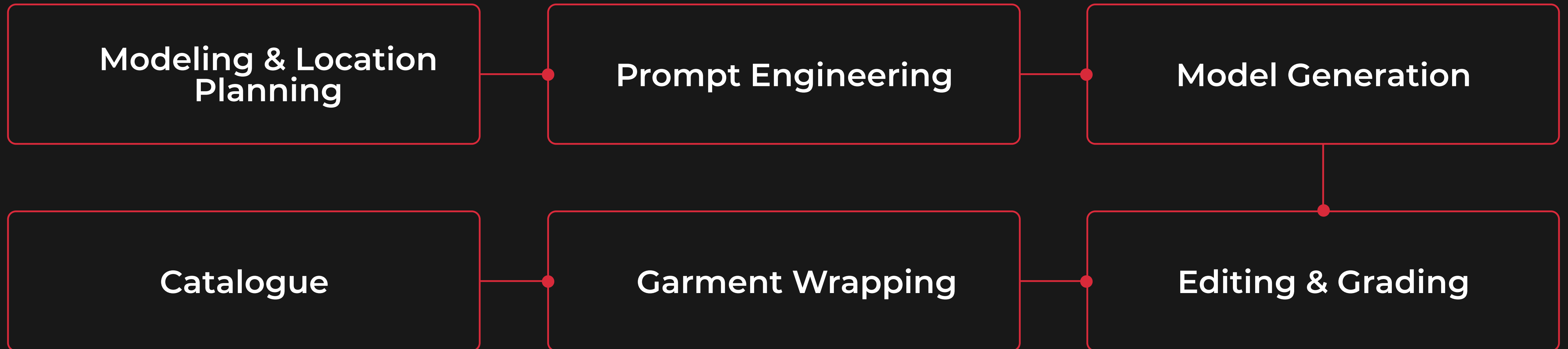
- We engaged with the brand to deeply understand the TG and past catalogs.
- We used the learnings from this engagement to engineer multiple AI prompts. These prompts would have the replicated photography conditions: Demographic Details of the Model, Style of photography, Backgrounds and Setups, Lighting and color grading.
- Once the right models were generated, we wrapped the brand's new textile designs onto the models.



# *The Brand's current process for Catalogue Building*



# GenY Process for GenAI Catalogue Building



## *The Results*

**90%**

reduction in cost required for catalog production

**75%**

reduction in cost required for catalog production

