

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
8. Where we make a difference
9. Thank you

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Domain expertise first, technology second

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

We develop platforms and Machine Learning models built around the specific needs of each Client. The result is a proprietary solution that improves the performance of 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 Machine Learning 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 Machine Learning models built in-house by Brandcraft. From data taxonomy definition to integration with existing systems — DAM, ERP, PIM.

► Inflowe — The Intelligent Archive

Brandcraft's platform for exploring fashion digital archives for creative teams. Images, texts and videos classified and searchable through dedicated Machine Learning models and AI tools.

Inflowe is not a simple digital archive, nor a DAM. It is a tool designed for creativity: it supports designers and communication teams in their research and development, exploration and inspiration phases, with AI and collaboration tools natively integrated.

The operational framework behind Inflowe has been validated and published by Routledge as part of a research project on AI in the cultural and creative sectors.¹

¹ Piana G., Venneri G., Ostilio M.C. — "Unleashing Creativity: The Powerful Duo of Artificial Intelligence and Brand Heritage", in Artificial Intelligence in the Cultural and Creative Sectors, Routledge.



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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 Physics at CERN, Senior Manager in strategic and supply chain consulting, development of AI systems in industrial and research contexts. A career that has always moved across the boundary between technical complexity and business decisions. At Brandcraft, he leads Machine Learning model development and platform architecture.

► Grazia Venneri — Co-founder, Chief Heritage Officer

Senior Management at Gucci, where she led Communication and Heritage projects, including the launch of the Gucci Museo. Consultant for top international brands, Director of the “Fashion Archive as a Strategic Asset” course at Accademia Costume e Moda. At Brandcraft, she brings Heritage Strategy and Visual Design expertise to every client solution.

Brandcraft operates with a lean and deliberately flexible model. The two founders work alongside a selected team of specialists — data engineers, ML engineers, UI/UX designers, DevOps — engaged on a project basis according to each Client's specific needs.



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From first conversation to measurable impact

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

► 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.



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Where we make a difference

▶ Heritage Strategy & Fashion Archive

Assessment, organisation and activation of a brand's historical heritage — as 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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