

# DIGITAL FASHION TRENDS AND AVATARS: THE NEW ERA OF FASHION

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We are entering a period in which human interactions and business transactions are largely taking place in virtual space, thanks to the technological developments and long-awaited social shifts.

During the COVID-19 pandemic, several digital trends evolved and expanded at a rapid pace. Also, when it comes to digital apparel and virtual fashion, we looked into many possibilities and different points of view.

Gen Z is the generation that has fully embraced avatars. Since they grew up in a digital world, this generation sees their avatars as extensions of themselves. They're searching for ways to genuinely convey their uniqueness in how they present themselves digitally.

Nevertheless, given the fashion system's high level of innovation and fluidity, which has influenced and been influenced by cultural, social, and economic factors for generations, we anticipate something revolutionary and unprecedented in the coming months.

The growth of online fashion and augmented reality (AR) clothes is the most significant development we are witnessing now, which has been driven by the pandemic. They're expected to become a means to style your avatars in online

games and virtual meetings in the near future, even while relaxing in your pjs at home.

## Key Points

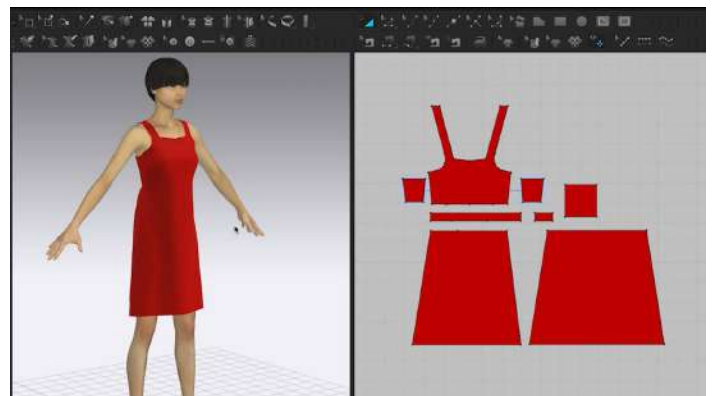
- Digital avatars can be used in most of the 3D garment simulation software to replicate clothing, adjust design characteristics, and add or delete particular elements of the clothing.
- Avatars can be animated to fit positions in order to assess apparel draping and stress behaviour when the body moves to extreme positions for fit purposes.
- AR/VR (Augmented and Virtual Reality) is the way of the future for online shopping.

## What is Digital Avatar?

A digital avatar is a visual representation of a person or the character of a user performing a certain action. This can be a 2D icon, like those found on social networking sites and forums, or a 3D figure, like those found in games and virtual worlds. It's a social media-driven trend started by a tech-savvy group of fashion enthusiasts. 3D fashion avatars can be used in a variety of ways, so it's important to know what you need and how you'll use one. The major applications in the fashion sector are –

## Visualizing the Design

Designers can utilise the standard avatar in the most of the 3D garment simulation software to



replicate clothing, adjust design characteristics, and add or delete particular elements of the clothing.

The capability of visualising the style, length, and total drape of a clothing in real time has numerous advantages. The ability to create seasonal collections and make quicker design related is a significant benefit.

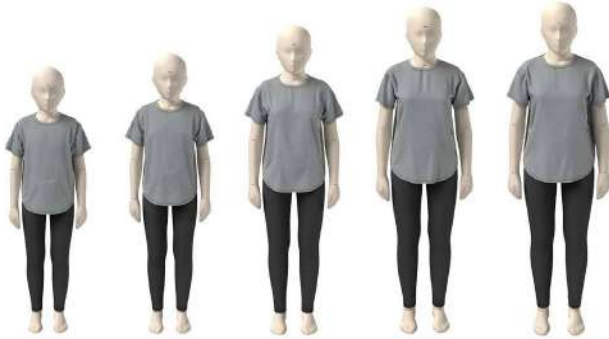
It allows designers to choose preferred clothing lengths, sleeve length variants, examine and adjust seam positions,



*Image Source: keiseimagazine.com*

choose specific embellishments and brand placements, and colours. All this reduces the requirement for a physical sample to ensure the garment's length or style throughout the initial phases of development.

### Fit and Sizing using Digital Avatars



The Virtual avatars for 3D fit and sizing analysis are the nearest digital representation of the actual fit model's figure or physical outfit form (mannequin/dummy) used for fabric draping.

The Optitex 3D garment simulation system, for example, features customizable avatars that permit users to build numerous size-specific digital avatars and size set avatars based on the needs of a fashion company or retailer.

The body measurements of a 3D avatar are recorded, ensuring sizing uniformity while generating new styles. In the initial phases of product development, these digital avatars make 3D fit analysis fast and reliable while removing the cost of sampling.

Avatars can be animated to fit positions in order to assess apparel draping and stress behaviour when the body moves to extreme positions for fit purposes. This feature allows you to try to fix fitting related problems digitally early in the garment design phase, making it much easier to get to a well-fitted approved manufacturing sample.

### For Marketing and Virtual Showrooms

For marketing reasons, 3D digital avatars usually have a variety of options.



They aren't always precise or realistic figures to fit on, and they may not be perfect for an exact 3D fit. Rather, for visual displays and marketing, such avatars are created in 3D software to match the perfect human model.

AR/VR (Augmented and Virtual Reality) is the way of the future for online shopping. It's excellent for increasing client involvement, but entertainment only goes so far.

### In case of Virtual Runaways



3D artists have complete control over their avatars for the virtual runway. For virtual fashion shows, realistic looking 3D avatars have been developed and animated.

There are a lot of opportunities for creating outstanding as well as genuine digital avatars with the current 3D technologies. A broad array of animated positions and realistic and synchronised body and apparel movements are possible with digital avatars that have been designed. A professional, entertaining, and incredibly creative 3D digital garment presentation is created when unique camera angles, lighting, and backgrounds are included.

### Final Thoughts

Real-life shopping experiences have declined in recent years, while online fashion has flourished.

Applications like Genies, that allows users to build entirely customized avatars for use in messaging applications like Messenger and WhatsApp, have demonstrated innovations in the digital fashion space. Smart companies will seek to combine physical goods and digital offerings, enabling customers to interact with them in a variety of ways depending on the client, while maintaining a positive experience on a regular basis.

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