
Digital Fashion Show: Metaverse Unveiling Designer Expression Through Digital Runways

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Abstract

Technology use was contested in 2013, but after the pandemic struck in early 2020, Malaysia began to realize how important technology was. In the absence of the pandemic, individuals would need to embrace technology due to the demands of civilization and advanced technology. The field of fashion in virtual runway appeared after the COVID-19 pandemic where all physical activities were changed to digital and virtual. The application advancements in technology fashion designers rethink new methods not just photos or pre-recorded videos but together with online audiences and 3D imagery which brings them closer than ever. Other than that, attendees of the virtual reality fashion show experienced the sensation of being in an exquisitely adorned space, with stunning models gracefully presenting before them. The advancement of technology with AI, VR, and AR makes fashion shows easy to access and more convenient. This study aims to investigate the future era of fashion shows on the virtual runway. This study uses qualitative research with applied one-to-one interviews with eight Malaysian fashion designers in Malaysia. The data can be analysed using thematic analysis that forms three major elements of a show performance or fashion show that include clothing, model, and scene. By using these elements, it covers 1) Virtual clothing production, 2) Virtual runway show, and 3) Design and production of virtual models. The study's findings showed the designers could launch a digital clothing item in the metaverse with a variety of color variations, using sales data to determine which colors to incorporate into the physical version. Digital fashion trends have culminated in the establishment of virtual runways that attract fashion fans internationally. The virtual runways don't need to mirror real-life conditions, particularly concerning accessibility. The usage of AI and 3D avatar models, design, and rig-wearing digitally created clothing reflects the diversity and inclusivity of the target audience. The underscore the necessity for designers to stay abreast of emerging trends to maintain competitiveness in the industry. With technology's pervasive reach enabling access to information anytime and anywhere, virtual fashion emerges as a crucial technique for the future. Moving forward, the insights gleaned from this study prove invaluable in aiding Malaysian fashion students and designers in adopting digital fashion shows and virtual runways as part of their repertoire. In conclusion, the integration of AI and virtual runways is in its early stages, yet the possibilities are immense. The designers are able to develop and exhibit their collections without being bound by financial or geographical barriers.

Keywords: *Virtual runway, digital fashion show, advancement of technology, and fashion designers.*
