

AISS FASHIONISTA

FASHIONISTA

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- Virtual Reality in Fashion Design
- 3 D Fashion
- TOP 10 Fashion Designer 2023
- Sustainable Fashion

Virtual Reality in Fashion Design

Virtual reality (VR) is a virtual experience that may be both comparable and dissimilar to the actual world. A person using virtual reality gear may see around the virtual environment, move about in it, and interact with virtual features and objects.

Real Life Examples of Virtual Reality in Fashion Industry

There are several real-world instances of AR and VR being used in the fashion retail industry. The Prada Virtual Reality project consists of a collection of videos that can be found on prominent sites such as YouTube VR and VEER

The New York Fashion Week in 2017 spanned well beyond New York City and even the entire continent of America. Visitors got the opportunity to virtually attend the "Dreaming of Italy" event in Milan.

Benefits of Virtual Reality in Fashion Industry

The fashion industry has traditionally had a poor level of sustainability. Still, virtual reality is intended to change all of that by allowing virtual fashion designers to avoid some of the industry's ethical difficulties. Virtual reality fashion design substantially minimizes clothing waste.



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From the Editor-in-Chief's Desk



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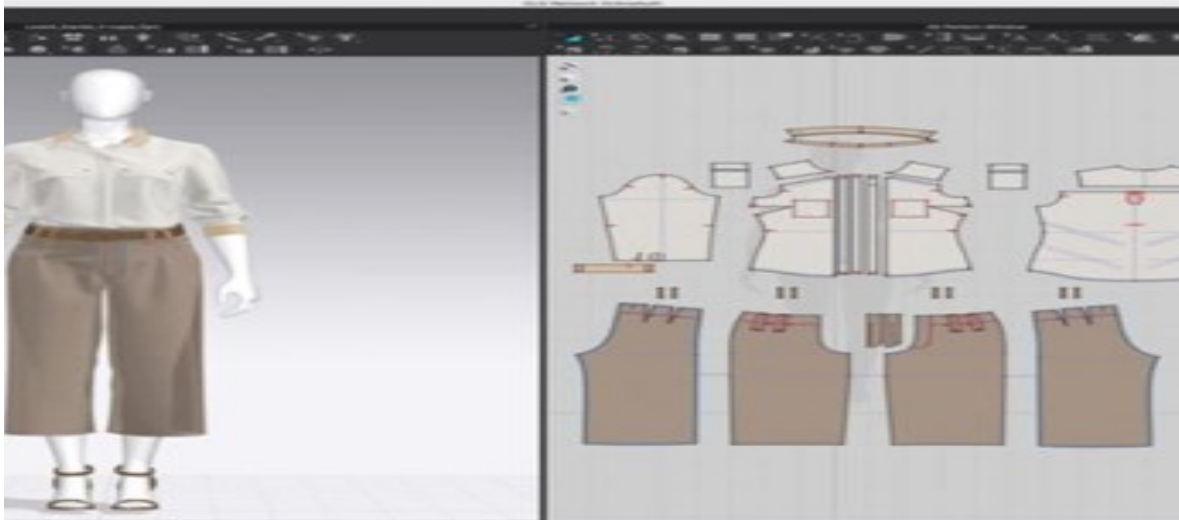
The aim of ALU AISS Fashionista, magazine carries extensive information on new products & emerging technologies in the Textile and Fashion areas which helpful to the academia, students, researchers and industry personnel. It is intended to bring out the hidden literary talents of our students and also inculcate authoring skills to them. It is constantly exploring ways and means of serving the fashion industry with information, which is vital for survival in today's environment of growing competition. This magazine provides a platform for students and staff to share information, spread the latest technical knowledge and cultivate right ways that will equip all of us to stay competent in our fields of study and research. It is making forays into new fields like virtual reality in Fashion Design, 3D fashion, Top Fashion Designer in 2023, sustainable Fashion etc and will leave no stones unturned in bringing out information for the betterment of the students community.

3 D FASHION

WHAT IS 3D FASHION DESIGN?

3D in fashion design is the process of developing a 3D prototype out of a 2D digital pattern. With the help of 3D technology, designers can now build a 3D garment directly on a digital avatar (model) of their size.

3D digital design helps brands design and sample clothing more quickly and with less waste. 3D technology can display ultra realistic images of a garment, including the fabric drape and appearance. Instead of working with 2D patterns and files, fashion designers are using 3D software to stitch patterns together and provide a production-ready 3D version of a garment.



THE BENEFITS OF 3D FASHION DESIGN

Adidas, Hugo Boss, Louis Vuitton, and even small fashion companies are incorporating 3D solutions into their design workflow.

IT SPEEDS UP YOUR PRODUCTION

One of the most important advantages is that they help increase overall production speed. Designers can perform many virtual iterations of a garment, potentially shortening the product's time to market by weeks or months. If you make a mistake during the design process, it can easily edit the patterns.

IT LOWERS SAMPLE-MAKING COSTS

3D technology reduces sample-making costs significantly. Brands can create and share photorealistic garment visuals without making a physical sample.



3D prototype of a

created with 3D technology

padded jacket

IT HELPS REDUCE WASTE

Another benefit is that the 3D process addresses the sustainability issue by drastically reducing waste associated with many rounds of sample sewing. Working in 3D is simply the most ethical and sustainable way to design clothing.

IT ENSURES A BETTER FIT

3D technology allows you to test the fit of your garments before sending them to production. With the help of stress maps, it can easily see the problem areas and quickly adjust them.

Can create an entire collection with the help of 3D technology and showcase it on website. Create a variety of sizes to show customers how they will fit on them.



P.Ramya
III year B.Voc. (FT)

CREATE CLOTHING USING 3D PRINTER

Shopping customers can create personalized ensembles using 3D models of clothing. With the use of 3D clothing modeling, customers can style their own clothing to create unique looks. A 3D printer may be used to create actual clothing and accessories using 3D fashion.



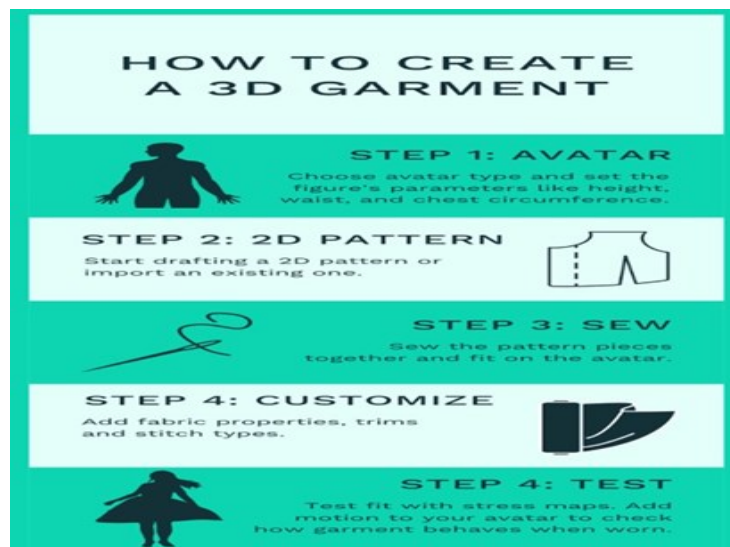
3D printed clothing

CONDUCT VIRTUAL FASHION SHOWS

The ability of 3D clothing models to simulate any environment and enable user interaction is their main strength. Designers may then be able to take customers somewhere that fits the theme of the apparel or accessories on offer.



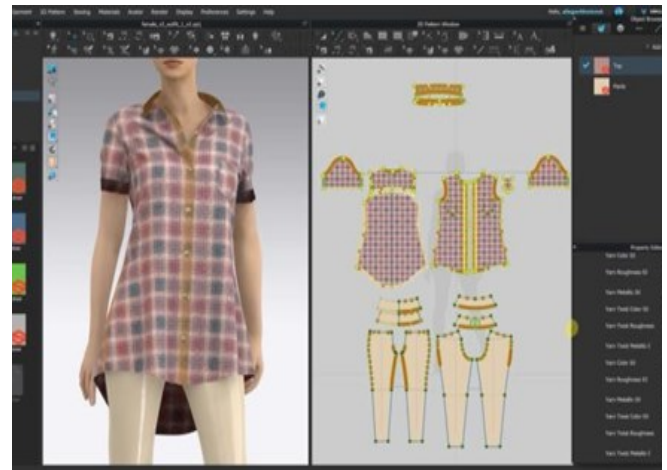
HOW TO CREATE A 3D GARMENT



3D SOFTWARE IS BEST FOR FASHION DESIGN

CLO 3D

CLO 3D is design software that allows you to get 3D renderings from 2D patterns. It is a great tool to get a visualization of the products, check the fit, and test different fabric and color options.



CLO 3D software

TUKA 3D

Tuka3D is a user-friendly 3D fashion design software created by Tukatech. This software allows to scan your fit model and adjust it using the various measurement options available. Create a virtual fitting session with an animated model who can move, dance, run, and so on.



TUKA 3D software



Browzwear 3D software

BROWZWEAR

Browzwear is a 3D fashion design, development, and merchandising solution. Browzwear provides several modules. V Stitcher, a 3D virtual prototyping solution for technical designers and pattern makers. With its help, you can convert 2D patterns into 3D models. Lotta, a 3D fashion design solution that helps fashion designers develop clothing.

ROMANS CAD

Romans CAD is a software specifically designed for the footwear and leather goods industries. Romans CAD enables designers to make all of the required changes to your products with great accuracy.



Romans CAD

**E.Harini II Year
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TOP 10 FASHION DESIGNERS IN 2023

1. COCO CHANEL

The legacy of Coco Chanel is immortalized with iconic products such as the ‘little black dress’ and ‘Chanel no. 5 perfume, both of which enjoy a cult status in fashion.

Chanel gave women freedom with her simple but stylish clothing designs, freeing them from painful corsets and complex petticoats. ‘Luxury must be comfortable, otherwise it’s not luxury,’ was her belief.

She developed the classic Chanel women’s suit consisting of a slim skirt and collarless tweed jacket. The look was worn by icons like Princess Diana, Audrey Hepburn, Jackie Kennedy and is still widely popular even today. The fashion legend also popularized the use of costume jewellery.

2. RALPH LAUREN

There are few logos in fashion as recognizable as the polo player emblem. Designer Ralph Lauren’s Polo line became the quintessential “Preppy Look” from the 1980s to the 2000s.

Lauren’s clothing designs conjured images of the English aristocrat but they were tailored for the sporty American. A philanthropist who has supported breast cancer research for 30 years, Lauren launched his fashion empire from a small office in the empire state building in 1967 and turned it into a \$7 billion fortune. A true inspiration for fashion designers aspiring to create a successful business.

3. TOM FORD

Tom Ford is known for being a perfectionist and a workaholic. “If I am awake, I am working,” the designer is known for saying. Perhaps that is why Ford was able to run both Gucci and Yves Saint Laurent as creative director.

During his tenure, Ford turned the nearly bankrupt Gucci into a \$3 billion fashion brand. After creating a 1970s-inspired, minimalist, sophisticatedly sexy Gucci image, he moved on to create his own fashion brand in 2004.

The ace designer has also directed and produced films including ‘A Single Man,’ which won him an Oscar Academy and Golden Globe nomination.

4. YVES SAINT LAURENT

We can't discuss influential designers of the world without mentioning Yves Saint Laurent. One of the greatest designers of the 20TH century, Saint Laurent invented 'power dressing' for women.

YSL's 1966 'Le Smoking tuxedo suit' was masculine clothing redesigned into a beautifully feminine collection for women, pioneering androgynous fashion well before the term was invented. He also popularized ready-to-wear in high fashion which featured more affordable pieces.

He was the first influential fashion designer to put women of color on the runway. He championed diversity, and those values are still reflected today when YSL appointed Black pink's Rosé as their global brand ambassador.

5. CHRISTIAN LOUBOUTIN

The moment you see shoes with vibrant red soles, you instantly know 'that's Christian Louboutin.' It's the most recognizable fashion feature in the world.

His elegantly classy, curvy high heels have made Louboutin king of Stilettos. Before launching his fashion brand in 1986, Louboutin was a freelance designer for various fashion brands. His first customer was Princess Caroline of Monaco and his designs are now favoured by celebrities like Blake Lively, Jennifer Lopez, Angelina Jolie, Rihanna and many more.

6. MARC JACOBS

Most well-known for single-handedly launching the 1990s "grunge" look, Marc Jacobs is a fashion icon in his own right.

Jacobs' ability to represent the trends in pop culture through his designs has made him a fan favourite. The designer learnt hand knitting from his grandmother and began making and designing right from his childhood.

In 1984, he designed hand knitted oversized sweaters for his graduation project from Parson School of design, winning the Perry Ellis Gold Thimble Award. He was also the Creative Director of Louis Vuitton for 17 years before launching his eponymous label.

7. CALVIN KLEIN

"Simple, comfortable but stylish clothes – but with nothing over scale or extreme" that's the design philosophy of Calvin Klein. Establishing himself as a leader in American fashion thanks to his squeaky-clean aesthetic and modern designs, Klein became a household name not just for his Denim and undergarments line but also for his provocative and often controversial advertisements.

8. DONATELLA VERSACE

Donatella Versace didn't always want to be a fashion designer. In fact, she studied literature and foreign languages in Florence to become a teacher.

Versace would frequently go to Milan to help her brother Gianni Versace, the founder of Versace who considered her his muse and 'best critic.' After Gianni's death in 1997, Donatella revitalized the highly successful fashion brand.

Donatella was the first major fashion designer to use celebrities to walk the runway. She designed the iconic Jennifer Lopez "Jungle Dress" from the 2000 Grammy Awards which was a turning point for her career.

9. CHRISTIAN DIOR

Born in 1905, Christian Dior witnessed great tragedies in his lifetime. The Great Depression, World War, his sister was sent to a concentration camp. But in the midst of the post-war ruins of France, Dior changed the fashion industry.

In 1947, Dior presented the "New look" consisting of voluminous calf-length skirts, cream jackets and fitted waists. It was something very contrasting to the brutality of the war and reminded people of a simpler era.


From then on, the Dior brand continued to use the runway to champion the idea of empowerment and feminism. His introduction of A-line, zigzag-line, Y-line, H-line silhouette is still important in fashion and haute couture.

10. STELLA MCCARTNEY

In the responsible and sustainable fashion scene, the first name that comes up is Stella McCartney. Her designer brand is famous for not using any fur, leather and other animal products.

A lifelong vegetarian raised on an organic farm by Beatles member Sir Paul McCartney and Linda McCartney, Stella launched her fashion brand in 2001. She is a celebrity favourite for her "sexy femininity" designs while still being sustainable and cruelty-free.

McCartney also served as the Creative Director for Chloe, succeeding Karl Lagerfeld. In 2018, she designed Meghan Markle's stunning white halter-neck wedding reception dress.



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SUSTAINABLE FASHION

Sustainable fashion refers to the concept of creating fashion items in a way that reduces the environmental impact and promotes social responsibility throughout the entire production process. It aims to create fashion items that are environmentally friendly, socially responsible, and economically viable.

One of the primary focuses of eco fashion is on the materials used in production. Sustainable fashion emphasizes using natural and organic materials, such as **wool**, linen, and cotton, grown and harvested without harmful pesticides and chemicals. These materials are biodegradable and do not contribute to the buildup of waste in landfills.

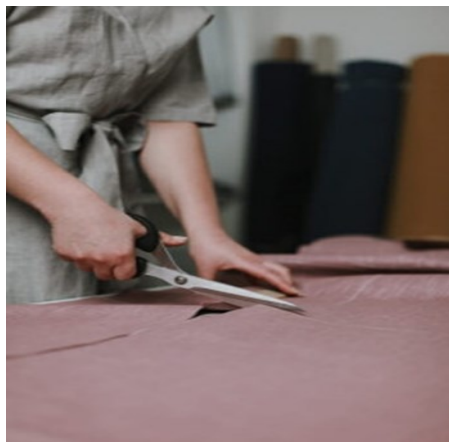
Examples of sustainable fashion

Organic & natural materials. Eco fashion uses organic fabrics like cotton and linen, grown without harmful pesticides and other chemicals. It also includes natural materials like wool and linen, which are renewable and biodegradable. Organic cotton, for example, is grown without synthetic pesticides, fertilizers, or genetically modified organisms (GMOs). Organic clothing is better for the environment and the people who grow and harvest the materials.

Forms of sustainable fashion

- Eco-friendly fashion brands

Eco friendly fashion brands are companies that specialize in sustainable and ethical fashion. These brands often use natural and organic materials, promote fair trade practices, and have transparent supply chains. Eco friendly fashion is clothing produced with eco-conscious material and procedure that reduces the impact on the environment.



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B.Voc. (FT)I Year

