

# Lucror

presents

## Ai Model for Ecom & Ads

Working with Top Brands

**FARFETCH** PERRY ELLIS®  **zalando**

YOOX  **TARGET**



# 1. 360° AI Fashion Content Solution

(Ai Model Curation → Garment → Style → Studio → Lifestyle → Video)

## Brand Brief:

- **Name:** Aisha, 32
- **Persona Theme:** Contemporary Artisan Minimalist
- **Values:** effortless elegance, craftsmanship, comfort, conscious fashion, timeless silhouettes
- **Interests:** café hopping, art galleries, mindful living, travel, slow mornings
- **Purchasing Motivations:** Aisha gravitates toward versatile statement pieces that feel refined yet easy.
- **Styling Direction:** Trend Competency: Medium / Understated dresser with elevated accents
- **Direction:** Warm earthy tones, fluid silhouettes, soft textures. Layered styling with structured accessories.

## Ai Model Curation as per the brief:



Garment

Styling

Model

PDP

Lifestyle Image

AI Video



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Brand - SKUs

In House Ai Model

Ai PDP Image - Studio

Ai PDP Image - Lifestyle



Ai PDP Video - Studio



Ai PDP Video - Lifestyle

## 2. Ai PDP Images (Flat lay/Mannequin to Ai Models)

## Ai PDP Images – Studio Samples



# Ai PDP Images – Studio Samples



Ai PDP Images – Studio Samples



## Ai PDP Images – Lifestyle Samples

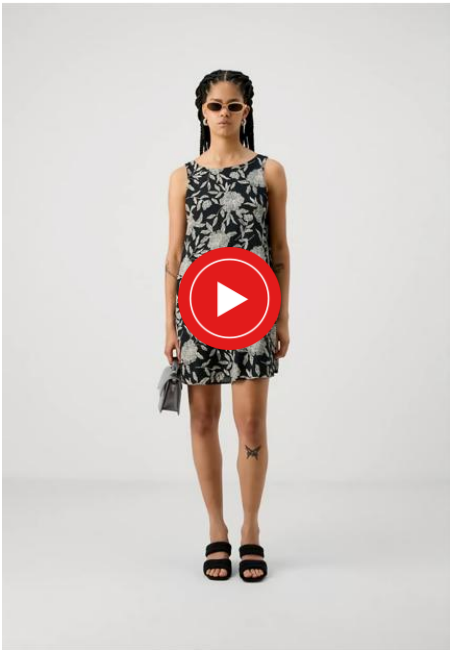


## Ai PDP Images – Lifestyle Samples



# 3 : AI PDP Videos

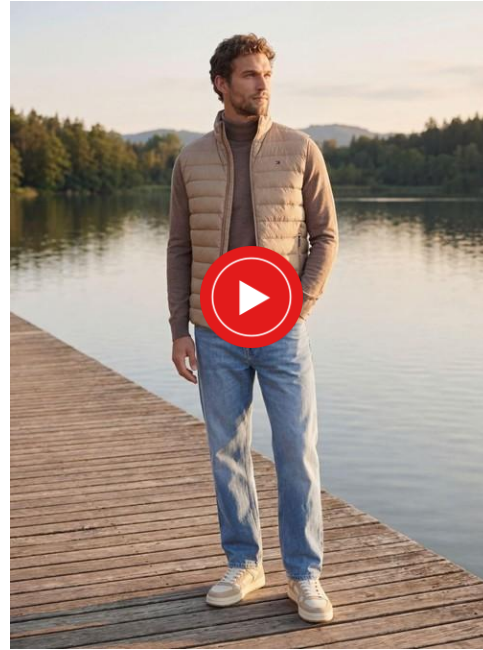
# Ai PDP Video – Studio Samples



# Ai PDP Video – Studio Samples



## Ai PDP Video – Lifestyle Samples



## 4. Brand-Aligned AI Model Creation

## Brand Brief:

- **Name:** Mei, 29
- **Persona Theme:** Modern Scandinavian Minimalist
- **Values:** functionality, simplicity, earth tones, slow fashion
- **Interests:** interior design, city cycling, clean beauty, books.
- **Purchasing Motivations:** Mei prefers quality basics that mix seamlessly. She invests in versatile pieces she can wear from work to casual outings.
- **Styling Direction:** Trend Competency: Medium / Minimal dresser
- **Direction:** Neutral palette, soft layering, relaxed tailoring. Scandinavian silhouettes that are modern but understated

## Ai Model Curation as per the brief:



Garment

Styling

Model

PDP

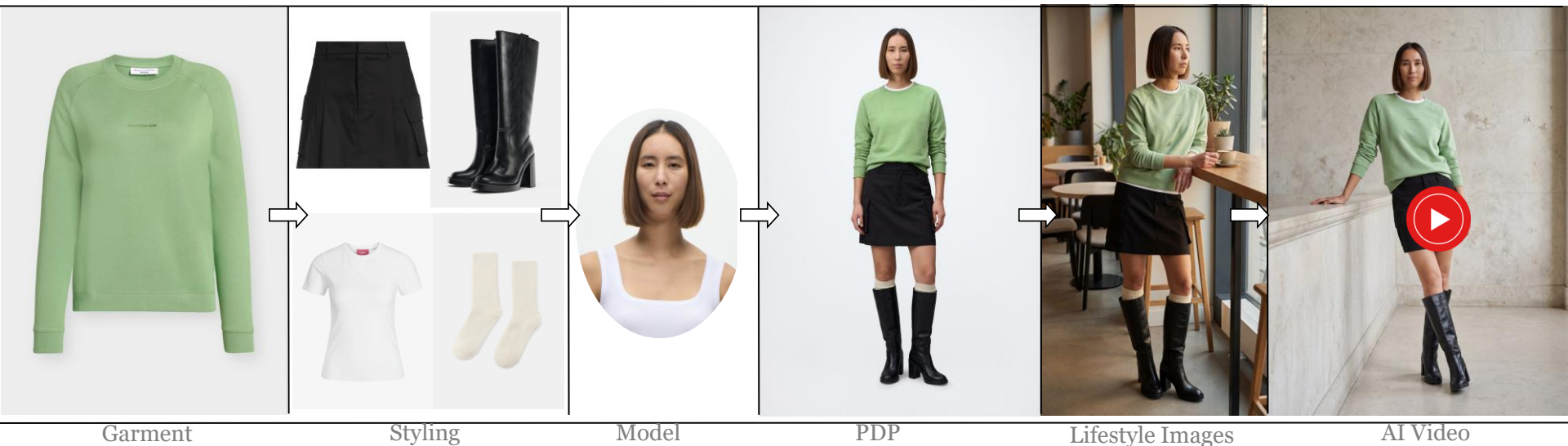
Lifestyle Images

AI Video

## Brand Brief:

- **Name:** Lea, 35
- **Persona Theme:** Soft Parisian Muse
- **Values:** ease, elegance, quiet confidence, personal expression
- **Interests:** art galleries, brunch outings, photography, slow lifestyle, city walks
- **Purchasing Motivations:** Lea chooses pieces that feel feminine but comfortable. She prefers soft knits, structured skirts, and timeless boots.
- **Styling Direction:** Trend Competency: Medium / Confident dresser
- **Direction:** Effortless chic with cozy textures. Balanced silhouettes – oversized top with fitted bottom. Loves neutral tones and Parisian layering.

## Ai Model Curation as per the brief:



## Brand Brief:

- **Name:** Sofia, 35
- **Persona Theme:** Modern Office Minimalist
- **Values:** professionalism, neatness, growth, simplicity
- **Interests:** career building, Pilates, finance news, light travel, dining out
- **Purchasing Motivations:** She prefers clean fits, subtle colors, and pieces she can dress up or down for hybrid workdays.
- **Styling Direction:** Trend Competency: Medium / Structured dresser
- **Direction:** Smart semi-formals — tailored trousers, crisp tops, polished flats. Always professional but not overly dressed.

## Ai Model Curation as per the brief:



Garment

Styling

Model

PDP

Lifestyle Images

AI Video

## Brand Brief:

- **Name:** Maya, 25
- **Persona Theme:** Active Urban Minimalist
- **Values:** health, comfort, routine, self-care
- **Interests:** jogging, fitness, music playlists, podcasts, weekend hikes
- **Purchasing Motivations:** Maya buys activewear that lasts – breathable fabrics, neutral colors, and sets she can wear from jogs to errands.
- **Styling Direction:** Trend Competency: Low/Medium / Comfort-first dresser
- **Direction:** Clean athleisure – soft sweatshirts, tapered joggers, classic sneakers. Practical but stylish.

## Ai Model Curation as per the brief:



Garment

Styling

Model

PDP

Lifestyle Images

AI Video

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