

Symbiosis of Intellect and Fashion: Algorithms and Imagination in Fashion — AI Empowers the Fashion Industry

Dr. Raymond Wong Research Centre for Arts Technology and Business (RWC-ATB) of Lingnan University, together with the Interdisciplinary Education Innovation Studio, Tsinghua Qingdao Academy of Arts and Science, hosted the academic salon “Symbiosis of Intellect and Fashion: Algorithms and Imagination in Fashion — AI Empowers the Fashion Industry” on 12 January 2026. The event was supported by the Academy of Arts & Design, Tsinghua University and HEC Paris, with Guofu Quantum Innovation Co., Ltd. and the Tsinghua Sotheby’s Alumni Association as co-organizer.



Ms. Xie Qihong, Director of Training Center Academy of Arts & Design Tsinghua University, delivered the opening speech for this seminar.



Prof. Mao Ying, Director of Dr. Raymond Wong Research Centre for Arts Technology and Business (RWC-ATB) of Lingnan University, delivered the speech for this seminar.



Prof. Anne Michaut, Deputy Dean of HEC Paris Business School and an expert in luxury brand management, delivered the keynote. She emphasize that luxury is a value system shaped by functional excellence, emotional resonance, symbolic meaning, and social belonging. While AI can generate forms and scale creativity, she underscored that luxury ultimately competes on meaning—where attention, authenticity, and legitimacy are the new scarcities.

The academic salon highlighted a practical shift from producing more objects to curating significance. AI and data can enhance personalized service, design support, and customer understanding, but human judgment remains essential to protect brand codes, heritage, and cultural depth. The aim is to let technology serve clear creative intentions, ensuring credibility and purpose.



Following the salon, a casual Q&A session was held to deepen participants' understanding. The segment offered attendees an opportunity to clarify key points, explore practical applications of AI in luxury and fashion, and consider ethical and strategic implications. Prof. Anne Michaut, together with members of the organizing team, engaged directly with the audience, fostering an open, interdisciplinary dialogue that complemented the keynote and enriched the overall learning experience.