

DIGITAL CLOTHING: THE *FUTURE* OF *FASHION*

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Freelance 3D fashion artist Diego Muñoz Fernández states that “everyone has at least one piece of clothing that doesn’t get used because it was for a special occasion.” Whether you bought it for a trendy picture or a once-in-a-lifetime event, it has been relegated to the back of your closet, likely never to be seen or worn again. But what if that no-longer-necessary piece of clothing never existed outside of a phone or computer screen to begin with? Fernández, working from Alicante, Spain, creates pieces that are not worn physically, but rather virtually, as digital fashion.

Digital fashion is clothing that is built using computer technology and 3D software. It’s “an art form which allows you to create new and amazing things mixing technology and fashion,” Fernández says. Think dresses that defy the laws of physics, fur coats that don’t result in animal cruelty and sneakers that look like they’re on fire. Submit a picture of yourself, insert your credit card information and get a brand new, stylish fit directly on your phone. “It doesn’t take up physical space and it fits anytime, no matter if you gain or lose weight,” Fernández says. “You can wear it for pictures and even videos with the AR (augmented reality) technology.”

Even your video game avatars can share in these groundbreaking styles. With digital fashion “you can dress your digital avatar or play video games in a more fashionable way,” Fernández says. The gaming industry is actually tightly intertwined with digital fashion. Designers find inspiration through video games, and sometimes their work even ends up in these virtual worlds. “I played Death Stranding and was so inspired by the characters,” says

Kurmanin, a twenty-one-year-old digital fashion designer from Nizhny Novgorod, Russia. “I realized that I wanted to do something just as cool and conceptual.” From luxury labels like Gucci and Valentino to indie brands, the crossover between fashion and electronic games is constantly augmenting. Now, gamers can don Gucci in “The Sims 4,” Louis Vuitton and Chanel in “Animal Crossing,”

Still, purchasing a piece of clothing that you will never actually receive can seem like a tough sell. While you can wear it in an Instagram post or thirty-second TikTok, you can’t actually wear it out to a fancy dinner. Kurmanin asserts that there are a multitude of reasons to shop digital fashion. “Someone is attracted by the new fashion trend; someone is concerned about the huge overconsumption and overproduction of clothes; and for someone else, it’s an opportunity to show their real self,” Kurmanin explains. “Do you know how difficult it is to be yourself in man, then you cannot wear a dress without judgment, but in the digital world it is possible.”

Aside from the incredible expression that digital fashion provides (where else can you find flaming sneakers and dresses made of scans?), a major plus of virtual clothing is the benefits that it has for the environment. “Fashion is one of the most polluting industries,” Fernández says, “so digital fashion could really reduce that impact.”

According to the BBC, the average American throws away almost 82 pounds of clothes every year. Because of the rapid rate at which new styles develop, people are constantly purchasing fast fashion to keep up with ever-changing trends. But with digital fashion, you can post fit checks in these new styles, without resorting to fast fashion. “It saves the planet’s resources because now you don’t have to buy fashionable clothes every month,” Kurmanin says.



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Aside from the waste associated with overshopping, digital fashion also helps to make the clothing creation process much more sustainable. Kurmanin, who worked as a tailor before during quarantine, considers the be a huge breakthrough for Instead of sewing needles and designers like Kurmanin and their computers. “I use at least to create my 3D fashion,”

As for inspiration, Fernández drag queens and musicians to fellow 3D artists. Digital fashion the opportunity to create impossible designs.

Fernández’s newest collection, “Gemstones” features a fun, inspired by the opaque and “made of” black Fernández’s Instagram, of the dress virtually Although there is no sight, the dress walks, as if someone is the runway.

Fernández and not the only 3D out there. In fact, puts it, “digital engulfing the industry.” So splurging on dress that will once and then in the back of consider shopping favorite fit virtually. Even influencers

Simonova and *Euphoria* actor Angus Cloud are donning digital clothes, and it seems as though this trend is only growing. “Fashion is being reborn before our eyes,” Kurmanin says, “and progress cannot be stopped.”

more sustainable. Kurmanin, transitioning to digital fashion digitalization of fashion to clothing production. heaps of unused fabric, Fernández simply use four different softwares Fernández says.

looks to everything from fashion designers and truly gives designers groundbreaking, physically

entitled “Tessellated asymmetrical dress black surface of onyx velvet fabric. On you can find a video modeling itself. actual model in moves, and poses strutting it down

Kurmanin are fashion designers as Kurmanin fashion is fashion rather than an expensive be worn forgotten your closet, for your new like Instagrammer Daria



FUTURE



FASHION