Ateliq

A FREE GUIDE FROM ATELIQ · NOVEMBER 2026

The Agentic AI Playbook for *Fashion and Jewellery*

40 use cases, from design to the shop floor. With a readiness checklist, a 90-day pilot plan and a vendor scorecard.



Images made with AI in tests by Ateliq. The cloth, designs and people are fictional.

START HERE

Agents that read, decide and act, *with people approving.*

A chatbot answers a question and waits. An AI agent is given a goal, such as "draft next week's design directions" or "price this necklace from today's rate", and takes the steps itself, within limits a person sets.

In fashion and jewellery, the limits matter more than the cleverness. Prices move with the metal every day, every image carries the brand, and trust rests on honest answers. So every use case in this playbook follows one pattern: the agent does the reading, calculating and drafting; a named person approves anything a shopper, a factory, a karigar or the public will see.

This playbook condenses 40 use cases across four parts of the business: fashion design, fashion retail, jewellery retail and jewellery design. It draws on our four long-form guides on ateliq.co, with India and global angles: handloom and craft clusters, festive and wedding seasons, BIS hallmarking and metal-rate pricing, EU product rules and AI labelling.

We make Ateliq, so we have marked plainly which use cases Ateliq does today (20), which it does in part (12), and where it does not and we describe where the market is heading (8). Outside facts are listed with their sources on the last page. Nothing here is legal advice.

Fashion design · From the trend board to the sample room	10 use cases
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HOW TO READ A CARD

Today
How the job is done now.

Agent
What the agent reads, does and produces.

Approves
The human approval point.

Data
What the agent needs to work.

Measure
How to tell whether it is working.

Guardrail
The main risk and how to contain it.

IN ATELIQ TODAY
Built and running in Ateliq now.

PARTLY IN ATELIQ
Ateliq covers part of the job; the card says which.

WHERE THE MARKET IS HEADING
Ateliq does not do this; the direction we expect.

PART 1 · 10 USE CASES

Fashion design: *from the trend board to the sample room*

The studio is where agents save the most hours: reading, briefing, drawing variations and keeping records. Designers keep taste and sign-off.

1.01

Trend scouting into a weekly brief

Today: Mood boards built by hand from press, social and last week's sales, when there is time.

Agent	Reads press, the brand's connected social accounts and in-store try-ons; drafts a short trend board tied to pieces you hold, with design directions.
Approves	Design or merchandising lead, before anyone uses the board.
Data	Tagged catalogue, weekly sales, in-store signals.
Measure	Research hours saved; directions taken forward; sell-through of pieces made from them.
Guardrail	Show the evidence and confidence behind every trend.

IN ATELIQ TODAY

Trend scout every Monday, per city, marked rising, steady, cooling or new. The Fashion Strategist turns approved trends and best sellers into design directions.

1.02

Briefs from unmet demand

Today: "Do you have this in green?" is heard all day and never reaches the studio.

Agent	Groups requests the store could not meet by phrase, store and week; drafts a one-page brief when a gap repeats.
Approves	Head of design picks the briefs worth pursuing.
Data	Consistent request records, the current range, stock arriving soon.
Measure	Briefs taken forward; first-weeks sales against similar pieces.
Guardrail	A threshold before a request becomes a brief; no personal data in it.

IN ATELIQ TODAY

"Asked for, not carried" by phrase and store. The Designer drafts concepts only after three asks, or five try-ons without a sale.

1.03

Concepts in the brand's own hand

Today: Sketch, redraw, and days before anyone sees the back of a new piece.

Agent	Drafts new pieces from a print, a sample, an approved trend or a brief, drawn several ways so it can be judged as a garment.
Approves	A designer chooses, edits or rejects every concept.
Data	Your own photos and archive, your prints, a page of brand codes.
Measure	Days from brief to first review; concepts surviving review; sampling rounds.
Guardrail	Start from your own material and label AI-made images.

IN ATELIQ TODAY

Four views of each design: front, back, a detail and on a model. A person approves every design before any shopper sees it.

1.04

Print, motif and colourway development

Today: Repeats and recolours by hand; many motifs live with craft clusters such as Bagru, Kutch and Lucknow.

Agent	Drafts variations of an approved print (scale, spacing, ground, placement on a yoke or border) shown on the garment.
Approves	The print designer, and the craft partner whose motif it is.
Data	Print library with rights, the colour story, the limits of the method.
Measure	Options reviewed per week; strike-offs per approved print.
Guardrail	Respect Geographical Indications; never call a digital print hand block.

PARTLY IN ATELIQ

Ateliq starts new designs from an uploaded print and keeps a cloth's weave, motifs, colours and border. It has no separate recolouring tool.

1.05

Tech packs and spec sheets

Today: Careful, repetitive work, and a common source of sampling errors.

Agent	Drafts a graded size chart, bill of materials, construction notes and open questions from the approved design.
Approves	The technical designer checks every figure before a factory sees it.
Data	Your blocks and grading rules, trims with codes, the factory's template.
Measure	Hours per tech pack; questions back from the factory; sampling rounds.
Guardrail	Use only your own blocks and show where each figure came from.

PARTLY IN ATELIQ

For a dress from a shopper's cloth, Ateliq works out the cloth, stitching and days for the tailor. It does not draft factory tech packs.

1.06

Testing concepts before sampling

Today: What to sample is chosen by instinct and a line review; buyers are rarely asked first.

Agent	Shows approved concepts to shoppers, marked as not yet in store; counts try-ons and votes by city against similar stocked pieces.
Approves	Design approves what is shown; design and merchandising decide what to sample.
Data	Approved concepts, a place to show them, comparable stock.
Measure	Tries and votes against comparable stock; later, sales of sampled concepts.
Guardrail	Votes rank concepts; they never set buy quantities.

IN ATELIQ TODAY

Approved concepts appear on the mirror as "New ideas", marked "not in store yet". Shoppers try them on and vote; you export the results.

1.07

Designs from a shopper's chosen cloth

Today: In a handloom or fabric store she must cut the cloth before she sees the dress.

Agent	Drafts dresses from the exact cloth, borrows a shape from a picture she likes, shows one on her and works out cloth, stitching and days.
Approves	She chooses; the tailor confirms; head office approves what the screen may show.
Data	Cloth tags with width and composition, tailoring rules, her sizes.
Measure	Stitching orders; cloth sold per order; remakes.
Guardrail	Her picture is used for her design only and deleted when the visit ends.

IN ATELIQ TODAY

Scan the cloth's tag at the mirror; send a picture by QR; see three dresses from that cloth, then one on her; the design goes to the tailor with her sizes.

1.08

Fabric sourcing and product passports

Today: Swatch emails, price chases and certificate folders.

Agent	Matches a design's fabric needs to approved suppliers, drafts enquiries, assembles fibre, origin and certificate records per style.
Approves	The sourcing lead approves every enquiry and order; compliance signs off records.
Data	Approved suppliers with minimums and lead times; certificates.
Measure	Days from design to confirmed fabric; styles with a complete record.
Guardrail	Pass on what suppliers declare; never fill a gap with a guess.

WHERE THE MARKET IS HEADING

Textile apparel is a priority group for EU digital product passports, with rules planned for late 2027. Ateliq does not do sourcing.

1.09

Range reviews

Today: Is there a piece for every band, occasion and size? Answered with spreadsheets and memory.

Agent	Checks the planned range against sales, the approved trend board and recorded gaps; notes thin spots, overlaps and likely slow sellers.
Approves	Merchandising and design own every decision.
Data	Planned range, sales and returns, festive and wedding calendar, unmet demand.
Measure	Full-price sell-through and markdown depth against last season.
Guardrail	Sales history hides what was never stocked: read it with requests.

PARTLY IN ATELIQ

Ateliq supplies weekly store reports, unmet demand and "Ask your stores". It does not plan ranges.

1.10

Originality and rights checks

Today: A designer's eye and, now and then, a lawyer's letter.

Agent	Compares new concepts with the archive, records the sources used and every human edit, and labels AI-made images.
Approves	The design director, with legal advice on anything flagged.
Data	Archive, licences, model releases, an edit log.
Measure	Designs with a complete record; flags raised before sampling.
Guardrail	Keep the designer's contribution substantial and recorded.

PARTLY IN ATELIQ

Every upload to Ateliq carries a rights statement, and a shopper's photo never becomes a brand asset. No outside similarity search.

PART 2 · 10 USE CASES

Fashion retail: *from the shop floor to the shopper's phone*

Retail agents earn their place on the floor and in the Monday report. The brand sets the rules; staff keep the sale.

2.01

An in-store stylist from live stock

Today: Most shoppers browse alone and cannot ask about sizes, looks or offers.

Agent	Answers from this store's stock, sizes, prices and offers; completes the look; calls staff; hands the sale to the till or the phone.
Approves	Head office sets the name, tone, rules and offers it may mention.
Data	Live catalogue and stock per store, prices, offers, returns policy.
Measure	Usage; staff calls; conversion and basket size against a control store.
Guardrail	Ground every answer in your data; always offer a "just this" exit.

IN ATELIQ TODAY

A brand-named stylist on a mirror and a counter screen, at most two add-ons, side-by-side compare, and a hand-off: hold, pay link, online cart or counter.

2.02

Try-on that looks real

Today: Queues at the fitting room; sarees and lehengas take time to drape.

Agent	Shows pieces live as the shopper moves, and on request makes a photo of them in the exact catalogue pieces.
Approves	The shopper asks for every photo; the brand chooses what can be tried.
Data	Clean product photos; consent before the camera.
Measure	Try-ons per day; photos sent; conversion of pieces tried.
Guardrail	Ask first, track on the screen, record nothing, infer nothing sensitive.

IN ATELIQ TODAY

21 kinds of piece live, including sarees, lehengas and kurtas. The photo is made from your product photos and deleted after 30 minutes.

2.03

Capturing unmet demand

Today: The till records what sold, not what shoppers came for.

Agent	Logs every request the store could not meet, groups it by phrase, store and week, and sends it to planning.
Approves	Merchandisers decide: transfer, re-order, buy or design.
Data	The request, the stock at that moment, consistent fields.
Measure	Requests logged; gaps acted on; sales from them.
Guardrail	Act on repeats across stores and weeks, not one busy day.

IN ATELIQ TODAY

"Asked for, not carried", to download or send to a planning system.

2.04

Size and fit advice

Today: Indian, UK, US, EU and Gulf sizes differ, and one brand's M is another's L.

Agent	Asks the sizes a shopper knows, matches them to each garment's chart, checks stock and says when she sits between two.
Approves	The shopper and the fitting room; staff handle alterations.
Data	A size chart per garment; stock by size; what was kept.
Measure	Fitting-room trips per sale; size exchanges and returns.
Guardrail	Ask, never guess from a camera; never ask weight or body shape.

PARTLY IN ATELIQ

Shoppers tap their sizes and the stylist checks stock. FabFit, an agentic size engine, is in development with early access; not yet available.

2.05

Follow-ups shoppers asked for

Today: Staff promise to call when her size is back. Sometimes they do.

Agent	For opted-in shoppers, queues a short message when a piece is back in her size or about one she tried, checking stock first.
Approves	The brand approves every template; the shopper can stop any time.
Data	Consent records, tried and saved pieces, live stock.
Measure	Opt-ins; return visits and sales against shoppers not messaged.
Guardrail	Cap the number, keep quiet hours, keep contact details from the agent.

IN ATELIQ TODAY

Opt-in with a code; email or WhatsApp; approved templates, at most two a week, never 9pm to 9am. The agent never sees a name, email or phone number.

2.06

Product content from your own photos

Today: Every style needs tags, copy and shoots; ethnic-wear terms trip up generic tools.

Agent	Suggests tags from product photos; drafts shoots, on-model images from flat lays and short clips.
Approves	A person accepts every tag and approves every image.
Data	Product photos with rights recorded; your tag list.
Measure	Days from goods received to live listing; images per style.
Guardrail	Never change the piece itself in an AI image.

IN ATELIQ TODAY

The cataloguer tags daily, including Indian ethnic wear terms. The photographer makes up to ten images and two clips per shoot; the piece is never changed.

2.07

Festive and seasonal campaigns

Today: Diwali, Durga Puja, Onam, Eid and the wedding season; Ramadan, Black Friday and the holidays.

Agent	Drafts a weekly lookbook, posts tied to offers that are running, and next week's content calendar.
Approves	Marketing approves every draft and does the posting.
Data	Live offers with dates and stores, stock, the trend board, your voice.
Measure	Hours per campaign; drafts published; sales of featured pieces.
Guardrail	Tie every draft to live stock and offers; never post on its own.

IN ATELIQ TODAY

The marketer drafts every Wednesday. Initiatives such as a festive sale bring a banner on the screen and a brief for the stylist. Approving does not post.

2.08

Allocation and stock transfers

Today: Kurtas sell out in one city while the same sizes sit in another.

Agent	Watches sales, stock and demand by store; proposes transfers and re-orders with a reason for each.
Approves	Merchandising or planning approves every move.
Data	Stock and sales by store and size, lead times, transfer costs, unmet demand.
Measure	Full-price sell-through; stock-outs; transfer cost.
Guardrail	Sales history understates sizes that sold out.

WHERE THE MARKET IS HEADING

Large companies may no longer destroy unsold clothes in the EU (since July 2026). Ateliq does not allocate stock; it can send lost demand to planning.

2.09

Weekly store reports

Today: Dashboards someone has to build; head-office questions take a day of exports.

Agent	Drafts a report per store and across stores; answers questions in plain words and shows what it read.
Approves	No approval needed, but every number traces to its source.
Data	Sales, visits, try-ons, requests, door counts.
Measure	Hours on reporting; actions taken from reports.
Guardrail	Show how many records an answer rests on; managers see only their stores.

IN ATELIQ TODAY

The analyst reports every Monday: tried, asked for, bought, kept and returned. The retail lead answers "Ask your stores" and lists what it read.

2.10

Returns and kept sales

Today: A sale is counted on the day; the return is filed somewhere else.

Agent	Links each sale to kept, partly returned or returned; before a return, checks fit and suggests an exchange.
Approves	Store staff handle every return and exchange.
Data	Orders and returns from commerce or ERP; the return window.
Measure	Return rate; exchanges instead of refunds; kept revenue.
Guardrail	The goal is the right piece, not a refused refund.

PARTLY IN ATELIQ

With Shopify, an ERP or a payment provider connected, each hand-off becomes kept or returned after the window (30 days by default). Fit checks come with FabFit.

PART 3 · 10 USE CASES

Jewellery retail: *from today's rate to the customer's hand*

At the counter, trust rests on the rate, the purity and honest disclosure. Agents calculate and remind; people confirm the rate and handle the piece.

3.01

Pricing from today's metal rate

Today: Rates move daily; tags go stale; a different price at the next counter loses trust.

Agent	Proposes the day's rate from a source you choose, prices every piece from weight, purity, making and stones, shows the breakdown and stops on a stale rate.
Approves	Head office confirms every rate; big jumps get a second look.
Data	Net and gross weight, purity, making rules, stone prices, tax rules.
Measure	Price disputes; time spent on rates; sales at a stale price (zero).
Guardrail	Show the rate's time; refuse to price from an old one.

IN ATELIQ TODAY

Weight × rate × purity + making + stones + 3% GST in India. Live rate proposed every six hours for confirmation; a 10% jump asks for a second look; never older than 48 hours.

3.02

Hallmark and disclosure facts

Today: What does 916 mean? Is it hallmarked? Is this stone natural?

Agent	Shows metal, purity, karat, weights, stones and hallmark; explains how to check a HUID; states natural or laboratory-grown from your records.
Approves	Head office owns the records; certificates are the final word.
Data	Hallmark and HUID per piece, grading reports, disclosure rules.
Measure	Questions resolved without an advisor; disclosure complaints.
Guardrail	Never infer purity or a stone's origin from a photo.

PARTLY IN ATELIQ

"About this piece" shows purity, karat (916 is 22K), weights, stones and hallmark, and how to check a BIS HUID in the BIS CARE app.

3.03

Try-on, sets and stacks

Today: Security guidance: few pieces out of the case at once. A bridal set takes an hour.

Agent	Lets the customer try pieces, whole sets and stacks on screen; makes a photo of the exact pieces on her on request.
Approves	Head office curates sets; the customer asks for each photo.
Data	Product photos, real sizes in millimetres, set definitions.
Measure	Pieces out of the case per sale; time per customer; conversion.
Guardrail	Narrow the list on screen; the real piece decides.

IN ATELIQ TODAY

Earrings to watches; up to four rings and six wrist pieces; sets of two to eight in one tap. Photos deleted after 30 minutes.

3.04

Ring and bangle sizing

Today: Sizes differ by market and many customers do not know theirs.

Agent	Asks the size she wears in her market's sizes and shows only pieces available in it; calls for the sizer if she is unsure.
Approves	The store's ring sizer and sizing bangles have the final word.
Data	Stock by size; which designs can be resized.
Measure	Resizing after sale; time to the right size on the hand.
Guardrail	Never guess a size from a camera.

IN ATELIQ TODAY

The shopper taps her ring or bangle size; a stylist brings the sizer if she is unsure. The camera never guesses.

3.05

Bridal and high-jewellery appointments

Today: Booked by phone; advisors meet the family knowing little.

Agent	Books within hours and capacity, reminds, and drafts a one-page brief from what the customer saved and said.
Approves	The advisor runs the appointment; the customer chooses what to share.
Data	Calendar and capacity, saved looks, consented notes.
Measure	Show rate; conversion per appointment; order value.
Guardrail	Keep only what she chose to share.

PARTLY IN ATELIQ

Booked from the phone, on the team's list and in Google Calendar or Outlook, with 24-hour reminders. No advisor brief yet.

3.06

Old-gold exchange estimates

Today: The counter tests, weighs, deducts and quotes while the customer worries about fairness.

Agent	Once the gold is weighed and tested, drafts the estimate from the tested figures and your written policy, and applies it to the new piece.
Approves	The counter tests every piece and approves every estimate.
Data	Test results and weights, today's rate, your exchange policy.
Measure	Time per exchange; disputes; exchanges that become purchases.
Guardrail	Calculate from tested figures only; show the customer the same breakdown.

WHERE THE MARKET IS HEADING

Ateliq does not handle old gold. Expect exchange calculators to sit beside the testing machine and the pricing engine.

3.07

Festive and wedding-season campaigns

Today: Akshaya Tritiya, Dhanteras, Diwali and the wedding season; Valentine's Day and the holidays.

Agent	Drafts shoots with jewellery on a model from your photos, a lookbook, posts tied to running offers and a calendar.
Approves	Marketing approves every draft and posts.
Data	Product photos, live offers, stock, your voice.
Measure	Hours per campaign; drafts published; sales of featured pieces.
Guardrail	No prices in posts that the rate can change.

IN ATELIQ TODAY

Photographer (including jewellery on a model; the piece is never changed) and the Wednesday marketer. Festive initiatives brief the stylist.

3.08

Stock visibility across stores

Today: The design is in another branch, on memo, or at the workshop. Staff phone around.

Agent	Finds the piece or its nearest match, offers to reserve or bring it in, proposes transfers where demand repeats.
Approves	Store and inventory managers; high-value moves follow your security process.
Data	Stock by store with weights and variants; memo stock.
Measure	Sales saved by transfer; days to fulfil.
Guardrail	Never reveal where high-value stock sits.

WHERE THE MARKET IS HEADING

Ateliq does not move stock or write back to POS or ERP; it records what customers asked for and could not find.

3.09

Follow-ups for life's occasions

Today: Anniversaries and weddings drive buying; the advisor's notebook leaves with the advisor.

Agent	For opted-in customers, remembers sizes, occasions and loved pieces; queues a message when a piece is back in her size.
Approves	You approve every template; she can stop any time.
Data	Consent, saved pieces and sizes, live stock.
Measure	Opt-ins; return visits and sales against customers not messaged.
Guardrail	No prices (the rate moves), no urgency, quiet hours.

IN ATELIQ TODAY

Remembered only by choice, confirmed by code. Up to three in-stock pieces per follow-up; at most two a week; no prices.

3.10

Counter analytics

Today: You know what sold, not what was tried most and bought least.

Agent	Drafts a weekly report: most tried and least bought, attach and step-up rates, time to decide, unmet requests.
Approves	No approval; every number traces to its source.
Data	Try-ons, sales, requests, door counts.
Measure	Decisions taken: re-displays, re-orders, briefs.
Guardrail	Few, large sales: read over weeks, not days.

IN ATELIQ TODAY

Store view with jewellery attach rate, add-on and step-up rates, time to decide and returning shoppers; Monday reports.

PART 4 · 10 USE CASES

Jewellery design: *from the brief to the karigar's bench*

Design agents work inside the limits of metal, stones and hands. They calculate and draft; designers, the workshop and the client decide.

4.01

Briefs from trends and unmet demand

Today: Trade fairs and windows set the agenda; customers' requests rarely reach the design desk.

Agent	Groups repeated requests and trend signals by city; drafts a brief with the evidence, metal, purity and price band.
Approves	The head of design.
Data	Requests and try-ons, the current range, sales by weight band.
Measure	Briefs taken forward; first-months sales against similar pieces.
Guardrail	One family's request is not a trend.

IN ATELIQ TODAY

Trend scout boards per city; "Asked for, not carried"; the Designer drafts concepts after three asks or five try-ons without a sale.

4.02

Designing to a weight and a price

Today: When gold rises, customers want lighter pieces that still look full.

Agent	Works out the metal and stone budget a target price allows at today's confirmed rate, and flags concepts that will land outside it.
Approves	Designer and merchandiser agree the band; the workshop confirms after casting.
Data	Rates, making rules, actual weights of past pieces, CAD volume.
Measure	Estimated against actual weight; pieces landing in their band.
Guardrail	Never go below the workshop's minimum thickness.

WHERE THE MARKET IS HEADING

Ateliq prices finished pieces from weight and rate but does not set design weight budgets.

4.03

Concept renders in the house style

Today: Sketch, CAD, render: days before the team sees options.

Agent	Drafts concepts from a hand sketch, an archive piece or a motif, in the house's own forms, from more than one angle and on a person.
Approves	A designer, for every concept.
Data	The archive with good photos; your techniques written down.
Measure	Days from brief to review; CAD rework per approved design.
Guardrail	Every concept goes to CAD and the workshop before anyone commits.

PARTLY IN ATELIQ

Ateliq's Designer drafts concepts where demand shows a gap, and shoots jewellery on a model. Its four-view drawings are built for garments.

4.04

CAD and 3D printing for casting

Today: Failed castings show up after metal and time are spent.

Agent	Checks models against workshop rules (thickness, prongs, size variants), estimates weight per purity, prepares print files, flags problems.
Approves	The CAD lead and the workshop sign off every file.
Data	Rules per metal and alloy, printer and casting settings, past results.
Measure	Failed castings; reprints; hours from design to casting.
Guardrail	Flag and propose; never change a model silently.

WHERE THE MARKET IS HEADING

Ateliq does not do CAD. Expect checking agents in CAD packages first.

4.05

Stone layouts and sourcing

Today: Counting, sizing and colour-matching stones takes an expert eye and many trips to the safe.

Agent	Drafts a layout (counts, sizes, carat weight), checks stock, drafts supplier enquiries with certificate requirements.
Approves	The gemmologist approves every match; the buyer every purchase.
Data	Stone stock with grades and certificates; suppliers.
Measure	Days to a complete stone set; rejected matches.
Guardrail	No colour or clarity judgements from photos; disclose lab-grown.

WHERE THE MARKET IS HEADING

Ateliq does not plan or buy stones.

4.06

Bridal and regional collections

Today: Which pieces belong in a Tamil, Bengali, Marwari or Malayali bridal set lives in a few senior heads.

Agent	Keeps a library of forms and set compositions written by your experts; drafts sets for a region and a budget, lighter or heavier.
Approves	The design head, with a senior from the community served.
Data	Archive tagged by region and piece type; sales by region; expert notes.
Measure	Sets sold as sets; bridal order value; time to a new line.
Guardrail	The library is written by people who know, never inferred.

PARTLY IN ATELIQ

The cataloguer tags with Indian jewellery terms; head office curates bridal sets tried in one tap. No collection design.

4.07

Bespoke commissions

Today: Weeks of sketches, quotes and revisions over WhatsApp and email.

Agent	Turns the client's wishes into a brief, options and renders, estimates weight and price at today's rate, and keeps every change in one thread.
Approves	The client approves design and quote; designer and workshop confirm.
Data	Brief and references, sizes, budget, pricing rules, tested old gold.
Measure	Revision rounds; days to approved design; commissions won.
Guardrail	Show the rate's time on every estimate; reconfirm on a fresh rate.

PARTLY IN ATELIQ

Bridal and high-jewellery appointments from the phone; opted-in customers' sizes and occasions remembered. No commission workflow.

4.08

Testing concepts before casting

Today: Samples are cast and shown to a few trusted customers.

Agent	Shows approved concepts, marked not in store yet, lets customers try and vote, and reports by city; drafts a shoot on a model.
Approves	Design approves what is shown; design and merchandising decide what to cast.
Data	Approved concepts; comparable stock.
Measure	Tries and votes against comparable stock; sales of cast concepts.
Guardrail	Votes rank; they never set quantities.

IN ATELIQ TODAY

"New ideas" on the mirror, marked "not in store yet"; shoppers try and vote; results exported for the design team.

4.09

Job cards for the karigar

Today: Every job needs a card and a careful account of metal issued and returned.

Agent	Drafts a job card (drawing, weight target, purity, stones, finish, deadline), tracks metal issued, returned and lost against allowance.
Approves	The workshop manager issues every job and signs off every return.
Data	Approved designs, allowance rules per process, weighing records.
Measure	Metal loss against allowance; on-time jobs; rework.
Guardrail	Every figure comes from a scale; the agent never adjusts a weight.

WHERE THE MARKET IS HEADING

Ateliq does not run workshops. Job-work tracking is a strong first agent for Indian manufacturers.

4.10

Compliance, provenance and originality

Today: Hallmark-ready purity, lab-grown disclosure, responsible sourcing, and the question of copying.

Agent	Checks planned purity, attaches suppliers' sourcing records, writes stone disclosures, flags close matches to the archive, records human work.
Approves	Design director and compliance, with legal advice on flags.
Data	Declarations and certificates, the archive, each market's rules.
Measure	Designs with a complete record; flags before casting.
Guardrail	Pass on declarations only; never fill a gap with a guess.

PARTLY IN ATELIQ

At the counter Ateliq shows purity, hallmark and how to check a HUID; uploads carry a rights statement. No sourcing checks.

TOOL 1

Readiness checklist: *are you ready to pilot?*

Score each line 0 (not yet), 1 (partly) or 2 (done). Tick one box per line. Twenty lines, forty points.

WHAT IS IN PLACE	0 · 1 · 2
Data	
Your catalogue is tagged the same way across stores and channels	☐☐☐
Stock by store and size updates at least daily	☐☐☐
Product photos are clean, and you own them or hold releases	☐☐☐
For jewellery: net and gross weight, purity, making charges and hallmark for every piece	☐☐☐
Signals	
You record what shoppers asked for and could not find, in one format	☐☐☐
You can see visits, try-ons or appointments by store	☐☐☐
You have door counts, or can get them	☐☐☐
Sales link to whether they were kept or returned	☐☐☐
Approvals	
A written list of actions an agent may take alone	☐☐☐
A named approver for each output: boards, designs, templates, posts, rates	☐☐☐
Drafts are reviewed within an agreed time	☐☐☐
Every approval and change is logged	☐☐☐
People	
One person owns the pilot	☐☐☐
Floor, design or workshop teams know what the agent does and does not do	☐☐☐
Someone has time each week to review drafts	☐☐☐
Staff can report a bad answer in one tap or one message	☐☐☐
Trust	
Consent and notices for cameras and messages are written	☐☐☐
Retention limits are set for every kind of data	☐☐☐
AI-made images are labelled where law or policy asks	☐☐☐
Vendors show security evidence such as ISO/IEC 27001 or SOC 2	☐☐☐

0 to 15 · Starting
Fix data and approvals first; start with one simple use case.

16 to 29 · Ready to pilot
Two use cases that share data, 90 days, one to three stores.

30 to 40 · Ready to scale
Several agents on a weekly rhythm, each with an owner.

TOOL 2

The 90-day pilot plan: *two use cases, one owner, one decision.*

Pick two use cases, not ten: one that feeds decisions (briefs, unmet demand, reports) and one that saves time or sells (try-on, pricing, concepts, follow-ups). Run them where you can compare against a control.

DAYS 1 TO 30

Prepare

- Name the owner and the approver for every output
- Clean tags, photos and, for jewellery, weights, purity, making charges and hallmark
- Write the rules: what the agent may do alone, what it may never say
- Agree two or three measures and a control store or team
- Record four to eight weeks of baseline

DAYS 31 TO 60

Run beside the team

- Go live in one to three stores, or one design team
- Review every draft; log what was used, changed or thrown away
- Fix the answers and drafts that go wrong; re-test after every change
- Turn on messages to customers only after templates are approved
- Leave the first two weeks after install out of the results

DAYS 61 TO 90

Measure and decide

- Compare the measures against baseline and control
- Read the unmet-demand list with merchandising and design
- Count hours saved and decisions taken from the agent's work
- Write down what the agent should never do again
- Decide: keep, change or stop

IF YOUR USE CASE IS ABOUT…	MEASURE	BASELINE	DAY 90
Selling in store (stylist, try-on, pricing, sizing)	Conversion, basket size, units per transaction, against a control store		
Bringing shoppers back (follow-ups, appointments)	Opt-ins, return visits, sales from follow-ups against shoppers not messaged		
Knowing more (unmet demand, reports, analytics)	Requests logged, decisions taken, sell-through of pieces bought or made because of them		
Designing faster (briefs, concepts, tech packs, CAD)	Days from brief to approved design, sampling rounds or failed castings per style		
Making content (tags, shoots, campaigns)	Days from goods received to live; hours per campaign; drafts published		

Keep

The measures moved against the control, and the team wants it.

Change

Usage is good but results are flat: change the use case, the rules or the place.

Stop

Little use and no movement after the settling-in weeks. Stop, and keep what you learned.

Fine jewellery has fewer, larger sales than fashion: expect to measure for longer before the numbers settle.

TOOL 3

Vendor scorecard: *compare agents on what matters.*

Score each vendor 1 (weak) to 5 (strong) on each line, multiply by the weight, and add up. Change the weights to fit your business, but keep grounding and approvals near the top.

CRITERION	WEIGHT	VENDOR A	VENDOR B	VENDOR C
Grounded in your own data Answers only from your catalogue, stock, prices and rules; says when it does not know	15%			
Approval controls You decide what it may do alone; named approvers for every output; nothing public without a person	15%			
Fit for fashion and jewellery Sizes by market, ethnic wear, metal-rate pricing, hallmark facts, sets and stacks	10%			
Connections Catalogue, commerce, ERP, CRM and messaging, read without changing your systems	10%			
Measurement Control stores or holdouts, exports, and reports you can audit	10%			
Privacy and consent Camera consent, on-device tracking, retention limits, no sensitive inference	10%			
Security evidence ISO/IEC 27001, SOC 2, data location, access controls	10%			
Content rights and labelling Rights recorded for every image; AI-made images marked	5%			
Delivery and support Hardware, onboarding, training and a named team	10%			
Commercial terms A pilot price, clear exit terms, no lock-in on your data	5%			
Weighted total (sum of score × weight ÷ 5; out of 100)	100%			

ASK EVERY VENDOR

- Show the agent answering from our catalogue, not a demo store.
- Which actions can it take without a person? Can we turn each one off?
- What happens when it does not know? Show us.
- How do we test it before launch, and after every change?
- Where is our data processed and stored, and for how long?
- Does it infer anything sensitive about shoppers? How do you prove it does not?
- How will you measure the pilot: control store, holdout or before-and-after?
- Who owns designs and images the agent drafts? How are AI-made images marked?
- Does it write back to our POS, ERP or social accounts?
- What does it cost to stop, and how do we get our data out?

ABOUT ATELIQ

The AI stylist and sales system *for fashion and jewellery brands.*

Ateliq puts an AI stylist on your shop floor and a team of AI agents behind it. Shoppers try your pieces on and ask your stylist anything. Behind the glass, the agents read the trends, draft your next designs, shoot your products, write your campaigns and bring shoppers back after they leave. Your team approves everything.

A stylist on two screens

A full-length mirror (1080 × 1920) and a counter screen (1920 × 1080). Live try-on for 21 kinds of garment and jewellery, answers from the store's own stock, sizes, prices and offers, and a photo-real try-on made from your exact catalogue pieces.

Priced to the gram

Jewellery priced from net weight, purity, today's metal rate, making charges and stones, plus 3% GST in India. Head office confirms the rate; a rate older than 48 hours never prices a piece. Hallmark facts and how to check a BIS HUID.

Design with your cloth

In a handloom or fabric store, the shopper scans a cloth and sees three dresses made from it, sends a picture by QR for the shape, sees one on herself, and the design goes to the tailor.

Designs for head office

New designs from a print, a sample or a trend, drawn four ways: front, back, a detail and on a model. The Fashion Strategist turns approved trends and best sellers into design directions.

Twelve agents, one weekly rhythm

Retail lead, trend scout, retail analyst, merchandise analyst, fashion strategist, designer, marketer, clienteling, cataloguer, photographer, market watch and FabFit charts. They draft and report; none can show anything to a shopper or post in public.

Head office approves everything

Trend boards, designs, concepts, campaigns, shoots and message templates each wait for a person with the right to publish. Approving a post does not post it.

Private by design

Camera consent first, tracking on the screen, nothing recorded. It never infers body shape, race, ethnicity or weight. Follow-ups only for shoppers who opt in.

Built on Nagent

Nagent is ISO/IEC 27001:2022 certified and has a SOC 2 Type II report. Ateliq runs today in India and the United States, and connects to Shopify, WooCommerce, Adobe Commerce, SAP S/4HANA, Unicommerce, CSV or SFTP.

Design-partner pre-orders are open for a small group of brands. A pilot runs in one to three stores, measured against a matched control store.

Try the live demo · ateliq.co

Pre-order as a design partner

pb@ateliq.co

Read the four long-form guides behind this playbook on ateliq.co/blog: top 10 agentic AI use cases for fashion design, fashion retail, jewellery retail and jewellery design.

SOURCES AND NOTES

Where the outside facts come from

Facts about Ateliq come from ateliq.co. Other facts come from the pages below, checked in November 2026. Rules change: check the current text before you rely on any of them. Nothing in this playbook is legal advice.

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Images on the cover were made with AI in tests by Ateliq; the cloth, designs and people are fictional. © 2026 Ateliq, an industry solution from Nagent. You may share this playbook unchanged and in full.