

# Meet Ada!

Our virtual AI Host at  
London Fashion Week



## A VIRTUAL FASHION EXPERIENCE

At London Fashion Week 2023, Hadean pushed the boundaries of how attendees experience live fashion shows by launching their AI virtual host, Ada. This resulted in a unique and memorable experience as attendees engaged in direct conversations with Ada through their mobile devices, receiving personalised recommendations and insights into the designers' creations.

Hadean is redefining how technology is utilised for brands and fashion by seamlessly blending physical and digital interactions to deliver heightened experiences.

As we enter into a new technological era, Hadean is focused on bringing unprecedented levels of hyper-personalisation and accessibility to the masses.

When Ada took the stage at THIS IS ICON 2023, she symbolised limitless potential. The era of virtual technology and AI is no longer on the horizon; it's here, and it's revolutionising the way we experience fashion.

[Learn more about Hadean](#) and how we leverage AI powered spatial computing applications to elevate branded experiences.

In partnership with **ICON**

### ABOUT ADA

- Virtual human created in partnership with Epic Games
- Text-to-Speech voice and animations
- Bespoke personality and tone of voice
- Personalised real-time recommendations
- Dynamic learning of user preferences
- Curated input data for LFW and featured designers
- Multi-device accessibility

