



## **Changing Role of Fashion, Culture and Ethics: The Impact of Artificial Intelligence**

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### **Abstract**

Fashion has always reflected culture, traditions and values. Over time, fashion has adapted to changes in society, technology, and ethics. Today, Artificial Intelligence (AI) is bringing new changes in how fashion is created, marketed, and consumed. This paper explores how AI is shaping fashion, its cultural significance, and ethical practices.

AI helps designers create unique designs by analyzing trends and customer preferences. It uses data to suggest styles that combine traditional fashion elements with modern trends. This allows designers to preserve cultural heritage while also appealing to modern tastes. AI also offers personalized shopping experiences where consumers get recommendations based on their preferences, making fashion more inclusive and relevant.

AI also plays an important role in ethical and sustainable fashion. It reduces waste by predicting demand, improving production efficiency, and using eco-friendly materials. Virtual try-ons and AI-driven sizing tools help reduce returns and unnecessary manufacturing, which contributes to sustainability. Additionally, AI improves supply chain transparency, ensuring fair labor practices and reducing unethical practices in fashion production.

However, AI also poses challenges. There is a risk of losing cultural uniqueness if designs become too data-driven. Ethical concerns like bias in AI recommendations and privacy issues must be addressed to ensure responsible use of technology in fashion. This paper highlights how AI is transforming fashion by influencing culture, promoting ethical practices, and encouraging sustainability. It also emphasizes the need for balancing innovation with cultural respect and ethical responsibility to create a future where fashion reflects both tradition and modernity.