PORTLAND FASHION WEEK®
7 SUSTAINABLE NIGHTS
SEPT 16-22, 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
LAUNCH	PRESS NIGHT	OPENING NIGHT	SUSTAINABLE	READY TO WEAR	COUTURE	ACCESSORIES

Portland Fashion Week's stand on the subject of Artificial Intelligence and its integration within the fashion community.

We at Portland Fashion Week have historically been quick to either recognize or influence trends whether they be in sustainability, eco-chic fashion or cruelty and plastic free initiatives.

So of course the current trend in utilizing AI in a myriad of capabilities piqued our interest to such a degree that we opened an account, used AI for background image renderings and sought new avenues within sustainability but as we delved further we realized one absolute horrible fact about AI….that it is one of the LEAST sustainable ''things'' in the entire world!

Whether it is the incredible waste of billions of gallons in one time use of cooling water drawn directly from aquifers eons old, aquifers sitting directly under our nation's farmland by the way, or the fact that the regions from which the server farms are located happen to be some of the most susceptible regions in the USA for brownouts, we at Portland Fashion Week have decided to forego the great AI ''experiment'' and stick with the good ol' fashion ways!