

Global Fashion Brand Accelerates Marketing Visual Creation with Generative AI

Organization

A global fashion apparel company

Industry

Fashion & Apparel

Challenges

A shift to weekly product launches sharply increased demand for marketing visuals. However, traditional studio photography was costly and required multi-week production cycles, making it difficult to produce enough content to keep pace with weekly launches.

Solution Overview

Infortrend Solutions

- KSi 5008U
- EonKube

Third-Party Products & Technologies

- NVIDIA L20 GPU
- ComfyUI

Key Benefits

- Content cycle cut from 6 weeks to 1
- Reduced reliance on studio photo shoots
- Greater creative flexibility

Challenge

A successful fashion apparel company in China accelerated its product launches from seasonal collections to weekly new arrivals. Each launch needs fresh promotional visuals, from product shots to styled lookbooks, which put heavy pressure on the marketing team to deliver content at speed and scale.

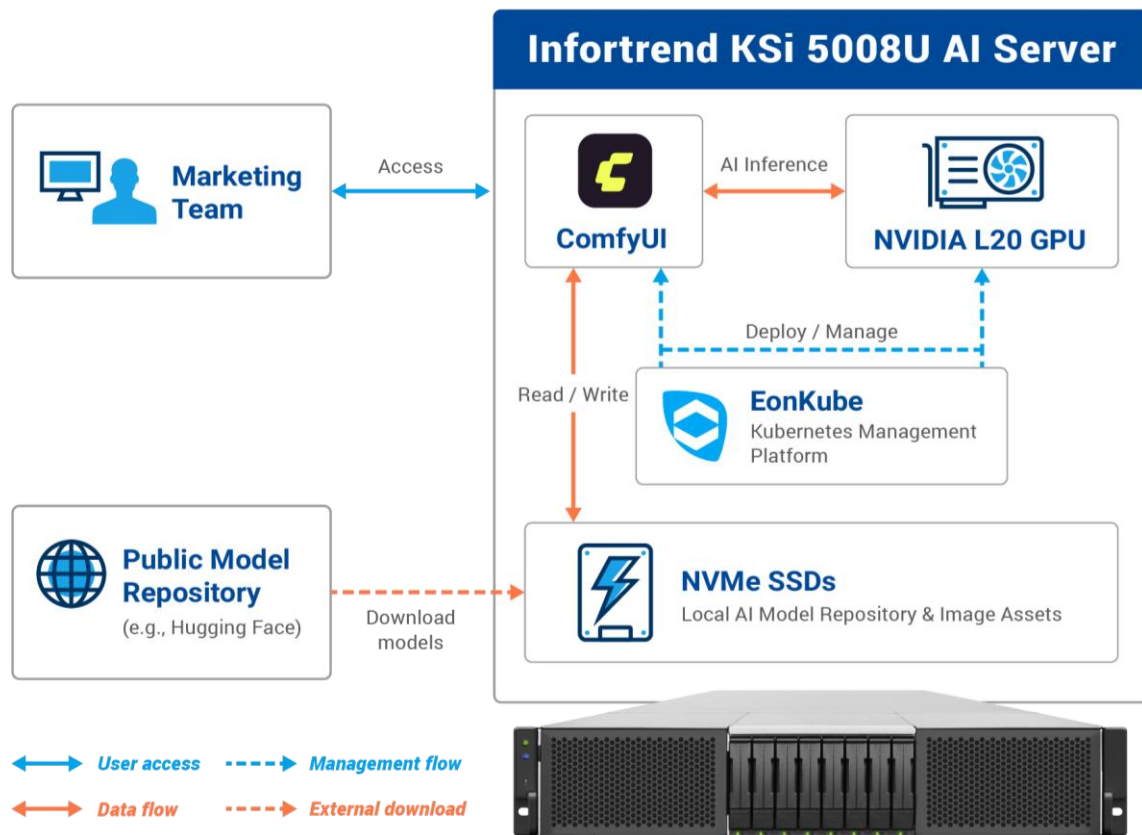
Content production traditionally relied on studio photography: booking models, photographers, and studio time, followed by post-production and retouching. This process was costly and slow, with multiple weeks needed to turn a shoot into finished assets. As launch frequency increased, the company faced a growing volume of shoots that the traditional workflow couldn't sustain.

As a result, marketing visual content production fell behind the product release schedule. New items risked launching without timely visuals, while the growing production workload put increasing pressure on the marketing budget. Thus, the company needed a faster, more cost-effective way to produce content that could keep pace with weekly releases.

Solution

To meet the demands of weekly launches, the company brought generative AI content production in-house and selected the KSi 5008U AI server as the foundation for its AI image generation workflow. With GPU acceleration, high-performance NVMe SSDs, and support for containerized workloads, the platform enables an on-premises environment for generating marketing visuals with ComfyUI, an open-source visual AI workflow tool.

The KSi 5008U is **configured with 2× NVIDIA L20 GPUs** and **NVMe SSDs** in a single platform. ComfyUI runs as a container deployed through EonKube, Infortrend's graphical Kubernetes interface. AI models, checkpoints, LoRA files, and image assets are stored in the local NVMe-based repository.



Key Technologies and Features

- **All-in-one AI infrastructure:** KSi 5008U is an integrated platform that combines GPU compute, NVMe SSDs, and a software stack for container-based AI deployment into a single system simplifying infrastructure integration, reducing deployment complexity, and speeding up AI environment setup.
- **Local AI model repository:** Models and LoRA files from public model repositories (e.g., Hugging Face) are stored on local NVMe SSDs, allowing the team to switch models without re-downloading them.
- **GPU-accelerated AI computing with high-performance NVMe:** NVIDIA L20 GPUs provide the compute power for AI workloads, while NVMe SSDs support fast access to the models and image assets used during processing.
- **Automated lookbook generation:** Using ComfyUI, marketers select a model and enter their requirements to generate lookbook visuals featuring the company's apparel on AI-generated models and scenes.

- **GUI-based deployment with EonKube:** Native Docker and Kubernetes support with a graphical interface lets a user install applications with a few clicks, monitor system performance and resource utilization, lowering the technical barrier to deploying containerized AI applications.

Solution Benefits

- **83% faster marketing visual content production:** AI-generated model and scene visuals featuring the company's apparel reduced reliance on studio shoots, cutting the content production cycle from six weeks to one and keeping marketing in step with weekly launches.
- **Lower production costs:** Less reliance on models, studios and photography lowered the cost of marketing visual content for each launch.
- **Greater creative flexibility:** A local AI model repository lets the team quickly switch between and test different AI models, shortening lookbook and campaign trial cycles and making it easier to explore new visual styles.

Conclusion

Weekly launches demanded a new way to create content, and generative AI delivered it. By replacing studio shoots with an on-premises AI workflow, a leading fashion apparel company **cut its content cycle from six weeks to one**, lowered production costs, and gave marketers the freedom to experiment. The **KSi 5008U** AI server made it simple, **with GPU compute, high-performance NVMe SSDs, and streamlined container deployment in a single platform**. Marketers can quickly generate visuals of the company's apparel on AI-generated models and scenes. As a result, the company can now keep pace with weekly product releases and give new products the visual content needed for timely market launches.

Additional Information

- Learn more about the [KSi 5008U](#) for detailed specifications
- Explore the [Standalone Edge Platform](#)
- Visit our [Generative AI Solution Page](#)

