

HOW AI SUPPORTS CREATIVITY AT H&M GROUP





Everything begins
with a *why*

Liberate fashion[•]
for the many

AI as an amplifier for *creativity*



H&M



Digital Twin

**"I control my
Digital Twin's availability"**

- Jill



Jill Kortleve / IMG New York

**”She’s like me,
without the jetlag”**

- Mathilda



DIGITAL TWIN



DIGITAL TWIN



DIGITAL TWIN



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DIGITAL TWIN



DIGITAL TWIN



DIGITAL TWIN



DIGITAL TWIN



Exploring what's possible – moving beyond stills into motion, capturing the model's genuine emotion while defining how to scale.

Enhancing the designer's sketch process with Gen AI





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Welcome



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AI as an amplifier to
liberate fashion[•]
for the many

H&M