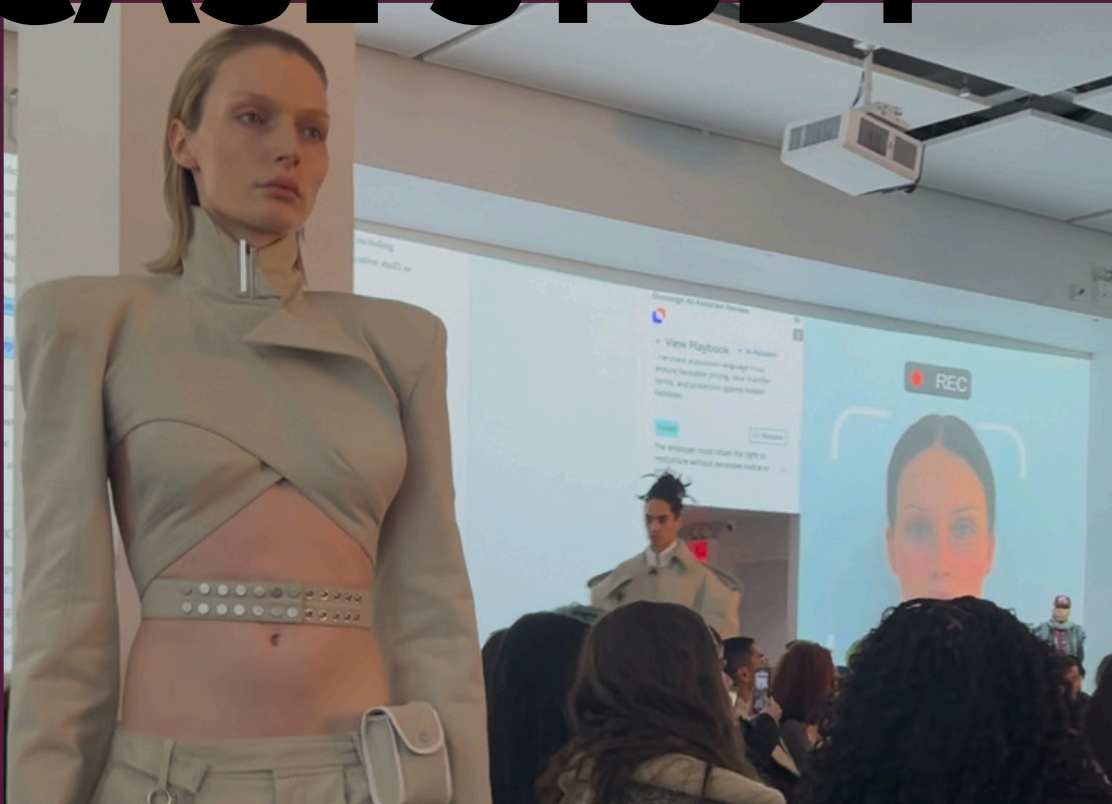


CASE STUDY



BRINGING AI & DIGITAL INNOVATION TO NYFW

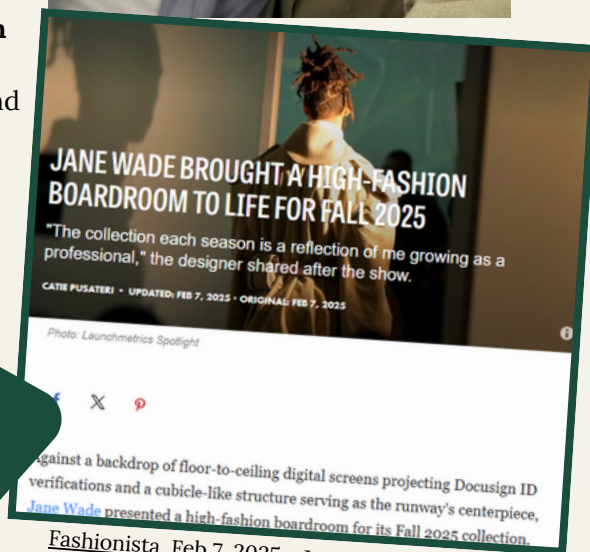
At **New York Fashion Week**, I led an exciting initiative integrating AI and **Docusign Intelligent Agreement Management (IAM)** to enhance runway operations and elevate the Jane Wade brand through technology-driven storytelling.

Key Contributions:

- Pitched & secured **leadership buy-in** to execute this bold initiative at NYFW.
- Developed a digital **ID verification visual activation** for models, featured across the venue.
- **Interviewed Jane Wade** on AI's impact in fashion and IP protection.
- **Integrated a IAM demo** into the show, running as a backdrop to high fashion.
- Designed & executed immersive brand storytelling, featured in multiple press articles.



Jane & Kylee at the show



Press Coverage

Fashionista, Feb 7, 2025 - Jane Wade Brought A High-Fashion Boardroom to Life for Fall 2025



Impact:

- Elevated **industry conversations** on AI, legal tech, and designer IP.
- Enhanced NYFW's **visual experience and set design** with Docusign technology.
- **Positioned Docusign as a tech leader** in fashion innovation.

Technology isn't just behind the scenes—it's shaping the future of fashion, creating a seamless blend between creativity and innovation, and setting a new standard for how brands can engage with their audiences through tech-driven narratives. This initiative not only showcased the potential of AI in fashion but also set a precedent for future innovations at major fashion events worldwide.

