

FOR IMMEDIATE RELEASE

CAN AI HELP BRANDS BECOME IMMORTAL?

DayBrew convenes design, product and AI perspectives for an online panel during London Design Festival 2026



Concept image for Can AI Help Brands Become Immortal? Concept and art direction by DayBrew; created with generative AI.

LONDON, 1 September 2026 — DayBrew will host a live online panel, Can AI Help Brands Become Immortal?, on 20th September at 1pm GMT as part of the London Design Festival 2026 Partner Programme. Free and open to the public, the conversation will bring together founders and technology practitioners to examine whether AI can help a brand preserve creative intent while continuing to evolve.

Brands often outlive their founders, designers and creative teams. Yet much of what makes a brand recognisable—the reasoning behind its choices, the directions it rejects and the instincts that guide its evolution—rarely survives a handover intact. Generative AI can already produce an abundance of plausible creative work. The more consequential question is whether it can carry forward the judgment behind that work, rather than simply reproduce its surface.

The panel brings together perspectives from the Royal College of Art, Google, ByteDance and DayBrew. Drawing on perspectives from design, machine learning, product development and entrepreneurship, the speakers will consider what AI can learn from a brand's accepted, rejected and revised decisions; where human designers remain essential; and whether encoding identity allows a brand to evolve or risks freezing it in time. Speakers will participate in a personal capacity.

“Brand identity is rarely lost because teams lack files. It is lost because the reasoning behind decisions disappears,” said Blue, founder of DayBrew. “The question is not whether AI can reproduce a brand’s past, but whether it can help carry creative intent forward without turning a living identity into a formula.”

The conversation will consider what it really means for a brand to endure: how creative intent can be carried across changing teams, platforms and generations; where human agency and responsibility remain essential; and whether AI can support continuity without replacing the people who give a brand meaning.

EVENT DETAILS

Event: Can AI Help Brands Become Immortal?

Date and time: 20th September, 1pm GMT

Location: Online via Zoom; free to attend

Registration: https://us06web.zoom.us/meeting/register/Z6UdnmbuT_WglTw2p70EuA

ABOUT DAYBREW

DayBrew AI is a brand intelligence platform for DTC brands. It develops a structured understanding of a brand's identity, strategy, creative preferences and evolving decisions, then uses that knowledge to support planning and content creation. DayBrew AI is operated by BONE Tech Ltd. Visit daybrew.ai.

MEDIA CONTACT

DayBrew Press Office | hello@daybrew.ai | daybrew.ai