



## **Nick Eley - Head of Digital Creation - ASOS.**



Nick is responsible for integrating 3D design software, artificial intelligence, and emerging technology to drive innovation, efficiency, and creativity in clothing design and product presentation.

As a forward-thinking Head of Digital Creation with 18 years of fashion industry experience, Nick excels in leading creative teams and fostering innovation. Recently, specialising in integrating 3D Design and Generative AI into the creative process, revolutionizing fashion design and presentation.

Nick's commitment to harnessing Generative AI has unlocked unparalleled efficiency and ignited boundless creativity in design.

Prior to working at ASOS, Nick spent time working at John Lewis and within the Arcadia group.