

the PROMPT RUNWAY

2

how you can use AI to generate
and develop
fashion concepts and creative ideas



first > try this quick experiment:

- 1| write down an emotional keyword.
- 2| use AI to generate 20 images.
- 3| choose 3 of them.
transform them into:
 - a visual moodboard
 - a material study & research
 - a 6-look thematic micro-collection

where
it works?

Google Gemini
ChatGPT
NewArc AI

tip:

you can discover specific prompts and find accurate instructions for generate moodboards on the website ([Ready-to-Prompt page](#))

this way, AI becomes an “exploration companion”, not a creative replacement.

now: an example with a more complete fashion workflow

for this experiment I used ChatGPT,
but feel free to try other AI tools as well.

step A

THEME:

“Presence in the Here and Now”

PROMPT:

*“Presence in the here and now”
Can you write a short concept, a title, some keywords,
or a storytelling idea around this theme?*

AI RESPONSE:

“Presence in the here and now” in fashion
could become an extremely physical,
almost meditative collection.

Title: “HERE”

“A collection that does not represent time.
It suspends it.
The garments do not tell a story from the past
or the future.
They are built to happen in the instant.”

step B

PROMPT:

Write possible developments for silhouettes, materials and details, color palette, and an idea for a possible runway show.

AI RESPONSE:

1 Silhouettes

Clean, essential lines. Structures held in tension. Restrained volumes, never excessive. Subtle asymmetries suggesting imminent movement. Imagine a dress that seems about to expand — yet remains contained.

2 Materials

Materials that react to the body: Fabrics that slightly change color with light. Technical fibers moving with breath. Layered organza creating a subtle vibration. Presence is perception. The garment must react to the moment.

3 Symbolic Details

Visible seams → awareness of the process. Pleats originating from the center of the chest → the epicenter of presence. Thin cords or internal tensions. Not decoration. Contained energy.

4 Color Palette

Colors that do not scream: Off-white - Sand - Fog gray - Sage green - A deep, absorbent black - Or a radical choice: total monochrome. Because in the present there is no distraction.

5 Performance / Runway Show

The runway show is not spectacle. It is a perceptual experience. Silence. Slow footsteps. Amplified breathing. Models walk as if listening to something invisible. No theatricality. Only minimal intensity. The light changes slowly. Almost imperceptibly. The audience should not simply observe the garments. They should become aware of their own breathing.

step C

PROMPT:

Generate 10 images with silhouette variations starting from these keywords: "retained voltage" - "visible breath" - "unstable equilibrium"

AI RESPONSE:



step D

PROMPT:

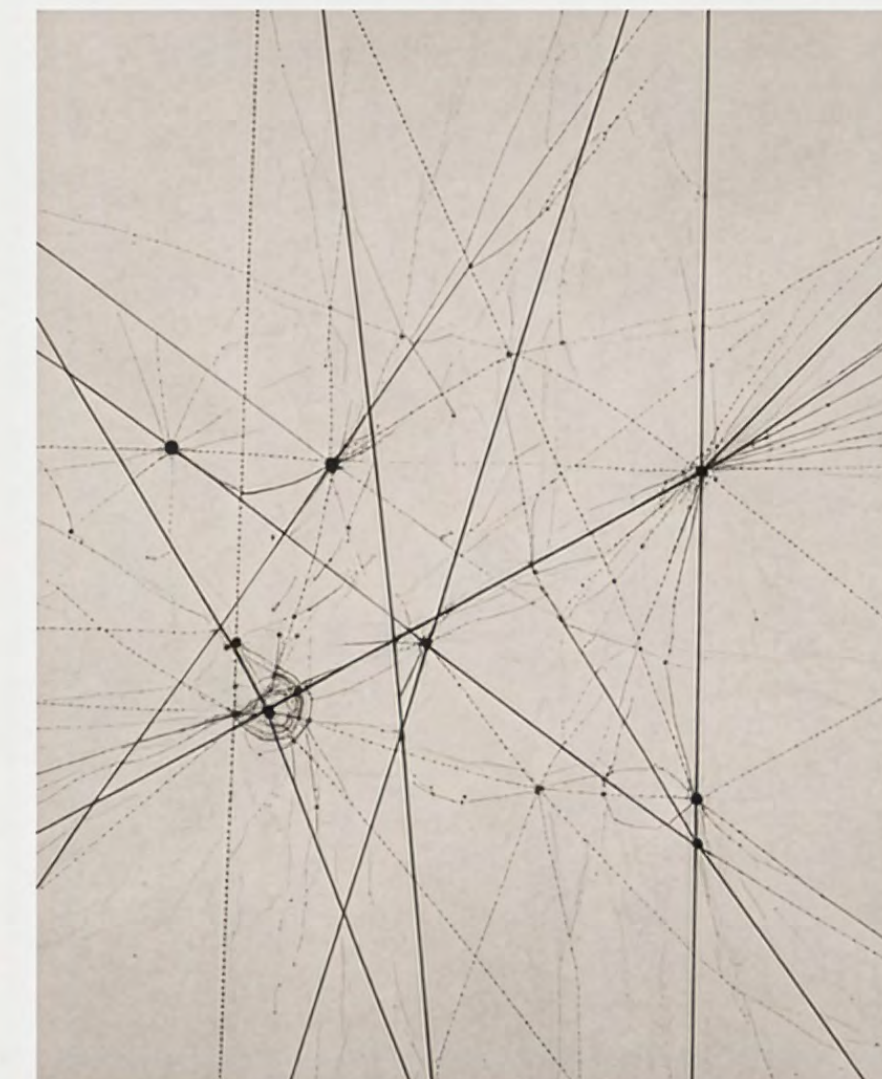
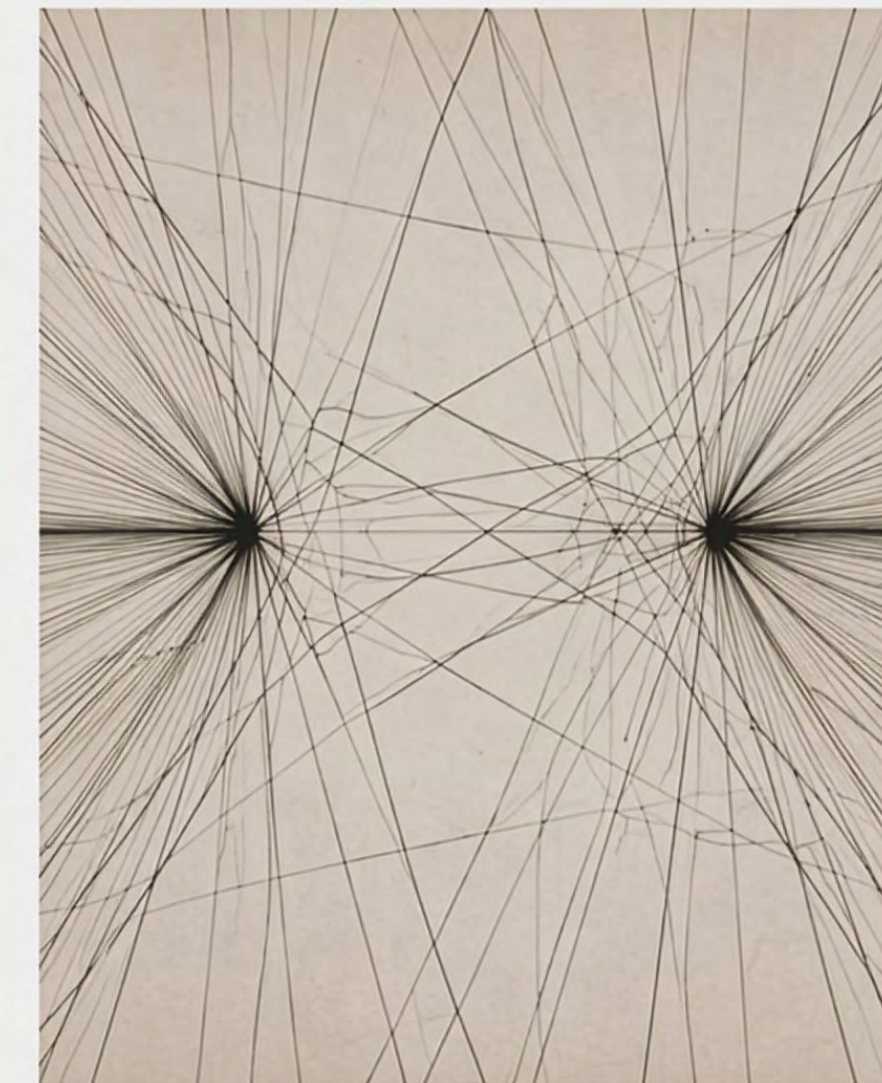
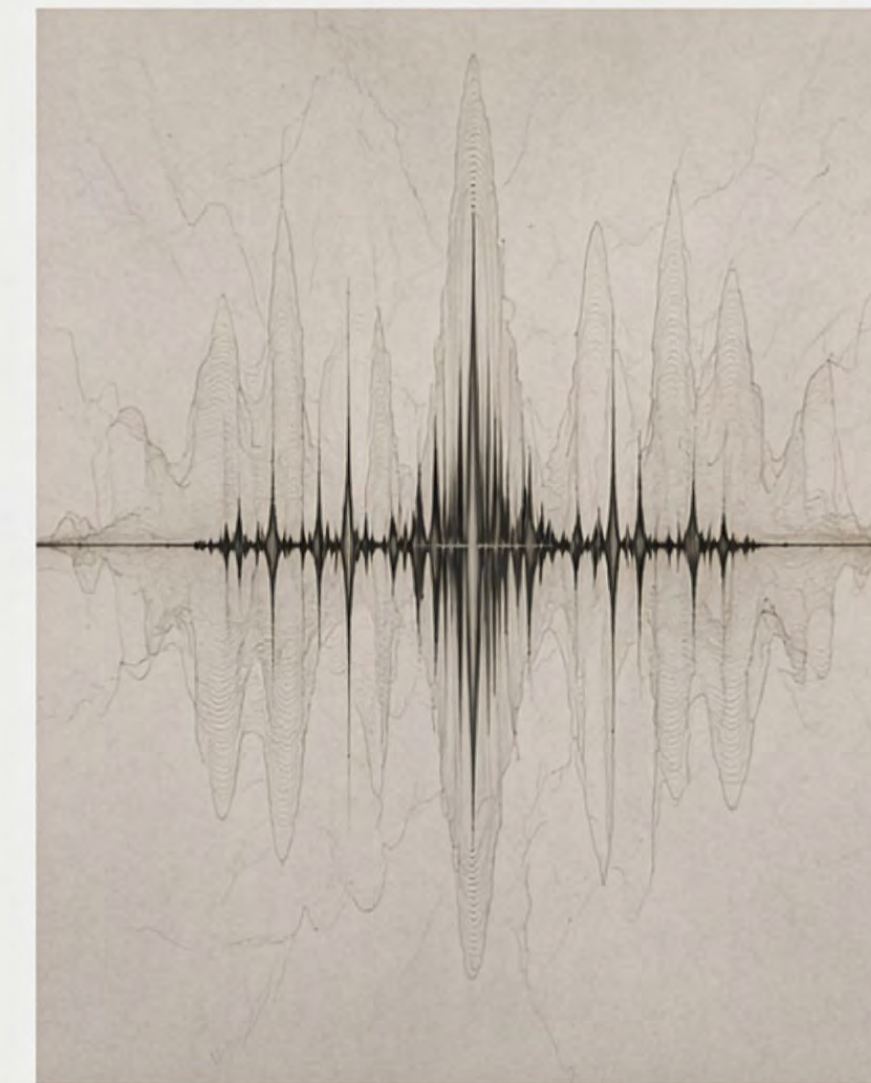
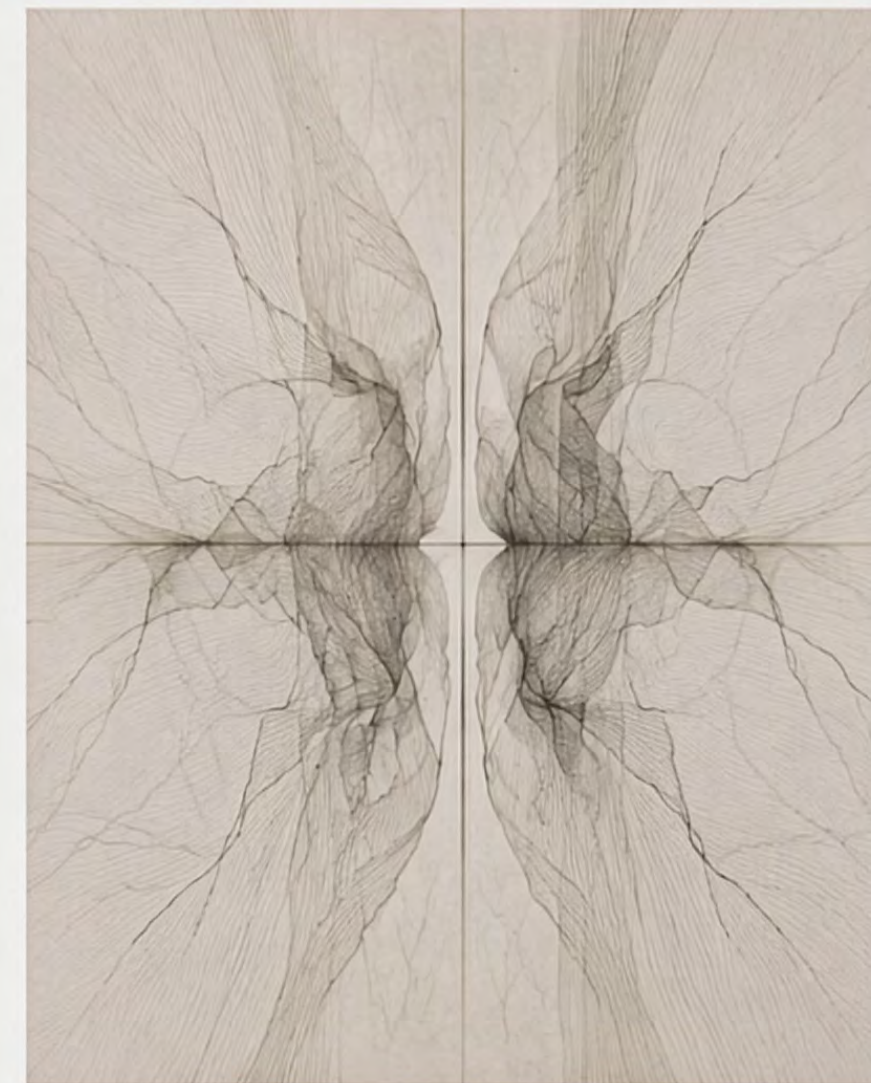
Create 6 different graphic patterns to use as prints or textures based on:

Breathing Traces

Sound waves of a heartbeat

*Tensile lines
(such as force diagrams)*

AI RESPONSE:



step E

PROMPT: *Ok. Let's try to turn these ideas into a dress. Develop and explain in textual form the concept of a single iconic piece from this collection: a sculptural piece, very haute-couture, fashion show or performance.*

AI RESPONSE:

“*here*” is a garment that you don't just wear - but live in. A garment that exists at the exact point between tension and release. It doesn't tell the story of the movement. He expresses it.

Structure

A shell structure, but not rigid. Base: soft, with almost invisible inner bustier. Above: A suspended external shape, as if held by threads of force. The lines start from the center of the sternum and open outward under controlled tension. It's not armor. It's an energy field.

Shape

A wide curve behind the shoulders, like a tense arch. A volume that does not completely touch the body, but touches it. There is air between the body and the sculpture. Presence is born in space.

Materials

Structured Organza or Technical Mikado. Very thin transparent fiber threads integrated into the fabric. Nearly invisible net insertion that support form. The material should feel light but maintain tension.

Color

One color. Matte milk white. or Deep black that absorbs light. Or Ash gray, like silence before a sound.

Movement

When the wearer breathes the structure vibrates slightly. Sculpture is not static: it is alive. The dress becomes a meter of the present. It's not costume. It's not armor. It's presence.

The final gesture

The garment closes with only one attachment point. A conscious gesture.

The Devil Wears Prompt

step F

PROMPT:

Nice! Now let's develop it visually and concretely. Generate 30 clothing ideas with variations in structure from the text description you wrote just before.

AI RESPONSE:



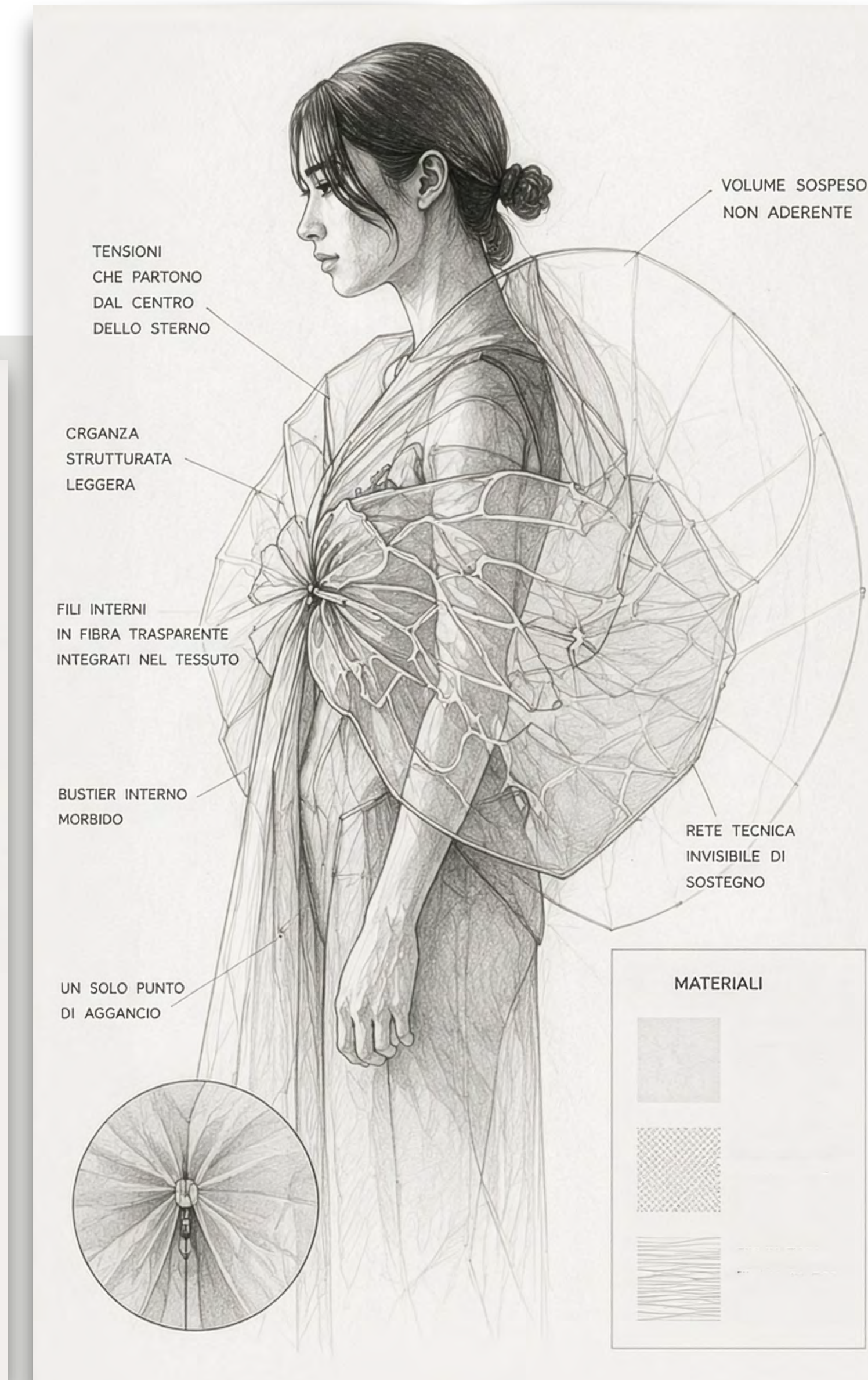
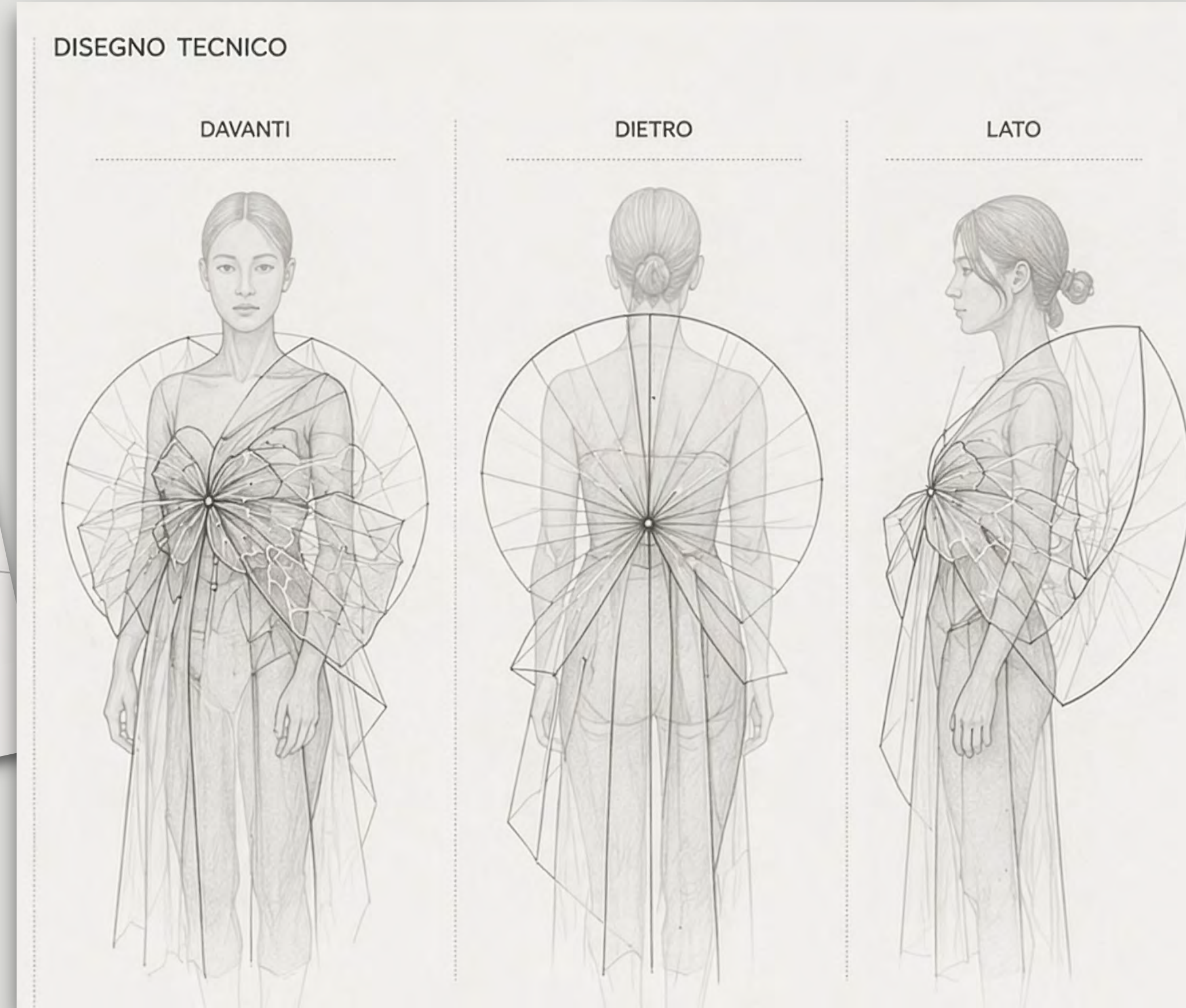
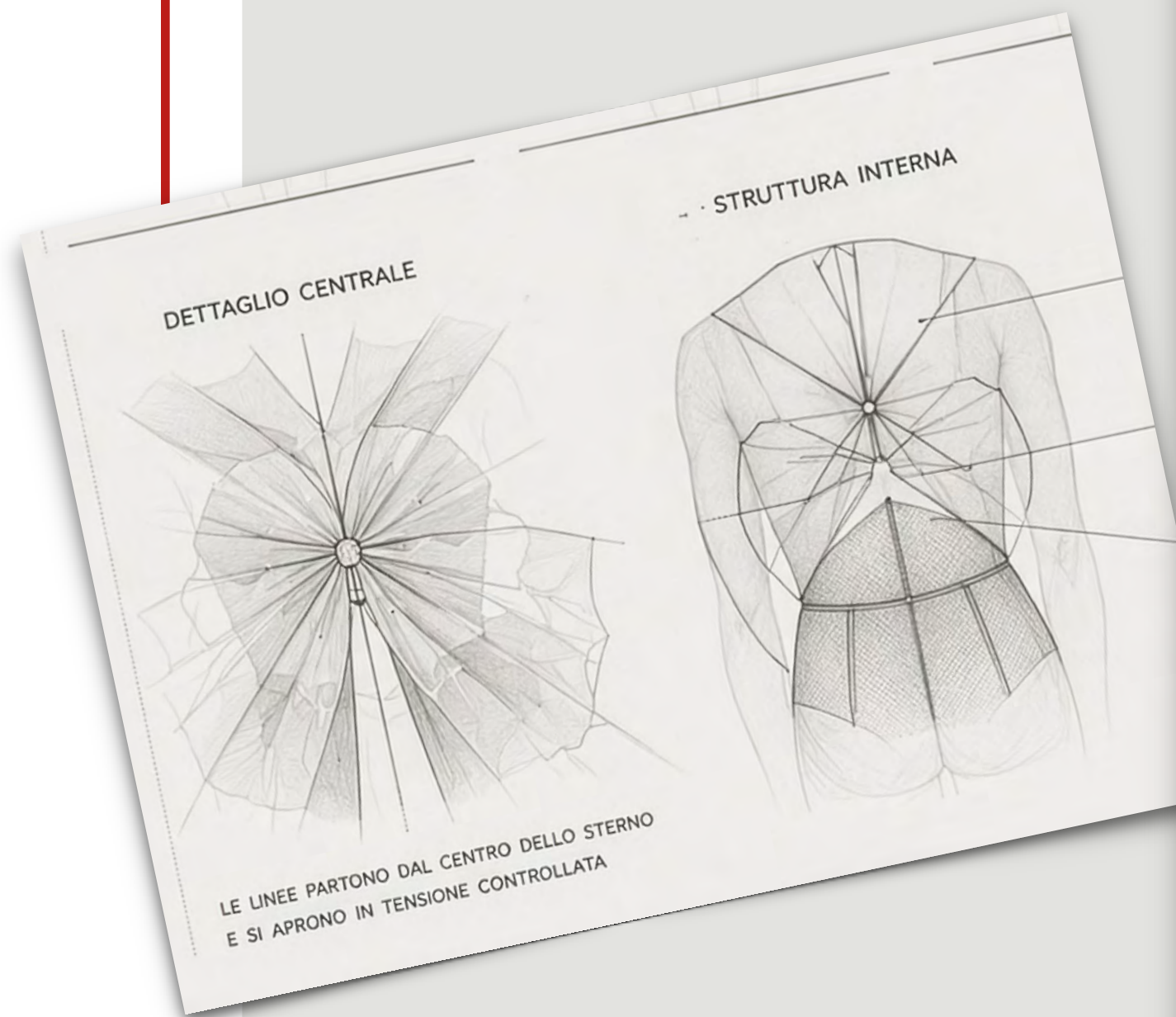
step G

PROMPT:

*I chose this one. Make a more technical development:
a drawing of the front and back.*



AI RESPONSE:



step H₁

PROMPT:

Now set up a project sheet ready for the atelier.

AI RESPONSE:

P R O J E C T S H E E T

✓ TYPOLOGY:

Sculptural bustier + structured dorsal extension.

Wearable over minimal base (directly on skin or neutral bustier).

✓ TECHNICAL STRUCTURE:

Internal base

Stretch technical jersey bustier (skin color)

Flexible thin composite fiber splints

Invisible side closure

External structure

Lightweight frame integrated into the edge of the garment

Main curvature: dorsal arch from scapula to scapula

Frontal diagonal tension starting from the sternum towards the opposite side

Expected space between body and structure: 3–6 cm variable.

✓ MATERIALS:

Primaries

Lightweight technical Mikado or double-layer structured organza

High-strength transparent mesh for invisible support

Structural

High tension transparent nylon threads

Micro rods made of ultra-light glass or carbon fiber

Finishes

Visible seams

Thin heat-sealed edges

✓ COLOR PALETTE:

Matte milk white

Ash gray

Matte absolute black

No prints. Possible to make a variant with printing.

step H₂

AI RESPONSE:

A T E L I E R C O N S T R U C T I O N (O P E R A T I O N A L S T E P S)

1 Basic bustier modeling on mannequin.

2 Dorsal curvature study with prototype metal wire.

3 Structure transfer on light fiber.

4 Real body test for tension testing.

5 Adjustment of anchor points.

6 Insertion of transparent stabilization net.

7 Exposed seam finishing.

8 Dynamic behavior mandatory tests:
Deep breathing → check controlled micro vibration.

Slow movement of the arms → no permanent deformation.

Slow walking → stability of the sternal midpoint.

The garment must:

- ✓ Don't swing excessively
- ✓ Don't collapse
- ✓ Don't feel stiff

DIMENSIONAL PARAMETERS (prototype size 40 IT)

Dorsal arch width: 42–46 cm

**Maximum height rear structure:
18–22 cm**

**Sternal tension point:
2 cm above breast line**

Target total weight: max 650 g

step H_3

AI RESPONSE:

P A T T E R N D A T A S H E E T

Sculptural Garment H E R E

Prototype TG 40 IT.

Starting pattern:

Strapless fitted bustier pattern.

- ✓ Breast circumference: 84–88 cm
- ✓ Waist circumference: 64–68 cm
- ✓ Length center front (under breast → waist): 18–20 cm
- ✓ Length center back: 22–24 cm
- ✓ Fit: Structured fit (ease 0–1 cm max).

PATTERN PIECES

A. Internal base

- ✓ Center front (cut 1 on fold)
- ✓ Front side (cut 2)
- ✓ Flank behind (cut 2)
- ✓ Center back (cut 2)
- ✓ Upper (mirror) facing
- ✓ Inserted splints:
 - 1 on center front
 - 2 on princess cuts
 - 2 on center back

B. External sculptural structure

- ✓ Structural sternal panel (cut 1)
 - ✓ Front diagonal wing (cut 1 + reinforcement)
 - ✓ Upper dorsal arch (2 symmetrical cut)
 - ✓ Transparent support net insert (cut 2)
 - ✓ Fiber rod housing
 - ✓ Basic lines
- Primary tension line starts:
2 cm above breast point, ends in opposite flank 6 cm under armpit
- This line determines:
Diagonal wing position
Fiber anchor point

step H_4

AI RESPONSE:

P A T T E R N D A T A S H E E T

Dorsal arch curvature recommended radius: 21–23 cm (variable under test)

Maximum height arch from the back plane: 18–22 cm

Attack: 4 cm below shoulder line

3 cm internal to the axilla margin

Seam margins:

Internal: 1 cm, External: 0.7 cm

Thermo applied edging: 0.5 cm

Fiber piping: 1.2 cm finished

Reinforcements needed:

Medium iron-on tape on sternal panel

Double layer reinforcement on diagonal tensile point

Internal micro patch on dorsal arch attachment

Pattern assembly sequence

Assemble basic bustier.

Insert splints.

Apply structured sternal panel.

Place diagonal wing (first basting).

Mount dorsal arch with mesh support.

Insert fiber into channel.

Close paramontures.

Tension test on mannequin.

Critical points to check:

⚠ Sternal point: must not pull down.

⚠ Bow Attack: No lateral twisting.

⚠ Body-structure space:
Min 3 cm - Max 6 cm

Evolutionary variant (optional)

Possible insertion: Internal invisible micro elastic for micro vibration to breath. Hidden micro counterweight for walking stability.

Final atelier test

Try with: Slow and deep breathing

Walk 10 meters, Bust rotation 30°

The structure must:

✓ Stays aligned to body

✓ stays without distortions

✓ keeping the shape

LAST TIP:

In every AI app you can also upload images
In addition to suggestions.
Be sure to avoid infringing the copyrights
of the images you use, unless you use them
as a starting point for very personal processing.
If you want to learn more about copyright
and Generative Artificial Intelligence,
you can visit my website page [The Lookbook](#).

**Try now the same
steps
with your ideas
and inspirations.**

That's all.