

Exclusive: Mona Patel on AI, Couture, and the Future of Tech-Infused Fashion

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Exclusive: Mona Patel Decodes Tech's Growing Role in Fashion, and Makes a Case for AI

She turns heads every time she steps onto the red carpet. From the **custom Thom Browne look with an MIT-designed robotic dog for the 2025 Met Gala**, to the **Iris van Herpen butterfly-winged gown at the 2024 Met Gala**, and the **Georges Hobeika masterpiece for Lauren Sanchez and Jeff Bezos' wedding**—Mona Patel has redefined what it means to merge couture with cutting-edge technology.

In this **exclusive conversation with India Fashion Icon**, Patel—entrepreneur, couture collector, and global style influencer—shares her perspective on how technology is reshaping the future of fashion, the importance of “aesthetic intelligence,” her personal style journey, and her bold predictions for the years ahead.

On Her First ‘Aha’ Moment in Fashion-Tech

“For me, tech doesn’t disrupt fashion—it amplifies it,” Patel says. Her turning point came during a Costume Institute tour led by Andrew Bolton, where she experienced multisensory elements incorporated into an exhibition. “I walked out thinking—why don’t my clothes do that?”

Working with visionary designers like **Iris van Herpen**, Patel explored ways to embed technology into couture seamlessly—making garments that are not just wearable but **storytelling devices**, carrying memory and meaning amplified by innovation.

On Digital Fashion and NFTs

Though Patel admits she isn’t the target audience for **NFT fashion** or digital avatars, she sees value in digital-first design.

“For designers, digital clothing is an incredible playground to test ideas. For brands, virtual try-ons can reduce returns. For consumers, it’s identity exploration without waste,” she explains. “When treated as a first draft for physical garments, digital tools can actually **support slower, more intentional fashion**.”

On Fashion Waste and Sustainability

Patel is pragmatic about the limitations of current tech solutions:

“3D printing isn’t waste-free, but it makes the process smarter. You can prototype faster without wasting multiple samples. Combine that with AI-powered forecasting and supply chain intelligence—and you begin to address fashion’s waste problem.”

On AI as a Creative Amplifier

Patel is emphatic that **AI won’t replace creativity, but will accelerate it.**

For her 2025 Met Gala look, AI-generated sketches helped streamline the design process. “Normally, it would take weeks just to land on a concept. With AI, I could visualise instantly, refine direction, and move to production without losing creativity. It saved weeks.”

On Personal Style Evolution

Patel reflects on her journey from androgynous childhood looks to collecting couture:

“As a kid, I loved double-breasted blazers and suspenders—things that felt powerful. After discovering McQueen, I embraced femininity not in place of power, but alongside it. My style today is intentional: sharp tailoring, rich textures, and tech-integrated details.”

Notably, Patel doesn’t rely on stylists. “Except for one time with Law Roach, I’ve always dressed myself. Fashion for me is collaboration with designers, engineers, and artists. Every look is a conversation. What you see on the red carpet isn’t just an outfit—it’s **collective genius incarnate.**”

On the Future of Tech in Fashion

Her bold prediction? **AI will radically accelerate creativity across the industry.**

“The biggest shift won’t just be in supply chains or sustainability, but in the speed and scale at which creative visions are realised.”

With her unique lens on both couture and technology, **Mona Patel continues to push boundaries**, proving that fashion’s future is not about choosing between beauty and innovation—but embracing both.

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