The new rules of the fashion game: artificial intelligence, digital technologies and gamification.

Artificial intelligence is no longer just a trend; it is a necessity for any industry to function and prosper, especially one as flexible and rapidly changing as fashion. At the 36th International Fashion Exhibition Central Asia Fashion Autumn-2025 business conference, experts discussed how artificial intelligence, digital tools, and gamification are rewriting the rules and opening up new opportunities.

The topic of the incredible popularization of artificial intelligence aroused great interest among CAF visitors. Ilya Burmistrov, co-owner of the iWENGO business school and the Lennuf platform for launching online stores, invited the audience to ask themselves what AI is needed for: *«Today, it can be used to solve problems in various areas. For example, my colleague recently demonstrated a collection of children's clothing, created entirely using the Claude platform. Many are afraid that neural networks will take away people's work and turn everything into a soulless number. But this is not the reality that we will see in our lifetime. Neither in 10, nor in 50, nor even in 100 years will humans disappear from the process. Artificial intelligence is not a threat, but a tool of the future, the same as Excel once was. I still remember how in 2002 I rushed to Bauman University to learn how to work with this program. Then it seemed almost magic. Just some unknown beast. Today, it is a basic skill, and it will be the same with AI. AI will not replace, but will*

iWENGO business school and the Lennuf online store launch platform Ilya Burmistrov

significantly enhance the capabilities of those who do not have natural talent. According to various estimates, there are only 2% of talented people on the planet. And it is often recognition that makes a work great. In China alone, a short story written with the help of AI won the Chinese Science Fiction Prize. The

author Shen Yang created a story about a Kafka-style robot based on a draft of 43,000 characters in just 3.5 hours using 66 queries. And the question is no longer who created it - a person or a machine, but whether society will recognize it. If you contact a designer in the fashion business, he will create sketches, select references, get inspired, but this can take several weeks. But neural networks like Midjourney, DALL E, Kandinsky from Yandex or ChatGPT can generate dozens of visual concepts in a few minutes. Yes, not all of them will be brilliant, some will seem banal, strange, even funny. But this is where a person comes into play in order to choose the best, filter ideas, find the freshest, most authentic, with the «wow-effect» ».

The expert identified three key types of generative artificial intelligence model. The first of these is the large language model (LLM), of which ChatGPT is an example. It was ChatGPT that sparked widespread interest in AI. These models can conduct dialogues, write texts and form scripts and concepts. The next type is diffusion models, or image generators. They form the basis of popular visual content services that produce photorealistic illustrations and digital sketches. There is also demand for mixed models, which are universal tools that can generate text, images and video simultaneously. They represent the pinnacle of technological development.

«Previously, American companies, particularly OpenAI, dominated this field. Today, however, developers from China are rapidly catching up and actively developing. AI is widely used in advertising campaigns. Recently, the Spanish brand PITAS created an advertising campaign using neural networks that was nominated at the Cannes Lions festival. The AI-generated images were so realistic that most of the clothing designs eventually went into production. Russian brands are also implementing AI in their work processes. One example is the creation of a digital clothing collection that was then produced in reality. The CLO 3D application was used for this, as it allows you to accurately visualise how the clothes will look in different materials and take into account how the fabric behaves and how it fits the figure. However, there is no need to try to master all the tools at once — more and more are appearing every day. «Eventually, each professional forms their own list of four or five favourite tools», - says Ilya Burmistrov.

Neural networks easily process huge amounts of text. For example, they will read and retell Leo Tolstoy's novel «War and Peace» without difficulty, moreover, they will adapt the information in the right way. Based on the novel, you can generate a short «report» on the results of Natasha Rostova's ball, determine «responsible persons» and even «key tasks».

«Schoolchildren are already actively using AI. This is a new way of interacting with information. In today's oversaturated world of data, the ability to think critically and quickly structure information is what distinguishes a competent user from a mere copyist. It's not about giving up thinking; it's about using technology as an extension of intelligence. Consider a school essay on Antoine de Saint-Exupéry's The Little Prince. A typical search for «Write an essay on what the book teaches» will produce a standard, superficial

text compiled from fragments of Wikipedia and literary reference books. It's just garbage. However, if the task is reformulated as «Help the child to determine the key themes, morals and features of the relationship between the Little Prince and the Rose», the outcome is completely different. AI doesn't just produce a text; it provides a reasoned interpretation and analyses themes such as friendship, love and responsibility. It shows how the theme of unrequited feelings is revealed through the relationship with the Rose and the scene with the Fox, explaining the meaning behind the famous phrase, «We are responsible for those we have tamed». This approach enables you to do more than just complete the task; it allows you to truly comprehend the work. The conclusion is obvious: neural networks don't do things for children; they do things with them. The key is to set the task correctly. Then AI becomes an ally in developing critical thinking, creativity and independence», - says Ilya Burmistrov.

КАК СОСТАВЛЯТЬ ПРОМТЫ. ОБЩИЕ ПРИНЦИПЫ

- Роль
- Контекст + Детали
- Тон общения
- Инструкция
- Форма результата
- Ограничения

1. Задайте роль
2. Не забывайте про необходимость ввести в контекст. Дайте больше данных
3. Дайте примеры
4. Определите в каком стиле вы хотите общаться
5. Спрашивайте у ChatGPT достаточно ли информации и всё ли понятно
6. Попросите задать уточняющие вопросы
7. Задайте длину ответа или количество пунктов (можно попросить вывести ответ в форме таблицы)
8. Задавайте бюджет, любые логические и формальные ограничения

The CAF expert emphasized the need to give any neural network the right prompts to achieve the best result: *«Why does a prompt not always lead to the right answer? Because AI does not check how credible and reliable the information on the Internet really is. It can show creativity, and then fictitious ideas and unreliable events are sometimes possible in the answers. Be sure to check, especially if the accuracy of facts and statistics is important to you, learn to narrow and clarify the request to keep the AI within the acceptable range of the spread of answers».*

Clothing designer, founder of the Qanaker brand Almas Kerimbek

Almas Kerimbek, a clothing designer and the founder of the Qanaker brand, which integrates AI into fashion and visual communication, shared his practical experience in the fashion industry. *«First of all, neural networks were useful at the preparation stage, such as when creating mood boards, collecting visual references, formulating the concept of a future show and even when searching for a collection name. AI is especially useful for the technical side of things. If the request is formulated correctly, neural networks can create clear technical sketches, whether it's a shirt with twelve buttons and a stand or a complex multi-layer structure. Success in this case depends on the accuracy of the tasks set for the algorithm. One of the most valuable tools is the CLO 3D application. It enables the creation of complete patterns and 3D clothing models, eliminating the need for paper patterns. This saves time, resources and money while supporting a sustainable approach to production. Furthermore, when used with AI, the application can generate entire collections on which real production is based. However, AI cannot generate something completely new. It only generates what is on the network».*

Aiman Moldabekova, moderator of the business session, the first cyber model of Kazakhstan and ambassador of creative industries according to «Kazakhtourism», asked the designer which processes in the fashion industry definitely cannot be automated and should not even be attempted. He answered succinctly: *«This is, of course, the emotional part — the stage at which an idea is conceived and the concept of a brand or collection is established. This is where creativity, inspiration and a creative person's personal vision manifest themselves. Artificial intelligence is not able to feel these emotions. It cannot replace the real process of creating something either: sewing, working with fabric and adding finishing touches. Human hands, skill and experience are important here and cannot be fully automated. The light industry, especially in Kazakhstan, needs to develop and will grow. Yes, AI can speed up certain stages and help generate ideas or optimise processes, but it cannot replace people when it comes to creativity and crafts. And it should not».*

The topic of digital technologies in the fashion industry was continued by 18-year-old programmer, finalist of the largest Kazakhstani incubator Infactorial Jafar Mazhitov, who developed the TryStyle.live project. This application is in demand by clothing stores and marketplaces, as it embodies the idea of smart shopping. With the help of the application, the buyer can choose images from the existing assortment, and by uploading their photo, put together a look taking into account the features of the figure. TryStyle is based on a database of current fashion trends, as well as machine learning: the bot «remembers» the client's tastes and updates its experience with each new session. And the application helps entrepreneurs create a catalog, add a virtual fitting and start selling online directly from the phone.

«For example, if a user writes «I want to wear a light T-shirt and dark pants» - the bot selects a look in a couple of seconds: a white T-shirt and dark pants in a smart style casual. And if you specify body parameters (for example, height 171 cm, thin build), the bot will create an image taking into account the fit and proportions. The main advantage of the digital innovation is complete personalization and speed. TryStyle

Programmer, finalist of the largest Kazakhstani incubator Infactorial Jafar Mazhitov

replaces endless pages with products with a smart dialogue: the user simply writes what he needs, and the service itself offers images. For marketplaces and brands, this is a way to stand out due to convenience, customization and a new level of customer experience. The future of online shopping is in smart, self-learning assistants, full-fledged fashion assistants who know what will suit you even before you formulate it», - the programmer is convinced.

One of the key issues that the service addresses is size selection, which can be a real headache for online retailers. A significant proportion of orders are not completed precisely because of discrepancies between the product's fit and dimensions. Even if the buyer specifies their usual size, it may not match the size of the actual product (for example, size 52 may be labelled as either L or XL depending on the brand). These nuances are not always clear to buyers, especially when purchasing items remotely. Consequently, users place several orders for the same product «to choose from», which increases online stores' logistics, returns and processing costs. TryStyle helps to solve this problem. Thanks to its smart selection technology, the bot recommends products that will actually fit, thereby reducing the number of returns.

Aibolat Kulatai, Kazakh developer, founder of Thousand IT, Sez App and platforms Aqyl Battle, which has united over 800 thousand users across Kazakhstan, touched upon the topic of using game mechanics in the fashion industry. The game he developed, Aqyl Battle is an intellectual quiz in the Kazakh language that helps users spend their leisure time usefully, learning interesting facts about the history of the country.

The expert believes that game mechanics are becoming an increasingly visible tool in the fashion industry, especially in the context of the younger generation entering the market - schoolchildren, students, representatives of generations Z and Alpha: *«These are real gamers who grew up in the digital space of Roblox, Among Us, Fortnite and TikTok. For them, the game is a natural way of perceiving the world, and self-expression occurs through avatars, digital profiles and challenges. This audience requires constant interaction: praise, competitions, the «play – get» format. Therefore, fashion brands are increasingly exploring gaming spaces. Gucci, for example, sold a virtual bag in Roblox for more than its real counterpart. All this creates a fundamentally new consumer experience. I will add that interest in fashion is obvious even in non-standard formats: for example, in the intellectual game Aqyl Battle users regularly choose questions related specifically to fashion topics».*

Developer Thousand IT, Sez App and platforms Aqyl Battle Aibolat Kulatai

According to Aibolat, augmented reality (AR) technologies are also beginning to play an important role. One striking example is the Belarusian startup Wannaby: *«The company released the Wanna Kicks app. Users open the application, point the camera at their feet, select a model of trainers to «try on», and a 3D model of*

the selected footwear appears on their feet. 3D models are displayed best when you try them on without shoes. This approach saves time and increases sales conversion because the buyer can immediately see how the item will look on them. The technology also enables brands to test ideas prior to release to ascertain their appeal and interest to the audience before moving on to real production. This makes gaming not only an entertainment platform, but also a powerful business tool for the fashion industry».

Sales in virtual stores could reach $50 billion by 2030. Global brands such as Gucci and Balenciaga are actively exploring gaming platforms, creating virtual stores, collections, and collaborations. A striking example is the DRESSX app, where users can create their own looks. Artificial intelligence plays a significant role in the transformation of the fashion industry. Aibolat Kulatai recalled that businesses are already emerging in which AI generates full-fledged projects, from concepts and visuals to books: *«This opens up new monetization channels and expands creative horizons. According to 2024 data, the AI market in fashion is estimated at more than $2 billion, and by 2037 it could grow to $170 billion. This is no longer just a trend; it is a large-scale and rapidly growing area that is changing the rules of the game. The fact that AI and gamification are actively discussed today, including on professional platforms, speaks to the inevitability of these changes».*

Experts at the CAF business conference shared their vision of the development of the situation with artificial intelligence in the fashion sector