1. **Brandcraft — Fashion & Design Innovation Partner**
2. Domain expertise first, technology second
3. The gap between data and decisions
4. Hybrid Intelligence: craftsmanship and technology, by design
5. Three ways to work together
6. Senior expertise, end-to-end
7. From first conversation to measurable impact
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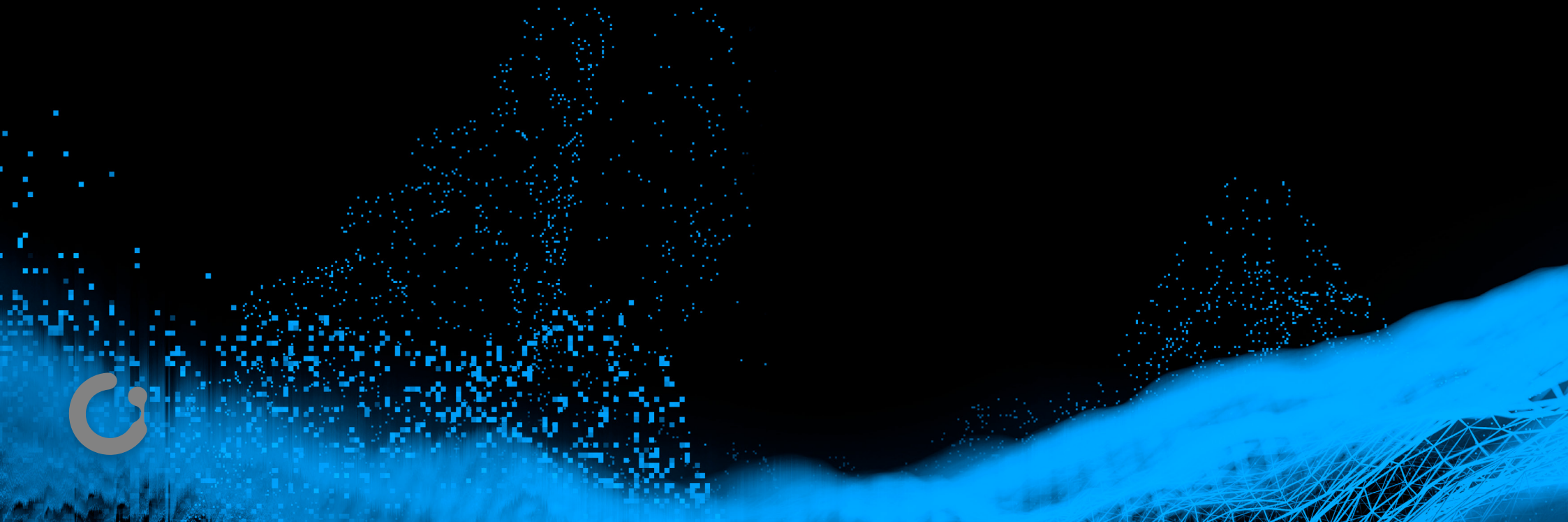
Heritage & Human-led AI

Domain expertise first, technology second

Brandcraft works alongside Fashion entrepreneurs and managers to define innovation strategies and bring them to life.

Our method, founded on the concepts of Living Archive and Evolving Heritage, grew out of decades of experience in fashion archives. Our technology makes it operable at scale: AI models built on each Client's own data, to improve key processes such as creativity, product development and communication.

We define the strategy. We build the tools.



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The gap between data and decisions

In the fashion and design industries, operational complexity grows faster than the ability to manage it. Product data, visual archives, manufacturing processes, communication strategies — every area holds untapped potential that too often remains unstructured, disconnected, and out of reach for those who need to decide.

Brandcraft guides its clients through this journey: identifying where AI can make a real difference, building the right assets, and developing the right tools.

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Hybrid Intelligence: craftsmanship and technology, by design

Technology amplifies people. It does not replace them.

This is the principle behind our Hybrid Intelligence approach: the transfer of expert human knowledge to the machine. The AI models we develop are trained on each Client's specific data, not on generic datasets, and integrated into the real workflows of the teams who will use them.

Domain expertise drives every technical choice. The result is a solution that teams genuinely adopt, because it addresses concrete needs and delivers measurable impact from the first weeks of use.

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Three ways to work together

▶ Innovation Strategy

Assessment of operations, processes and digital assets; identification of concrete AI and Machine Learning opportunities; definition of a prioritised roadmap with estimated ROI.

▶ Custom Platform Development

End-to-end design and development of web applications embedding AI models built in-house by Brandcraft. From data taxonomy definition to integration with existing systems — DAM, ERP, PIM.

▶ INFLOWe — The Brand Platform

Brandcraft's platform for creative teams, built on the Living Archive: the brand's heritage, structured and searchable, at the start of every collection and campaign. Activated by subscription and delivered ready to use, with AI trained on each brand's own archive. It classifies, searches and reveals connections; it never generates creative content.

INFLOWe is not a DAM. It is designed for creativity, with research, inspiration and collaboration in a single environment.

The framework behind INFLOWe has been peer-reviewed and published by Routledge.[1]

[1] 'Unleashing Creativity: The Powerful Duo of Artificial Intelligence and Brand Heritage', in Artificial Intelligence in the Cultural and Creative Sectors, Routledge, 2025.

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Senior expertise, end-to-end

Brandcraft was born from the convergence of two senior competencies that are rarely found within the same organisation.

▶ Giulio Piana — Co-founder, Chief AI Officer

PhD in experimental physics at CERN. Senior Manager in technology strategy at Venture Consulting; fifteen years at Boston Scientific as an EMEA senior executive, leading new products and M&A, from the acquisition of AngioJet to its integration in Europe, and building an international data science team. He helps deep-tech CEOs take AI from prototype to production. At Brandcraft, he leads AI development, platform architecture and secure, scalable operations.

▶ Grazia Venneri — Co-founder, Chief Heritage Officer

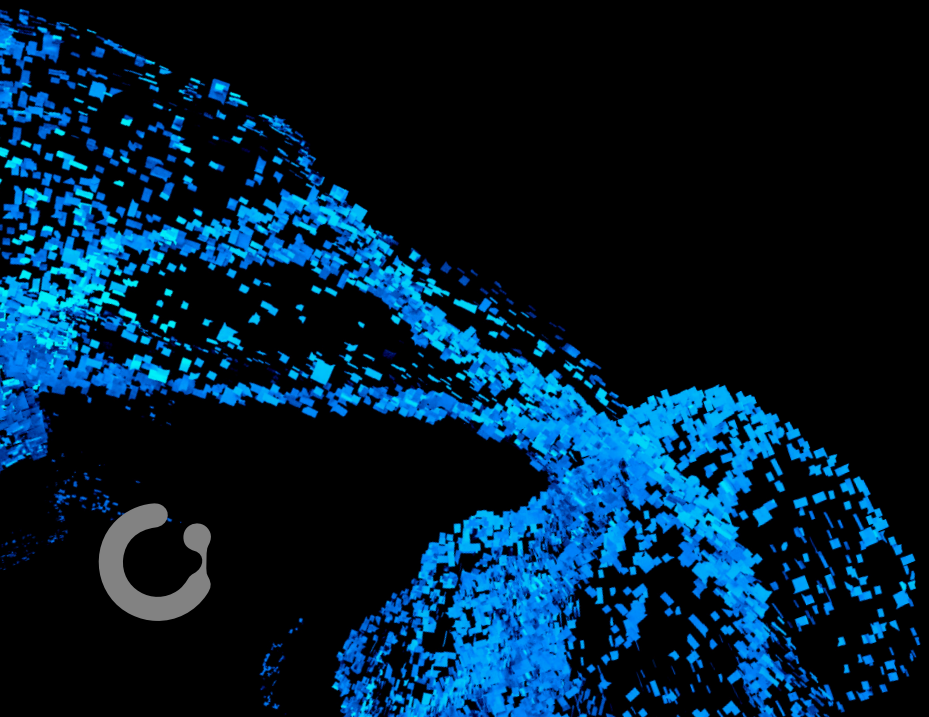
Sixteen years at Gucci as Historical Archives and Brand Heritage Manager, where she defined the new course of the Historical Archive and collaborated on the launch of the Gucci Museo. Consultant to houses including Giorgio Armani, Moncler and Swarovski, she developed the Living Archive and Evolving Heritage concepts behind INFLOWe. At Brandcraft, she leads heritage strategy and bespoke taxonomies and ontologies for each client, with a design-led eye.

Brandcraft works with a lean, deliberately flexible model. INFLOWe is a scalable platform, and the research that keeps it evolving is part of our own work. For strategy, research and custom projects, the founders are joined by selected specialists (data and ML engineers, UI/UX designers, DevOps) only when a project calls for them.

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From first conversation to measurable impact

Every Brandcraft project follows a proven path, designed to reduce risk and build value.

▶ Discovery Workshop

2–3 days. Asset analysis, process mapping, and AI opportunity identification.
Output: priorities and estimated return.

▶ Strategic Roadmap

2–3 weeks. Priority use cases, architecture, timeline and KPIs. A working document, not a presentation.

▶ Proof of Concept

4–6 weeks. A functional, focused version of the solution. Validates assumptions, engages teams, and produces the first signals of impact.

▶ Implementation

3–6 months. End-to-end development with continuous iterations.
The Client is involved at every stage.

▶ Managed Evolution

Adoption, performance monitoring, evolution over time. For INFLOWe, the path is shorter: the platform is activated by subscription and delivered ready to use, with the brand's archive already structured and searchable.

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Where we make a difference

▶ Heritage Strategy & Fashion Archive

Assessment and activation of a brand's heritage: the archive becomes a Living Archive, a strategic asset for communication, positioning and creative development.

▶ Digital Platform Development

Design and development of proprietary platforms for managing, exploring and distributing digital content, tailored to each Client's specific processes.

▶ Machine Learning & Automated Tagging

Development of dedicated models for the automatic classification of images, texts and videos — applicable to historical archives as well as current product catalogues.

▶ Process Optimization

Analysis and re-engineering of operational processes through the selective introduction of automation and AI, with a focus on efficiency, error reduction and execution speed.

▶ Quality Control

Application of Machine Learning models for visual quality control in manufacturing contexts — from defect recognition to large-scale compliance verification.

▶ Brand Reinforcement

Strategic and operational support for communication and identity projects that draw on brand heritage — archives, iconography, narrative legacy — to strengthen market positioning.

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▶ Giulio Piana

giulio.piana@brandcraft.it
+39 335 777 8194

▶ Grazia Venneri

grazia.venneri@brandcraft.it
+39 349 844 2373

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