

Press Release
For Immediate Release

Launch of New Courses in Applied Artificial Intelligence in Fashion and Apparel for Industry, Faculty and Students

Montreal, February 4th, 2025 - Vestechpro, Apparel Research and Innovation Center, and CIMMI, a Center for Imagery and Interactive Experience, are teaming up to offer training in artificial intelligence (AI) applied to fashion and apparel during the first semester of 2025. The project developed by the two college centers for the transfer of technology was selected by the Ministry of the Economy, Innovation and Energy as part of the call for projects under its NovaScience - Part 2 Program. This program provides financial support to organizations developing artificial intelligence training initiatives.

The training project developed by the two centers is part of a growing emergence and democratization of multi-sector AI tools, but also of AI solutions developed for applications specific to fashion and apparel.

The training courses offered as part of this project will be aimed at responding to the needs of players in the apparel industry to be better informed and equipped to understand this field and the issues it raises, as well as to understand the conditions for its responsible use.

“Artificial intelligence has great potential to enrich our daily lives, and we need to support projects that will enable us to take full advantage of it. I'm delighted that our government is contributing to the realization of this initiative in the fashion and apparel industry,” (Christopher Skeete, Minister for the Economy, Minister responsible for the Fight against Racism and Minister responsible for the Laval region.)

The project includes the development of innovative training activities for a number of key stakeholders in the Quebec fashion and apparel industry:

- Industry professionals, including entrepreneurs, business leaders, managers and team members in product development, sourcing, production and logistics, marketing, distribution and sales;
- Fashion design and marketing teachers;
- Students in fashion programs at the college and university level.

The objective for participants at the end of the organized activities, as part of the project, is to gain a better understanding of AI and the operations of the fashion-apparel industry in which its use is accelerating, while being aware of the ethical, safety, legal and environmental issues associated with it.

A first webinar to raise awareness of the fundamentals and conditions for the responsible use of AI in fashion-apparel will be offered in the first quarter of 2025.

Training activities will start in the Spring of 2025.

They will be “short” professional training courses, lasting one to two days for industry and faculty. In June 2025, students will have the opportunity to take part in a Summer School lasting several weeks.

Vestechpro and CIMMI have over 30 years' experience in supporting the digital transformation of Quebec companies, particularly those in the apparel industry, and in developing innovative projects.

En collaboration avec



About Vestechpro

Vestechpro is a College Center for the Transfer of Technology (CCTT) specialized in apparel, affiliated with Cégep Marie-Victorin, and a member of the CCTT Network - Synchronex.

Since its founding in 2011, its mission has been to support companies and organizations in the apparel industry in the development of innovative products and projects by offering technical assistance, applied research, training and information dissemination services.

As a Technology Access Centre (Natural Sciences and Engineering Research Council of Canada), Vestechpro focuses on the following research areas: smart clothing, specialized and adapted clothing, digital transformation and the circular economy.

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About CIMMI

The College Center for Digital Imaging and Interactive Media (CIMMI) is a college center for the transfer of technology (CCTT) located in the research pavilion of Cégep de Sainte-Foy in Quebec City.

CIMMI's mission is to support the innovation initiatives of Quebec and Canadian companies and public institutions by providing innovative solutions in a wide range of digital technology fields.

Founded in 2008, CIMMI is a member of the [Synchronex](#) network which brings together 59 centers of expertise in Quebec.

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Source and Information

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