

Consumer Perceptions of Artificial Intelligence in Fashion Creative Processes: A Case Study of Levi's

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ABSTRACT

The fashion industry's creative processes have been revolutionized by the growing use of artificial intelligence (AI), especially in design and marketing. However, not much research has looked at consumers' perceptions of AI-assisted creative processes and how they affect uniqueness, creativity, and brand value. Using Levi's as the research context, this study used a qualitative case study to examine customer views of AI in fashion creative processes. The study examined how AI affects consumer perceptions of fashion creativity, guided by Consumer Perception Theory, which explains how customers perceive and analyze information to form perceptions of products and brands. Ten participants who were familiar with the fashion industry completed an online survey to gather data, which was supplemented by a review of academic journals and industry sources. The results showed that rather than taking the place of human designers, AI was seen as a useful tool for increasing productivity and encouraging creative processes. Concerns about authenticity, originality, emotional expression, and the future of human innovation in fashion were raised by the participants. The study came to the conclusion that using AI responsibly and openly is crucial to upholding consumer trust and encouraging innovation in the fashion industry. The results offer useful information for fashion businesses implementing AI technologies and advance our knowledge of how consumers view AI-assisted creativity.

Keywords: AI-assisted fashion design, brand authenticity, brand value, consumer perception, originality

1. INTRODUCTION

One of the most innovative technologies of the digital age, artificial intelligence (AI) is changing how businesses function and innovate in a variety of industries (Gao et al., 2025). Computers can now carry out more difficult activities that were previously thought to be exclusive to humans thanks to deep learning and generative AI (Storey et al., 2025). These advancements have extended AI's role beyond analytical and computational tasks, enabling it to take part in creative, content-producing, and decision-making tasks (Raina et al., 2025).

AI has become widely used in creative industries like art, music, cinema, and media due to its growing capabilities. As a result, AI is being included into creative processes more frequently in order to boost productivity, encourage innovation, and increase creative possibilities (Hemraj, 2025). This development has caused academics to reevaluate long-held beliefs about the interaction between technology and people in the creative process (Anantrasirichai & Bull, 2021).

AI-generated content is one of the most significant developments in AI. Large language models and generative adversarial networks (GANs) are examples of technologies that enable AI systems to produce written texts, movies, photos, and other types of digital material based on human input and massive datasets (Rahman et al., 2026; Sun et al., 2026). By allowing companies to boost production efficiency while fostering creativity, AI-generated content has greatly aided in the growth of the creative economy (Sun et al., 2026). AI-generated content is becoming an increasingly important aspect of modern digital production and value creation (Rahman et al., 2026).

One sector that is actively implementing AI technologies is the fashion industry (Mahto & Rodriguez, 2026). AI is being used by fashion firms more and more for marketing, inventory management, trend forecasting, consumer behaviour research, and tailored suggestions (Bieńkowska, 2024). AI helps businesses recognise new trends and adapt more successfully to shifting customer preferences by processing massive amounts of market data (Bieńkowska, 2024). Many fashion companies are encouraged to incorporate AI into their operations as part of a larger digital transformation meant to boost innovation and competitiveness (Ojha, 2025).

Through AI-assisted design, AI has expanded its use to fashion creative processes (Särmäkari & Vänskä, 2021). AI tools can be used by designers to produce design concepts, explore colour combinations, visualise clothing, and assess fashion trends (Schneider et al., 2026). The increasing application of AI in design processes has decreased the time needed for product development and increasing options for experimentation and creativity (Vallé et al., 2026). However, it has also led to debates about originality, creativity, and authorship, especially where generating value heavily relies on creative expression (Särmäkari & Vänskä, 2021).

Levi's has become a prominent example in using AI in marketing and creative processes (Harsanto et al., 2025). Levi's and Lalaland.ai announced a collaboration in 2023 (Maiolo, 2024). As part of its efforts to explore innovative approaches in representation and digital content production, AI generates fashion models for specific marketing campaigns (Harsanto et al., 2025). This received significant attention from the public and industry professionals, underlining discussions about the use of AI as a tool that supports human creativity rather than acting as a creator (Maiolo, 2024; O'Toole & Horvát, 2024).

Designers are essential in turning concepts, feelings, cultural influences, and personal experiences into products that convey identity and meaning (Hou, 2020). For a long time, creativity and uniqueness have been seen as essential elements of fashion design, supporting both brand value and product difference (Shim & Goh, 2022).

However, AI has been incorporated into several phases of the fashion design process, allowing it to help provide visual content and design concepts (Guo et al., 2023). The fashion industry is reconsidering traditional concepts of creativity and originality as AI becomes more incorporated into creative work (Aviral et al., 2025; Jin et al., 2024).

Based on the literature reviewed, limited research has examined how customers view AI's role in fashion creative processes, despite the industry's increasing use of AI. Existing research has mostly concentrated on the technological capabilities, operational advantages, and business uses of AI (Shahid, 2025; Teng et al., 2025). Additionally, the growing usage of AI by well-known companies like Levi's emphasizes the need to learn more about how customers perceive AI's role in marketing and fashion design (Maiolo, 2024). This research gap highlights the significance of examining customer perceptions of creativity, originality, and brand value, leading this research to investigate the following research question: How does the use of Artificial Intelligence in Levi's creative processes influence consumer perceptions of creativity, originality, and brand value?

The purpose of this research is to investigate how consumer perceptions of creativity, originality, and brand value are affected by the usage of artificial intelligence (AI) in its creative processes. The survey also aims to determine customer expectations and concerns about the future application of AI in fashion design and marketing. By achieving these goals, the study hopes to gain a better knowledge of how consumers view AI-assisted creative processes in the fashion industry.

Objective sampling was used to choose a relatively small sample of participants for this study, and is restricted to a qualitative case study centred on Levi's. As a result, the results might not apply to every fashion brand, consumer demographic, or cultural setting. Despite these drawbacks, by offering insights into how AI-assisted creative processes affect perceptions of creativity, originality, and brand value, this study adds to the expanding corpus of literature on artificial intelligence, consumer behaviour, and the fashion industry. It is anticipated that the results will help fashion businesses, designers, marketers, and creative business professionals better understand consumer acceptance of AI and encourage more responsible use of AI in the fashion sector.

Overall, by analysing consumer opinions within the framework of a well-known international fashion business, this study aims to add to the continuing debate about the incorporation of AI inside fashion creative processes. By using Levi's as a case study, the study lays the groundwork for comprehending how technological innovation interacts with originality, creativity, and brand value.

2. RESEARCH METHODS

This study employed a qualitative case study approach to investigate consumer perceptions of Artificial Intelligence (AI) in fashion creative processes, with Levi's as the primary case. A qualitative design was selected regarding the research objective to understand how consumers interpret and evaluate AI involvement in fashion inherently subjective and contextually situated, making numerical measurement insufficient (Creswell, 2014). Within this tradition, a case study framework was adopted as it enables

in-depth exploration of a real-world phenomenon within its context, particularly when the boundaries between the phenomenon and context are not clearly defined (Yin, 2018). Levi's publicly documented 2023 partnership with Lalaland.ai, which involved the use of AI-generated models to represent diversity in the brand's digital shopping experience, constitutes a bounded and well-documented case directly relevant to the study's research questions.

Data were collected through two complementary sources: an open-ended online survey and a secondary literature review. The survey was distributed via Google Forms and consisted of two types of questions: multiple choice questions, designed to capture participants' baseline awareness of AI in fashion, and open-ended questions, designed to obtain participants' personal interpretations of creativity, authenticity, and brand value in relation to AI-generated content. This combination was selected deliberately as multiple choice items provide structured, comparable data across participants, while open-ended items allow participants to express complex and unanticipated responses in their own words, which is consistent with the interpretivist approach of this study (Creswell, 2014). Secondary sources including Scopus-indexed journal articles, academic case studies, and institutional reports were systematically reviewed to contextualise and supplement the primary data (Yin, 2018). Participants were selected using purposive sampling, targeting individuals familiar with the fashion industry, especially Levi's brand, resulting in a sample of 10 participants. While modest in size, this is consistent with qualitative norms, where depth of response is prioritised over breadth (Miles et al., 2014).

This study is guided by Consumer Perception Theory (Kotler & Keller, 2016), which holds that consumers actively select, organise, and interpret information to form evaluations of brands and products. This framework is applied to examine how participants interpret fashion brands' AI adoption through the lens of their pre-existing brand associations and expectations of creativity and authenticity. Data from the survey were analysed using thematic analysis following the three-stage model of Miles, Huberman, and Saldaña (2014). This included data reduction, in which raw responses were coded to identify meaningful units; data display, in which codes were organised into emerging themes; and conclusion drawing, in which interpretations were developed and verified against the secondary literature. This systematic process ensures analytical integrity and transparency appropriate to the qualitative essence of this study.

3. RESULTS AND DISCUSSION

Artificial Intelligence in Fashion Design

Artificial Intelligence (AI) has become more and more integrated into the modern fashion business, going beyond operational tasks into creative and consumer-facing works, as the literature studied for this research shows (Särmäkari & Vänskä, 2021). AI is constantly mentioned in the evaluated research as a technology that helps with marketing, merchandising, digital content generation, trend forecasting, and product development (Bieńkowska, 2024; Vallé et al., 2026). AI has become integrated

throughout the fashion value chain rather than operating in a single step of production, demonstrating its increasing significance in contemporary fashion businesses.

AI-assisted fashion production is one of the most commonly mentioned applications in the literature (Guo et al., 2023). According to earlier research, designers are increasingly using AI-generated tools to create concept sketches, visualise clothing ideas, experiment with colour schemes, and generate several design options in the early phases of product development (Jin et al., 2024; Vallé et al., 2026). In addition to cutting down on product development time and increasing workflow efficiency, these technologies allow designers to assess a wider variety of creative alternatives (Folorunso et al., 2025). As a result, AI has developed into a crucial supplementary tool that improves the design process and frees designers to concentrate on making creative decisions.

The literature also emphasises how AI is increasingly being used to forecast fashion trends (Wilson & Bowles, 2024). AI systems analyse large datasets from social media platforms, online search behaviour, e-commerce transactions, and consumer interactions to identify emerging colours, silhouettes, fabrics, and purchasing patterns, in contrast to traditional forecasting methods that mainly relied on expert observations of runway collections, consumer behaviour, and cultural movements (Erislan, 2025; Papia et al., 2023; Ranjan et al., 2024). Fashion brands can react to shifting consumer tastes more quickly thanks to this data-driven strategy, which also helps them make better judgments about future collections, inventory planning, and merchandising tactics (Nwobodo, 2024).

The growing application of generative AI in digital fashion images and marketing communication is another recurrent finding in the research (Harreis et al., 2023; Schneider et al., 2026). AI is being used by fashion firms more and more to create product photography, digital lookbooks, campaign visuals, and promotional materials for digital platforms (Harsanto et al., 2025). The rise of AI-generated virtual models is another new development in fashion marketing, according to the examined research (Kim, 2026). Levi's partnership with Lalaland is one prominent example (Levi Strauss & Co., 2023). In 2023 the introduction of AI-generated models to improve representation in the brand's online store while investigating fresh approaches to digital innovation (Levi Strauss & Co., 2023; Velasquez, 2026). This shows how AI has moved beyond operational uses to include consumer-facing marketing and creative projects in the fashion industry (De Lima, 2023).

Overall, the reviewed literature shows that AI is now deeply ingrained in modern fashion creative processes, impacting everything from digital marketing to product creation (Haleem et al., 2022; Vallé et al., 2026). These applications show off AI's technological abilities and growing involvement in the fashion industry, but they also open up more general intellectual conversations about creativity, originality, and the role of human designers in AI-assisted creative processes (Li et al., 2024). These concerns serve as the basis for the discussion that follows, which looks at how AI, originality, creativity, and consumer perceptions relate to Levi's.

Creativity and Originality in Fashion

The adoption of AI in the fashion industry has created a significant debate over originality, creativity, and innovation. Regarding how fashion brands have continually utilized AI for design, marketing, and engagement, the connection between human creativity and machine-created results became a topic of discussion and concern. With Levi's use of AI models for its marketing strategy, this discussion has become highly relevant. Analyzing consumer perceptions towards AI in fashion involves an understanding of the differentiation of human and machine creativity, the evolving concept of creativity in modern times, the significance of Levi's heritage and identity, and concerns of authenticity in fashion.

According to Kaufman and Sternberg (2021), the word creativity itself implies the capability to generate unique and unconventional ideas, or to create something novel and imaginative, beginning from human wonder without any rules or limitations. With endless possibilities, humans produce original ideas or creations (Dainys, 2024). Personal experiences, emotion, characteristics, traits, and motivation establishes an individual's creative ability. Curiosity often motivates a person's creativity to gain inspiration and new opportunities, by exploring, discovering, and creating (Alexii, 2023).

In contrast to human creativity, machine creativity or AI generated creativity is created from a collection of algorithms, aimed to resemble various human activities, including creativity. AI's creative ability is quite limited and constrained. For instance, AI systems are often taught with multiple art pieces made over centuries. As a result, AI was able to generate and replicate images with the visual style of traditional art. As opposed to developing new original creative concepts, AI generates images by identifying, recognizing, and rearranging designs from existing creations. In addition, this leads to AI creating concepts that are quite surreal and detached from real-life applications (Mazzone & Elgammal, 2019).

The understanding of creativity in the digital era continues to evolve due to the rising use of AI across industries. Originally, creativity can be found in various forms, from artistic domains to business, medicine, education, and more. The components of creativity include originality or novelty and effectiveness. Novelty is needed to create new and innovative manners, while being effective ensures to obtain the desired outcome. An individual's characteristics and personality affects their creative potential in innovative thinking, expression, and other creative outcomes (Cropley, 2020).

However, the rise of AI has challenged this ideal. As AI systems improve their ability to generate material, creativity is no longer considered as an independent process. Artificial intelligence is able to generate multiple creative results that replicate human results. This has created a shift towards the definition of creativity, where human and machine collaboration is now a part of creativity and innovation. The use of AI became a collaborative partner instead of replacing human designs and innovation. It allows humans to create and improve ideas, while discovering a wider range of possibilities. AI enables complicated and varied results that surpass linear thought processes by swiftly producing a multitude of innovative options (Zhang et al., 2025).

This collaboration between humans and machines in the fashion industry significantly relates to Levi's collaboration with AI. Since its founding in 1853, Levi's has flourished to become one of the most recognizable fashion brands and denim companies in the world. Levi's is renowned for its dedication towards authenticity, heritage, and craftsmanship. Levi's deep history and authenticity plays a crucial role in their brand identity. Regarding its history on their trademark, two horses pulling on a pair of Levi's jeans, they offer durable and high quality products for customers. This has created brand trust and loyalty with consumers, supported by their initiation of a sustainable production process (Castillo, 2021).

Levi's has proceeded to balance its heritage and innovation. Levi's has established a partnership with Lalaland.ai to use AI-generated models. This collaboration was aimed to improve digital shopping experience by generating diverse realistic models of all body types, age, and skin. Although Levi's has claimed that these virtual models were designed to assist real models and not to replace them, consumers have questioned their authenticity and originality (Maiolo, 2024).

Despite AI's beneficial results, concerns regarding authenticity are constantly mentioned, typically the lack of emotional detail, purpose, and social context that distinguish human undertakings. Moreover, as AI continues to advance and generate independently, it raises concerns about originality and ownership (Zhang et al., 2025). Brand authenticity indicates a brand with a distinctive concept and genuine perception and action (Campagna et al., 2022). Considering that AI relies on existing datasets and aesthetics, AI designs will potentially be repeated and standardized. Moreover, cultural identities and emerging niche styles are frequently difficult for AI systems to identify and interpret (Mahto & Rodriguez, 2026).

To conclude, traditional concepts of creativity and originality have been altered by the fashion industry's increasing usage of AI. AI is significantly different from human creativity that involves emotion and experiences. Although AI presents possibilities for creativity and efficiency, a well-known heritage brand, such as Levi's should achieve a balance between brand identity and tech-innovation. Concerns over originality and authenticity became an essential consideration that impacts consumer perceptions in the fashion industry.

Consumer Perceptions of AI in Creative Processes

Having examined the role of AI in fashion design and the theoretical boundaries of creativity and originality in the preceding sub-sections, this section turns to the central concern of the present study, which is how consumers perceive and evaluate AI in a brand's creative processes. Drawing on Consumer Perception Theory (Kotler & Keller, 2016) and situated within the specific context of Levi's 2023 AI-generated model controversy, this discussion analyses three interconnected dimensions, namely creativity, originality, and brand value, to understand how AI integration shapes the consumer-brand relationship.

Perceptions of Creativity

Consumer perceptions of AI creativity are fundamentally shaped by whether AI is seen as a genuine creative agent or merely a sophisticated tool executing human instructions. Research consistently suggests that consumers draw a meaningful distinction between human-driven and AI-generated outputs, significantly influencing how they assess products. Lee and Kim (2023), in their study of human versus AI in fashion design, discovered that consumers systematically perceive AI-designed products as less creative and less emotionally powerful than those credited to human designers, even when aesthetic qualities are objectively equivalent. This suggests that creativity is attributed based on perceived source and not on output alone.

This attribution process is in line with what cognitive researchers call the "mind perception" bias, which is the tendency for consumers to give entities they perceive as having consciousness, intention, and emotional experience greater creative value (Lee & Kim, 2025). In the context of Levi's, consumers encountered a situation in which the visual creative output, specifically the models themselves, was produced algorithmically rather than through human artistic decision-making. Public responses to this initiative reflected a perception that the resulting images, despite their technical realism, lacked the authenticity and intentionality associated with genuine creative expression (Maiolo, 2024).

Consumer perceptions of AI creativity are not, however, uniformly negative. Research indicates that reactions vary considerably depending on factors such as the consumer's prior mindsets toward technology, their familiarity with AI, and the specific context in which AI is used (Lee & Kim, 2025). Among younger, more technologically engaged consumer segments, AI-assisted creativity is sometimes viewed positively as a form of innovation that expands the creative possibilities available to brands. According to Bakpayev et al. (2020), when AI creative outputs are presented as enhancing rather than replacing human creativity, customers in digitally exposed demographics are more likely to view them favorably. Applied to Levi's, positioning AI models as a supplement to human creative direction, rather than a replacement, may have produced a more favourable consumer response.

Perceptions of Originality

Closely related to creativity, yet conceptually different from it, is the dimension of originality. While creativity refers broadly to generating novel and valuable ideas, originality concerns the degree to which an output is perceived as distinct and non-derivative. Since fashion is a cultural domain where uniqueness and the avoidance of similarity are highly prioritized by consumers, originality remains a critical driver of brand differentiation within the fashion sector (Cho et al., 2021).

The use of generative AI systems in fashion introduces significant challenges to consumer perceptions of originality. Generative AI models, which include the type of system employed by Lalaland.ai, are trained on vast datasets of existing images, which means that their outputs are, by nature, derived from patterns identified in prior human

creative work. As Nazrin et al. (2025) observed, consumers frequently perceive AI-generated images as less original than traditionally produced photographs, partly because they sense this derivativeness even when they are unable to explicitly express it. This concern aligns with broader critiques of algorithmic homogenisation, whereby brands drawing on the same AI datasets risk producing indistinguishable outputs, eroding brand distinctiveness.

In the Levi's case, concerns about originality were compounded by the ethical controversy surrounding the use of AI-generated diversity. Many consumers perceived the AI-generated models not as original creative content, but as a simulation of diversity that replicated the appearance of inclusivity without the genuine social and cultural depth that authentic representation requires (Maiolo, 2024). This transformed the critique from an aesthetic concern into an ethical one, meaning that the models were perceived as an artificial substitution that failed to engage meaningfully with the communities the brand claimed to represent. Consumers are extremely sensitive to the authenticity of brand communications and react negatively when they detect a contradiction between a brand's stated values and its actual practices, according to Kirkby et al. (2023), writing in the *Journal of Product and Brand Management*.

Perceptions of Brand Value

The third dimension examined is brand value, which is the overall worth consumers assign to a brand based on their associations, experiences, and evaluations. According to Kotler and Keller (2016), brand value encompasses both perceived product quality and the symbolic or emotional meaning a brand holds for consumers. For an established brand like Levi's, whose identity is closely associated with values of authenticity, cultural heritage, and genuine human expression, the adoption of AI in creative processes introduces a complex and potentially contradictory signal.

Research on AI-generated content and brand authenticity consistently indicates that transparency plays a crucial role in shaping consumer evaluations. In the study by Kirkby et al. (2023), even when the content is of a comparable quality to that produced by humans, customers' impressions of brand integrity drastically decline when they are told that marketing communications were generated by artificial intelligence. This effect is especially pronounced for heritage brands built on human creativity and genuine experience, where algorithmically generated content conflicts with the brand's foundational narrative (Maiolo, 2024).

Conversely, some research suggests that AI adoption can enhance perceived brand value when it is implemented in ways that align with the brand's existing positioning. Patel and Dada (2025), in their study of AI-generated advertising across fashion, fitness, and consumer goods sectors, discovered that consumers responded more favorably to brands positioned around innovation, technology, and forward-thinking aesthetics, such as Balenciaga's use of AI-generated virtual models, in comparison to brands positioned around heritage and authenticity. This suggests that AI's impact on brand value depends

less on the technology itself than on how consistently its implementation aligns with the brand's identity and consumer expectations.

For Levi's, the primary challenge was not simply that it used AI, but that it used AI in a way that appeared to contradict its core brand promise. By claiming that AI-generated models would enhance diversity, which is a deeply human and socially charged goal, while simultaneously removing actual human models from the production process, the brand created a perception of inauthenticity that weakened consumer trust. The following public backlash, which forced Levi's to issue a clarifying statement within six days of the original announcement, illustrates the speed and intensity with which consumers may take action against brand actions perceived as inconsistent with established values (Maiolo, 2024). This rapid negative response is consistent with Kotler and Keller's (2016) concept of selective distortion, whereby consumers interpret new information through the lens of pre-existing brand associations.

Taken together, the three elements discussed in this sub-section reveal a consistent pattern, showing that consumer perceptions of AI in Levi's creative processes are shaped not by a simple pro- or anti-AI stance, but by a nuanced evaluation of whether AI adoption is perceived as enhancing or undermining the brand's creative credibility, its originality, and the authenticity of the values it upholds. This finding suggests that the communication framing and contextual alignment of AI use may matter as much as the technological capabilities of the systems themselves, which has important implications for fashion brands' adoption strategies.

Analysis of the Survey Findings

The qualitative findings were collected through a mixed-method online survey in Google Forms, consisting of both multiple choice and open-ended questions. The objective of this survey is to explore participant's understanding, perception, and concerns of AI in the fashion industry. The survey involved ten participants who work in the fashion industry and have a significant interest in fashion, including 4 fashion entrepreneurs or freelancers, 4 fashion lecturers, a textile shop manager, and a textile importer situated at Jakarta, Tangerang, and Medan. A purposive sampling approach was used to ensure that respondents provide relevant expert information and insights on the fashion industry, branding, and emerging technology.

In terms of how AI is implemented in the fashion industry generally, the majority indicated that applying AI to generate new designs is a positive development in assisting humans. While 20% participants view the situation negatively as it lacks original human creativity. Correspondingly, half of the respondents expressed negativity towards products showcased with AI-generated models since it undermines the integrity of the brand's presentation and feels faux. In contrast, 20% of responses admitted that virtual models are a creative and effective method to portray various body types, alongside another 20% thought they were appropriate only for online shopping. Supported by the results of open-ended questions, participants frequently mentioned how AI should be only

used as a supporting tool and not replace humans, mainly used for operational tasks. While creative decisions should still be directed and managed by human designers.

Regarding the originality of AI assisted designs, the combined generality of 70% responded negatively, specifically 40% strongly disagreed and 30% disagreed on the statement that AI-assisted clothing designs can be just as original as human-made ones. Particularly, 60% of respondents highlighted the potential loss of design uniqueness and unpredictability as a primary risk of AI reliance. The remainder considers the reduction of artistic integrity and emotional connection. Most participants think that the future of the fashion industry may potentially be homogeneous (60%) and the absence of human heritage and craftsmanship (30%). Qualitative responses feature the necessity of preserving human creativity, emotion, and artistic expression. Some have stated that dependence on AI could lead to designs devoid of authenticity and brand identity.

On the subject of brand value, 70% of participants selected that their purchase decisions are not influenced by the knowledge of a heavily AI-generated product. Whereas, 10% of respondents are likely to acquire an AI-involved product if it aligns with their aesthetic and 20% are resistant to purchasing AI-driven products. Respondents have implied that the use of AI helps brands enhance efficiency and innovation. Although, maintaining brand authenticity and identity should require transparency regarding AI use and clear industry boundaries. .

The survey results are categorized into three main themes, such as AI support, Creativity and Authenticity, and Brand Value. Each main theme includes its own subtheme, calculated based on the occurrence of related concepts within the response in the open-ended questionnaire. The following graphs represent thematic findings according to each main subject.

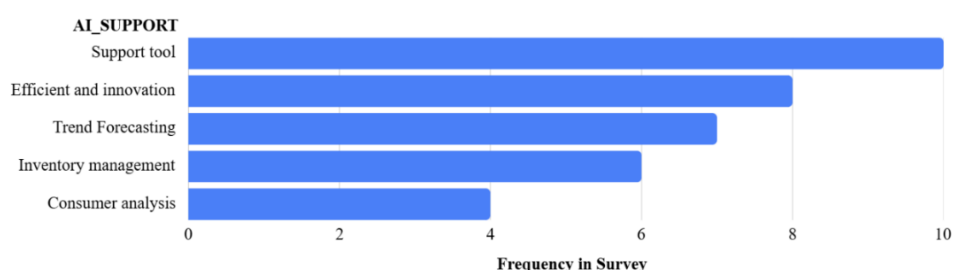


Figure 1. AI Support
Source: (Research result, 2019)

Figure 1 consists of the theme of AI support, the most commonly discussed area was AI as an assisting tool, implying that AI should support and assist humans instead of substituting them, only used as a complementary technology in the creative process. AI has shown its capability to generate efficient and innovative outputs, where AI could enhance productivity and present new possibilities. The participants of this survey primarily utilized AI for operational and analytical purposes, namely trend forecasting,

inventory management, and consumer analysis. AI is implemented for business analytics rather than creative production.

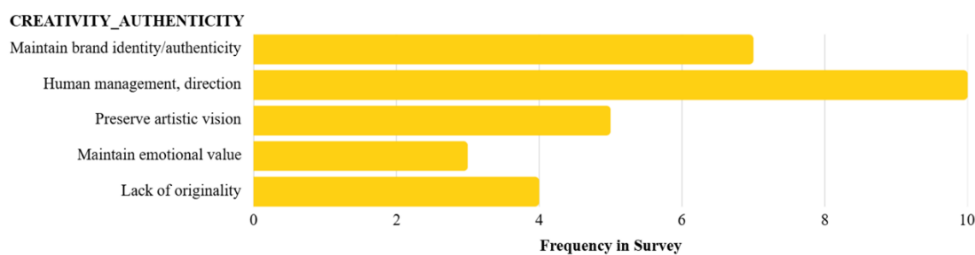


Figure 2. Creativity and Authenticity

Source: (Research result, 2019)

Within the creativity and authenticity subject in figure 2, human management and direction became a crucial topic as creative authority and implementation should continue to be under human control even in technological advancement. A brand's creative process and sophistication relies heavily on maintaining brand identity and authenticity. Respondents emphasized the need to preserve artistic vision and emotional value to reduce the lack of originality in AI-involved outputs. Participants firmly associate creativity with human expression and emotional depth which AI would find difficult to replicate independently.

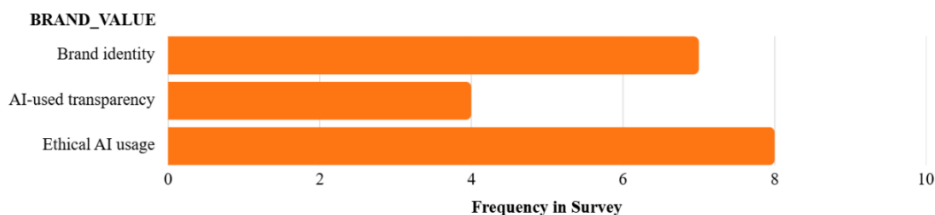


Figure 3. Brand Value

Source: (Research result, 2019)

Lastly, figure 3 represents brand value. This graph reflects the expectations of the respondents towards the implementation of AI in the fashion industry. Sustaining brand identity is important to maintain the brand's consistency in their image. All AI engagements are expected to be ethically applied as it is determined by human practice. In the event that fashion industries employ AI into any process, participants have mentioned consumer transparency for a clear message regarding AI involvement.

The survey results verifies the previous research on the application of AI in the fashion industry. The findings highlight that respondents deemed AI as a beneficial tool that enhances efficiency in creativity and operational performance. Participants repeatedly underscored that the role of AI is to aid humans, not to displace. Although, participants have expressed persistent reservations about originality, authenticity, and emotional detail. This reflects the ongoing discussion of the compatibility between human

creativity and machinery outputs. These results reveal that general adoption of AI in fashion relies on efficiently preserving human creativity, communicating AI implementation, and uphold brand identity.

4. CONCLUSION

Across both the reviewed literature and the survey responses, a clear consensus emerged that consumers are not opposed to AI in fashion, but they draw a firm line between AI as an assistant and AI as a creator. Participants consistently expressed the view that creative authority should remain with human designers, with AI serving a complementary function in areas such as trend forecasting and visual generation. When brands blur this line, as Levi's did by allowing AI to generate the human faces of its campaigns, consumers notice and respond negatively. The implication is not that AI has no place in fashion, but that its role must remain clearly subordinate to human vision and direction.

The concern over originality was one of the most strongly expressed themes throughout this study. Survey participants were largely unconvinced that AI-assisted designs could be considered as original as human-made ones, associating AI involvement with a loss of uniqueness, unpredictability, and emotional depth. Participants anticipated this trajectory, with the majority expressing concern that widespread AI reliance could produce a homogeneous fashion landscape in which human craft and story are replaced by polished but hollow algorithmic aesthetics.

Perhaps the most practically significant finding concerns the relationship between AI adoption and brand value. The damage to Levi's brand perception was not caused by the use of AI alone, but by the perceived contradiction between what the brand claimed to stand for and what it actually did. This gap between stated values and actual practice eroded trust rapidly. The lesson for heritage fashion brands is that AI can coexist with strong brand identity, but only when its use is honest and genuinely aligned with the values the brand has built with its consumers. Transparency is not optional but is the foundation on which consumer acceptance of AI in creative processes depends.

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