

## Virtual Fashion Show and Visual Merchandising

- ✓ Understand the virtual fashion show and virtual visual merchandising.
  - ✓ Analyze advantages and challenges of the virtual fashion show and visual merchandising compared to the physical fashion show and visual merchandising by reading the relevant articles and watch the videos.
1. Explain what 3D/virtual fashion is.
    - Virtual fashion is defined as digital fashion storytelling through clothing designed and marketed for fashion consumers, avatars, and virtual platforms. Fashion brands are entering the digital world with virtual fashion samples or entire collections, and some brands are completely digital (Viklund, 2021).
  2. Watch the "Hanifa Virtual Fashion Show" video.
  3. Watch the "Niyazi Erdogan Fashion Show" video.
  4. Read the article #2.1 "What Is the Future of Digital Fashion Weeks." by Circular Fashion Summit
    - Discussion #2.1
      - After watching the videos and reading the article, please share what you think about pros and cons about virtual fashion shows compared to the physical fashion shows.
  5. Explain what a virtual visual merchandising is.
    - The digital display of fashion products in the most attractive and appealing ways is called virtual visual merchandising.
  6. Read the WWD article #2.2 "Balmain to Launch Virtual Showroom."
  7. Watch the "Augmented Store – Fashion Room Virtual Walking" video.
  8. Watch the "Fashion Showroom by Invrsion" video.
    - Discussion #2.2
      - Make a group of 3-4 members.
      - The half of the groups develops the list/table of advantages for virtual fashion shows and visual merchandising. The other half of the groups develops the list/table of advantages for physical fashion shows and visual merchandising.
      - Prepare your speeches and debate.
  9. Experience the VR fashion show: Please sign-up to visit our lab and experience the VR fashion show and share your experience in the class next time.

**Competencies:** Critical decision-making, collaboration and teamwork, project management and leadership, spatial visualization assessment, creative problem solving