

H&M Group launches AI design tool through Creator Studio

What is it?

H&M Group's on-demand print merchandise service Creator Studio has launched a generative AI artwork tool to help customers create one-off designs.

Why does it matter?

Retailers are exploring ways to use generative AI to enhance customer experience. Creator Studio enables customers to express their individuality by creating their own items.

Strategic implications:

Generative AI will speed up product design and allow consumers to express themselves during the process.

STEPIC drivers/winning strategies:

Innovation and ingenuity

Customer obsession

AI powers the next stage of retail



H&M Group

"Our mission at Creator Studio is to empower and enable any creator to express themselves through merch. Finding new ways to reduce any obstacles for our customers to create content is what we relentlessly explore and integrating a seamless AI artwork creation tool is a natural step for us to take on this journey."

Dinesh Nayar, managing director, Creator Studio

