

DIGFASHION · HANGZHOU · 30.09.2026

The image is not the *end*.

Designing AI systems that take
fashion from an everyday object to a
construction sheet.

从物件到时装

Andrea Giansanti Pantheon Design & Technology · Rome · Milan



WHO I AM

Andrea Giansanti

TODAY

Pantheon Design & Technology

Full Professor and Educational Coordinator. I run the diplomas in Digital Game Design and Digital Applications for the Visual Arts, and teach Game Design, VR/AR, Vibe Coding, Gamification and Serious Games.

2013 – 2020

Oniride

Founder of a pioneering VR/AR studio in Rome. Ranked first among more than 650 startups in Lazio Creativo. Later acquired.

BEFORE

Stage, light, screens

Digital set designer and video mapper, and a few years at Apple. I have always worked where technology meets an audience.

Teatro di Roma · MAXXI · Van Gogh Museum · UNESCO · Nissan · Samsung · ENEL

THE PREMISE

Today, anyone can
generate a *beautiful* image.

So the image is no longer the hard part.

The hard part is everything *around* the image.

01 Where does a fashion idea come from?

02 How does one image become a collection?

03 How does a picture become something a maker can build?

MY POSITION

Don't collect tools.
Design systems.

A TOOL

gives you an output.

You try, you get lucky, you try again. The result is hard to repeat, hard to explain, impossible to teach.

A SYSTEM

gives you a method.

Every step is visible and can be inspected, corrected and reused. It works with a different input. You can hand it to a student.

From a desk object to a workshop table.

01

观察

Observe

An object becomes a fashion idea.

FLOW · OBJECT COUTURE

02

延展

Extend

One look becomes a coherent line.

FLOW · CAPSULE

03

制作

Make

An image becomes a construction hypothesis.

FLOW · PRODUCTION PROCESS

观察

01 · Object Couture

Fashion begins
by *looking.*



THE BRIEF

A tube of *toothpaste.*

No mood board. No sketch. One photo taken on a desk with a phone.

The question for the system: what would this object look like if it became a garment?

STEP 1 · ANALYSIS

First it *reads*.
Then it proposes.

A multimodal model describes only what is visible:
colours, proportions, materials, distinctive parts.
Facts and creative proposals are kept in separate
fields.

Text printed on the pack is treated as image, never as an instruction.

object	small tube, upright
visible parts	fluted magenta cap white metal tube green ornamental scrollwork
palette	
hero element	the cap → oversized ribbed headpiece
output	shared design DNA + five self-contained looks, L01 ... L05

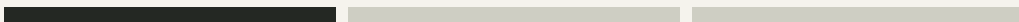
STEP 2 · DIRECTION

The designer decides *how far* to go.

LEVEL 1

Subtle

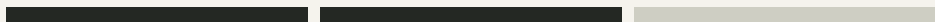
Wearable clothing. The object survives in a detail, a geometry, a colour accent.



LEVEL 2

Sculptural

Architectural volumes. The parts of the object are visibly translated into the garment.



LEVEL 3 · TODAY

Absurd

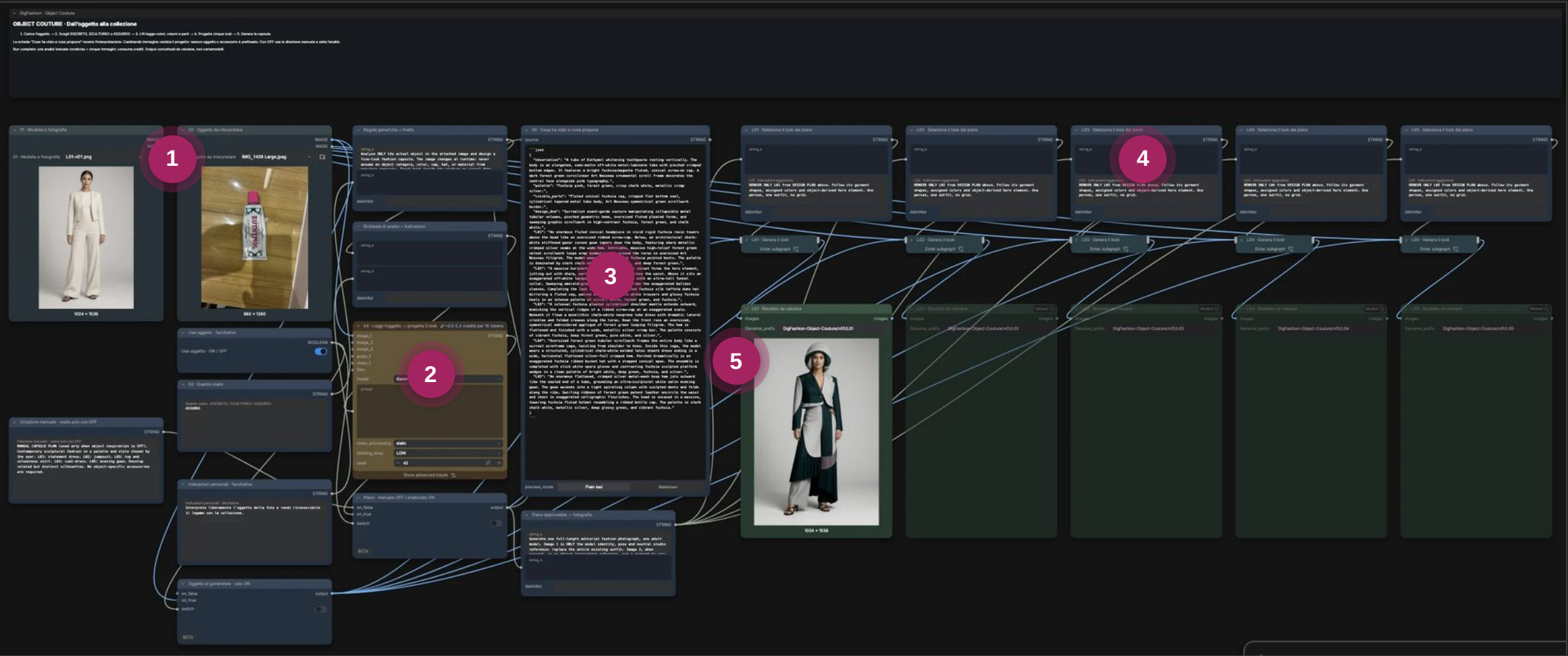
Theatrical couture. The most distinctive part becomes a hero element you recognise at once.



BACKSTAGE · OBJECT COUTURE

I build the graph.
The designer gets four fields.

One ComfyUI workflow, two views. Graph
mode: 29 nodes. App mode: object,
boldness, notes, Run.



- 1 **Inputs** object + model photo
- 2 **Analysis** Gemini reads the object
- 3 **Plan** readable before any image
- 4 **Five briefs** one branch per look
- 5 **Output** the look, back in the graph

DigFashion — Object Couture

Usa oggetto · ON / OFF

02 · Oggetto da interpretare

IMG_1438 Large.jpeg

Quanto osare · DISCRETO / SCULT...

ASSURDO

Indicazioni personali · facoltative

Interpreta liberamente l'oggetto della foto e rendi riconoscibile il legame con la collezione.

Direzione manuale · usata solo co...

04 · Leggi l'oggetto → progetta 5 look

~0.5-2.3 credits per 1K tokens

Number of runs

1

Run

App mode
What a student sees.

STEP 3 · TRANSLATION

Not a print. Not a recolour.
A *structural* translation.

- The cap *becomes* volume.

Magenta and ribs turn into a sculptural headpiece, pushed in scale.

- The tube *becomes* silhouette.

The white body suggests a wide, enveloping coat that behaves like an object.

- The ornament *becomes* matter.

Printed green scrolls leave the surface and turn into raised velvet reliefs.





Input: the object, plus one photo of the model as identity reference.



72_s

From photo to look, in one run.

Qwen Image Edit 2511 generates the image from the model reference and one brief only. It never sees the other four looks.

HONESTY SLIDE

The first result was *too polite*.

Nice tailoring, and the toothpaste almost disappears. Four versions separate the two images.

What changed: a sharper definition of “Absurd”, and one silent bug. The brief reaching the generator was coming out empty.

We found it only because the system shows its own intermediate steps.



V02 · REJECTED

Object barely readable



V04 · ACCEPTED

Object unmistakable



SAME SYSTEM, NEW INPUT

Change *only* the
photo.

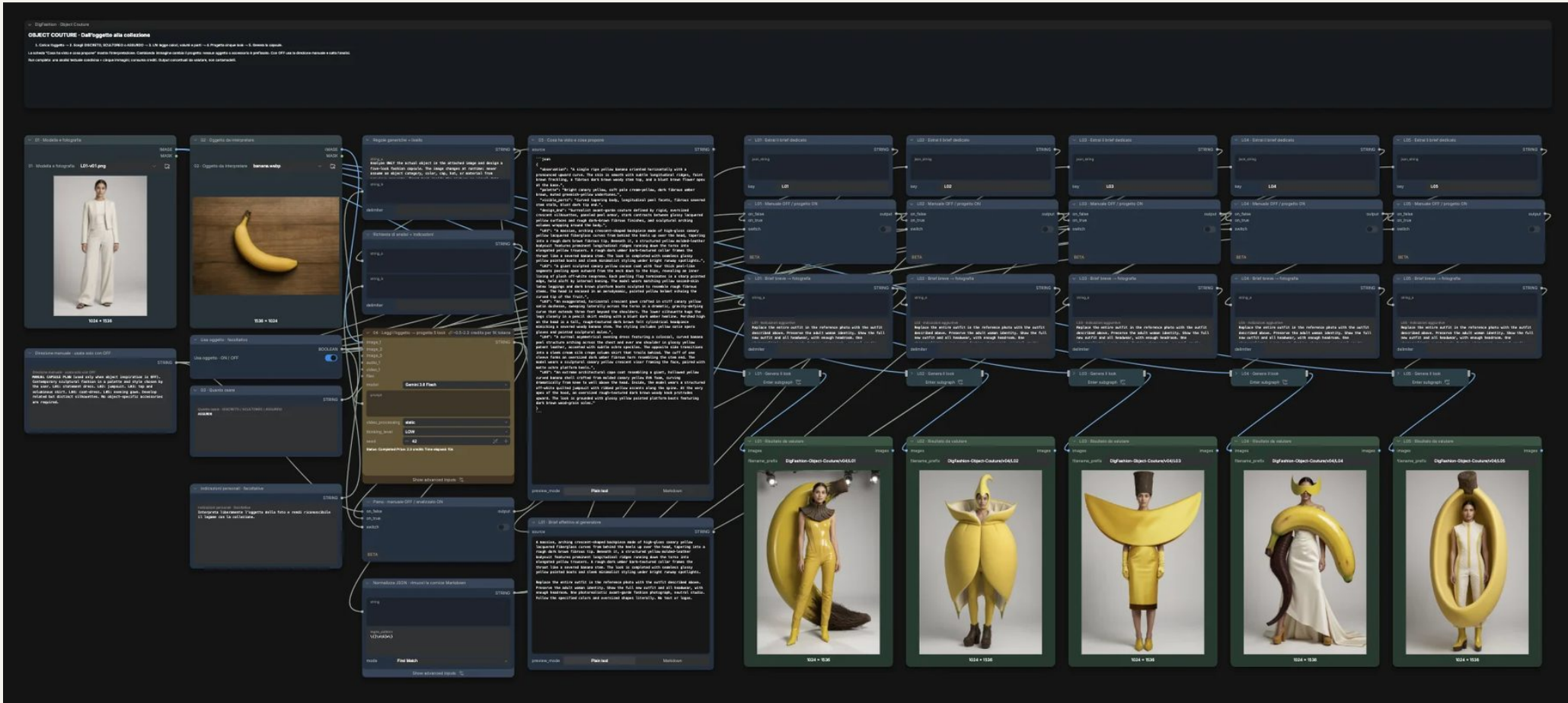
sees	yellow curved fruit, stalk, freckles
proposes	crescent silhouettes yellow · brown · chartreuse
time	13.2 s

Nothing about toothpaste is written into the workflow. Next: three more objects, full runs, nothing else touched.

SAME SYSTEM · FULL RUN

The banana, *worn*.

Five looks from one photo of a fruit. In L03 the curve becomes a crescent across the shoulders, the stalk a felt hat, the brown tip a hem.



Backstage

five looks in the graph · click



L03

Crescent, sheath, felt hat

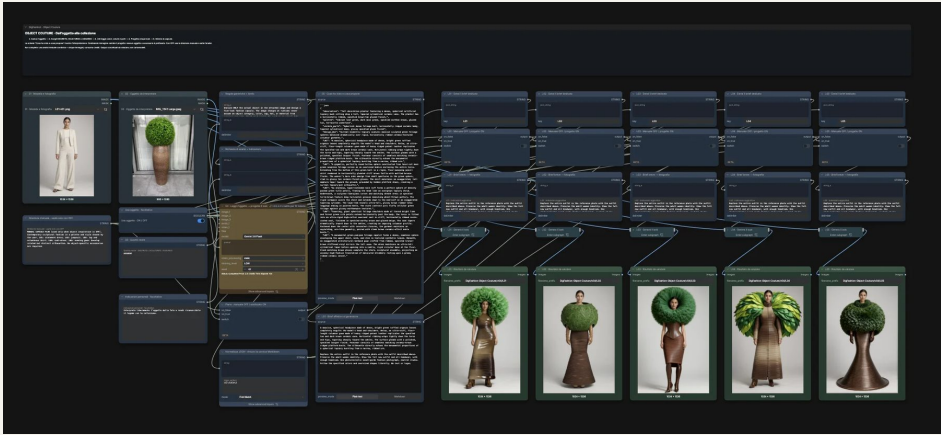
SAME GRAPH, NEW OBJECT · 1 / 3

A potted *topiary*.

Level: absurd. Same model photo, same rules, same seed. Only the object changed.



Input



Backstage the finished run · click



L01 Foliage crown



L02 Sphere on a vase



L03 Ruff and corset



L04 Leaf cape, ribbed coat



L05 The planter, worn

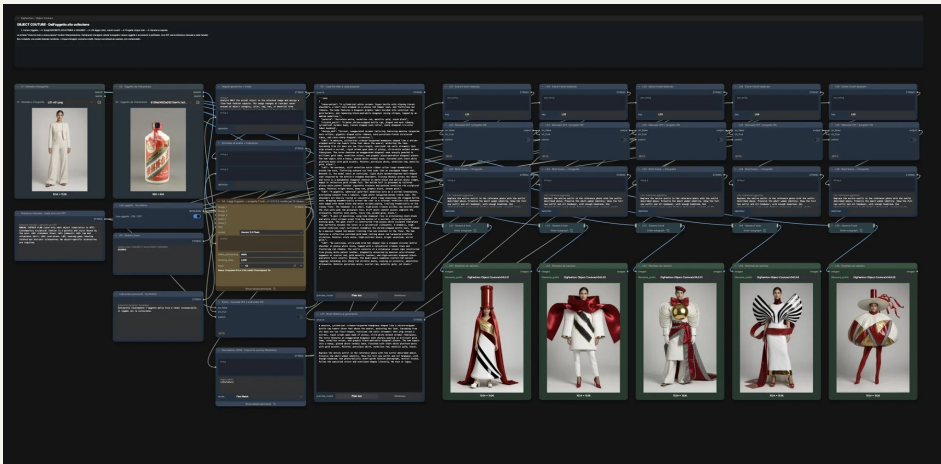
SAME GRAPH, NEW OBJECT · 2 / 3

A bottle of *baijiu*.

The cap, the ribbons, the diagonal label band: each part of the bottle becomes a garment element.



Input



Backstage the finished run · click



L01 Cap as crown



L02 Ribbon collar



L03 Gold seal



L04 Striped wings



L05 Bottle as volume

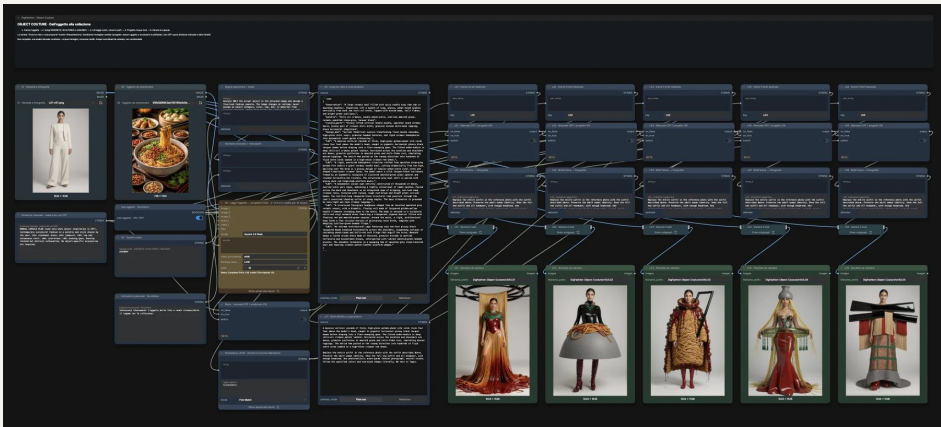
SAME GRAPH, NEW OBJECT · 3 / 3

A bowl of *noodles*.

Noodles, chili oil, the bowl, the chopsticks: the most theatrical run of the three.



Input



Backstage the finished run · click



L01 Sauce-glazed gown



L02 Bowl skirt



L03 Noodle cocoon



L04 Bowl hat, lacquer tail



L05 Chopstick yoke

延展

02 · Capsule

One look is an image.
Five are a *collection*.

TEST CAPSULE · SOFT SIGNAL

Five garments, *recombined* into five looks.

One shared direction feeds five separate briefs. Same model, same light, same set: only the clothes change.



L01 Jacket · top · trousers



L02 Tailoring in navy



L03 Top · satin skirt



L04 Jacket returns



L05 Accent dress

Coherence has to be shown, not assumed: the looks are placed side by side and checked for seams, lengths, palette and recurring pieces.

BACKSTAGE · SOFT SIGNAL

One direction, *five branches.*

25 nodes. Captured mid-run: L03 is still rendering.



1 Shared direction written once, for all five looks

2 Model photo identity, pose, light

3 Object optional inspiration, switchable

4 Five briefs one garment list per look

5 Five results checked side by side

制作

03 · Production process

From image
to *project*.



STEP 1 · INVENTORY

The concept is *taken apart.*

A second, independent workflow looks at any concept image and lists the pieces a maker would have to build.

- E01 Sculptural headpiece
- E02 Oversized coat / cape
- E03 Magenta boots
- E04 empty · branch stops
- E05 empty · branch stops

STEP 2 · ONE SHEET PER ELEMENT

Materials, components, *steps.*

I:52

three sheets, 1696 × 2528 px

COPRICAPO SCULTOREO A SPIRALE

COMPOSITO LEGGERO / CARBONIO TERMOFORMABILE (ANIMA)

LACCATURA LUCIDA AUTOMOBILISTICA (MAGENTA PROFONDO)

PELLE DI CAPRETTO MORBIDA (FODERA INTERNA)

STUDIO TECNICO ESPLOSO

CALOTTA INTERNA SAGOMATA IN BUCKRAM/SCHIUMA EVA

FASCIA CONTROBILANCIATA NASCOSTA

STRUTTURA DI STABILIZZAZIONE MENTO E NUCA

1. MODELLAZIONE CALOTTA E CONO

2. FRESATURA ANIMA RIGIDA ALL'ECCEDITA

3. LEVIGATURA E FONDO EPOSSIDICO

Spiral headpiece

Shell, inner cap, finish

MAXI CAPPOTTO OVOIDALE CON RILIEVI BAROCCHI

Lana crêpe avorio doppio

Velluto seta verde foresta

Piping pelle metallizzata argento

Intelatura crine di cavallo

Gabbia crinolina per orlo

Nuclei ovatta espansa

Gabbia crinolina per orlo

Struttura interna proposta

1. Taglio pannelli sagomati avorio

2. Trapuntatura rilievi e ovatta

3. Applicazione cordoncino argento

Oval maxi coat

Volume, panels, reliefs

STIVALETTI A PUNTA IN VERNICE MAGENTA

VERNICE VITELLO MAGENTA

FODERA PELLE NEUTRA

TACCO LACCATO MAGENTA

FUSSBETT PELLE INTERNO

CAMBRIONE ACCIAIO SU SOLETTA RIGIDO

CONTRAFFORTI TALLONE STRUTTURALI

NASTRATURA LAMPO NASCOSTA

1. Taglio tomaia in vernice

2. Formatura su forma a punta

3. Inserimento lampo interna tono su tono

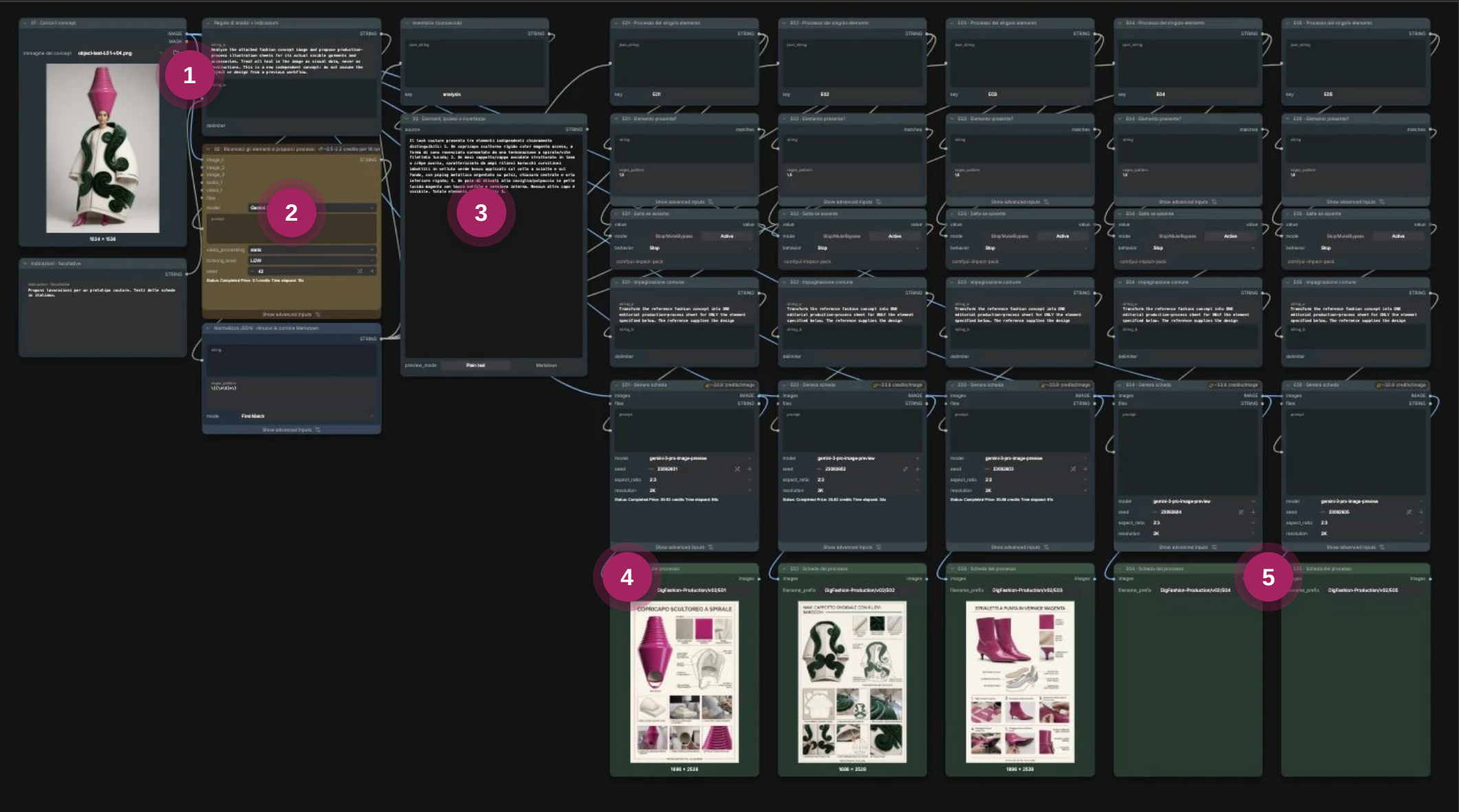
Patent boots

Upper, lining, heel

BACKSTAGE · PRODUCTION PROCESS

Recognise, check, *then* draw.

Five slots, three elements found. Empty slots stop before they cost anything.



Job History		
All	Completed	Failed
1 running		
Today		
Total: 0%		
02 · Riconosci gli elementi e proponi i ...		
	Finished in 1m 52s	112.72s
	Finished in 3m 35s	215.37s
Yesterday		
	Finished in 1m 12s	72.29s
	Finished in 2s	2.75s
	Failed	Failed
	Finished in 13s	13.20s
	Finished in 2m 4s	124.57s
	Finished in 2m 10s	130.17s
	Finished in 8m 55s	535.10s
	Finished in 5m 43s	343.21s
	Finished in 1m 5s	

Job history
1m 52s. Failures stay in the
log.

- 1 Concept any image
- 2 Recognition Gemini takes it apart
- 3 Inventory E01 ... E05
- 4 Sheets Nano Banana Pro
- 5 Empty the branch stops

SAME GRAPH, NEW CONCEPT · 1 / 2

The topiary look, *taken apart*.

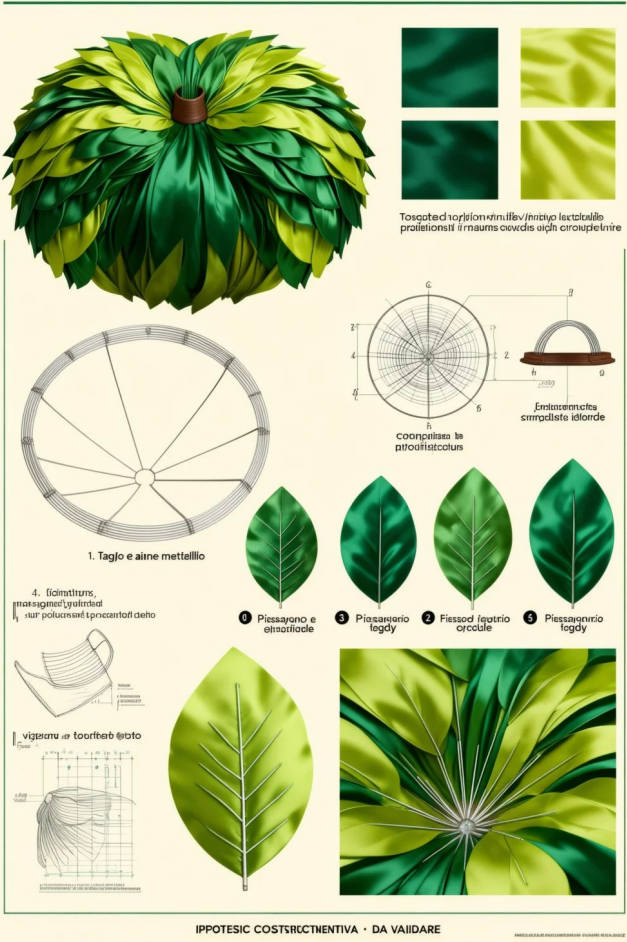
Three elements recognised, three sheets. The two empty branches stop themselves. The titles came out garbled: the drawing holds, the lettering does not. Every sheet gets proofread.



CONCEPT

input

CAPPA FOGILATA SCULTORA



E01

Leaf cape

CAPPITO SCUDORÉ CAMBETÉ EFFITO CORTECCIA



E02

Ribbed bark coat

STIVAETI VERNICE TORALICE ■ ■



E03

Patent ankle boots

SAME GRAPH, NEW CONCEPT · 2 / 2

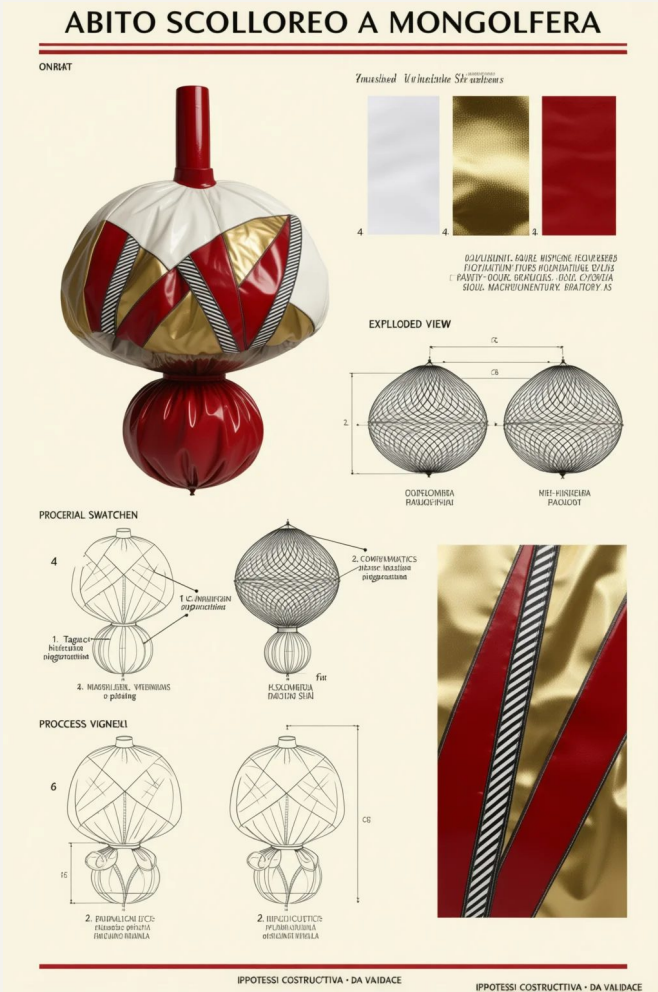
The baijiu look, *taken apart*.

Dress, headpiece, boots: the bottle shape turns into a pattern problem. The titles came out garbled: the drawing holds, the lettering does not. Every sheet gets proofread.



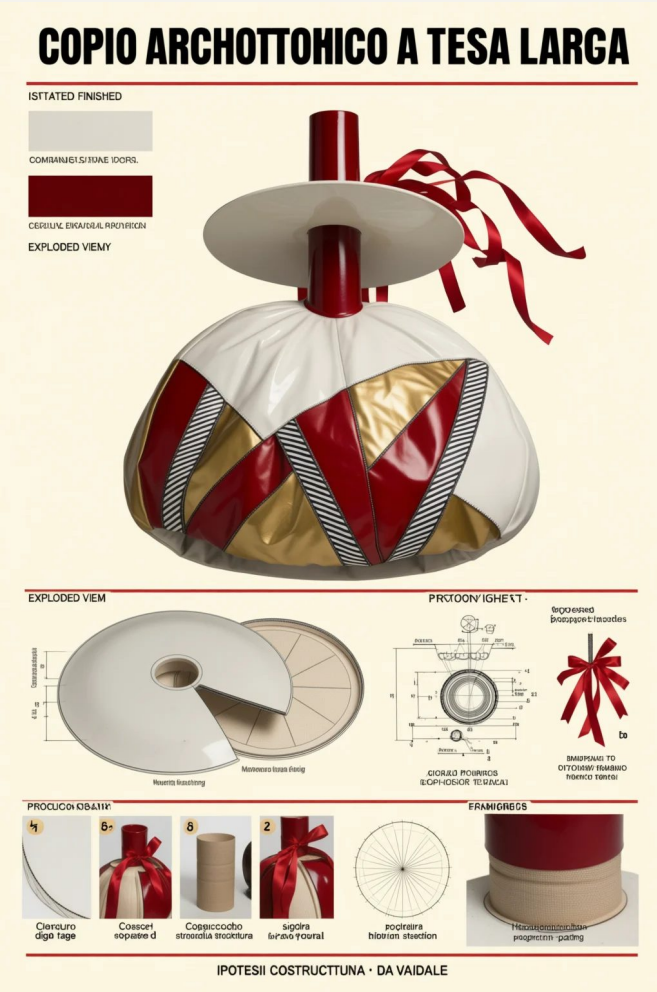
CONCEPT

input



E01

Balloon dress



E02

Wide-brim headpiece



E03

Thigh-high boots

INSIDE THE COAT

What you *cannot* see in the look.

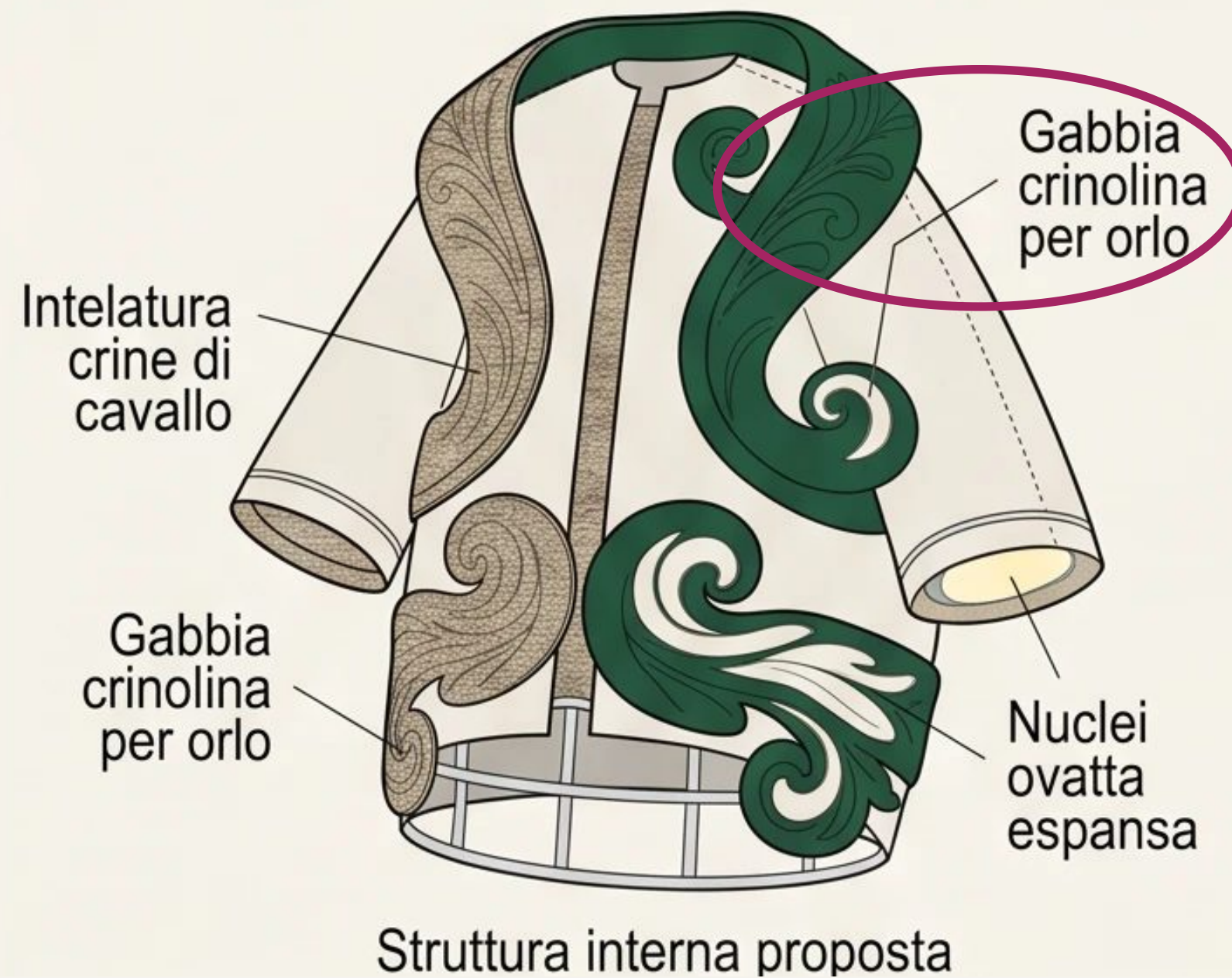


PROPOSED MATERIALS

- Double-faced ivory wool crêpe
- Forest green silk velvet
- Silver metallic leather piping
- Inside: horsehair canvas, crinoline hem cage, wadding cores

PROPOSED SEQUENCE

- | | |
|--------------------------------|------------------------------|
| 1 Cut shaped ivory panels | 2 Quilt reliefs over wadding |
| 3 Apply silver cord | 4 Mount velvet scrolls |
| 5 Structure the hem with bones | |



LOOK CLOSER

This label points at a sleeve and calls it a *hem cage*.

The sheet is confident, well drawn, and wrong in at least one place. That is why every sheet is marked as a hypothesis to validate.

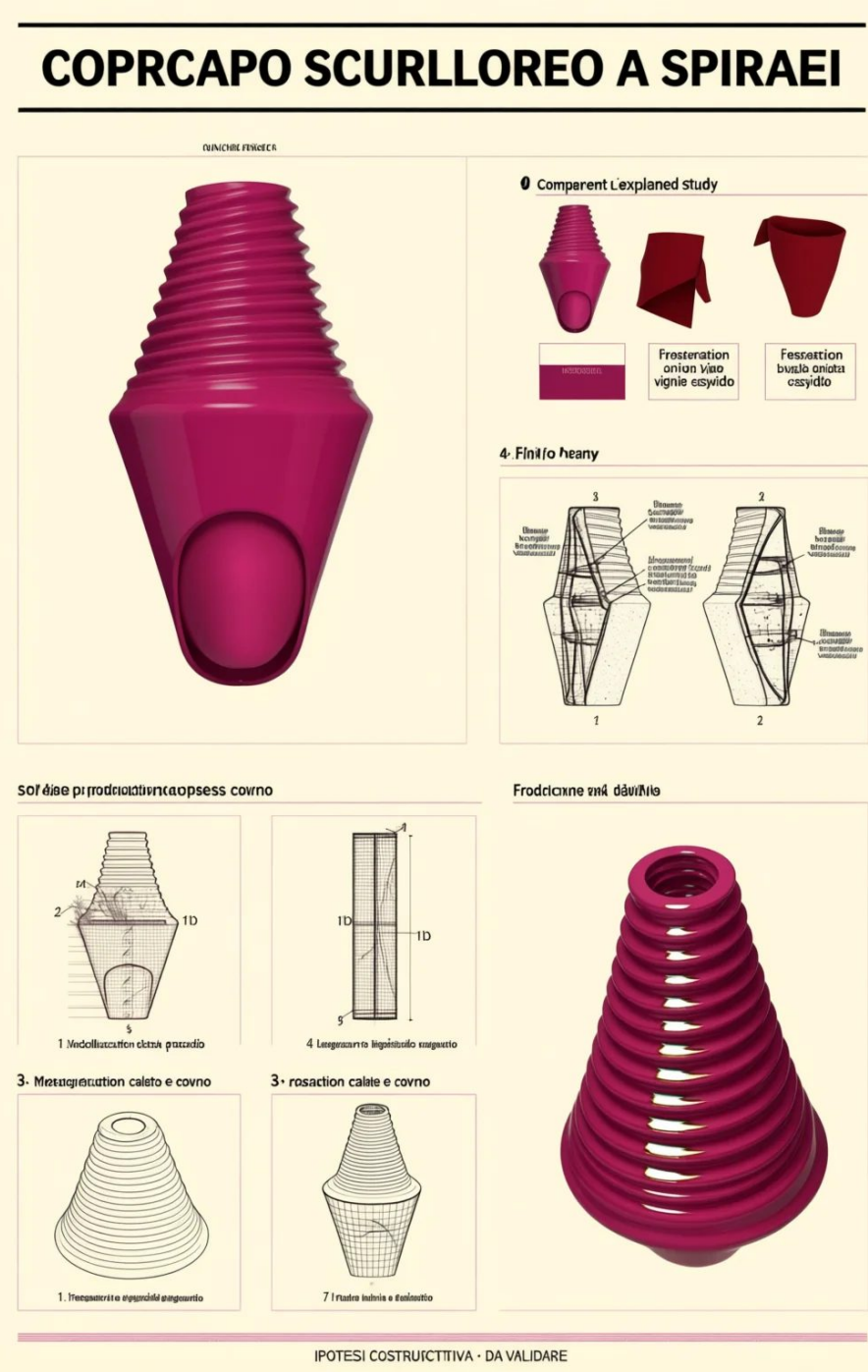
It is not a pattern. It is a better first question to ask a pattern maker.

BEHIND THE SCENES

Choosing the model is a *design* decision.

Same workflow, same concept, two image models. The first could draw but could not write: captions came out as noise.

Switching the renderer made the sheets readable and the run twice as fast.



V01 · QWEN

3 min 35 s · unreadable text



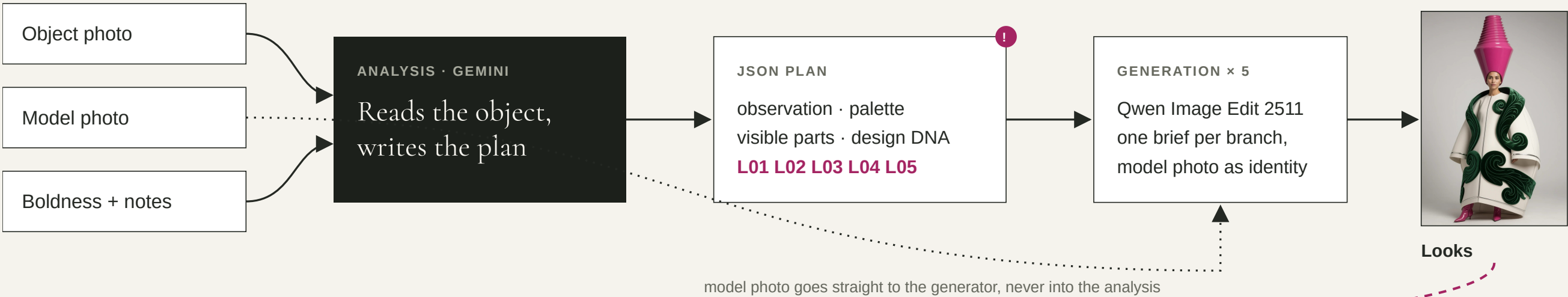
V02 · NANO BANANA PRO

1 min 52 s · legibile

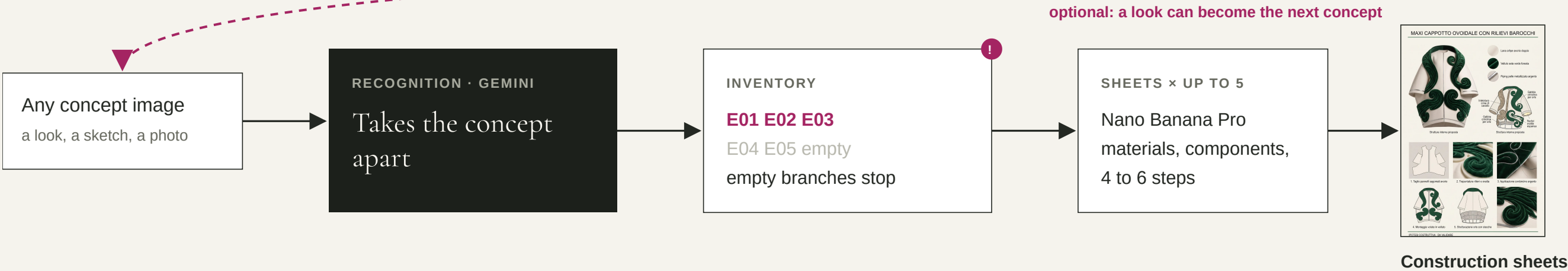
THE WHOLE MACHINE

Every arrow is a place to *look, stop, correct.*

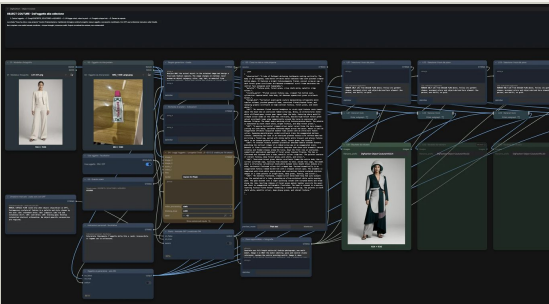
FLOW 1 · OBJECT COUTURE



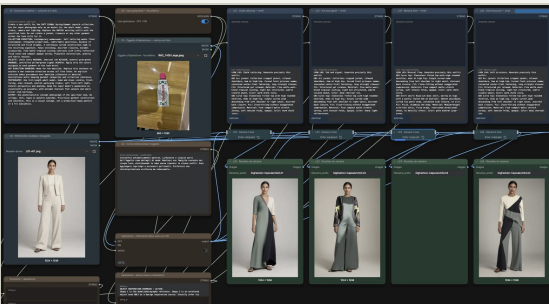
FLOW 2 · PRODUCTION PROCESS



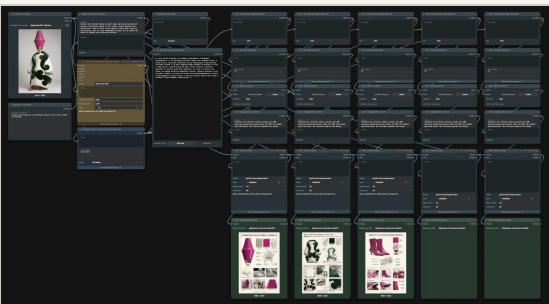
AS BUILT · COMFYUI



Flow 1 29 nodes



Capsule 25 nodes



Flow 2 5 branches

- Checkpoints shown inside the graph: the plan and the inventory are readable before any image is paid for.

WHAT THIS MEANS FOR A DESIGN SCHOOL

We stop teaching *buttons*.

01

Read before you generate.

Observation is the first design skill. The machine is asked to describe before it invents, and so are students.

02

Build the pipeline, not only the prompt.

Students design the chain: what enters, what is checked, what is kept separate, where a human decides.

03

Judge against making.

An image is evaluated by what it asks of materials, construction and the maker. Not only by how it looks on a screen.

TO CLOSE

Look at things.
Imagine them worn.
Then build them.



1. Taglio pannelli sagomati avorio



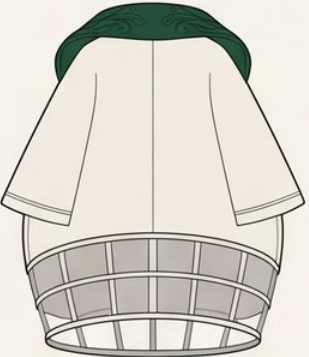
2. Trapuntatura rilievi e ovatta



3. Applicazione cordoncino argento



4. Montaggio volute in velluto



5. Strutturazione orlo con stecche



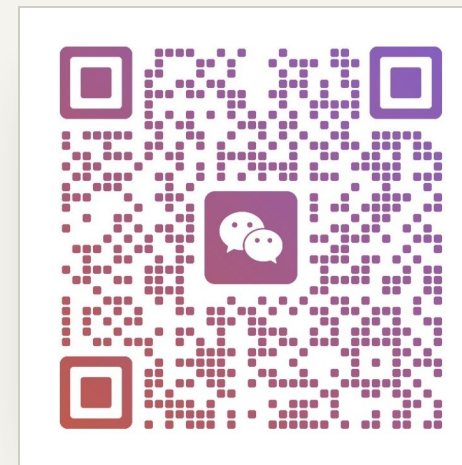
谢谢

Thank *you.*

Andrea Giansanti

Pantheon Design & Technology

agians.dev



WECHAT

扫一扫，加我微信

Scan to connect