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# INNOVATIONS TO ACCELERATE THE LITERARY DIGITALIZATION OF THE FASHION INDUSTRY: USING THE EXAMPLE OF THE CHANEL FASHION HOUSE

**Kalashnik Nataliia<sup>1</sup>**

*“Each fashion designer can choose an exclusive textile design composition for each product, which is very interesting for both him and his clients. No other seller will offer the same design.*

*This is the power of digital printing...”*

**Richard Quinn**

**Annotation.** We already know that artificial intelligence has managed to prove its uniqueness and versatility, and now it has reached fashion. Moreover, forecasts for the development of fashion for the next millennium are associated with the emergence of cutting-edge materials, original solutions, new cut lines, the emergence of new styles, the development of new marketing strategies, the search for new radical solutions that can satisfy the needs of consumers in the best individual way. Development of human capital – transformations that include the creation of a creative society and the transition to new realities – the knowledge economy.

Digital technologies are evolving to offer fashion designers more and more solutions: the labor-intensive process of moving from attractive layouts to detailed drawings, patterns and samples to adjust fit and sizing for production has been replaced by 3D modeling and nesting software to provide an effective and viable alternative.

The article presents a visual plan for a new generation experiment on innovation to accelerate the digitalization of the fashion industry: using the example of the Chanel fashion house. The digitalization of Chanel collections, which can be called “a huge innovative art project of the future of fashion”, “a new generation experiment in innovation to accelerate the literary digitalization of the fashion industry” (CHANEL) and will be able to demonstrate how the relationship of philosophy and direction through seasonal concepts and brands, will also bring a new experience thanks to

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<sup>1</sup> Ph.D. in Pedagogy, Associate Professor of Vinnytsya Mykola Pyrohov National Medical University. Candidate of Pedagogical Science (PhD in Pedagogy), Associate Professor, [kalashnuknatalia@gmail.com](mailto:kalashnuknatalia@gmail.com), ORCID: 0000-0001-5312-3280.

the convergence of modern communications in the field of IT technologies, cultural media such as music and art, in accordance with the traditional brand image and style that Gabrielle Chanel gave us as a legacy to cherish.

**Key words:** artificial intelligence, IT technologies, new marketing strategies, digitalization of fashion, digitalization of the Chanel fashion house.

**Relevance.** The chosen direction of research is innovative in the field of fashion.

**Problematics.** Uncontrolled consumption of information through social networks, characterizing new communication caused by the transfer of the language of the Internet into a person's real life, taking into account the influence of the process of involving fashion industry trends in the virtual space of the Internet.

**Target.** Find a methodological approach to study the innovative impact of AI using the method of literary digitalization on the industry of the Chanel fashion house.

The set goal requires solving the **task**: to explore theoretical approaches to the study of literary digitalization as a factor in the sustainable development of a company (using the example of the Chanel fashion house).

**The object of the study** is the concept of sustainable development of an enterprise, implemented on the basis of literary digitalization using the example of the Chanel fashion house.

**Methods and materials:** analytical agencies and international organizations also deal with the issues of digitalization and sustainable development separately.

**The practical significance of the study** lies in the possibility of using the developed methodology in internal analytics, which will allow obtaining comprehensive assessments for the development of the company and its economic growth.

**Reproduction of material.** We present a plan for a new generation experiment on innovation to accelerate the digitalization of the fashion industry: using the example of the Chanel fashion house. The digitalization of Chanel collections, which can be called "a huge innovative art project for the future of fashion", "a new generation experiment in innovation to accelerate the digitalization of the fashion industry", which will help demonstrate how the interrelation of philosophy and direction through seasonal concepts and brands, will also bring new experiences thanks to the convergence of modern communications in the field of IT technologies, cultural media such as music and art, in accordance with the traditional brand image and style that Gabrielle Chanel left us as a legacy to cherish.

We propose to consider the total image of Chanel as an object of discourse. CHANEL is one of the most famous luxury brands in the world, having been founded by Coco (Gabrielle) Chanel in 1909. Coco Chanel never stopped her efforts to create a simple and elegant style. In 1910, she created the famous Chanel Modes hat, which helped her gain popularity, and Coco Chanel sought to lead the global fashion trend by introducing various designs of women's

clothing, associations, jewelry and perfumes in the 20th century. Today, there are many iconic products that well reflect the spirit and history, style and design of the brand [6].

Chanel released the sailor jacket in 1913, the cardigan sweater in 1916 and knitted suits in 1918, and trousers in 1920 – the same year she introduced the short haircut. It was she who released the famous “little black dress” in 1924 – a blazer with gold buttons and a sailor’s cap in 1926, tweed in 1928, costume jewelry in 1930, a custom-made tweed suit with a gold chain belt in 1956, pointed-toe shoes, a black soft bag with a gold chain in 1957 and finally a hairband (last in 1958). These inventions have today become “signs of immediate recognition of Chanel,” in the words of K. Lagerfeld. The silhouette created by Chanel undoubtedly marked its era: in fact, it turned the then fashionable silhouette into a demonstration one, which rightfully belongs to the total look of Coco Chanel [4].



In 1983, Karl Lagerfeld was appointed artistic director of Chanel fashion. For over 20 years, he has used his creative thinking and keen eye for Chanel fashion in an attempt to maintain top status in the fashion world.



Chanel’s style of “laconicism and severity” fits perfectly into her catchphrase: “I remove everything that seems unnecessary to me.” Marketers from the field of sales would say the same today that before exploring the type of temperament of a potential buyer, looking for examples of communication with a similar person, in order to build a network of further sales from the already gained experience of a specific type of consumer, trying to categorize clients, it is all the more advisable to use the Occamie principle, then there is nothing to complicate, but to find simple explanations, freeing oneself from the stereotyped thinking of complicated forms, cutting off everything

unnecessary, being satisfied with the brevity and simplicity of this craft. («Vis Viva» by Nataliia Kalashnik).

We will not talk about the discourse in fashion, but we will put into the discourse of fashion the “language of innovative technologies” that generates a fashion object by means of speech visualization, in other words, in fashion we are interested in the discourse of fashion, and not the discourse about fashion, where the peculiarity of fantasy is expressed thoughts arising from the human desire to create are interpreted/generated using special innovative programs for working with artificial intelligence.

We already know that artificial intelligence has managed to prove its uniqueness and versatility, and now it has reached fashion. Moreover, forecasts for the development of fashion for the next millennium are associated with the emergence of cutting-edge materials, original solutions, new cut lines, the emergence of new styles, the development of new marketing strategies, the search for new radical solutions that can satisfy the needs of consumers in the best individual way. Development of human capital - transformations that include the creation of a creative society and the transition to new realities – the knowledge economy.



To analyze and evaluate how successful a brand is, you need to look at customers. Here are the words shown in the tag cloud when surveyed about the brand when they first think of CHANEL. Fashionable, elegant, stylish, high-quality and expensive are most often featured in interviews. That is, these simple words can create Chanel’s brand image among customers, that is, «brand image is a key component of brand equity or brand value.» In other words, Chanel’s brand image among consumers is positioned as a fashionable and stylish high-end brand that provides good designs and high-quality products at a high price to consumers and mainly targets female customers [4].

Although the global economy began to suffer from a severe recession since 2007, it appears that the luxury goods market was not affected much but still showed a prosperous image. According to Forbes, Chanel was ranked as the 82nd most powerful brand in the world, with a brand value of \$6.2

billion, brand revenue reaching \$4.2 billion, and a consumer perception rating of 67. Additionally, Chanel is recognized as one of the most The world's most influential luxury brands and the world's most coveted luxury brands. However, luxury brands today face challenges as globalization brings new technologies [6].

The modern economy is based on continuous improvement: new management models, products and systems are improved, modernized and invented. Development occurs both at the global level, and within an individual enterprise and even a department within a company. As you know, over the past half century, the fashion industry has experienced more than one crisis, and consumers have begun to save more and more on clothing. It is important to note that the fashion industry, especially luxury brands, is a driving force of the global economy. In recent years, well-known fashion houses have increasingly begun to undergo digital transformation. The economic essence of digitalization as a concept or process must be defined with a number of associated terms: digital economy, "Industry", "Economy", digital transformation, digitization. All over the world, economists, businessmen and IT specialists are creating new technologies and models for the transition to a digital economy, but today there is no common understanding of this term. Today, it is customary to talk about "Industry" as a transition to a new technological structure in the real economy. The question of how to do this worries everyone and is the main engine of progress, because falling behind in this race for digital advantage is tantamount to losing competitiveness and



leaving the market, which everyone is afraid of and therefore is in no hurry to move on to innovations in the field of IT technologies.

With the development of digitalization in business, competition in its usual form will cease to be the basis of the development strategy. Coordination of processes and the creation of a dynamic management system come to the fore. Thus, digitalization is understood as a tool for business transformation, turning routine processes into automated ones so that it becomes possible to reorient the company towards building more flexible business models. Thus, digitalization can be understood as a concept or a process. In the first case, digitalization is the idea of economic development through automation of the production process. In the second, it represents the steps necessary to implement the transition to a new era, to the digital economy, through the use of specific technologies and inventions. However, what is important in this definition is the author's emphasis on the development of innovations and technologies, with which we agree, since digitalization contributes not only to more intensive development of production and improvement of economic results,

but also to the introduction of the principles of sustainable development. Digital technology is evolving to offer fashion designers more and more solutions: the labor-intensive process of moving from attractive mock-ups to detailed drawings, patterns and samples to adjust fit and dimensions for production has been replaced by 3D modeling and cutting software to offer an efficient and viable alternative [3].

“Print can be as decisive as cut or drapery, and allows a woman to revolutionize the filter of the beauty contained in the design,” Mary Katrantzou said of her work. “All my prints are created using digital technology. Digital printing allows me to experiment with printing in ways that fine art and other methods couldn’t. This opens up a huge range of possibilities; I can create possibility from the impossible, surrealism from realism, and both in reverse.”

Digital transformation provides businesses with unprecedented opportunities to increase profitability and improve customer service. Described as interfering with the DNA of an enterprise [5], digitalization requires a revision of traditional business practices and methods. Artificial intelligence and related technologies (machine learning, natural language processing, neural networks) have the potential to improve efficiency and increase revenue for businesses.

**Recommendations for realizing digital potential. Prospects.** The first formalization of the concept of AI occurred in the middle of the 20th century, and more meaningful and workable AI models – in the 1990s (at the level of advanced scripts and expert systems, where computer games were pioneers). In the 2000s, text and later image recognition, translators, voice assistants, trading algorithms. In the 2010s – deep learning and neural networks, Big



data, video recognition, self-driving transport. Highly developed AI models began to appear in 2017-2018, rapid expansion began in 2019-2020 (boom of photo tools, music recommendations, news content analysis, deepfakes), and from 2021 generative AI models have risen exponentially. In 2022, investors pumped at least \$1.37 billion into generative A.I. companies across 78 deals, almost as much as they invested in the previous five years combined, according to data from PitchBook, which tracks financial activity across the industry.

Google has unveiled an AI model called «DeepFashion» that can create new clothing designs based on analysis of real photos of people. This model can be used to create individual images for each client. Zara, H&M and the entire Inditex group have long used AI to predict clothing demand. Levi's, Tommy Hilfiger and many others are using AI to develop new methods of producing jeans that use less water and energy. "These are just a few examples of the use of AI in fashion. Artificial intelligence continues to develop, and we are likely to see even more innovations," say IT specialists.

The world will see explosive growth in the generative AI sector within a decade - such tools promise to fundamentally transform the technology industry. As they mature, AI solutions will become an increasingly important cost item in the areas of advertising, information security and IT infrastructure in general, says Mandeep Singh, research director at Bloomberg Intelligence. Experts at Sequoia Capital say generative AI "has the potential to create trillions of dollars of economic value." And Lonnie Jaffe, an investor at Insight Partners, compared the development of the generative AI industry to the early stages of the Internet. However, some experts fear that the hype around generative AI has outpaced the reality. The technology has raised thorny ethical questions about how such apps could impact copyrights and whether companies need permission to use the data that trains their algorithms [2].



"Sun, architecture, music and dance – this was the motto of the collection embodied in Marseille 2024-2025 at the Chanel fashion house show. The show turned out to be a logical continuation of everything that we see from season to season. No experiments – Virginie Viard continues to do what she knows how to do well, they write in Instagram reviews, and black swimming slippers complete the picture of the descriptions of many critics, which the author of the collection, Virginie Viard, described as a "scuba diving tuxedo." All this is, to put it mildly, controversial in relation to the brand's DNA. Perhaps, with a different presentation, the new Chanel Resort 2025 collection would have looked more inspiring? [1].



To analyze and evaluate how successful a brand is, you need to look at customer behavior towards this brand. Here is the survey result, shown in the tag cloud that describes Chanel when customers first think of the brand: fashionable, elegant, stylish, quality and expensive are the words that appear most often in interviews. That is, these simple words create the Chanel brand image among customers, which is a key component of brand equity and its value. In other words, Chanel's brand image among consumers is positioned as a fashionable and stylish high-end brand that provides good designs and high-quality products at a high price to consumers and mainly targets female customers. According to Krishnan and Hartline, brand equity is broadly defined as "The added value that a brand gives to a product." Accessibility and exclusivity are Chanel's principles for choosing sales channels, as the company does not want everyone to be able to easily obtain the products. As it mentioned before, about 50% of interviewees do not know much about the brand, they want to buy Chanel products because of its reputation and for raising their social status. Only about 40% of them are real interested in understanding the history and design of Chanel. That is to say, luxury products in nowadays are facing the loss of real meaning inside the brands, which they are proud of and try to express to customers [6].

In conclusion, we note that in order to satisfy the falling demand for the products of a particular brand, it is necessary to give the product unusual properties, to produce a product with unusual quality from the product, which becomes possible through cooperation with companies developing innovations. Let's look at some characteristics of innovative technologies used in the fashion industry. Virtual Reality (VR) technology has found its application in the creation of specific brands of clothing and accessories. Thus, the Balamain company created its own avatars and began to promote a healthy lifestyle, but their main role is advertising the brand and fashion in general. Designers from famous brands such as Lous Vouitton, Gyvenchy, Versace, Tom Ford and Chanel. So, based on given parameters, such as fabric



type, color palettes and patterns, generative AI systems can quickly create many design options. Generative AI involves the use of technologies that allow text, images, sounds and other media to be generated in response to user requests.

**Conclusions.** Thus, generative artificial intelligence technologies can have a major impact on the fashion industry. Such systems will help bring clothing and accessories to market faster, sell them more efficiently and improve the customer experience. This is stated in a study by McKinsey, the results of which were published in early March 2023. Google has unveiled an AI model called «DeepFashion» that can create new clothing designs based on analysis of real photos of people. This model can be used to create individual images for each client.

Designers will have to become participants in the high-tech process of developing projects in the field of fashion to create a sought-after commercial product, while they must also have the ability for independent, creative thinking. It is important to develop in a future professional the ability to look more broadly at the results of design, its consequences: sociocultural, environmental, etc. In order to maintain the potential of the digital direction of business, it is more important than ever for companies to support young talents who are already drivers of the virtual fashion industry and Digital fashion – a promising areas of not only the development of customer experience, but also space for new developments.

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