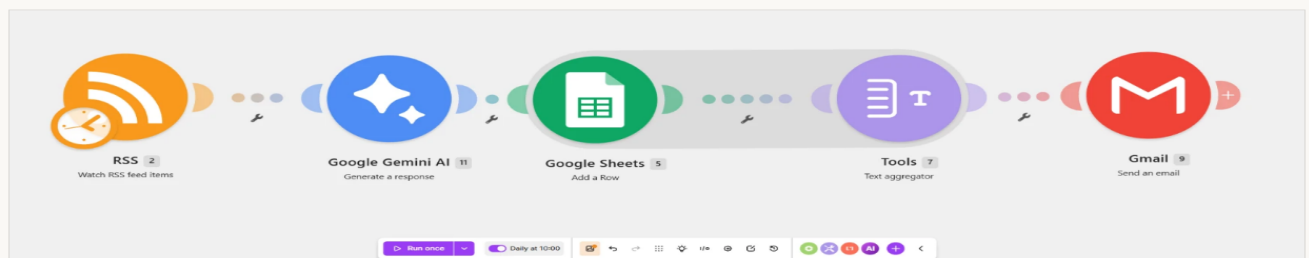


AI Fashion News Automation

A practical Make scenario that retrieves Google News RSS results, turns each item into a concise AI-generated key point, archives the research in Google Sheets, and delivers one consolidated daily email.

and generative AI for creative workflows.



LIVE MAKE SCENARIO — GOOGLE NEWS RSS → GOOGLE GEMINI AI → GOOGLE SHEETS → TEXT AGGREGATOR → GMAIL

PROJECT PURPOSE

The goal was to replace a repetitive manual research routine with a structured, repeatable process. Instead of starting from zero each morning, relevant developments are retrieved, distilled, stored, and delivered in a consistent format that can accumulate into a research archive over time.

How the scenario works

The workflow separates research retrieval, AI processing, storage, aggregation and delivery. Gemini does not perform the search; it acts as a processing layer after the news items are retrieved.

01	02	03	04	05
Google News RSS	Google Gemini AI	Google Sheets	Text Aggregator	Gmail
Retrieves Google News RSS search results for topics such as AI in fashion, fashion technology, digital fashion, costume design, CLO 3D and generative AI for creative workflows.	Reads the retrieved title and available description and converts each item into one concise, relevant key point.	Adds each processed item as a new row so the research archive grows over time.	Combines the processed items from the run into one readable digest instead of separate fragments.	Sends the aggregated digest as a single daily briefing email.

What is stored

01	02	03	04
Date	Title	Key Point	Link
When the item entered the archive.	The headline of the retrieved news item.	One concise point written by Gemini.	The source link for the full article.

DATE → TITLE → KEY POINT → LINK

One workflow, two outputs

01 Research Archive A structured Google Sheets archive containing Date, Title, Key Point and Link.	02 Daily Brief One consolidated email containing the processed news items from the research run.
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04 — REFLECTION

What I learned

Building the workflow showed me that successful automation is not only about connecting tools. The structure of the information flow matters just as much.

One important design decision was aggregating the processed news before sending the email. Without aggregation, each article could become a separate notification; combining them creates one usable research brief instead.

The project also clarified where AI adds value in this workflow: not as the source of the research, but as a processing layer that turns incoming information into concise, structured key points.

TOOLS USED

Make / Google News RSS / Google Gemini AI / Google Sheets / Text Aggregator / Gmail

Possible future directions

These are future possibilities and are not part of the current workflow.

Duplicate Detection	Prevent repeated articles from entering the archive.
Relevance Scoring	Prioritize higher-value developments.
Automatic Categorization	Separate AI, Fashion Technology, Digital Fashion and Costume Design.
Trend Detection	Identify recurring technologies, companies and themes over time.
Weekly Intelligence Brief	Transform daily findings into a higher-level weekly summary.

AI FASHION NEWS AUTOMATION

Case Study Handbook

Designed as a companion document to the portfolio case study. The visual language intentionally mirrors the editorial, minimal presentation of the website.