

The Fabric of Code in the Age of Digital Fashion and Identity

A Compilation of Articles

curated by

Amity Institute of Fashion Design and Technology

and

Amity Law School

Amity University, Bengaluru

Foreword By

Nagendra Kumar CP

Founder, Lion Roars

Raavi Prabhukumar

Technical Designer, Rilievi Group, Italy

Associate Editors

Prof. Radhika Ashwath

Dr. Anee Bhattacharyya | Dr. Ashwani Singh

Managing Editor

Prof. Jyotirmoy Banerjee



Writersgram
Law House

The Fabric of Code in the Age of Digital Fashion and Identity

First Impression: October 2025

ISBN: 978-93-5485-738-6

Edited By: Prof. Jyotirmoy Banerjee, Prof. Radhika Ashwath, Dr. Anee Bhattacharyya & Dr. Ashwani Singh

Published By: *Writersgram Law House* by Writersgram Publications



Writersgram
Law House

Registered Office: 1173, Sector 19/3, Dwarka, Delhi-110075

Website: www.writersgram.com

Email: law@writersgram.com

Contact: +91 844 736 8249

Published in India

Maximum Retail Price: ₹ 1200/-

All rights reserved. No part of this publication may be reproduced, stored in or introduced into a retrieval system or transmitted, in any form, or by any means (electrical, mechanical, photocopying, recording or otherwise) without the prior written permission of the publisher. Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

Contents

<i>Preface</i>	<i>i</i>
<i>Editorial Note</i>	<i>vi</i>
<i>Acknowledgement</i>	<i>viii</i>
<i>Disclaimer</i>	<i>ix</i>
<i>Foreword by Nagendra Kumar CP</i>	<i>x</i>
<i>Foreword by Raavi Prabhukumar</i>	<i>xii</i>

1.

Reimagining Gender and Governance: Legal Frontiers in India's AI-Powered Fashion Revolution

Ajay Krishna S P & Sayana M S

1.1. Introduction.....	3
1.2. The Role of AI in Shaping Gender Identities and Fashion Practices	6
1.2.1. Virtual Try-Ons: Democratizing Fashion Experimentation	7
1.2.2. Trend Forecasting: Anticipating Inclusive Fashion Futures	7
1.2.3. Personalized Recommendations: Crafting Individual Gender Narratives	8
1.2.4. Regional Specificity and Cultural Sensitivity.....	9
1.2.5. Positive Transformation and Future Possibilities.....	10
1.3. Ethical Challenges: Algorithmic Bias, Inequalities, and Cultural Appropriation	11
1.3.1. The Architecture of Algorithmic Bias: Perpetuating Gender Discrimination	11
1.3.2. Intersectional Marginalization: The Compounding of Digital Discrimination.....	12
1.3.3. Perpetuating Social Hierarchies: Caste, Class, and Regional Stratification.....	13

1.3.4.	Cultural Appropriation and Digital Colonialism: The Algorithmic Extraction of Traditional Knowledge ..	14
1.3.5.	Privacy Violations and Exploitative Data Practices.	16
1.3.6.	Legal Imperatives and the Failure of Current Regulatory Frameworks	17
1.4.	Legal Frameworks and Gaps in India's AI-Governed Fashion Sector	17
1.4.1.	Constitutional Protections: The Evolving Scope of Fundamental Rights.....	18
1.4.2.	Digital Personal Data Protection Act (2023): Promises and Limitations.....	19
1.4.3.	Intellectual Property Laws: Navigating AI-Generated Creativity.....	20
1.4.4.	Role of Competition Act, 2002.....	21
1.4.5.	Systemic Inadequacies and the Need for Comprehensive Reform.....	23
1.5.	Pathways to Reform: Fostering Equity and Inclusivity	23
1.5.1.	AI-Specific Algorithmic Transparency and Accountability Framework.....	24
1.5.2.	Strengthened Cultural Heritage Protection in Digital Contexts	25
1.5.3.	Enhanced Data Protection with Gender-Sensitive Enforcement	26
1.5.4.	Reimagined Competition Policy for Algorithmic Markets	27
1.5.5.	Collaborative Governance and Community Participation	28
1.5.6.	Implementation Roadmap and Systemic Transformation	29
1.6.	Conclusion: Toward Justice and Cultural Integrity in India's Digital Fashion Future.....	30
1.6.1.	The Paradox of Algorithmic Liberation and Oppression	30
1.6.2.	Legal Frameworks: From Inadequacy to Transformation	31

1.6.3.	Reform Imperatives: Justice-Centred Technology Governance	32
1.6.4.	Cultural Sovereignty and Technological Future	33
1.6.5.	The Imperative for On-going Dialogue and Action .	34
1.6.6.	Envisioning Equitable Digital Fashion Futures	35

2.

The Quantified Indian: Navigating Health, Privacy, and Autonomy in the Age of Advanced Wearables

Aravindhana B

2.1.	Introduction.....	36
2.1.1.	A New Frontier in Personal Health.....	36
2.2.	The Anatomy of the Modern Health Wearable in India	38
2.2.1.	From Wrist to Everywhere: Diversifying Form Factors.....	38
2.2.2.	The AI Engine: From Raw Data to Predictive Insight	41
2.2.3.	Design Philosophy: Surveillance as Style.....	42
2.3.	The Psyche of the Self-Tracker: Empowerment, Anxiety, and the Medicalised Self.....	43
2.3.1.	The Promise of Proactive Health and Optimisation.	43
2.3.2.	The Double-Edged Sword of Data: Motivation vs. Anxiety.....	45
2.3.3.	The Medicalisation of Everyday Life and Surveillance Aesthetics.....	46
2.4.	The Regulatory Maze: A Comparative Legal Analysis of Wearable Health Data Governance.....	47
2.4.1.	The Indian Framework: The Digital Personal Data Protection (DPDP) Act, 2023	48
2.4.2.	The European Standard: GDPR and “Special Category Data”	49
2.4.3.	The American Exception: HIPAA's Limited Reach.	51
2.4.4.	Synthesis, Gaps, and Comparative Analysis.....	51
2.5.	Ethical Imperatives and the Future of Data-Driven Health in India	54

2.5.1.	Corporate Responsibility and Data Governance in Practice.....	55
2.5.2.	Algorithmic Accountability and Fairness	56
2.6.	Recommendations.....	58
2.7.	Conclusion	60

3.

Echoes of Style: Fashion Recommendation Systems and the Algorithmic Shine of Individuality in India

Asmita Ghosh

3.1.	Introduction.....	63
3.2.	Literature Review.....	64
3.2.1.	Recommendation Systems in Fashion	64
3.2.2.	Algorithmic Aesthetic, Personalisation & Identity ..	65
3.2.3.	Indian Fashion & E-Commerce.....	66
3.3.	Conceptual Framework	67
3.4.	Methodology	69
3.4.1.	Case Study.....	69
3.4.2.	Data & Methods	69
3.4.3.	Analytical Strategy.....	70
3.5.	Empirical Findings.....	70
3.5.1.	Patterns of Similarity and Overlap	70
3.5.2.	Role of Specific Features and Tools	71
3.5.3.	Demographic & Self-Construal Effects	72
3.5.4.	User Perceptions & Experience.....	72
3.6.	Design Recommendations.....	73
3.7.	Policy Recommendations	74
3.8.	Limitations	75
3.9.	Future Research Directions	76
3.10.	Conclusion	77

4.

Artificial Intelligence and Eco-Friendly Practices: The Future of Fashion Entrepreneurship in India

Atitee Patel & Gajendrasinh Dodiya

4.1. Introduction.....	80
4.2. Review of Literature	81
4.3. Research Objectives	83
4.4. Research Methodology.....	83
4.5. Significance of the Study	83
4.6. Theoretical Framework	84
4.6.1. Startups and its growth in India.....	84
4.6.2. Challenges faced by Indian Startups.....	85
4.6.3. International Fashion Industry.....	85
4.6.4. Fashion Industry Startups.....	86
4.6.5. Artificial Intelligence (AI) and Sustainable Practices in Fashion Industry.....	87
4.6.6. Role of AI in promoting sustainability	88
4.6.7. Impact of AI and Sustainable Practices on the Fashion Industry Startups	90
4.7. Limitations	91
4.8. Conclusion	91
4.9. References.....	92

5.

Legal and Ethical Challenges in AI-Guided Fashion Profiling

Ayesha Khanum

5.1. The Rise of AI-Guided Fashion Profiling.....	96
5.2. The Data Dilemma When Fashion Gets Too Personal.....	98
5.3. Cultural Bias in Algorithms & The Invisible Filter	100
5.4. Legal Lags and Ethical Oversights.....	102
5.5. Reclaiming Creativity Toward Ethical Fashion AI	105
5.6. Conclusion and Policy Recommendation.....	106

**You are the Trend: Data Colonialism and the Commodification
of Indian Fashion Behaviour**

Chandrima Roy

6.1.	Introduction.....	110
6.1.1.	Fashion-Tech in India: Identity Beyond Clothing..	110
6.1.2.	The Illusion of Personalization.....	110
6.1.3.	Problem Statement: Users as Data Commodities ..	111
6.1.4.	Legal and Ethical Context	111
6.1.5.	Research Objective.....	112
6.2.	Theoretical Framework: Data Colonialism and Surveillance Capitalism	112
6.2.1.	Defining Data Colonialism.....	112
6.2.2.	Surveillance Capitalism in Practice	113
6.2.3.	Why Fashion Matters as a Site of Data Extraction	114
6.3.	Fashion as Data, Data as Fashion	114
6.3.1.	The Feedback Loop of Desire	114
6.3.2.	Identity Encoded as Dataset	115
6.3.3.	The Commodification of Aspiration.....	115
6.3.4.	Legal Considerations and Ethical Implications	116
6.4.	Algorithmic Inequalities: Caste, Gender, Region	116
6.4.1.	Caste-Coded Aesthetics	116
6.4.2.	Gendered Fashion Identities	117
6.4.3.	Regional and Vernacular Erasure.....	117
6.4.4.	Body Politics: Virtual Try-Ons and Visual Defaults	118
6.4.5.	Legal and Ethical Implications	118
6.5.	Influencers, Visibility, and Algorithmic Gatekeeping	119
6.5.1.	Who Gets to Influence?.....	119
6.5.2.	Shadowbanning and Silencing.....	119
6.5.3.	Influencer Labor as Data Work.....	120
6.5.4.	The Aesthetics of Virality	120
6.5.5.	Legal and Ethical Implications	120
6.6.	Legal and Ethical Dimensions.....	121
6.6.1.	Indian Legal Context.....	121

6.6.2.	Global Comparisons.....	122
6.6.3.	Rights-Based Perspective.....	122
6.6.4.	Accountability Gaps.....	123
6.7.	Toward Inclusive and Decolonial Algorithmic Futures	123
6.7.1.	Algorithmic Pluralism.....	123
6.7.2.	Feminist and Decolonial Approaches.....	124
6.7.3.	Democratizing Design.....	124
6.7.4.	Policy and Research Interventions.....	125
6.8.	Conclusion	126

7.

Legal and Ethical Challenges in AI Guided Fashion Profiling

Deepika Nallabelli

7.1.	Introduction.....	129
7.2.	Overview of AI Application in Fashion.....	131
7.3.	Legal Challenges in AI Fashion Profiling	133
7.4.	Ethical Challenges in AI Fashion Profiling	135
7.5.	Frameworks and Solutions	136
7.6.	Conclusion	138
7.7.	References.....	140

8.

The Shein Dilemma: Surge of AI-Driven Fast Fashion Leads to Decline of Data Privacy and Basic Labor Rights

Dristi Kakoty

8.1.	Introduction.....	143
8.2.	The Economy of Shein Giving Rise to Artificial Intelligence and Platform Capitalism.....	145
8.3.	Fast Fashion and its Attribution Towards Intellectual Property Infringement and Algorithm Based Design Theft.....	147
8.4.	Exploitation of Digital Labor in Artificial Intelligence Governed Fast Fashion: Influencers and Content Creators Stripped Off Basic Equitable Compensation.....	149
8.5.	Artificial Intelligence Governed Fast Fashion Failing Data Privacy in Surveillance Based Algorithms	152

8.6. Conclusion and Recommendation 154

9.

Misuse of AI to Steal the Identity and Personal Information

Khushbu Kalariya & Jain Saloni Javerchand 156

10.

The Algorithm Made Me Buy It

Krish Jha & Gautam Mehra

10.1. Introduction 168

10.2. Background 169

10.3. Algorithmic Manipulation and Consumerism 171

 10.3.1. The Architecture of Algorithmic Influence 171

 10.3.2. The Economics of Attention 172

 10.3.3. Manufacturing Desires 173

 10.3.4. The Commodification of Authenticity 174

10.4. The Role of Adolescents 175

 10.4.1. Developmental Vulnerabilities 175

 10.4.2. Digital Labor and Data Extraction 176

 10.4.3. Peer to Peer Amplification 177

 10.4.4. The Illusion of Agency 177

10.5. Ethical and Societal Implications 178

 10.5.1. Questions of Autonomy and Consent 178

 10.5.2. Exploitation of Developmental Vulnerabilities 179

 10.5.3. Cultural Homogenization and Loss of Identity 180

 10.5.4. Democratic Implications 181

10.6. Challenges and Solutions 182

 10.6.1. Regulatory Challenges 182

 10.6.2. Educational Interventions 183

 10.6.3. Technological Solutions 184

10.7. Conclusion 185

11.

**Re-Architecting Intelligence: A Decolonial Legal Framework for
AI through the Lens of Indigenous and Vernacular Design
Principles**

Kuldeep Kumar

11.1. Introduction: The Colonial Code in the Machine	189
11.2. Deconstructing AI: From Material Extraction to Epistemicide.....	190
11.3. The Counter-Paradigm: Indigenous and Vernacular Design	192
11.4. The Legal Impasse: Intellectual Property, Data Sovereignty, and the Rights of Peoples	194
11.5. Case Studies: Preservation, Appropriation, and Resistance	196
11.6. Conclusion: Towards a Pluralistic and Just AI Future	198

12.

**Fashion as Data: Platform Capitalism and the Commodification
of Identity in India's Digital Economy**

Kushagri Aggarwal

12.1. Introduction.....	201
12.1.1. Expanding Digital Fashion Economy in India.....	201
12.1.2. Surveillance Capitalism and Digital Identity in Fashion.....	202
12.1.3. Identity, Inequality, and Digital Visibility.....	203
12.2. Research Purpose and Contributions	204
12.3. Structure of the Paper.....	204
12.4. Literature Review.....	205
12.4.1. Surveillance Capitalism: Foundations and Mechanisms	205
12.4.2. Platformization and Digital Labour in India.....	206
12.4.3. The Attention Economy and Behavioral Manipulation	206
12.4.4. Inequality, Visibility, and Digital Identity in India	207

12.4.5.	Resistance, Regulation, and Digital Self-Determination.....	207
12.4.6.	Synthesis: Applying the Literature to Indian Fashion Platform.....	208
12.5.	Methodology.....	208
12.5.1.	Research Design.....	208
12.5.2.	Research Strategy: Multiple Case Study & Semi-Structured Interviews	209
12.5.3.	Sampling Strategy	209
12.5.4.	Data Collection Procedures	210
12.5.5.	Data Analysis	211
12.5.6.	Ensuring Validity and Rigor	211
12.6.	Findings	212
12.6.1.	Fashion Platforms as Data-Driven Ecosystems	212
12.6.2.	Influencer-driven Visibility & attention economy.....	213
12.6.3.	Digital Inequities and Algorithmic Gatekeeping ...	213
12.6.4.	Platform Opacity and Governance Concerns.....	214
12.6.5.	Consumer Reports: Mistrust and User Frustrations.....	214
12.7.	Conclusion	214
12.7.1.	Fashion as Cultural Expression and Digital Asset .	214
12.7.2.	Regulatory Developments: The DPDLP Landscape	215
12.7.3.	Implementation Challenges and Awareness Gap ...	215
12.7.4.	Implications for Digital Fashion Ecosystems	216
12.7.5.	Implications for Digital Fashion Ecosystems	216
12.7.6.	Ethical Oversight and Digital Self-Determination.	217

13.

Thangaka Art and Algorithmic Misrepresentation: Decolonizing AI Through an Indigenous Design Framework and the Legal Implications

Matisa Majumder & Sonali Gurung

13.1.	Introduction.....	219
-------	-------------------	-----

13.2. AI's Global Impact on Indigenous Arts and Algorithmic Aesthetics.....	221
13.3. Thangaka Art as a Case Study- Sacred Aesthetics and Community Identity	222
13.3.1. Understanding Thangaka Art-	222
13.3.2. Restoration of Thangaka using Digital tools-	224
13.3.3. Thangaka Art and Artificial Intelligence-	224
13.4. Algorithmic Misrepresentation -AI Misappropriating Indigenous Designs	226
13.5. Decolonial Framework-Indegenious Epistemologies and Design Practices	227
13.6. Legal Dimensions Indian Regulations, Global Frameworks and Gaps	228
13.6.1. Indian Regulations covering the aspects of Thangaka art in context of AI	228
13.6.2. Global Legal Frameworks on protection of Visual Representation of Indigenous Art-.....	229
13.6.3. Suggestions towards secure Legal Frameworks	230
13.7. Development towards Just Frameworks Ethical, Regulatory and Design Recommendations	230
13.8. Conclusion	232

14.

Fashion as Data and Data as Fashion in Indian E-Commerce

Mohd Arsh Shery

14.1. Introduction.....	234
14.2. Literature Review and Theoretical Framework	235
14.3. Methodology	237
14.4. Fashion as Data and Data as Fashion in Indian E-Commerce	238
14.5. Algorithmic Interventions and Cultural Issues	239
14.6. Consequences for Identity, Ethics, and Platform Capitalism	241
14.7. Case Studies of AI Integration Within Indian Fashion E-Commerce	242

14.8. Future Trends in AI and Fashion E-Commerce in India	244
14.9. Conclusion and Future Directions	245

15.

Legal and Ethical Challenges in AI-Fashion Profiling

Nargis Syed & Anushka Sharma

15.1. Introduction.....	248
15.1.1. Background: AI in Fashion Profiling.....	248
15.1.2. Significance of Legal and Ethical Challenges	249
15.1.3. Objectives and Scope	250
15.2. Legal Challenges in AI-Guided Fashion Profiling.....	250
15.2.1. Data Protection and Privacy Frameworks	250
15.2.2. Intellectual Property Rights in AI-Generated Designs.....	252
15.2.3. Anti-Discrimination Law and Algorithmic Bias	253
15.2.4. Platform Liability and Regulatory Compliance	254
15.3. Ethical Challenges in AI Fashion Profiling	254
15.3.1. Algorithmic Bias and Social Exclusion	254
15.3.2. Surveillance Capitalism and Data Commodification.....	255
15.3.3. Beauty Standards and Mental Health Implications.....	256
15.3.4. Cultural Appropriation and Representation	257
15.4. Comparative Legal and Ethical Analysis.....	257
15.4.1. Convergence Areas.....	257
15.4.2. Regulatory Gaps and Enforcement Challenges	258
15.4.3. Case Study Analysis	258
15.5. Recommendations and Future Directions.....	259
15.5.1. Legal Framework Strengthening	259
15.5.2. Technical Solutions for Ethical AI.....	259
15.5.3. Multi-Stakeholder Governance Approaches	260
15.6. Conclusion	260
15.7. Reference	261

Gamified Selves: Fashion Identity and Consumer Expression in Metaverse

Sarang Anilkumar & Srinivas J

16.1. Introduction.....	264
16.2. From Fabric to Pixels: The Rise of Digital Fashion	265
16.2.1. Why Digital Fashion Matters?.....	265
16.2.2. The Role of the Metaverse	266
16.2.3. From Wearing to Playing with Fashion	267
16.3. Gamification as a Lens for Fashion.....	267
16.3.1. Fashion As Achievement	268
16.3.2. Fashion As Collectible Rarity.....	268
16.3.3. Fashion As Status Symbol.....	269
16.3.4. Fashion As Social Play	270
16.3.5. The Psychological Pull of Gamified Fashion	270
16.4. Motivations Behind Digital Fashion Consumption	272
16.4.1. Escapism and Play.....	272
16.4.2. Identity Experimentation	273
16.4.3. Status and Prestige	273
16.4.4. Community Participation	274
16.4.5. Confidence and Embodiment	274
16.5. Fashion Brands in the Metaverse: Case Studies and Strategic Insights.....	275
16.6. Strategic Insights from the Case Studies	278
16.7. Theoretical Frameworks: Identity And Behavioral Economics in Digital Fashion.....	279
16.7.1. Self-Identity And Symbolic Interactionism	280
16.7.2. The Extended Self in Digital Spaces	280
16.7.3. Behavioral Economics and Exclusivity	281
16.8. Challenges: Accessibility, Authenticity, and Consumer Culture	282
16.8.1. Accessibility and Digital Inequality	283
16.8.2. Authenticity and Ownership.....	283
16.8.3. Consumer Culture and Hyper-Commercialization.....	283
16.9. Future Directions: Fashion as Play.....	283

16.10. Conclusion.....	284
------------------------	-----

17.

Algorithmic Visibility and the Marginalization of Regional Aesthetics in Indian E-Commerce

Sarayu Chiruvella

17.1. Introduction: The Cultural Tapestry of India's Fashion	287
17.2. Algorithms at the Loom: Digital Threads of Influence.....	290
17.3. Patterns Hidden: The Invisible Hand of AI	292
17.4. Threads of Knowledge: Scholarship and Gaps.....	294
17.5. Stitching Solutions: Reimagining Ethical E-Commerce.....	297
17.6. The Fabric Endures: Preserving Heritage in a Digital Age.....	299

18.

Role of Fashion in IP: A Study of Virtual Reality in Promoting Sustainable Practices

Shikha Lakshmi

18.1. Introduction.....	303
18.2. Fashion and Intellectual Property	304
18.3. Fashion and Sustainability	307
18.4. The Role of Virtual Reality in Fashion.....	310
18.5. Role of Intellectual Property in Virtual Fashion	314
18.5.1. Copyright and Virtual Reality Fashion	314
18.5.2. Trademark in VR Fashion	315
18.5.3. Patent and VR Fashion	316
18.6. Conclusion	317
18.7. References.....	318

19.

Legal and Ethical Challenges in AI-Guided Fashion Profiling in India

Shweta Jayraj Mishra

19.1. Introduction.....	326
19.2. AI-Guided Fashion Profiling : Concept and Evolution	327

19.2.1.	From Traditional Marketing to Predictive Profiling	327
19.2.2.	Technologies Underpinning Fashion Profiling	328
19.2.3.	The Indian Context.....	329
19.2.4.	Profiling as Identity Construction.....	329
19.3.	Legal Framework in India	330
19.3.1.	Constitutional Right to Privacy	330
19.3.2.	The Information Technology Act, 2000.....	330
19.3.3.	The Digital Personal Data Protection Act, 2023	331
19.3.4.	Judicial Trends and Case Law	332
19.3.5.	Regulatory Gaps and Challenges.....	333
19.4.	Ethical Challenges in Fashion Profiling	334
19.4.1.	Algorithmic Bias and Discrimination.....	334
19.4.2.	Autonomy and Manipulation.....	335
19.4.3.	Privacy Beyond the Law	335
19.4.4.	Transparency and Explainability	336
19.4.5.	Commodification of Identity	336
19.4.6.	Corporate Responsibility and Inclusivity	336
19.5.	Comparative Global Perspective	337
19.5.1.	European Union – GDPR and the Proposed AI Act.....	337
19.5.2.	United States – Fragmented but Evolving	338
19.5.3.	United Kingdom – Data Protection and AI Guidelines	339
19.5.4.	Other Jurisdictions in Asia and Beyond.....	339
19.5.5.	Lessons for India	340
19.6.	Policy Recommendations for India	341
19.6.1.	Enact a Dedicated AI Regulatory Framework	341
19.6.2.	Strengthen Consumer Rights in Profiling	342
19.6.3.	Promote Ethical AI Standards in the Fashion Industry	342
19.6.4.	Enhance Institutional Capacity	343
19.6.5.	Encourage Public Awareness and Digital Literacy	343
19.6.6.	Promote Responsible Innovation.....	343
19.7.	Conclusion	344

19.8. References..... 345

20.

**Tug-of-war on Authorship Rights: A Panoramic Review of the
AI-modulated Fashion Trends Through the Lens of Intellectual
Property Laws**

Subhra Dan

20.1. Introduction..... 349

20.2. Research Objectives 350

20.3. Methodology 351

20.4. Changes in Fashion Industry across the Globe Due to AI .. 352

20.5. Ethical Challenges..... 354

 20.5.1. Manipulation and violation of autonomy..... 354

 20.5.2. Inclusivity and Body Representation..... 354

 20.5.3. Intergenerational Justice 355

 20.5.4. Transparency 355

 20.5.5. Sustainability and over-consumption..... 355

 20.5.6. Algorithmic bias..... 356

 20.5.7. Privacy 356

 20.5.8. Market Distribution Among Giant Brands and
 Independent Designers 356

20.6. General Legal Lacunas Throughout The Globe..... 357

20.7. Challenges from the Gravel of Law 357

 20.7.1. Digital Personal Data protection and “Consent”.... 357

 20.7.2. Intellectual Property Rights 358

 20.7.3. Anti-trust and Market Competition 359

 20.7.4. Labour and Employment Laws..... 359

20.8. Analysis through Lens of IP Laws..... 359

 20.8.1. Authorship and Gen-AI 360

 20.8.2. Ownership and AI-created Fashion Style 360

 20.8.3. Originality and Standard of Protection 361

 20.8.4. The USA 362

 20.8.5. Japan 362

 20.8.6. France..... 363

 20.8.7. China..... 363

20.8.8. India	363
20.9. Recommendations	365
20.10. Conclusion.....	366

21.

Fashion Illustration in the Age of AI: From Handcrafted Artistry to Algorithmic Aesthetics

Swapnil Hazra & Dr. Parvati Varma

21.1. Introduction.....	368
21.2. Manual Techniques	370
21.3. AI Platform	374
21.4. Ethical Considerations of AI use	377
21.5. Conclusion	377
21.6. Bibliography	378

22.

Surveillance Aesthetics and Body Monitoring in Wearable Tech

Ujjawal Narayan

22.1. Introduction.....	381
22.2. Theoretical Foundations	383
22.2.1. Surveillance Studies: Watching and Self-Tracking	383
22.2.2. Aesthetics Theory: Designing Surveillance as Fashion.....	383
22.2.3. Biopolitics and Body Control	384
22.3. The Aesthetics of Surveillance	385
22.4. Examples of Surveillance Aesthetics.....	386
22.5. Wearable Tech as Surveillance Device	388
22.6. Ethical and Legal Concerns.....	389
22.6.1. Data Privacy and Control Over Personal Information.....	390
22.6.2. Workplace Surveillance and Consent	390
22.6.3. Empowerment vs. Coercion	391
22.6.4. Access, Equity, and the Digital Divide	391
22.6.5. Surveillance Capitalism and Biopolitical Control .	392
22.6.6. Legal and Regulatory Challenges.....	392

22.7. Regulations in Action	392
22.8. Indian Regulations	394
22.9. Preventive Measures	396
22.10. Conclusion.....	397

23.

**Algorithmic Discrimination and the Right to Cultural
Expression: A Legal Gap in Digital Governance**

Vidushi Verma

23.1. Introduction.....	400
23.2. Background.....	402
23.3. Legal Framework	403
23.3.1. European Union	404
23.3.2. United States Legal Framework	405
23.4. Understanding Algorithmic Discrimination.....	405
23.5. Algorithmic Influence on Cultural Identity	407
23.6. Solutions and Recommendations	408
23.6.1. Strengthening Accountability and Transparency ...	408
23.6.2. Reforming Legal Frameworks.....	408
23.6.3. Designing with Inclusivity	409
23.6.4. Creating Regulatory Sandboxes	409
23.6.5. Improving Algorithmic Literacy.....	409
23.7. Conclusion	410

24.

**Stolen Patterns and Silenced Hands: AI’s Appropriation of Folk
Art and the Erasure of Marginalised Creators**

Yashasvi Mishra

24.1. Generative AI and the Logic of Extraction.....	413
24.1.1. Folk Art as Training Data	413
24.1.2. Appropriation as Digital Colonialism.....	414
24.1.3. Examples of Visual Appropriation.....	415
24.2. Invisible Labour and the Casteed Backend.....	416
24.2.1. Annotation Work in the Global South	416
24.2.2. Caste and Gender Dimensions.....	416

24.2.3.	The Myth of Autonomous AI	417
24.2.4.	Labour Law's Blind Spots	418
24.3.	Limits of Existing Legal Frameworks	418
24.3.1.	Copyright Act of 1957	418
24.3.2.	Geographical Indications of Goods Act of 1999....	419
24.3.3.	International Instruments	420
24.3.4.	Comparative Perspectives	420
24.4.	AI as a Continuation of Colonial and Caste Extraction	421
24.4.1.	Historical Parallels with Colonial Extraction	421
24.4.2.	Algorithmic Appropriation and Cultural Erasure...	422
24.4.3.	Caste and the Digital Continuation of Menial Labour	422
24.4.4.	Algorithmic Brahmanism	423
24.4.5.	The Broader Consequences	423
24.5.	Conclusion: Towards Justice for the Erased	424

Preface

In the early decades of the twenty-first century, the worlds of fashion, technology, and law have converged in unprecedented ways, giving rise to new forms of creativity, governance, and identity-making. What was once a human-driven art of design and cultural expression is now deeply intertwined with artificial intelligence, data analytics, and algorithmic decision-making. *The Fabric of Code in the Age of Digital Fashion and Identity* emerges as a timely intellectual response to this transformation. It is a curated collection of essays and research contributions by an extraordinary range of voices — from law and fashion students to academic researchers, industry experts, and independent scholars representing diverse national and international perspectives. Together, these contributors unravel the legal, ethical, and socio-cultural dimensions of fashion in a world increasingly mediated by algorithms and artificial intelligence.

The metaphor in the title — *the fabric of code* — captures the profound reality that in today's digital economy, lines of code have become the new threads that weave the textures of fashion, commerce, and identity. Algorithms now curate the styles we see, predict the trends we follow, and even design the garments we wear. The aesthetic sensibilities of the future are not only human-made but also machine-informed, where creativity meets computation. This book seeks to explore that complex interface — how digital fashion operates as both a site of innovation and a space of contestation; how technology redefines aesthetic authorship; and how law must evolve to address emerging challenges of ownership, privacy, and representation in the algorithmic age.

At its core, this volume rests on the recognition that fashion is not merely a visual or commercial phenomenon but a deeply legal, ethical, and social construct. The rise of artificial intelligence in fashion design, production, and marketing has generated questions

about intellectual property rights, originality, and authorship that traditional legal systems are still struggling to answer. When a garment or design is generated by a machine-learning model, who owns it? When virtual influencers or AI-generated models dominate brand campaigns, how do we regulate authenticity, labour, and consent? When fashion trends are predicted by algorithms trained on biased data, what happens to diversity, cultural representation, and inclusion? These are not abstract dilemmas; they are pressing realities that shape the global fashion ecosystem and, by extension, the identities of those who inhabit it.

This book brings together interdisciplinary scholarship and creative reflection that attempts to map this rapidly evolving terrain. The contributions are drawn from across disciplines — law, fashion technology, media studies, design theory, sociology, and artificial intelligence — each offering a unique lens on how digital technologies are reconfiguring aesthetic production and social perception. The resulting discourse is as multifaceted as the subject itself: legal scholars analyze emerging doctrines in intellectual property and data governance; fashion researchers explore sustainability, inclusivity, and digital ethics; and industry professionals reflect on the challenges of integrating AI within creative processes without diluting human imagination.

A key strength of this volume lies in its diversity of authorship. By including voices from law and fashion students, early-career researchers, established academics, independent writers, and global industry experts, the book consciously democratizes the conversation. Fashion and technology are inherently interdisciplinary, and their study demands multiple perspectives — from the courtroom to the design studio, from the algorithmic lab to the retail market. This compilation allows that plurality to flourish, capturing both the theoretical rigor and the lived experience of individuals navigating this new digital fabric.

The global scope of contributions further enriches this work. From European perspectives on digital fashion law to Indian reflections on

identity and representation, from discussions on the ethics of AI-generated beauty standards to analyses of blockchain in fashion authentication, the chapters collectively demonstrate that digital fashion is not just an industry trend — it is a cultural and regulatory revolution. It challenges the boundaries between creator and consumer, designer and data scientist, model and machine. The fashion world, long associated with the tangible and the tactile, now operates within the intangible logic of algorithms and code.

Yet, the rise of algorithmic aesthetics also raises profound questions about identity and authenticity. The digital economy has blurred the distinction between self-expression and digital performance. Social media platforms, powered by algorithmic curation, shape not only what people wear but also how they perceive themselves and others. The aesthetic of the self has become data-driven, where visibility and validation are quantified through metrics of engagement. Within this context, the fashion industry wields immense cultural power, often reinforcing societal ideals that exclude marginalized identities or commodify diversity without genuine inclusion. The essays in this book interrogate these dynamics, examining how fashion — when mediated by artificial intelligence — becomes a new terrain for both empowerment and exploitation.

The legal chapters in this volume play a particularly crucial role in anchoring the discussion within a normative framework. They explore how intellectual property law, privacy law, and emerging data protection regimes intersect with creative industries. In doing so, they reveal both the limitations and possibilities of law in the digital age. While regulation seeks to safeguard fairness, transparency, and accountability, it often struggles to keep pace with technological innovation. This disjunction leaves designers, consumers, and policymakers grappling with uncharted ethical dilemmas — from deepfake fashion models to AI-generated couture, from digital ownership in metaverse platforms to copyright claims over algorithmically generated art.

Equally, the sociological and cultural analyses in this collection remind readers that behind every algorithm lies a human value system. AI does not operate in a vacuum; it learns from data shaped by human choices, biases, and inequalities. When these systems are deployed in fashion, they have the power to amplify stereotypes — privileging certain body types, skin tones, or aesthetics while marginalizing others. This recognition calls for a critical recalibration of the digital fashion ecosystem: one that foregrounds inclusion, transparency, and ethical responsibility.

Beyond critique, this book also celebrates innovation. Several essays highlight how technology can democratize creativity, enabling new forms of collaboration, sustainability, and accessibility in fashion. Digital fashion allows independent designers to reach global audiences without traditional gatekeepers, while virtual clothing can reduce material waste in an industry notorious for environmental degradation. Artificial intelligence, when ethically harnessed, holds the potential to make fashion more inclusive, responsive, and sustainable. Thus, *The Fabric of Code in the Age of Digital Fashion and Identity* is not only an examination of challenges but also a celebration of creative resilience and adaptive ingenuity.

As an editor, what stands out in curating this collection is the convergence of passion, intellect, and imagination across its contributors. The students bring fresh curiosity and critical energy; researchers offer analytical depth; practitioners provide real-world insights; and independent thinkers connect theory with practice. Together, they weave a truly global narrative — one that transcends disciplinary boundaries and geographical divides.

Ultimately, this book invites readers to reflect on a broader philosophical question: what does it mean to be human in a world where creativity and identity are increasingly mediated by code? In exploring this question, the contributors do not merely document technological change — they engage in a deeper cultural conversation about autonomy, representation, and meaning in the digital age. The book stands as both a scholarly resource and a

provocation. It aims to inform, inspire, and challenge — urging readers to see fashion not as frivolity but as a powerful site where law, technology, and culture intersect to shape human experience. For students, scholars, policymakers, designers, and technologists alike, this volume offers insights that are as intellectually rigorous as they are socially relevant.

It is my hope that this collection will spark new dialogues on ethical innovation, inclusive design, and responsible creativity — reminding us that even in an age of algorithms, the fabric of fashion remains deeply human at its core.

Editorial Note

The convergence of fashion, technology, and law has opened a fascinating and complex field of inquiry — one that this volume, *The Fabric of Code in the Age of Digital Fashion and Identity*, seeks to explore with academic depth and creative vision. This edited collection brings together contributions from a diverse community of voices — law and fashion students, academic researchers, industry experts, designers, and independent scholars from India and abroad. Together, they examine how artificial intelligence, algorithms, and digital media are transforming not only the fashion industry but also our very understanding of identity, aesthetics, and authorship.

The title of this book captures a defining paradox of our times. Code — once a technical language confined to computers — now serves as the very fabric through which creative, cultural, and commercial expressions are woven. Fashion, traditionally rooted in materiality, craftsmanship, and individuality, is increasingly shaped by the immaterial logic of algorithms and data-driven personalization. This intersection raises profound questions: Who owns algorithmically generated designs? How does digital fashion challenge intellectual property law? What happens when algorithms dictate beauty standards and self-perception?

The essays in this volume navigate these emerging tensions with remarkable insight. They traverse themes such as algorithmic authorship, digital identity, intellectual property challenges in virtual fashion, ethical AI in creative industries, and the social consequences of data-driven aesthetics. The contributors approach these topics through legal analysis, theoretical critique, and practical case studies — resulting in a volume that is both interdisciplinary and globally relevant.

What distinguishes this book is its commitment to inclusivity and plurality. It values the perspectives of students alongside those of

seasoned experts, recognizing that innovation and reflection thrive in dialogue across generations and disciplines. In curating these works, the editorial vision was to create a platform where critical scholarship meets creative imagination — where law converses with design, and where questions of ownership and authenticity are debated alongside those of ethics and equity.

As digital technologies continue to reshape the fashion ecosystem, this collection stands as both a scholarly resource and a call for ethical engagement. It invites readers to reflect on the human dimensions of algorithmic creativity and to imagine a future where technology serves as a tool of empowerment rather than exclusion.

Acknowledgement

The successful completion of this volume, *The Fabric of Code in the Age of Digital Fashion and Identity*, would not have been possible without the collective effort, guidance, and inspiration of many individuals and institutions. We extend our deepest gratitude to all the contributors — students, researchers, academicians, industry professionals, and independent scholars — whose insightful writings and creative perspectives have given this book its intellectual depth and interdisciplinary character. Their engagement with complex themes at the intersection of law, fashion, technology, and identity has made this collection both relevant and transformative. We are especially thankful to the reviewers and advisors who offered valuable feedback during the curation process, ensuring academic rigor and coherence throughout the volume. Our appreciation also goes to *Writersgram Publications* for their support and professionalism in bringing this project to life with care and precision. A special note of thanks is due to our colleagues, mentors, and students at Amity Law School, Amity University Bengaluru, whose enthusiasm for critical inquiry and innovation in emerging fields of law and technology inspired this initiative. Finally, we acknowledge the unwavering encouragement of our families and peers, whose support made this journey possible.

Disclaimer

The authors bear full and exclusive responsibility for the content and views expressed in their respective chapters. The editors and members of the editorial committee shall stand indemnified and shall not, in any manner, be held jointly or severally liable for the statements or opinions contained herein.

Foreword



As the founder of LION ROARS, I have always believed that fashion is not just about what we wear it's about how we think, feel, and express our evolving identities in a rapidly changing world. Every collection we create is a conversation between art and technology, intuition and innovation. It is from this very intersection that *The Fabric of Code in the Age of Digital Fashion and Identity* draws its extraordinary strength.

This book arrives at a moment when algorithms have moved from the background of our lives to the very center of how we imagine, design, and define ourselves. Artificial intelligence is no longer a silent observer it is an active collaborator in shaping aesthetic experiences and cultural meaning. As someone deeply engaged with both the creative and entrepreneurial sides of fashion, I find this dialogue profoundly relevant. The editors of this volume have curated an exceptional body of work that sits at the crossroads of law, commerce, and aesthetics. What makes this collection truly remarkable is its courage to ask difficult questions about authorship in AI-generated design, the politics of digital beauty, and the shifting boundaries between human creativity and machine intelligence. These are not abstract debates anymore; they are questions that every brand, designer, and business leader must confront as we navigate the digital economy.

What resonated with me most while reading this book was its blend of intellectual depth and practical insight. Each chapter moves beyond theory to engage with real-world examples from algorithm-driven fashion forecasting to the ethical challenges of data-based

consumer profiling. The discussions are not only rigorous but also visionary, offering pathways to understand and embrace the future rather than resist it. At LION ROARS, we have always viewed innovation as an extension of human imagination not a replacement for it. The spirit of this book aligns beautifully with that philosophy. It reminds us that technology, when guided by empathy and ethics, can amplify creativity and inclusivity in ways previously unimagined.

This book is more than a scholarly contribution it is a timely call to reimagine the relationship between fashion, identity, and intelligence, both human and artificial. It will undoubtedly serve as a touchstone for scholars, designers, and innovators who wish to understand the aesthetic and ethical dimensions of our algorithmic age.

I wholeheartedly recommend this volume to everyone who believes, as I do, that the future of fashion lies not just in what we design, but in how we design with curiosity, conscience, and courage.

A handwritten signature in black ink that reads "Nagendra Kumar". The signature is fluid and cursive, with the first letter 'N' being particularly large and stylized.

Nagendra Kumar CP

Founder

LION ROARS

Foreword

As a technical designer fully immersed in Italy's vibrant fashion scene, I contend that fashion is not merely about clothing; it is a powerful medium that embodies our cognitive frameworks, emotional landscapes, and the diverse expressions of our increasingly complex identities in a world that is in constant flux. Each collection serves as a dialogue between aesthetic expression and technological advancement, illustrating how creativity can intersect meaningfully with innovation.

This volume emerges at a critical juncture when algorithms, once relegated to the fringes of our existence, now occupy the very epicentre of how we conceptualize, design, and articulate our identities. In this context, artificial intelligence is no longer a mere passive observer; it has transitioned into an active participant that plays a pivotal role in shaping our aesthetic experiences and cultural narratives. The editors of this collection have meticulously curated a body of work that adeptly navigates the intersections of law, commerce, and aesthetics, reflecting the multifaceted nature of modern design practice.

What stands out in this anthology is its engagement with challenging questions about authorship in AI generated design. This inquiry sheds light on the complexities surrounding the creation process in a digital era—who truly authors a piece of AI-generated fashion? Furthermore, the volume tackles the politics surrounding digital aesthetics, and the evolving boundaries that determine how we differentiate human creativity from machine intelligence. These discussions are not mere academic exercises; they represent critical considerations that every designer, academic, and industry leader must confront as they navigate our increasingly digital economy.

A particularly compelling aspect of this work is its ability to blend intellectual rigor with practical implications. Each chapter transcends abstract theorising, offering tangible case studies that illuminate the issues at hand—from algorithmic fashion forecasting, which utilizes

data to predict trends, to the ethical dilemmas posed by data-driven consumer profiling, where consumers are categorised based on their digital footprints. These conversations are not just methodical; they are also forward-thinking, laying the groundwork for a proactive embrace of the future rather than a reluctant engagement with it. As a professional dedicated to the technical aspects of design, I believe that innovation should be perceived as a natural extension of human creativity rather than a threat to it. This volume reinforces the idea that technology, when steered by ethical considerations and empathetic understanding, can augment creativity, leading to more inclusive practices in unprecedented ways.

I wholeheartedly endorse this volume to those who, like me, are invested in the belief that the future of fashion lies not solely in what we create but in how we approach the design process—with intellectual curiosity, unwavering ethical integrity, and the courage to explore uncharted territories.

A handwritten signature in black ink, reading "Raavi Prabhukumar". The signature is fluid and cursive, with a large initial "R" and a stylized "P".

Raavi Prabhukumar,
Technical Designer
Rilievi Group, Italy