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# КУЛЬТУРА ТА МИСТЕЦТВО

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# 3D FASHION AND THE DESIGN OF THE FUTURE

The global pandemic has brought real fashion shows to a standstill that leads to a new digital era entering the fashion world. Does that mean no more models graciously walking the runway and no more extravagantly dressed guests observing the latest trends? The designers and other fashion experts have to adapt to rapid changes and acquire new skills in order to produce a brand-new product for the buyers. Not only does this complicate the situation for already successful people in this sphere, but it also affects those, who have not yet begun their careers. Now haute couture introduces digital models, guests, and even clothes that people can try on and purchase online. These new tendencies have caused a lot of turmoil for many working within the creative sector. However, they have had a great effect, which has led to less mass production and waste that helps the world's pollution issue.

Some see 3D fashion design as a sign of eco-progress and the evolution of the industry towards sustainable development, whilst others see it as another marketing tool. Top fashion houses like Moschino, Tommy Hilfiger and Louis Vuitton and digital fashion house The Fabricant choose digital fashion as there are no limitations to the expression of creative potential and restrictions in the use of physical materials in the digital dimension. Digital clothing reaches the most remote places of the earth in a single click without wasting time and natural resources. Modern brands believe that there is no need in producing so many real clothes as it is already a wasteful and polluting industry [1].

3D Fashion and virtual models have improved the design workflow, setting a new standard for fashion design creation, a way faster and more practical approach for the fashion system of tomorrow.

Digital fashion is a very advanced trend that we need to develop further. The seas and oceans suffer from textile pollution that only worsens global warming. Thanks to 3D technologies fast fashion gradually moves into the background, and we only use as much of the material as needed for each customer. It also encourages people to travel less for shopping that leads to the less usage of the planes, which, as we are all aware, emit greenhouse gases into the atmosphere.

Before Covid-19, we used to visit textile trade shows to search for the latest trends. We have seen suppliers travel the world with large suitcases, carrying their samples to buyers' meetings, while designers and sourcing managers flew in the other direction to visit factory showrooms. Nowadays many brands realise that they need to leverage technology in smarter ways to make their value chain more flexible and adaptable for fashion's digital age. The fashion designer of the future will be dealing with high level hybridizations between the physical world and the digital world, uncovering and developing new ways of transforming the design process. Innovations are created to put forward cleaner, and more environmentally-friendly fashion designs [2].

The problem of material waste and pollution lies deeper even best-known fashion houses that lead the fashion industry destroy their ready-made products that are in a perfect condition if

they are not purchased within a certain period of time. It is about the mentality of having only people who can afford the product to be able to wear it. For example, a well known British company, Burberry, admitted that it had burned around 100 million pounds worth of clothing and accessories over a five-year period. Then comes the question if this luxury life is worth the planets' pollution?

This autumn, a complete sensation was created by an Italian brand, Moschino, that approached the current situation with originality and designed a full ready-to-wear Spring 2021 collection plus a mesmerising video. It would seem like an ordinary show except for the fact that the models and guests are puppets. Their catwalk, turns, and moves are truly realistic, yet there is no life in their eyes. The creation of this kind of collection for 40 puppets took much less material than for an actual real-life show. In addition, the show is accessible for everyone to watch online.

Such a huge streaming service like Netflix joined the 3D fashion design trend along with Brooklyn Museum and launched a virtual gallery featuring outstanding costumes from the recent shows The Crown and The Queen's Gambit. The exhibition provides the possibility to dive into the series atmosphere, understand the significance of a role fashion plays in the characters, development and observe the nicest details of their outfits online, which seems convenient when most of the real museums are shut down. Moreover, the pandemic starts altering the way people shop. The launch of 3D fitting rooms by some major retailers like Adidas and Macy's now allows the buyers to try on the products without even leaving their homes. This e-commerce feature is on the rise as it simulates the in-store experience and minimises the risks of the coronavirus spread [3].

There will be always the other side of the coin.The committed conservatives of the fashion business might never accept new emerging technologies, real-life models are at risk of losing their jobs to the digital ones, and the vital spark of the fashion shows gets lost among the latitude of the digital world. Nonetheless, whether one fancies it or not, the digital technologies are taking over and in this case even helping to stop the negative effects of pollution and the spread of coronavirus.

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