

Coverlab brings Artificial Intelligence to accessory customization with cutting-edge technology

An innovation by Coverlab, a brand of the Cellularline Group, that transforms a simple idea into a unique product, in real time and without intermediaries.

Reggio Emilia, July 15, 2025 – Coverlab, Italy's leading brand in smartphone accessory customization and part of the Cellularline Group, is opening a new chapter in the world of accessory customization thanks to Artificial Intelligence. Introducing the first AI-to-product configurator natively integrated into an e-commerce system: a proprietary technology set to revolutionize the way people design, visualize, and purchase customized products online.

The result of over a year of in-house development, this system combines next-generation generative models with a fully integrated e-commerce platform, delivering an unprecedented user experience. With just a few words describing an idea — whether it's a seascape, a geometric pattern, or a color mood — the AI instantly transforms it into a unique design applied to phone cases, water bottles, or other accessories. The process is completely smooth, immediate, and accessible even to those with no graphic design skills.

Everything happens directly online, with just a few clicks on the Coverlab website. Behind the intuitive interface lies advanced technology: a proprietary generative engine, optimized for application on physical surfaces and designed to ensure high-quality, print-ready outputs. The system was built to operate vertically — from image generation to production and shipping, everything is managed directly by Coverlab without the need for third parties. This setup is unique in the market, and a patent application has already been filed.

"We wanted to push beyond the limits of traditional customization by developing technology that puts artificial intelligence at the service of everyone's creativity. With just a few simple steps, anyone can turn an idea into a unique, original product without technical skills or digital barriers," says Andrea Fabbri, Founder & CEO of Coverlab. "We believe this marks a radical shift in how people imagine, design, and purchase customized products. The creative possibilities we offer are virtually endless."

This new frontier of customization is not only a breakthrough for consumers but also a case study in Italian technological innovation. By blending design, software, and generative AI, Coverlab is establishing itself as a pioneer of a new category of tools that democratize creativity and redefine the concept of personalized products.

You can create your personalized cover at this link: <https://www.coverlab.com/products/ai-magsafe-iphone-case>.

**From your imagination to your accessory, with Coverlab's AI tool**

A sunset landscape, a floral pattern, a blue-toned color palette — just a few words are enough to create a unique accessory. With Coverlab's new AI tool, a brand of the Cellularline Group, you can describe an idea, an emotion, a style, or an image and instantly see a real-time preview applied to smartphone cases, water bottles, and other items. The system interprets the description and generates an original design, ready to be purchased with just one click directly from the website. This technology, currently undergoing the patenting process and developed in-house, transforms the customization process into a simple, immediate, and exciting experience. A new feature that makes every product truly personal — perfect for a unique gift or for anyone who loves to stand out with style.

Cellularline S.p.A., founded in Reggio Emilia in 1990, is the leading company in the smartphone and tablet accessories sector with its brands Cellularline, MusicSound, Interphone, Nova, Skross, Peter Jäckel, Coverlab, and Allogio. The Group positions itself as a technological and creative benchmark in accessories for multimedia devices, with the goal of offering users products with excellent performance, ease of use, and a unique experience. The Group currently employs around 250 people, and Cellularline-branded products are sold in over 60 countries.

Close to Media – Press Office**Cellularline Product**

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