

La Casita de Wendy presents "Artisanal Intelligence":
a Couture capsule collection created with AI that aims to reclaim
craftsmanship.

Artisanal Intelligence is our response to the growing impact of Artificial Intelligence in the fashion industry. It is not just a project, but a statement. A convergence of AI-assisted design technology and traditional textile techniques to create job opportunities. It represents a magical dialogue between the future and the past, a surprising encounter that was not coincidental. It is a tribute to craftsmanship and the biggest one we've ever made.

Artisanal Intelligence is born from the need of our founder and designer, Inés, to embrace modern technology and explore new ways to promote and reclaim hand embroidery. We have been nurturing these hands for decades, hands that skillfully combine threads, embroidery, and fabrics to create mesmerizing pieces. However, fast fashion has attempted to silence and erase these hands from the map.

Creating Artisanal Intelligence was not as simple as typing a sentence and pressing a button. It required countless hours of training, testing, and directing to take our mission, personality, and devotion to manual labor to the extreme. Starting from May 18th, Artisanal Intelligence will be available for pre-order exclusively on our website, lacasitadewendy.com. This collection goes beyond the mere production of garments. We will document the entire process, from start to finish, and share it on our social media platforms. We will use real models and real props to create genuine and authentic images.

Artisanal Intelligence is the ultimate demonstration that craftsmanship and innovation can be compatible if there is ethics, respect, and heart behind them. This is our message, and we hope you can help us amplify it.

La casita de Wendy

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