

Exploring Digital Fashion in Practice: Applications and Longevity

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Abstract: This paper explores initial findings from the ‘Digital Fashion in Practice: Applications and Longevity’ workshop held at the University of Southampton in April 2024 in collaboration with University of the Arts London. This workshop brought together industry practitioners, academics, and students for an intensive day of discussions focusing on the themes: “Producing Digital Fashion”, “Using Digital Fashion”, “Engaging Audiences”, and “Educating for the Future”. Informed by academic and industry research examining digital fashion, including its “going out of style” in 2023, the event aimed to present the current state of the sector and explore the challenges and opportunities facing digital fashion practitioners, users, and educators (Loftus, 2024; Sayem et al., 2023; Van Volkinburg, 2020; Colombi & D’Itria, 2023; Saxena, 2022; Baek et al., 2022; Heim & Chrimes, 2022; Future+ and Luxurysight, 2023; Future+ and Luxurysight, 2024). This paper is developed from thematic analysis of the transcripts of participants discussions and presentations. It presents initial findings upon the themes of the language, purpose and value of digital fashion, the structure of the digital fashion ecosystem, and barriers to growth of the sector.

Keywords: Design, Ecosystem, Education, Audiences, Phygital