

HEIDI SVANE

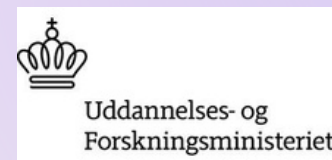
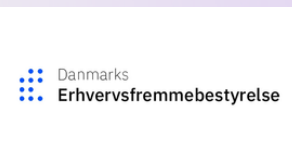


LDCLUSTER.COM

Digital fashion

TEKNOLOGI SOM KATALYSATOR

**INDUSTRIENS
FOND** FREMMER DANSK
KONKURRENCEEVNE
The Danish Industry Foundation

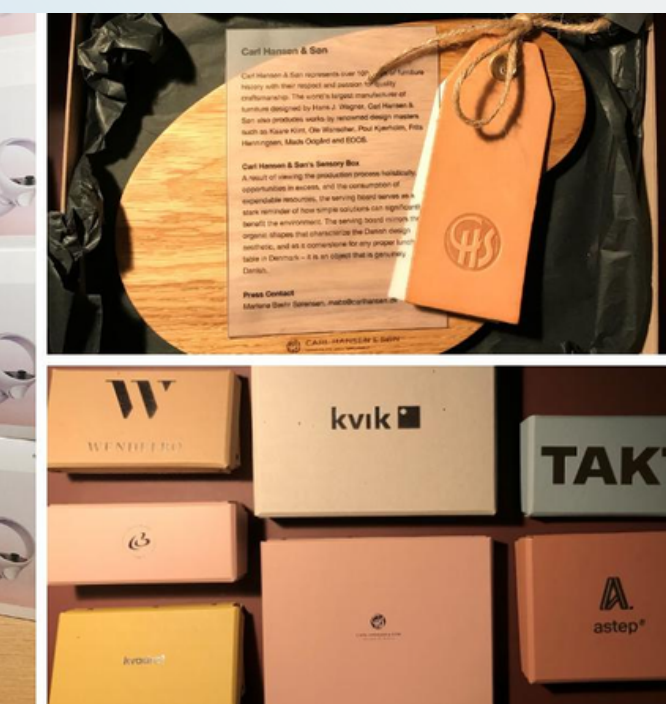
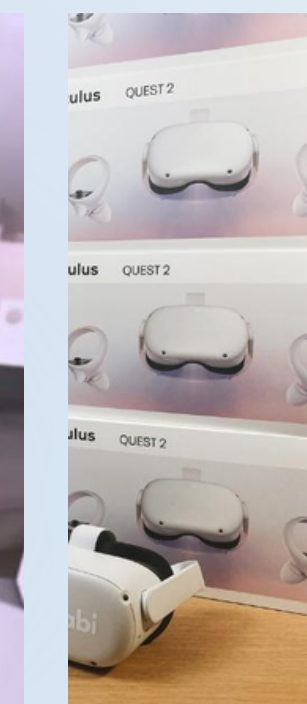
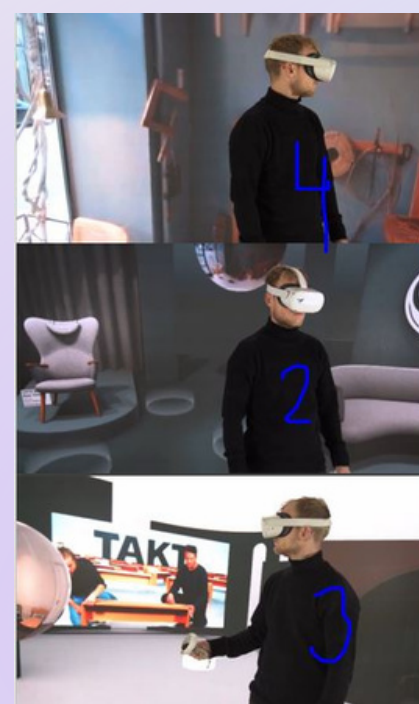


Lifestyle & Design Cluster.
Denmark

NATIONAL ERHVERVSKLYNGE
DESIGN, MODE OG MØBLER

VIRTUAL STAGE

KAN VIRTUELLE TEKNOLOGIER ØGE EKSPORTEN AF DANSK DESIGN



VIRTUAL STAGE
MÅL: ØGE EKSPORTEN AF DANSK DESIGN
RESULTATER: SE: CBS UDVIKLET EN MODEL FOR HVORDAN ANVENDELSE AF 3D MODELLER OG DIGITALE PRODUKTER KAN BRUGES HORIZONTALT I VIRKSOMHEDER. LINK TIL [VIRTUAL STAGE]
KONKLUSION: VIRTUAL STAGE SOM ET POTENT VÆRKTØJ FOR GLOBAL MARKEDSFØRING

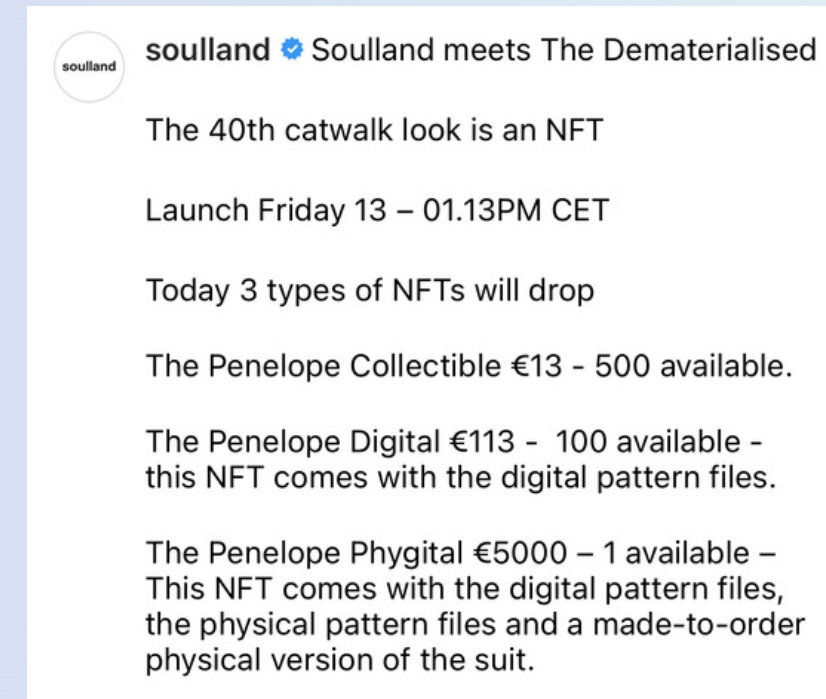
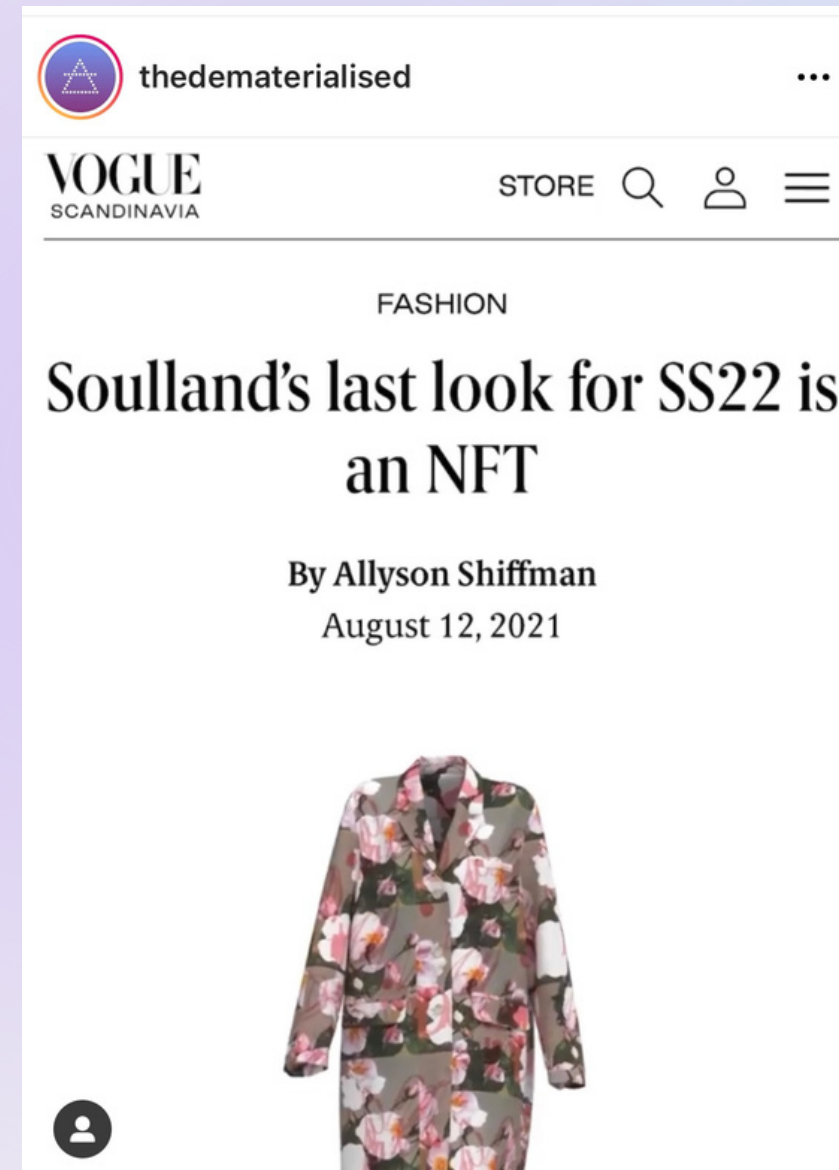


MODEL: Hvilke virtuelle teknologier egner sig til hvilke problemstillinger?



DIGITAL FASHION

BÆREDYGTIGHED OG DIGITAL INNOVATION - KAN VI SÆLGE MERE OG PRODUCERE MINDRE?



CASE STUDY: SOULLAND OG NFT-SALG
MÅL: SÆLGE MERE, PRODUCERE MINDRE
RESULTATER: UDSOLGT
KONKLUSION: NFT SOM EN INNOVATIV TILGANG TIL
BÆREDYGTIGT MODEFORBRUG
MAKES DIGITAL FASHION COME TO LIFE



 Soulland makes digital fashion come to live

Share

Watch on  YouTube

The image is a video player thumbnail. It features a man in a dark jacket, a grey cap, and sunglasses, sitting in a clothing store. He is gesturing with his hands as if speaking. The background shows clothing racks and a mannequin in a floral dress. A large red play button is centered over the video. In the top left corner, there is a circular logo with a green and white pattern. In the top right corner, there is a 'Share' button with a white arrow icon. In the bottom left corner, there is a 'Watch on YouTube' button with the YouTube logo.

SPORBAR, ANSVARLIG

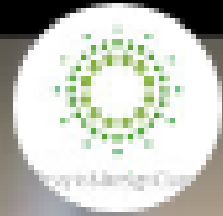


Metaverset



STUDIETUR TIL SYD KOREA
RESULTATER: SAMARBEJDE MED
IFLAND X ROTATE X MOJOMOTO

KONKLUSION: INTERNATIONALE
SAMARBEJDER SOM DRIVKRAFT FOR
METAVVERSE-PROJEKTER




Hvad er NFT, Cryptokunst og Extended Reality - hvad ha...



Share



Watch on  YouTube

DIGITAL FASHION & DESIGN EXHIBITION

DATE: 9-12 AUGUST 2022

LOCATION: LIFESTYLE LAB CPH

DIGITAL FASHION EXHIBITION EXPLORES PHYGITAL REALM: A CONVERSATION STARTER AT COPENHAGEN FASHION WEEK"

RESULTS: THE EXHIBITION SUCCESSFULLY SHOWED A DIVERSE RANGE OF BRANDS, BANDICOOT IMAGING SCIENCES, DESIGN SCHOOL KOLDING, HERO BY AHLGREEN & VIRTUALL APS, JONAS KASPER JENSEN, KAPSULES, MANND, MOJOMOTO, AND VONOA.

DEMONSTRATING 3D DESIGN, PLAY, DIGITAL-ONLY CLOTHING, AND VIRTUAL REALITY. THE EVENT FEATURED TALKS, GUIDED TOURS, AND CONVERSATIONS, PROVIDING AN EDUCATIONAL PLATFORM.

CONCLUSION: SUCCESSFULLY DEMONSTRATED THE RELEVANCE OF DIGITAL FASHION DURING COPENHAGEN FASHION WEEK. THE EXHIBITION'S FOCUS ON THE PHYGITAL CONCEPT, COLLABORATIVE EFFORTS, INCLUSIVITY, AND EDUCATIONAL COMPONENTS HIGHLIGHTED THE INDUSTRY'S RECOGNITION OF THE COEXISTENCE OF DIGITAL AND PHYSICAL ELEMENTS.



HOW WILL TECHNOLOGY CHANGE THE FASHION AND TEXTILE INDUSTRY

RESULT:

- PARTICIPANTS GAINED INSIGHTS INTO INNOVATIVE TECHNOLOGIES AND SUSTAINABLE PRACTICES IN THE FASHION INDUSTRY.
- EXPLORED DIVERSE AREAS INCLUDING 3D FASHION, AI MODELS, TRANSPARENT SUPPLY CHAINS, DENIM INNOVATION, TEXTILE STUDIOS, CIRCULAR ECONOMY INITIATIVES, 3D FASHION DESIGN EDUCATION, LIFE-PROOF CLOTHING, AND HEALTHCARE INNOVATIONS.

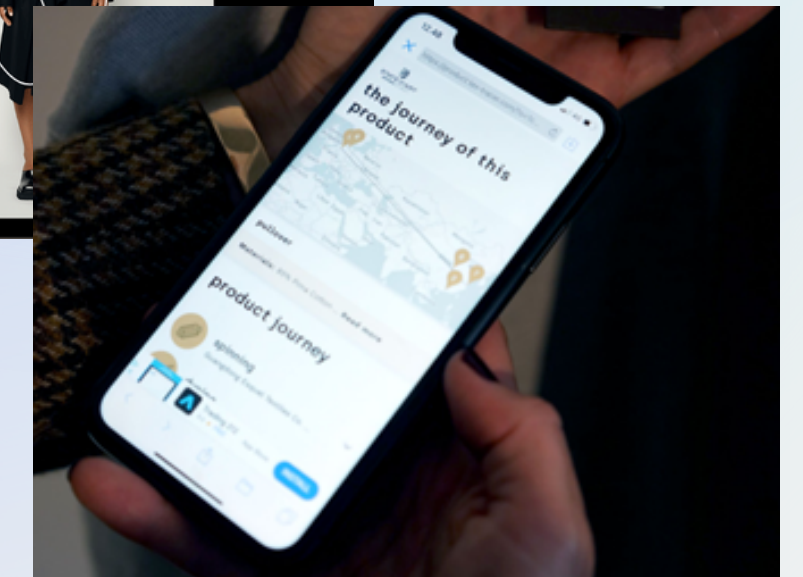
CONCLUSION:

- THE AMSTERDAM MASTERCLASS PROVIDED A COMPREHENSIVE EXPLORATION OF THE INTERSECTION BETWEEN TECHNOLOGY AND SUSTAINABILITY IN THE FASHION INDUSTRY. PARTICIPANTS ENGAGED WITH CUTTING-EDGE TECHNOLOGIES, LEARNED FROM INDUSTRY LEADERS, AND DISCOVERED INNOVATIVE SOLUTIONS FOR CREATING A MORE SUSTAINABLE AND TECHNOLOGICALLY ADVANCED FASHION LANDSCAPE. THE EMPHASIS ON COLLABORATION, EDUCATION, AND DIVERSE PERSPECTIVES SHOWCASED THE EVOLVING NATURE OF THE FASHION INDUSTRY TOWARDS A MORE SUSTAINABLE AND TECH-DRIVEN FUTURE.

[SEE THE FINDINGS HERE](#)



EXPLORE ABOUT PRICING CONTACT



WHITEPAPER: DIGITAL FASHION IN THE METAVERSE

an undefined space with many opportunities

The **whitepaper**, aims to kickstart an investigation in fashion in the metaverse by considering concrete cases of digital fashion in and around Denmark. Most importantly, it strives to start an inclusive, open conversation around digital fashion and the metaverse.

"I would define the metaverse as the exploration of Web3 and the virtual world. I feel it's all-encompassing of any virtual means, whether that be augmented reality, 3D clothing, avatars etc., to create an environment which can be explored outside of the IRL." – **Holly Vennell, Director of Marketing, Birger Christensen Collective.**

Link to whitepaper (insert when ready):





Avatars wearing digital fashion by the Birger Christensen Collective inside the metaverse island. Image by the Birger Christensen Collective.






ROUNDTABLES


A SERIES OF ROUNDTABLES WITH FASHION EXPERTS DISCUSSING
THE USE OF DIGITAL TOOLS IN THE FASHION INDUSTRY


[LINK TO ALL ROUNDTABLES](#)


 New Avenues for Shaping the Digital Fashion Landscap...  Share

digital fashion roundtables 3.0
NEW AVENUES FOR SHAPING THE DIGITAL FASHION LANDSCAPE


				
<p>KATA BÖRÖNTE RESEARCHER & PROJECT COORDINATOR, AARHUS UNIVERSITY</p>	<p>ISABELLA ROSE DIRECTOR OF COMMUNICATIONS & DIGITAL, COPENHAGEN FASHION WEEK</p>	<p>DORA TAMÁS MANAGER OF DIGITAL & CREATIVE, COPENHAGEN FASHION WEEK</p>	<p>HOLLY VENNELL HEAD OF MARKETING, BIRGER CHRISTENSEN (ROTATE/REMAIN/CANNARI)</p>	<p>FELIX WIGAND CO-FOUNDER & COO, VIRTUALL</p>

Watch on  YouTube

 AARHUS UNIVERSITY



IT UNIVERSITY OF CPH





KEA student challenge (finalize jan 12)

**HOW CAN DIGITAL FASHION MAKE IMPACT IN THE
CUSTOMER JOURNEY?**

CASE: LES DEUX, NÜMPH, FINE CHAOS