

Product Concept and Name

Product: AI-powered clothing with customizable colors and patterns.

Name: AURA

Tagline: "Wear Your Mood, Shape Your Style."

Concept: AURA is a revolutionary clothing line integrating AI technology, allowing users to change the colors and patterns of their garments via a dedicated mobile app. This innovation not only enhances fashion versatility but also promotes sustainability by reducing the need for multiple clothing items. AURA is perfect for fashion-forward individuals seeking personalized and eco-conscious clothing solutions.

AI Tool Used: Chat GPT (Your AI tool)

Prompt Used to Brainstorm the Name:

Task: You are an entrepreneur who is launching a new product in the market that is related to clothing and fashion.

Instructions: Brainstorm a list of product names.

Additionally, provide a tabular ranking of the suggested names based on the following criteria:

- Technology
- Sustainability
- Design
- Impressiveness
- Uniqueness
- Understandability

Prompt Used to Brainstorm the Concept:

Task: Create a list of concepts for my clothes brand

Example: Below is an example for sunglasses. Based on this blueprint, provide a concept for my clothes brand name AURA

Example Concept (for Sunglasses): Evolens uses advanced photochromic technology to provide seamless transition between bright sunlight and low-light environment. Ideal for outdoor enthusiasts and style-conscious individuals. Evolens offers comfort, sleek design and functionality.

Now create a concept for the AURA

Prompt Used to Brainstorm the Tagline:

You are brainstorming a tagline for AURA - a clothing line that offers customizable colors and patterns through AI technology via an app where people can select and create their pattern. Suggest one impactful, classy, and concise tagline that highlights its innovation and user benefits.

Product Logo and Design:



Prompt Used to Design the Logo:

Generate a logo for the product: AURA - an AI-powered, sustainable clothing line that changes colors and patterns via an app. The logo should be sleek, modern, and futuristic, reflecting innovation, adaptability, and elegance. Incorporate smooth gradients symbolizing transformation, with a minimalistic abstract shape representing fluidity or energy. Use dynamic typography with colors like deep blue, emerald green, and soft gold to evoke technology and nature. Suggest an impactful and unique logo for AURA, using the above images as reference.

Prompt Used to Design the Prototype:

Generate a prototype for the product: AURA - an AI-powered, sustainable clothing line that changes colors and patterns via an app. The prototype should showcase a versatile and elegant outfit design, such as a dress, jacket, or unisex top, made with high-quality, sustainable fabric. Highlight the technology that enables color and pattern transformations in real-time, emphasizing seamless transitions and user control via a sleek app interface. The design should cater to a premium audience, blending modern aesthetics with functionality. Focus on clean lines, comfort, and adaptability for various occasions. Suggest a visually striking and practical prototype for AURA.