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Modeling Fashion Business Models Based on Consumer Demand Dynamics for Non-Standard Femininity

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Abstract. *The relevance of the study is determined by the transformation of the contemporary fashion industry under the influence of the digitalization of consumer behaviour, the growing popularity of niche aesthetic trends, and the increasing role of personalized consumption in shaping brands' competitive advantages. Under these conditions, conventional approaches to business model design are becoming less capable of responding to rapidly changing consumer demand, highlighting the need to integrate digital demand analytics and adaptive value creation mechanisms into strategic management. The purpose of the article is to develop an analytical framework for modeling successful business models in the fashion industry based on the analysis of consumer demand dynamics for non-standard femininity and to identify strategic mechanisms for transforming this demand into sustainable competitive advantage. Methods.* *The study employs methods of theoretical generalization, analysis and synthesis, systematization, comparative analysis, structural and logical modeling, interpretation of digital*



market indicators, and generalization of evidence obtained from Google Trends and industry analytical reports. **Results.** The conceptual characteristics of non-standard femininity as a factor of differentiation in the contemporary fashion market are examined, and its significance for developing new approaches to customer value creation is substantiated. The potential of digital demand indicators for assessing the dynamics of aesthetic trends and supporting strategic decision-making is identified. It is demonstrated that changes in consumer preferences directly affect the configuration of business models, requiring the adaptation of product policy, market positioning, distribution channels, partnership strategies, and managerial processes. The principal strategic, marketing, and organizational challenges associated with demand volatility, consumer market fragmentation, dependence on digital platforms, and the need for rapid managerial decision-making are determined. **Conclusions.** The expediency of integrating digital demand analytics, continuous consumer behaviour monitoring, and adaptive value creation strategies into fashion business model design is substantiated in order to improve organizational flexibility, strengthen competitive positioning, and ensure long-term business performance. Prospects for further research are associated with the development of predictive models of aesthetic demand, the assessment of relationships between digital consumer signals and commercial performance, and the application of artificial intelligence technologies to support strategic business model innovation in the fashion industry.

Keywords: consumer behaviour, digital analytics, value creation, market differentiation, aesthetic trends, strategic management.

Моделювання успішних бізнес-моделей індустрії моди на основі

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Анотація. *Актуальність дослідження* зумовлена трансформацією сучасної індустрії моди під впливом цифровізації споживчої поведінки, поширенням нішевих естетичних напрямів і зростанням ролі персоналізованого споживання у формуванні конкурентних переваг брендів. За таких умов традиційні підходи до проектування бізнес-моделей дедалі менше відповідають динаміці попиту, що актуалізує необхідність інтеграції цифрової аналітики попиту та адаптивних механізмів створення цінності у процес стратегічного управління. **Метою статті** є розроблення аналітичної основи моделювання успішних бізнес-моделей підприємств індустрії моди на основі аналізу динаміки споживчого попиту на нестандартну фемінність та визначення стратегічних механізмів трансформації цього попиту у стійкі конкурентні переваги. **Методи.** У процесі дослідження використано методи теоретичного узагальнення, аналізу і синтезу, систематизації, порівняльного аналізу, структурно-логічного моделювання, інтерпретації цифрових ринкових індикаторів та узагальнення результатів Google Trends і галузевих аналітичних звітів. **Результати.** Досліджено концептуальні характеристики нестандартної фемінності як чинника диференціації сучасного ринку моди та обґрунтовано її значення для формування нових підходів до створення споживчої цінності. Виявлено можливості використання цифрових індикаторів попиту для оцінювання динаміки розвитку окремих естетичних напрямів і підтримки стратегічного



планування. Доведено, що зміни споживчих уподобань безпосередньо впливають на конфігурацію бізнес-моделей, зумовлюючи необхідність адаптації продуктової політики, ринкового позиціонування, каналів збуту, партнерських взаємодій і процесів управління. Встановлено основні стратегічні, маркетингові та організаційні проблеми, пов'язані з високою волатильністю попиту, фрагментацією споживчих сегментів, залежністю від цифрових платформ і потребою у швидкому прийнятті управлінських рішень. **Висновки.** Обґрунтовано доцільність інтеграції цифрової аналітики попиту, безперервного моніторингу поведінки споживачів і адаптивних стратегій створення цінності для підвищення гнучкості бізнес-моделей, зміцнення конкурентних позицій та забезпечення довгострокової результативності підприємств індустрії моди. Перспективи подальших досліджень пов'язані з розробленням моделей прогнозування естетичного попиту, оцінюванням впливу цифрових поведінкових сигналів на комерційні результати та використанням технологій штучного інтелекту для підтримки стратегічного моделювання бізнес-процесів.

Ключові слова: споживча поведінка, цифрова аналітика, створення цінності, ринкова диференціація, естетичні тренди, стратегічне управління.

Problem Statement. The contemporary fashion industry is undergoing a profound transformation driven by the fragmentation of consumer preferences, the growing importance of identity-oriented consumption, and the expansion of highly specialized market segments. Among these trends, the increasing demand for non-standard femininity has emerged as a significant factor influencing product development, brand positioning, and value creation strategies. Conventional business models designed for standardized mass markets are becoming less capable of responding to rapidly evolving consumer expectations, creating a need for more adaptive and analytically grounded approaches to business model design.



Addressing this challenge requires integrating demand dynamics into strategic decision-making, thereby linking consumer behavior analysis with business model innovation. The development of such approaches is important both for advancing theoretical research on strategic management and for improving the competitiveness and long-term sustainability of fashion enterprises operating in increasingly differentiated markets.

Analysis of recent research and publications. Current research demonstrates that the modelling of business models in the fashion industry is increasingly associated with consumer behaviour analysis, digital transformation, artificial intelligence, and the evolving socio-cultural understanding of femininity. L. Lipinska argues that emotional marketing and storytelling create additional brand value, strengthen consumers' emotional engagement, and enhance the differentiation of wedding collections in highly competitive fashion markets [1]. A. V. Iutkina examines the impact of omnichannel distribution on profitability and customer acquisition costs, demonstrating that the integration of digital sales channels significantly improves the efficiency of business models in fashion-related and hospitality enterprises [2]. N. Konstantinova-Hrendzha highlights the educational potential of edible art objects as a tool for cultural event branding, emphasizing creative mechanisms for generating emotional brand value [3]. V. Osadchiy et al. investigate the application of artificial intelligence in interactive installations and innovative design solutions, demonstrating how AI transforms traditional approaches to product development and customer interaction within the creative industries [4].

A substantial body of recent research focuses on the transformation of social perceptions of femininity and their implications for the fashion industry. K. Hrytsyna and O. Moskvych analyse contemporary standards of female beauty in the context of media culture, concluding that digital media substantially reshape perceptions of femininity and encourage the emergence of alternative aesthetic ideals [5]. L. Khalid



and W. Gong provide a comprehensive review of artificial intelligence applications in fashion, including personalization, demand forecasting, virtual try-on technologies, and AI-assisted aesthetic recommendations, highlighting their contribution to adapting business models to changing consumer expectations [6]. O. Yezhova et al. systematize recent innovations in digital fashion, demonstrating how technological advances reshape fashion design, production processes, and value creation across the industry [7]. J. E. Crowley examines the social dimensions of the fashion industry by analysing entrepreneurial labour, gender inequality, and workplace harassment, thereby revealing important institutional factors influencing the sustainable development of fashion businesses [8].

Another stream of research investigates digital transformation, technological innovation, and consumer-oriented business development. A. Salamzadeh et al. demonstrate that digital technologies and social media significantly transform business models in artisan production and the sewing sector by expanding marketing opportunities and strengthening customer engagement [9]. K. Selwon and J. Szymański review explainable fashion compatibility modelling methods, emphasizing the growing importance of artificial intelligence for recommendation systems and personalized product selection [10]. X. Zhong et al. analyse behavioural determinants of consumers' intentions to adopt innovative technologies, confirming that perceived usefulness, innovation readiness, and individual preferences play a decisive role in shaping market demand [11].

Considerable attention has also been devoted to the transformation of consumer identity and the economic mechanisms underpinning the fashion industry. Y. Lin and O. Lahoda conceptualize fashion as an expression of postmodern identity, arguing that clothing increasingly reflects individuality, diversity, and the rejection of traditional gender norms [12]. X. Wang and Q. Chen develop a stochastic model of dynamic pricing and production planning for fashion retailing, demonstrating that flexible pricing strategies and adaptive production systems are essential for



maintaining business sustainability under fluctuating consumer demand [13].

Identification of previously unresolved parts of the general problem.

Despite the growing body of research on consumer behaviour, digital fashion trends, and business model innovation, the interrelationship between these phenomena remains insufficiently conceptualized. In particular, the strategic implications of demand for non-standard femininity for business model design have received limited scholarly attention.

This gap restricts the understanding of how digitally mediated aesthetic preferences can be transformed into sustainable competitive advantage. Addressing this issue contributes to the development of a more comprehensive analytical approach to adaptive business model design in differentiated fashion markets.

Formulation of the objectives of the article (task setting). Purpose of the article is to develop an analytical framework for modeling successful business models in the fashion industry based on the dynamics of consumer demand for non-standard femininity and to determine strategic mechanisms for transforming this demand into sustainable competitive advantage.

Objectives of the article:

1. To identify the conceptual foundations of non-standard femininity and assess the dynamics of consumer demand using digital market indicators.
2. To determine the impact of changing consumer demand on fashion business models and identify the principal strategic, marketing, and organizational challenges.
3. To develop recommendations for improving business model design through the integration of demand analytics and adaptive value creation strategies.

Main material. Non-standard femininity has evolved into a significant market phenomenon reflecting the diversification of aesthetic preferences, identity construction, and consumption patterns within the contemporary fashion industry. Rather than replacing conventional notions of femininity, it broadens their



interpretation by incorporating multiple visual identities, cultural references, and forms of self-expression. The growing influence of digital platforms, creator economies, and online fashion communities has accelerated the diffusion of niche aesthetics, enabling brands to address increasingly differentiated consumer segments. Consequently, non-standard femininity has become not only a cultural phenomenon but also a strategic driver of value creation, influencing product development, brand positioning, customer engagement, and competitive differentiation (table 1).

Table 1

Conceptual characteristics of non-standard femininity as a consumer trend in the fashion industry

Conceptual characteristic	Description	Manifestation in consumer behaviour	Strategic significance for fashion businesses
Diversity of aesthetic identities	Coexistence of multiple interpretations of femininity beyond traditional beauty standards	Preference for distinctive and niche fashion aesthetics	Expands opportunities for differentiated market positioning
Identity-oriented consumption	Fashion serves as a means of expressing personal values, emotions, and lifestyle	Purchasing decisions are guided by self-identification rather than trends alone	Strengthens emotional brand attachment and customer loyalty
Inclusive representation	Recognition of diverse body types, ages, cultural backgrounds, and gender expressions	Increased demand for authentic and inclusive brand communication	Enhances brand credibility and market accessibility



Digital trend formation	Consumer preferences are shaped through social media platforms and digital communities	Rapid emergence and diffusion of micro-trends and aesthetic movements	Improves responsiveness to changing market demand
Personalization	Consumers seek products reflecting individual identity rather than standardized collections	Higher interest in limited editions, customization, and curated styling	Supports flexible product portfolios and premium value propositions
Symbolic value creation	Fashion products communicate narratives, emotions, and social meanings	Consumers evaluate brands through their cultural relevance and authenticity	Creates sustainable competitive advantage through brand storytelling

Source: developed by the author based on [1, p. 38; 5, p. 223; 6; 7, p. 286; 8; 12, p. 536].

The strategic implications of the identified characteristics extend beyond product development and directly influence the configuration of contemporary fashion business models. According to The State of Fashion 2025, sustained growth is increasingly associated with the ability to address narrowly defined consumer segments through distinctive value propositions rather than through mass-market standardization [14]. Consequently, brands build competitive advantage by integrating cultural identity, emotional engagement, and product differentiation into a coherent market strategy.

This transformation is reinforced by digital environments where aesthetic preferences are generated, shared, and rapidly disseminated. Research conducted by Vogue demonstrates that gender-fluid and non-conventional interpretations of femininity are becoming commercially relevant market segments rather than temporary stylistic experiments, encouraging brands to reconsider traditional approaches to collection design and consumer communication [15]. Digital



communities therefore function not only as communication channels but also as mechanisms for identifying emerging market opportunities.

Evidence from Pinterest Predicts confirms that visually driven micro-trends develop into measurable patterns of consumer interest before they become mainstream fashion tendencies, providing companies with an opportunity to anticipate demand and reduce strategic uncertainty in product planning [16]. Businesses capable of incorporating such digital signals into merchandising and assortment management gain greater flexibility in responding to rapidly evolving consumer expectations.

As emphasized in *The Business of Fashion*, long-term competitiveness increasingly depends on the ability to transform heterogeneous consumer identities into consistent brand narratives supported by personalization, authenticity, and community engagement [17]. Under these conditions, non-standard femininity functions not merely as an aesthetic category but as a strategic resource that enhances customer loyalty, supports premium positioning, and creates sustainable differentiation within increasingly saturated fashion markets.

The dynamics of consumer demand in the fashion industry are increasingly determined by digital behavioural signals that emerge before they are reflected in sales performance. Search activity, visual engagement, and user interactions across digital platforms provide measurable evidence of evolving aesthetic preferences, enabling firms to identify emerging market opportunities and adjust strategic decisions with greater precision. Consequently, digital trend indicators have become an important source of market intelligence for analysing the development and commercial potential of femininity-related fashion aesthetics [18] (table 2).

Table 2

Market and digital indicators for analysing consumer demand across femininity-related fashion aesthetics

Market indicator	Primary analytical source	Managerial insight	Business application
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Search activity	Google Trends	Reveals changes in consumer interest over time	Early demand forecasting and collection planning
Visual engagement	Pinterest Trends	Measures interaction with aesthetic concepts through searches and saves	Identification of promising design directions
User-generated content growth	Social media monitoring	Indicates the expansion of consumer communities around specific aesthetics	Evaluation of niche market potential
Influencer diffusion	Creator analytics	Demonstrates the speed of trend adoption by opinion leaders	Planning brand collaborations and campaign timing
Product assortment expansion	Online fashion retailers	Reflects commercial adaptation to changing demand	Assessment of market maturity and competitive intensity
Professional trend monitoring	Industry reports and forecasting agencies	Confirms long-term market relevance of emerging aesthetics	Strategic planning and portfolio development

Source: developed by the author based on [1, p. 41; 2, p. 633; 6; 7, p. 293; 10, p. 20; 13].

Digital demand signals differ not only in the type of information they provide but also in the stage of market development they capture. Search activity usually represents the earliest measurable manifestation of changing consumer preferences, allowing fashion companies to recognize emerging aesthetics before they translate into observable retail performance. Google Trends has therefore become an important analytical instrument for identifying demand trajectories and supporting assortment planning at the initial stages of trend formation [18].

Consumer interest, however, does not automatically translate into sustainable market demand. Greater strategic value arises when search behaviour is



complemented by evidence of visual engagement and community participation. Pinterest Predicts has repeatedly shown that rapidly expanding search categories frequently anticipate commercial adoption several months in advance. For example, the coquette aesthetic gained substantial momentum on Pinterest before bows, lace details, and romantic styling became prominent elements of seasonal collections introduced by international fashion retailers [19].

From a managerial perspective, combining search analytics with visual trend monitoring reduces dependence on historical sales data and improves the responsiveness of business planning. Instead of reacting to established market demand, fashion companies are increasingly able to identify consumer interest at its formative stage, optimize collection development, and allocate production resources with lower forecasting risk. Such an analytical approach is particularly valuable in niche fashion segments where aesthetic preferences evolve more rapidly than conventional market indicators.

Changes in demand for femininity-related aesthetics influence fashion business models through the speed, instability, and selectivity of consumer attention. In differentiated market segments, brands cannot rely only on broad seasonal planning, since demand often appears first as a digital signal, then becomes a commercial opportunity through limited collections, social media campaigns, creator collaborations, and direct-to-consumer sales models [14]. (table 3).

Table 3

Impact of demand changes on the configuration of fashion business models in differentiated market segments

Business model element	Demand-driven change	Managerial response	Effect on brand performance
Product portfolio	Shift from universal collections to aesthetic-specific product lines	Development of capsule collections and limited drops	Higher relevance for niche audiences
Market positioning	Stronger dependence on	Clear visual identity and narrative-based branding	Improved differentiation from



	symbolic and emotional value		mass-market competitors
Customer acquisition	Growth of demand through search and platform-based visibility	Use of digital trend monitoring and targeted campaigns	Lower uncertainty in reaching emerging consumer groups
Sales channels	Increasing role of social commerce and direct interaction	Integration of e-commerce, social media, and community channels	Faster conversion from interest to purchase
Production planning	Demand becomes more volatile and harder to forecast through historical sales alone	Shorter planning cycles and flexible inventory decisions	Lower risk of overproduction
Partnerships	Greater influence of creators and micro-communities	Collaborations with niche influencers, stylists, and visual content creators	Stronger trust within specific aesthetic segments

Source: developed by the author based on [1, p. 40; 6; 7, p. 291; 9, p. 227; 10, p. 12; 13].

Business model adaptation in differentiated fashion segments is not limited to changing the visual design of products. It requires the reconfiguration of several interconnected managerial processes: assortment planning, communication strategy, customer acquisition, production flexibility, and partnership policy. For example, if a niche aesthetic gains visibility in digital environments, a brand does not necessarily need to rebuild its entire product line. A more effective response is to test the segment through a capsule collection, a limited drop, a creator-led campaign, or a pre-order model. Such instruments allow firms to transform consumer interest into measurable demand without excessive inventory risk [13].

This approach is especially relevant for small and medium-sized fashion brands, which often cannot compete with large companies through scale but can achieve stronger market positions through speed, authenticity, and closer interaction with niche communities. In this context, differentiated demand becomes not only a marketing signal but also a basis for business model configuration. It influences what



the brand produces, how quickly it brings products to market, which channels it uses, and how it evaluates commercial performance. Therefore, the successful use of demand changes depends on the ability to connect digital market signals with operational decisions rather than to treat trends only as communication themes [14].

The transformation of fashion business models cannot be fully explained without considering the temporal dynamics of consumer demand. Digital search behaviour provides an opportunity to identify changes in aesthetic preferences before they become visible in sales performance or retail assortment. To illustrate these dynamics, Google Trends data were analysed for five femininity-related fashion aesthetics – Quiet luxury, Coquette, Clean girl, Old money style, and Mob wife aesthetic – covering the period from Jul. 2021 to April 2026. Google Trends reports normalized search intensity on a scale from 0 to 100, where 100 represents the highest observed popularity of a search term within the selected period and geographical scope [18] (Fig. 1).

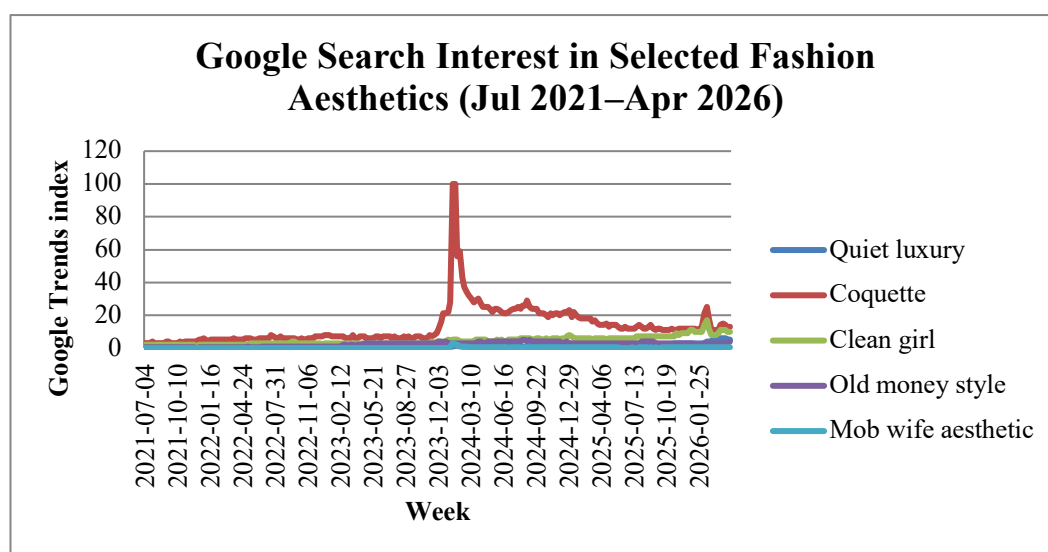


Fig. 1. Dynamics of Google search interest in selected femininity-related fashion aesthetics worldwide, April 2021 – April 2026

Source: developed by the author based on Google Trends data [18].

The search trajectories reveal that consumer demand evolved differently across the analysed aesthetics, confirming that differentiated market segments



cannot be treated as a homogeneous category. Coquette demonstrates the strongest and most sustained search activity throughout the observation period, reaching the maximum normalized Google Trends value of 100, which indicates its dominant position among the analysed aesthetics. Clean girl and Old money style exhibit more gradual but stable growth, suggesting that these styles have evolved from short-lived digital trends into relatively persistent consumer preferences. In contrast, Mob wife aesthetic is characterized by a pronounced but short-term increase in search activity, reflecting rapid diffusion through social media followed by a gradual decline in public attention [18].

The observed differences have direct implications for business model design. Aesthetics associated with stable search trajectories provide a stronger basis for long-term assortment planning, brand positioning, and investment in permanent product categories. Conversely, trends characterized by sharp but temporary increases in consumer attention require more flexible commercialization mechanisms, including capsule collections, limited editions, pre-order campaigns, and creator collaborations. Such an approach enables fashion companies to capitalize on emerging demand while reducing inventory risk and avoiding excessive investment in trends with limited commercial longevity [14].

Overall, the figure confirms that digital demand analytics should be regarded as a strategic decision-support instrument rather than merely a measure of online popularity. Continuous monitoring of search dynamics enables firms to distinguish between sustainable consumer preferences and short-term attention spikes, thereby improving the adaptability of business models operating in differentiated fashion markets.

Business models targeting non-standard femininity operate in a market characterized by fragmented demand, rapidly changing aesthetic preferences, and strong dependence on digital consumer behaviour. Under such conditions, one of the principal strategic challenges is distinguishing between temporary peaks of online



attention and trends capable of generating sustainable commercial value [6]. This increases uncertainty in assortment planning, investment decisions, and long-term brand positioning.

Marketing complexity arises from the need to communicate with multiple niche communities whose aesthetic expectations, symbolic values, and purchasing motivations differ substantially. A communication strategy that strengthens engagement within one consumer segment may have limited effectiveness or even weaken brand relevance in another. At the same time, the growing influence of digital platforms and algorithm-driven content distribution reduces managerial control over brand visibility and makes customer acquisition increasingly volatile.

Organizational challenges are primarily associated with the need for greater operational flexibility. Rapidly changing demand requires shorter product development cycles, continuous monitoring of digital market signals, closer coordination between merchandising, marketing, and design functions, and supply chains capable of responding quickly to emerging consumer preferences. Companies unable to integrate these processes into a coherent decision-making system risk slower market responses, inefficient resource allocation, excess inventories, and declining competitiveness within differentiated fashion markets.

Improving business model design in differentiated fashion markets requires a transition from reactive decision-making toward continuous demand-oriented management. Rather than relying primarily on historical sales performance, fashion companies should integrate digital demand analytics into strategic planning to identify emerging aesthetic preferences before they become commercially widespread [9, p. 227]. Such an approach enables earlier market entry, more accurate assortment planning, and more efficient allocation of marketing and production resources.

Business model resilience can be further strengthened through greater operational flexibility. The use of capsule collections, limited product releases, pre-



order mechanisms, and shorter product development cycles allows firms to respond more effectively to fluctuating consumer interest while reducing inventory risks associated with highly volatile fashion trends. At the same time, systematic monitoring of search behaviour, social media engagement, and digital consumer communities should be incorporated into managerial decision-making to support timely adjustments in product portfolios and communication strategies.

Long-term competitiveness also depends on the ability to transform digital consumer insights into sustainable customer value. This requires the integration of market analytics, merchandising, branding, and customer relationship management within a unified strategic framework that continuously aligns product development with evolving consumer expectations. By combining adaptive value creation with evidence-based demand analysis, fashion companies can improve customer loyalty, strengthen market differentiation, and achieve more sustainable business performance in rapidly changing fashion environments.

Conclusions. The study demonstrates that non-standard femininity has become a strategic driver of value creation, influencing consumer demand patterns and the configuration of fashion business models. It has been established that digital demand indicators enable earlier identification of emerging aesthetic preferences and support more adaptive strategic decision-making. The principal challenges involve demand volatility, fragmented consumer communities, dependence on digital platforms, and the need to coordinate analytical, marketing, and operational functions within a unified management system. The findings substantiate the importance of integrating demand analytics, digital consumer insights, and flexible value creation strategies to enhance business model resilience and long-term competitiveness. Further research should focus on predictive models of aesthetic demand, quantitative assessment of the relationship between digital consumer signals and business performance, and the application of artificial intelligence to strategic business model innovation.



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