

FASHION TREND VISUALIZATION THROUGH AI-BASED ILLUSTRATION: A CASE STUDY ON FASHION TREND FORECAST 2025/2026 STRIVE BOOK

Enrico

Received May. 13, 2025; Revised June. 05, 2025; Accepted June. 13, 2025.

Abstract: Digital technology has evolved and brought significant changes in various aspects of the creative industry, including the fashion industry. One of the innovations that is now starting to be applied in the visualization process, especially in producing fashion illustrations, is artificial intelligence (AI) technology. Through a case study on Fashion Trend Forecast 2025/2026 STRIVE book, this research aims to analyze how AI technology compares with manual and digital illustrations in communicating ideas and narratives of fashion trends. The method used in this research is a descriptive qualitative approach to visual analysis based on the main aspects of stroke line, color, proportion, and composition. The results show that AI-based fashion illustration is able to display visuals with high quality and detail, but it needs to be supported by prompt experiments to achieve the intended image results. The efficiency of the process to produce illustrations is also very significant, because no hand-draw sketch skills are required. It can be concluded that AI has great potential as a tool in the visualization process of fashion trend books, especially in conceptualizing and communicating trend elements quickly and adaptively.

Keywords: visualization; fashion trend; illustration; artificial intelligence (AI)

Introduction

Fashion trends are rapidly evolving and dynamic in this modern era, influenced by various social, economic, cultural, and technological factors. In today's digital era, shifting lifestyles and utility patterns have accelerated the emergence of new trends that are increasingly complex and diverse. Fashion trends are not only a guide, but also serve as an important driver for innovation and marketing strategies in the fashion industry, one example of the connectivity between the fashion industry and sustainability issues is also integrating environmentally friendly approaches into current fashion trends. This shows the

connection between design innovation, social responsibility, and trend setting. (Bris et al., 2021; Grace Gatawa, 2022).

In the context of trend setting, trend visualization is a crucial element to help fashion designers, brands, and fashion observers understand the direction of aesthetic movements and consumer preferences. Trend visualization serves not only as a form of documentation, but also as a media for communicating creative ideas that are relevant to the present and the future.

The fashion industry is currently showing a significant increase in technology implementation starting from the

research process, the creation of illustrations, and the production process of its products. Since 2023, there has been an emerging issue about the role of artificial intelligence (AI)-based technology in all fields, which is expected to help human activities. One of the roles of artificial intelligence (AI) in the fashion industry is in the creation of fashion illustrations and designs. Along with the increasing use of technology in the creative process, AI-based illustration offers a new approach in the process of describing possible upcoming fashion trends. This can be seen from several studies that show that AI is not only used in data analysis and to predict social or consumer activity behavior, but can also produce creative and technically more effective and efficient designs (Akram et al., 2022; Sohn et al., 2021). Research shows that AI image generator technology is able to produce realistic and attractive illustrations, becoming a creative partner in providing more accurate design recommendations. (Kamiliyana et al., 2024; Rachmawati et al., 2024).

However, challenges are encountered in integrating artificial intelligence (AI) in the field of illustration and design. Some studies show that while using AI can improve efficiency and creativity, basic skills in creating illustrations are still important. Insight and understanding of the elements, color composition, and proportion are still needed to achieve a quality illustration or design. (Dewanto, 2024).

Several previous studies related to the application of artificial intelligent in the design and fashion industry have been conducted., Sohn (2020) in his article conducted research on consumer responses to fashion products designed by generative adversarial network (GAN) technology, Kamiliyana (2024) dan Rachmawati (2024) conducted research related to the application of AI technology in graphic design media with the aim that graphic designers can optimize

the use of AI in their work and work together to produce innovative graphic works. This research discusses how to utilize artificial intelligence (AI)-based technology to produce visual illustrations of fashion trends, with a case study on Fashion Trend Forecast 2025/2026 STRIVE book, which is an important reference in mapping the future development of Indonesian fashion aesthetics.

This research attempts to answer the following questions:

1. How is the implementation process of artificial intelligence (AI) technology in generating visual illustrations for fashion trends?
2. What are the implications of using AI illustrations on the way fashion trends are communicated and perceived in the local fashion industry?

Fashion Trend

Fashion has become part of the human lifestyle, always changing with the times and as a medium of communication and social identity. Fashion inherent in time and space is called fashion trend. Fashion trends as a social phenomenon reflect changes in style preferences and aesthetic values in society at a certain period, which can occur due to changes in social, economic and technological aspects that affect how fashion is utilized and shaped in society. As the impact of digital technology affects the development of fashion trends, the use of big data analysis that applies machine learning can study consumer behavior patterns and analyze the best-selling fashion products (Huang, 2024; Lee & Suh, 2024). By taking advantage of this technology, companies can respond to trends quickly, producing fashion products that match market preferences.

Fashion trends often reflect the changing values and norms in society, not stand-

ing alone as an aesthetic phenomenon, but as a medium of symbolic communication that reflects identity, social status and power relations. Cultural and social aspects can influence how people dress and what is considered fashionable. For example, in urban communities, fashion trends tend to be influenced by global issues such as sustainability, gender equality, and digitalization, which are then translated into the shapes, colors, or materials used.

Overall, fashion trends are a complex reflection of the interconnections between technology, society, culture and consumer behavior. Changes in fashion trends not only directly affect the fashion industry, but also serve as a reflection of broader socio-economic conditions. To communicate this, media such as specific websites that discuss fashion trends or in the book form are designed. One of the most widely seen institutions as a guide to fashion trends is WGSN, a company in London that provides design and consumer predictions as well as business and marketing consulting. While in Indonesia itself also has a book Fashion Trend Forecast, which is a fashion trend guide that adjusts global fashion trends and socio-cultural values, and consumer behavior in Indonesia.

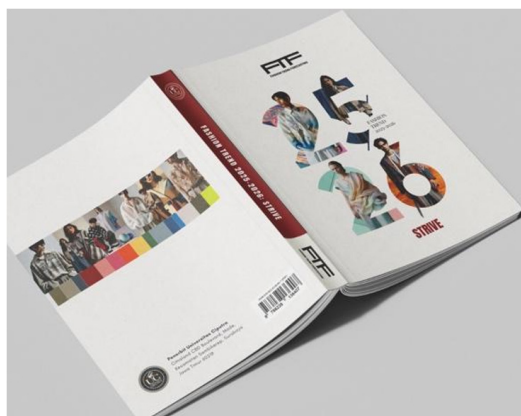


Figure 1. Fashion Trend Forecast 2025/2026 STRIVE
(Source: Fashion Trend Forecast 2025/2026 STRIVE
book)

Visualization on Fashion Forecasting

In fashion trend forecasting, the role of visuals is indispensable as a media for communicating information and effectively integrating data, intuition, and visual narratives and current trends. Visual representation serves as a connection between data and design interpretation (Kim et al., 2021). Some types of visualization that are considered essential in fashion forecast media are:

1. Mood Boards are visual collages that depict a collection of elements of inspiration or creative ideas. The elements in a fashion moodboard show the themes, styles, colors, details that will appear in the design of a fashion collection. Mood Boards also reflect the expression and aesthetic of the current fashion trend, which provides a very important emotional context for the visualization of textiles and styles (Rolansa, 2021).
2. Fashion sketches/illustrations, to support the image elements on the moodboard which are commonly included with a few fashion sketches/illustrations.
3. Photo visualization is a popular and important part of fashion branding. In addition to sketches, there are also many fashion photos by designers that have been published to strengthen the image of the fashion trend element to be communicated.

Methodology

The method used in this research is a descriptive qualitative approach with a case study method. The main object for analysis is Fashion Trend Forecast 2025/2026 STRIVE book, especially on trend visualization. The research stages are:

1. Data collection was through a

documentation study of the visual and narrative content in Fashion Trend Forecast 2025/2026 STRIVE book. In addition, semi-structured interviews were conducted with the creative team of the trend book.

2. Data analysis, including the visual content of trends in the book, comparison between manual illustrations that have been created in previous trend books and AI-based illustrations, and interpretation of visual meaning in the context of trend narratives.

3. Validation of data triangulation through confirmation with sources and review between visual documents.

Result

The role of illustration in fashion trend books is very important, contributing to an in-depth visual understanding of emerging styles and aesthetics. Illustrations not only play a role as visual support, but also serve to attract readers' attention and provide inspiration for designers (Mustikarani & Irwansyah, 2019). By displaying attractive illustrations, readers will more easily understand the concept of fashion trends to be delivered in the trend book.

The process of creating illustrations in fashion used to be done manually before digital technology developed. High hand skills are needed to draw or paint, and it takes a long time to produce aesthetic illustration works. But along with the development of digital technology, the process of fashion illustration has shifted to apply digital methods. The use of graphic design software such as Adobe Illustrator, Adobe Photoshop and the like allows designers to create illustrations faster and easier. The resulting illustration also looks more realistic because many figure templates and material textures have been provided by the design software.

In recent years, the application of artificial intelligence (AI) in illustration creation has become increasingly popular. Several application platforms such as ChatGPT, Bing, Midjourney, Copilot, and the like that belong to the Generative Adversarial Networks (GANs) technology have started to be used to create highly realistic and automated images.



Figure 2. Visualization using AI Generated
(Source: Fashion Trend Forecast 2025/2026 STRIVE book)

The shifting in illustration methods from manual to AI-generated reflects a major transformation in the fashion industry. This more efficient process allows designers to focus on the creative aspects, while AI performs the technical tasks. The following is an analysis of the comparison of the types of illustrations created manually to AI-generated.



Figure 3. Illustration type comparison
(Source: Pinterest and Fashion Trend Forecast 2025/2026 STRIVE book)

Figure 3 shows that the left image was created manually, the middle image was processed using Adobe Photoshop software, and the right image was AI-generated. The left hand-drawn sketch uses expressive and spontaneous lines, has a variety of textures and looks rough, indicating direct hand pressure. The lines are not always neat, sometimes to draw a straight line still looks slightly curved, suggesting the dynamism and energy of the designer's movements. The center and right images created with digital technology look cleaner and more controlled than manual illustrations. The outline is smooth and precise with digitally processed texture effects. The right image, although the lines look very smooth, is not always consistent. Some parts are visually unbalanced (such as the hand not appearing).

From the coloring technique aspect, the color media used in hand-draw sketches are limited (markers, colored pencils, etc.), and skills are needed to make the colors more alive. In terms of visual character, colors in illustrations with manual methods are only used to give emphasis, not a realistic representation that gives the impression of dynamic and expressive designers. For digital illustrations, coloring is more realistic and can display smoother gradations to texture effects. The colors used are more accurate and can be reproduced for subsequent sketches. The visual character of colors from AI-generated illustrations is very rich and complex, looking very realistic and resembling photographic lighting. The effects of textile materials, shadows and gloss are detailed. However, care must still be needed for the details, as sometimes there are small errors in the shadows or the logic of light that can be out of place.

In terms of proportions, manual illustration drawings look slim and elongated, because they are adjusted to the expression of the designer's drawing style. For digital images, they are more proportional

and look natural. While the proportions on illustrations made by AI are realistic but sometimes look too symmetrical or rigid.

The use of realist illustrations such as photography is also used in Fashion Trend Forecast 2025/2026 STRIVE book. To make it easier for readers to understand the trend elements to be communicated, experiments were conducted by the creative team of the trend book to create realist illustrations through AI-generated.



Figure 4. Illustration made with AI-generated
(Source: Fashion Trend Forecast 2025/2026 STRIVE book)

The quality of the visual illustration in figure 4 looks realistically photographic, with subtle lighting. The texture of the textile material is visualized with details resembling the original fabric, the fabric fibers and folds looks natural and the weight of the heavy fabric falls naturally. From the interview with the creative team, the prompt used to interpret the illustration is as follows "Please create visual illustration a young male model in exaggerated oversized brown wool blazer jacket, layered with a sheer translucent inner fabric, styled in a muted and editorial fashion aesthetic, very realistic style, detailed fabric texture, and cinematic

lighting”.



Figure 5. Sketch illustration made with AI-generated (Source: Fashion Trend Forecast 2025/2026 STRIVE book)

The sketch illustration shown in Figure 5 is also one of the images in the Fashion Trend Forecast book created using AI technology. It was generated using the following prompt: “Sketch a fashion illustration of a male model wearing loose cargo pants with pleats at the darts and ankle boots- sneakers style, with detailed ink line shading and a dynamic posture.” The keywords “sketch” and “ink line shading” help produce visuals that resemble a hand-drawn style. The phrase “with pleats at dart” directs the details of the cargo pants to include a folding element at the dart of the pants, aligning with the identified trend.

Discussion

Based on the results of the study and interviews with the creative team, the use of AI-generated to create illustrations is very helpful in strengthening the visuals in the fashion trend book. Some of the advantages of applying AI include being able to quickly and automatically create visuals whose results look professional,

of course, by using detailed prompts. The visuals produced are attractive and modern, the appearance of textures, volumes, and the effects can look detailed and realist without much of manual effort. The effort made is to try trial and error in writing the prompt, the illustration concept must be developed first in detail what elements you want to use. As shown in Figures 3 and 4, developing the prompt is a trial-and-error process requiring repetition and refinement. The illustration in Figure 4 was not generated with a single prompt. The basic prompt began with the following description: “Young male model wears an oversized brown wool blazer lined with a thin inner fabric”. Then, style and atmosphere cues were added: “styled with a calm and editorial fashion aesthetic, highly realistic styling, detailed fabric textures, and cinematic lighting”.

To ensure the color palette aligned with the designed trend guidelines, prompts such as “earthy color palette,” “neutral colors,” and “natural lighting” were added.

In addition, there are things that can be developed because there are still some gaps in the current shortcomings for AI-generated technology. Small errors in the use of prompts will cause some details to also look illogical, For example, shadows or light logic can appear in certain parts so that the writing of the prompt must be examined again or the details of the prompt need to be added. In addition, sometimes the visual appearance is too generic or similar to other outputs on other internet sites. Throughout this process, the designer’s role is to envision and clearly articulate the concept in the form of a structured prompt. Prompt development is a new design literacy that connects conceptual and visual intent.

Conclusion

From the results of this discussion, it is concluded that the application of artificial intelligence (AI) technology in the visualization of illustrations on fashion trends is very significant, and was successfully carried out in the creation of Fashion Trend Forecast 2025/2026 STRIVE book. Through a visual analysis approach to hand-drawn sketch, digital, and AI-generated illustrations, it can be said that AI-based illustrations offer the advantages of efficiency in the process, high quality of visual details, and the ability to adjust to certain aesthetic directions based on the written prompt. However, designer involvement is still needed to direct creativity and ensure the relevance of the design to the market character.

The integration of AI and fashion trend illustration can accelerate the visual exploration process for the dynamic and fast-changing needs of the fashion industry, and can open a bridge between technology and design. This research recommends further exploration of the utilization of AI technology at other stages in the fashion production process cycle.

References

- Akram, S. V., Malik, P. K., Singh, R., Gehlot, A., Juyal, A., Ghafoor, K. Z., & Shrestha, S. (2022). Implementation of Digitalized Technologies for Fashion Industry 4.0: Opportunities and Challenges. *Scientific Programming*, 2022. <https://doi.org/10.1155/2022/7523246>
- Bris, A., Wang, T. Y. H., Zatzick, C. D., Miller, D. J. P., Fern, M. J., Cardinal, L. B., Gregoire, D. A., Shepherd, D. A., Westphal, J. D., Shani, G., Troster, C., Van Quaquebeke, N., Lanaj, K., Hollenbeck, J. R., Ilgen, D. R., Barnes, C. M., Harmon, S. J., Feldman, E. R., DesJardine, M. R., ... Sangiorgi, F. (2021). *Knights, Raiders, And Targets - The Impact Of The Hostile Takeover* - Coffee, Jc, Lowenstein, L, Roseackerman, S. *Journal Of Banking & Finance*, 37(1).
- Dewanto, T. H. (2024). Mengungkap Pencapaian Manusia dalam Karya Seni Pertunjukan “Rhythm o” Melalui Ilustrasi Berjudul “Adornment.” *Nirmana*, 24(2), 137–154. <https://doi.org/10.9744/nirmana.24.2.137-154>
- Grace Gatawa, N. (2022). The Rising Influence of Sustainability in South Africa’s Fashion Industry. *African Journal of Innovation and Entrepreneurship*, 1(1). <https://doi.org/10.31920/2753-314x/2022/v1n1a4>
- Huang, Y. (2024). Research on the Development of Fashion Brands Under the Trend of Digital Economy: Taking Shein and Zara as Examples. *Finance & Economics*, 1(8). <https://doi.org/10.61173/6pqqm669>
- Kamiliyana, A. A., Lusiani, S., & Kamalia, S. C. (2024). Implikasi Perkembangan AI terhadap Keberlanjutan Sumber Daya Desainer Grafis dalam Lingkup Masyarakat Industri 5.0. *Arus Jurnal Sosial Dan Humaniora*, 4(1), 362–369. <https://doi.org/10.57250/ajsh.v4i1.420>
- Kim, E., Fiore, A. M., Payne, A., & Kim, H. (2021). Fashion Trends: Analysis And Forecasting. In *Fashion Trends: Analysis and Forecasting*.
- Lee, N., & Suh, S. (2024). How Does Digital Technology Inspire Global Fashion Design Trends? Big Data Analysis on Design Elements. *Applied Sciences*, 14(13), 5693. <https://doi.org/10.3390/app14135693>

- Mustikarani, T. D., & Irwansyah, I. (2019). Pemanfaatan Teknologi Informasi dan Komunikasi dalam Industri Fashion Indonesia. *Warta ISKI*, 2(01), 8–18. <https://doi.org/10.25008/wartaiski.v2i01.23>
- Rachmawati, I., Rosyid, D. F., Parman, S., Solihan, Y. A., & Putra, G. M. (2024). Penerapan Artificial Intelligence Pada Media Desain Grafis Menggunakan Analisis Interpretasi Edmund Feldman. *Jurnal Digit*, 14(1), 66. <https://doi.org/10.51920/jd.v14i1.372>.
- Rolansa, F. (2021). Pengembangan interaktif dashboard kemahasiswaan di program studi teknik informatika dengan teknologi big data. *Jurnal Pendidikan Informatika Dan Sains*, 10(2), 110–118. <https://doi.org/10.31571/saintek.v10i2.2190>
- Sohn, K., Sung, C. E., Koo, G., & Kwon, O. (2021). Artificial intelligence in the fashion industry: consumer responses to generative adversarial network (GAN) technology. *International Journal of Retail and Distribution Management*, 49(1). <https://doi.org/10.1108/IJRDM-03-2020-0091>