humAIn

Like finding pictures in the clouds...

A creative collaboration by Soorty x ORNMNTNCRM, using artificial intelligence tools to explore, both virtual and IRL, the infinite possibilities of our favourite material—denim!

The digital collection was imagined by ORNMNTNCRM's Volker Ketteniss and generated with the help of the popular open-source AI Stable Diffusion.

As a responsible manufacturer of denim and jeans at scale, Soorty is excited to be working at the very forefront of a new chapter in the fashion industry, where technology and creativity walk hand in hand to build a new future.

There are many facets and benefits in the wider picture of AI. Working with designers who use generative AI tools will challenge the status quo and help manufacturers to stay ahead of the game, enabling them to produce more innovative and unique designs that stand out in the marketplace, and organically fostering increased brand recognition and customer loyalty.

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