

Introducing 3D/Virtual Fashion

- ✓ Explore the concept of 3D/virtual fashion.
 - ✓ Understand the application of 3D/virtual fashion by reading the relevant articles and watch the video.
1. Explain what a virtual fashion is.
 - The virtual fashion show is a virtual event at which collections of newly designed clothing are modeled for an audience, by either using 1) the virtual platform with real fashion models and garments, or 2) the virtual models and garments.
 2. Read the WWD article #1.1 "Virtual Fashion Show to Launch Hugo Boss, Russell Collab."
 3. Watch the "Personalize the BOSS × Russell Athletic sweatshirt" video.
 4. Read the WWD article #1.2 "A Fashion Shoot on Mars? It's Possible at This Virtual Studio in Paris."
- Discussion #1.1
 - Share the key takeaways from the article and the video.
 - How did Hugo Boss implement "virtual" components for its fashion design, production, marketing, and promotion?
 - Discussion #1.2
 - After reading the articles and watching the video, discuss where "virtuality" can be implemented on the fashion industry and how this "virtual fashion" can benefit the fashion businesses and consumers.
 - Also, discuss how this "virtual fashion" will overcome the limitations of current fashion clothing choices for consumers with disabilities.

Competencies: Critical decision-making, creative problem solving