AUTHORSHIP IN AI-ASSISTED FASHION DESIGN: A FOCUSED REVIEW AND CONCEPTUAL DECISION MODEL

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Abstract

Artificial Intelligence (AI) is becoming increasingly integrated into fashion design through generative tools that support concept development, visual exploration, and design ideation. While these technologies offer new possibilities for creative practice, they also raise important questions about authorship, ownership, responsibility, and the distinction between creative collaboration and legal authorship. This study uses a focused literature review to explore how authorship can be understood in AI-assisted fashion design. It builds on a broader literature review conducted as part of the Chief Investigator's Master's research. Nine studies were selected for their relevance to fashion design and technology, AI-assisted fashion design, Human–AI collaboration, and ethical authorship. Three additional studies focusing on creative authorship, copyright, and intellectual property were identified through targeted keyword searches. Searches were conducted using Google Scholar, ScienceDirect, and ResearchGate, using combinations of keywords including AI, fashion design, Human–AI collaboration, authorship, copyright, and creative ownership. Studies were included when they directly addressed AI-supported creative practice or authorship-related issues and excluded when they were not relevant to these themes. Screening and thematic synthesis were conducted by the researcher using predefined relevance criteria. The twelve studies were synthesised under two themes: (1) From Traditional Authorship to AI-Assisted Authorship in Fashion Design and (2) Authorship of AI-Generated Fashion Designs. The findings suggest that human designers remain central through creative intention, decision-making, selection, refinement, and responsibility. In this study, authorship refers to creative contribution and responsibility rather than automatically indicating legal copyright ownership or intellectual property rights. Drawing from these findings, a preliminary conceptual decision model was developed comprising Human-Led AI-Assisted Authorship, Human–AI Collaborative Authorship, and AI-Dominant/Ethically Uncertain Authorship. Unlike existing co-creativity perspectives that mainly describe human–AI interaction, the model offers criteria for understanding authorship through human creative intention, decision-making, contribution, and responsibility. The model is intended as a conceptual tool for future empirical testing in fashion design contexts. The model is intended as a conceptual tool for future empirical testing in fashion design contexts.

Keywords: Artificial Intelligence, Fashion Design, Human–AI Co-Creativity, Creativity Authorship, Ethics.