



# 44. IGNITING AI FOR FASHION & LIFESTYLE

CIP Number: CREZ-XIB-44



**C2r Hook:**

*Pamela Müller-Chekhov wears spacesuits grown from algae. Her mother was a fashion editor. Her father was a cosmonaut. She is the future of both.*

**Unique Proposition:**

A 12-hour masterclass on the intersection of AI creativity, sustainable fashion, and multiplanetary lifestyle design. Taught through the narrative lens of GTM's Australian pilot, whose personal style is a negotiation between her parents' legacies.

**Creative Inception:**

Dubai, 2023. Tomar met a sustainable fashion designer who was growing leather from mushroom mycelium. He asked: *Can you grow a spacesuit?* She said: *Give me six months.* She delivered. The IP was born.

**Format:**

- Courses, 12 hours total
- Reference: MasterClass, [Outlier.org](https://www.outlier.org) [citation: TOC\_CREZ2.pdf]

**Cost Projection:**

Item	Basis of Estimate	Cost (USD)
MasterClass-style production (12 hours)	High-end educational video	540,000
AI fashion tech development partnership	R&D collaboration	380,000
Celebrity/influencer talent acquisition	TBD (Taylor Swift-level aspiration)	POA
<b>Total (excl. talent)</b>		<b>920,000</b>

**Proposed Completion:** Q2 2026 – Q1 2027

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