



KIPAS TEXTILES



TAYPA



Press release

Paris, May 15, 2024

imki leverages on excellence generative AI solutions for the luxury and fashion industries

PARTNER OF VIVA TECHNOLOGY from May 22 to 25 | Hall 1 - Booth F54 | Paris

imki, as market leader in augmented creative AI solutions for luxury and fashion, is back this year at , Europe's largest event dedicated to startups and high-tech. This year, imki is participating at the event for the third time presenting a special denim capsule collection created and powered by its generative AI technology in close collaboration with their Turkish industrial partners Kipas Textiles and Taypa, recognized leaders in denim manufacturing.

This outstanding collection illustrates imki's constant quest for excellence in creating custom and accurate AIs. Unbelievably close to the world's most efficient production tools, imki reveals its ability to improve the productivity and efficiency of design and manufacturing processes.

Three silhouettes were imagined and produced in less than 21 days, pushing the artistic and technical boundaries from design to manufacturing.





KIPAS TEXTILES



TAYPA



>An AI Denim capsule collection created in less than 21 days

After creating the first AI-generated capsule in collaboration with The Kooples, demonstrating its ability to accelerate creative processes, imki has extended its partnerships with the world leaders in denim, and created a unique capsule collection powered by in-house AIs specially trained with selected and enhanced data.

Building on the highest degree of fabrics quality provided by Kipas textiles' and the Taypa's excellence in manufacturing techniques, the AIs integrate the best of breed industrial knowhow of these two partners to create outstanding contemporary and creative pieces in record time.

A creative and technical feat in equal measure, the capsule was created in less than 21 days, from the ideation phase to design, technical development and manufacturing. The fruit of 100% in-house expertise. Consisting of 3 silhouettes of 6 pieces, **each element of this collection reflects imki's craftsmanship, ingenuity and relentless quest for excellence and precision.**



>A strategy of partnerships with industries of excellence

The growing enthusiasm of these industries for AI applications reinforces imki's position as a french and international pioneer in this rapidly expanding domain.

"imki offers specialized "business" AIs specifically trained by and for designers from French "grandes écoles". They guarantee accuracy, precision, and efficiency. " highlights Frédéric Rose, CEO of imki.

With a team of over 25 domain experts following the recent recruitment effort of new talents, including 2 stylists and 1 garment maker, specially trained in generative AI, imki aims at expanding its expertise offer based on customized, secure and confidential AI solutions supporting the brands quest for creativity and sustainability.

This remarkable evolution underlines imki's ongoing commitment to revolutionizing the Luxury and Fashion industry, by offering augmented, specialized, secure and responsible creative AI solutions, while preserving a high-end technical restitution.

Looking forward, imki's strategy is to get closer to industrial excellence and even further improve the precision and technicality of the designs produced by its AIs. imki forges close ties with recognized international industrial partners in Germany, Turkey, Italy, South Korea and India.



KIPAS TEXTILES



TAYPA



MEET US AT THE VIVA TECHNOLOGY 2024

From 22 to 25 may

Parc des Expositions de la Porte de Versailles – Hall 1 - Paris

<https://vivatechnology.com>

-

imki

Booth F54 – Hall 1

<https://vivatechnology.com/partners/imki>



About imki

imki | Augmented Creativity

Founded in October 2020 in Strasbourg by Frédéric Rose, imki is at the forefront of creative augmented AI solutions for the Luxury and Fashion industry, providing bespoke AI solutions that elevate brand creativity while ensuring security and sustainability.

[imki](#) | [LinkedIn](#) | [YouTube](#)

Awards & Distinctions :

CES*2024 Innovation Awards Honoree / French Tech Laureate in AI at CES 2024

Business France Award – Category AI CES 2024

#generativeAI #creativity #luxury #fashion #frenchsavoirfaire #excellence #tailormade #responsible

About Kipas Textiles

Kipaş Textiles is a prominent Turkish textile manufacturer, renowned for its vertically integrated operations that ensure top-quality products ranging from cotton to technical textiles. The company stands out for its sustainable practices, including the use of renewable energy and water recycling, making it a leader in environmental responsibility within the textile industry.

<http://www.kipas.com.tr/> | [LinkedIn](#)

About Taypa

Taypa is a Turkish textile manufacturing company specialized in denim, noted for its vertical integration that includes design, production, and distribution. It stands out for its commitment to innovation and sustainability, employing advanced technologies and eco-friendly practices to minimize its environmental footprint. Its global network and partnerships with major fashion brands highlight its reputation and influence in the global textile industry.

<https://www.taypa.com.tr/> | [LinkedIn](#)

Press Contact :

imki | Marie Lathoud | Chief Marketing Officer | +33 (0)7 86 24 99 59 | m.lathoud@imki.tech

Investor Contact :

imki | Eric Gehl | Chief Operating Officer | +33 (0)6 33 13 58 81 | e.gehl@imki.tech