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Fashion AI moves beyond image generation as Clothink launches new product development workspace

The UK-built platform uses AI to help fashion brands move from first idea to finished technical specification, combining product ideation, colour palettes, artwork, mockups, tech packs and PDF exports in one workspace.

London, UK, 7 July 2026: AI has made it easier than ever for fashion brands to create ideas, images and visual concepts. But turning those ideas into products that can actually be sampled and manufactured remains one of the most manual parts of apparel development.

Clothink has launched to bridge that gap.

The new AI-powered workspace helps fashion brands move through the full development process in one place. Users can generate garment concepts, create colour palettes, develop artwork and patterns, build product mockups and organise the product information needed for sampling and production.

While many AI tools in fashion focus on image generation, Clothink is designed to go further. It uses AI to help turn creative direction into structured development data, including specifications, size charts, bills of materials, construction notes and professional tech packs that can be exported for supplier review.

Gianni Romano, Founder of Clothink, said:

“AI will not just change how fashion brands visualise products. It will change how products are developed. Clothink is built around that shift, helping teams turn creative direction into the structured specifications, measurements, materials and technical details needed to take a garment from idea to production.”

For many brands, the challenge is not a lack of ideas. It is the gap between creative direction and the technical information needed to sample and produce a garment.

A style might begin as a sketch, reference product or rough concept. Before it can be sampled, it needs to become something much more structured: a clear product visual, colour direction, size specification, material and component selection, construction notes, size charts and a complete tech pack.

Traditionally, that process is spread across separate design tools, spreadsheets, manual templates and disconnected files. Clothink brings those stages into one AI-powered workflow, helping brands develop product information more quickly, clearly and consistently.

The idea for Clothink came from Romano’s background in apparel sourcing and product development, where he repeatedly saw brands struggle to turn strong creative ideas into clear, usable product information.

Romano added:

“After years working between brands and manufacturers, I saw how often strong ideas were slowed down by the technical work needed to make them real. Clothink is designed to make that process more

accessible, helping teams turn creative direction into supplier-ready specifications with more speed, structure and confidence.”

Key features include:

- **Product ideation:** AI-assisted design concepts from prompts, references and early design direction
- **Mockups:** create product visuals and garment mockups for development, review and presentation
- **Colour palettes:** build colour directions for individual styles, drops and collections
- **Artwork and patterns:** generate graphics, placement prints, repeat patterns and visual design details
- **Tech packs:** turn product context into editable specifications, including size charts, materials, BOMs and construction notes
- **Ready PDF exports:** export supplier-ready tech packs as clear PDFs for sampling and production
- **Product libraries:** save and reuse fabrics, trims, components and product details across future styles
- **Version history:** track changes as products move from concept to final specification

Clothink is aimed at fashion start-ups, independent labels, designers and apparel teams that need a faster, more efficient way to develop products from concept to sampling.

By embedding AI across the development process, Clothink introduces a new kind of workspace for apparel teams, connecting creative direction, product development and supplier-ready specifications in one place.

Clothink is now available at clothink.ai, where brands can start with a free 7-day trial.

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About Clothink

Clothink is an AI-powered fashion design and product development workspace for brands, designers and apparel teams. The platform supports the full journey from creative direction, ideation, palettes and product visuals through to structured technical specifications, tech packs and supplier-ready PDF exports.

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