LP303: Media and Creative Industries Residency
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A Pitch For Stella McCartney

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Introduction

In my Reflective Practice Paper for the LP303 The Residency module, I discussed how AI technology presents an efficient way to perform PR tasks for brand and influencer outreach, which constitutes an important part of influencer marketing (Zhang et al., 2023: 866). I suggested ways in which artificial intelligence (AI) can contribute to these marketing operations, which lead me to the questions: how can other marketing operations be improved with AI and how may they be applied to other sectors in the creative industries, such as the fashion industry? Further below I explore AI's potential, specifically through AI-generated videos, and create an elevator pitch using this technology for the company Stella McCartney. I decided to choose Stella McCartney for my Elevator Pitch, as it has always been a company where I wished to gain work experience and develop as a professional.

Context: Stella McCartney, Innovation and the Influence of AI

Stella McCartney was founded in 2001 and is a brand committed to bringing a "conscience to the fashion industry" (Stella McCartney Ltd, 2023:8). Their collections are crafted from "80-90% eco-conscious materials" (Kertakova, 2024:347), such as organic cotton and beech wood, and the company consistently works towards reducing their environmental footprint, as highlighted in their Impact Report (Stella McCartney Ltd, 2023:27-33). Recognized as one of the luxury sector's most sustainable and ethically driven companies (Feliciani and Borio, 2017), their values of being an "ethical, modern, and honest company without compromising on luxury or quality" (Stella McCartney Ltd, 2023:8) are the core inspiration behind their "cruelty-free material innovations" (Stella McCartney, 2024).

Reflection is defined as "the process of creating and clarifying the meaning of experience (present or past) in terms of self (self in relation to self and self in relation to the world). The outcome of the process is changed conceptual perspective." (Boyd and Fales, 1983:101). I decided to choose Stella McCartney for my Elevator Pitch, as it has always been a company where I wished to gain work experience and develop as a professional. Artificial Intelligence (AI) is viewed by society at large as a representation of unlimited possibilities (Allam, 2016: 810), which aligns with innovation. The fashion industry is one of the creative industries "various sectors related to creativity and innovation" (Balakrishnan et al., 2022: 1), and when relating to innovation I immediately think of Stella McCartney having been at the forefront of innovative

and sustainable luxury fashion for decades.

There are many ways in which AI is transforming the fashion industry. As reported by Harreis et al., (2023), in the next three to five years, generative AI could add $150 billion conservatively, and up to $275 billion to the apparel, fashion, and luxury sectors' operating profits. In favour of innovation and sustainability, one of the many influences of AI is new sustainable material creation. Stella McCartney has partnered with Protein Evolution, applying their Biopure, AI-driven technology (Stella McCartney, 2025a) to biologically recycle leftover fabric from their collections. Their technology decreases the industry's dependence on fossil fuels by using a biological recycling process that combines enzymes with AI to break down polyester and other synthetic fibers. Furthermore, there are "user-friendly, eco-friendly, biodegradable" innovations in textile manufacturing (Waheed and Khalid, 2019:685), produced by composite material creation, which is supported by biomaterials and nano-sized fibers, ultimately driven by AI. Previously sustainable materials constrained designers due to issues in "draping, stiffness, rigidness, behavior, print, shrinkage, color bleed and cutting" (Waheed and Khalid, 2019). Advancements in AI now allow designers to realize their creative visions without compromising on their social enterprise's environmental values. This gives rising opportunity for the realm of sustainable fashion, defined as "the variety of means by which a fashion item or behaviour could be perceived to be more sustainable, including (but not limited to) environmental, social, slow fashion, reuse, recycling, cruelty-free and anti consumption production practices" (Mukendi et al., 2020:2874)

The main advantage for companies in the fashion industry associated with AI adoption is the ability to collect large amounts of data, synthesize them in an objective approach and efficiently make marketing decisions" (Lien, 2022:7) Many companies strive to gain a competitive advantage in the market through digital marketing (Lien, 2022:8) and uses of AI in marketing encompass, but are not limited to, real-time personalization, decision-making, media buying, content creation, natural language processing and data analysis. As Rathore (2019: 18) explains, in the vivacious sphere of fashion marketing, AI unfurls an abundance of opportunities, as it presents promising prospects to drive profitability, promote efficiency, and importantly, help catalyze the shift toward eco-conscious practices. The author adds that "the incorporation of AI in marketing strategies can help create more targeted campaigns, streamline the supply chain, reduce waste, and tailor products based on consumer attitudes towards sustainability" (Rathore, 2019: 18) For example ChatGPT's impeccable contribution to marketing lies in its ability to automate repetitive and time-consuming tasks, an attribute that significantly enhances the efficiency of marketing operations, as Najafov (2024: 122) states. Through experimenting with content creation using AI for a sustainable fashion company, I will be able to determine if my conceptual

perspective of the AI generation process has changed, and whether it is significant for my future practice in the fashion industry.

AI Video Marketing: The Elevator Pitch

My pitch highlights AI's potential in marketing, specifically through a form of content creation: AI-generated videos. As Najafov (2024:112) explains, from all the applications of "AI in marketing, one of the most revolutionary is the creation of AI-generated marketing videos." He demonstrates that these videos showcase the fusion of cutting-edge technology and creative storytelling, delivering unmatched efficiency, personalization, and engagement. They utilize machine learning, computer vision, and natural language processing to create dynamic content (Najafov, 2024:122). AI-generated videography offers unique advantages, as Harreis et al. (2023) assert that AI-driven tools can produce compelling visuals and social media content that resonate with specific consumer segments.

Reflecting on my use of generative AI for my elevator pitch, I encountered both opportunities and challenges. The pitch is presented on a website through a social media formatted video and integrates AI-generated visuals from the AI Video (HubX, 2025) application and InVideo AI (InVideo, 2025) platform. I then used InShot App Store application to edit the end result, cut up the videos generated by AI and reversed certain parts ,added a copyright-free music track and incorporated voice-over narration. I initially generated the videos, hence I could tailor the script to mention certain words, corresponding with the relevant video scenes. The script, initially generated by AI and later refined through my input, was ultimately recited by me. Figure 1.1 presents my prompt and end result.
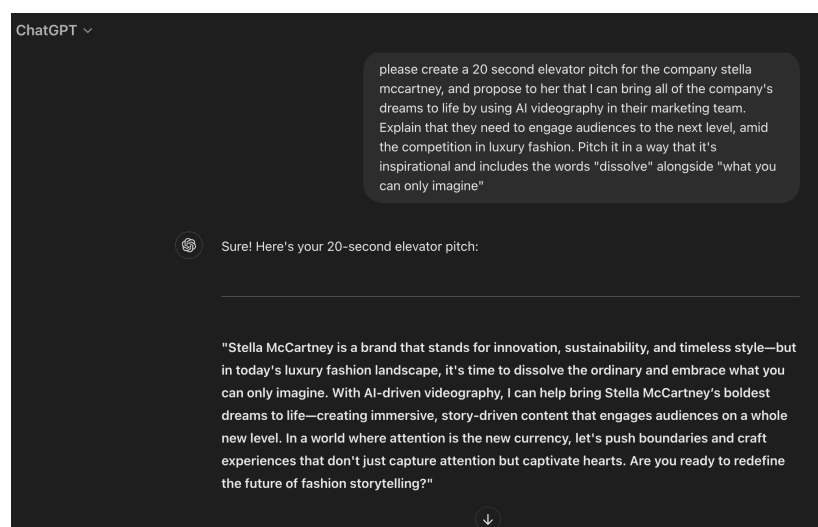

Figure 1.1

At first, I found the AI-generated script lacking in the desired tone and style. However, I achieved more compelling and tailored results by prompting ChatGPT with more specific directives - such as "pitch it in a way that's inspirational". In contrast, the AI video generation process proved challenging. It required multiple attempts to produce satisfactory content and even then, the videos exhibited noticeable signs of manipulation. I incorporated images from Stella McCartney's new collection, such as the Ryder Shoulder Bag (Stella McCartney, 2025b), along other visuals cited at the end of the video pitch. I had to cut out certain unnecessary AI generated visuals, such as Figure 1.2 presents.
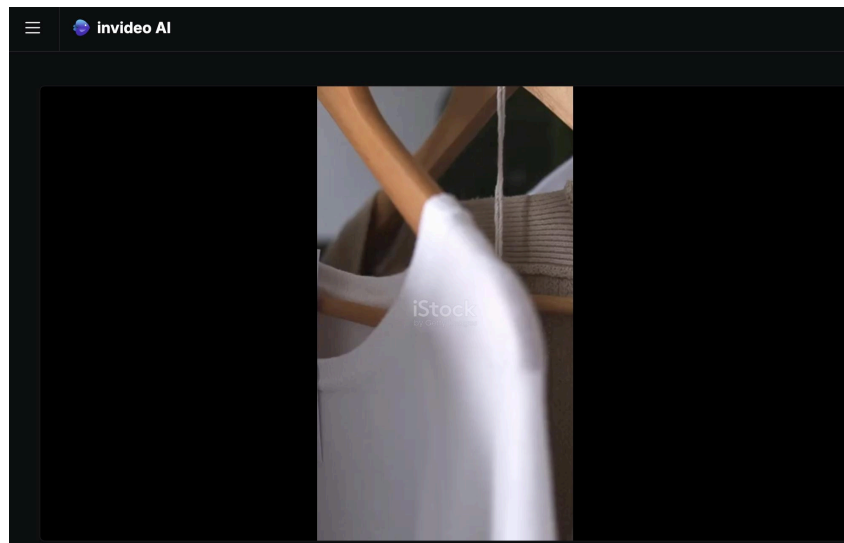

Figure 1.2

The integration of generative AI into my pitch creation process offered increased efficiency and creative possibilities, particularly in portraying imagery such as horses on a runway, which would have been challenging without AI. I used a lot of horse imagery to reflect Stella McCartney's previous collections such as the Horse Power 2023 Winter Campaign (Stella McCartney, 2023). However, as Soulami, Benchekroun, and Galiulina (2024) explain, the transition to AI is transforming businesses and work environments, introducing challenges such as workforce displacement, the redistribution of skills, and the demand for new competencies. My experience with AI reflects these complexities, as significant amendments were required to perfect the video, highlighting the limitations of AI in delivering flawless visual content and accurate scripts. This underscores the critical need for human oversight and refinement to ensure AI outputs align with brand values and audience expectations - an especially important consideration for sustainable and ethical fashion brands like Stella McCartney.

Anantrasirichai and Bull (2021:608) point out, that AI technologies have been employed both to support the creative process and as independent creators. They further emphasize that "in

the context of the creative industries the maximum benefit from AI will be derived where its focus is human-centric - where it is designed to augment, rather than replace, human creativity" (Anantrasirichai and Bull, 2021:589). My experience aligns with this perspective, as I found that while AI expanded my creative possibilities, my own skills remained essential in fixing imperfections and shaping the final outcome. This resonates with Morandini et al. (2023:39), who highlight the importance of helping workers identify and develop the skills required for AI adoption. Indeed, my interaction with AI required me to engage in a new skill: effective prompt development. This highlights the evolving role of human creativity in collaboration with AI. Ultimately, my experience suggests that while AI can enhance creative potential, its successful implementation depends on a careful and reflective approach that acknowledges its limitations and the indispensable role of human input.

Conclusion

Reflecting on my experience of generative AI utilization to create an elevator pitch for Stella McCartney, I've gained valuable insights into both the opportunities and challenges of AI in content creation for marketing within the fashion industry. While there's an undeniable importance of AI technology implementation for sustainability's supply chain processes, making sustainable fashion more accessible and efficient, alongside certain marketing oprations as a whole, AI videography still needs some major development. While AI provided an innovative and efficient means to visualize concepts in the video, it also highlighted the essential role of human intervention in refining the outputs to align with Stella McCartney's audience expectations. This experience emphasized that AI works best as a tool to enhance human creativity rather than replace it, reinforcing the importance of maintaining a human-centric approach. The process also underscored the evolving skill set required for AI adoption in creative industries. Effective prompt development, critical thinking and an iterative approach were crucial in overcoming the AI's limitations and ensuring the final elevator pitch video met my intended objectives. Ultimately, this reflection has deepened my understanding of AI's role in marketing operations, particularly in sustainable fashion, as it has shown that while AI offers exciting possibilities, achieving meaningful and ethical results requires a balanced and thoughtful approach - one that leverages AI's strengths while preserving authenticity and creative talents of the human.

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