

# Bibliometric Analysis of Virtual/Augmented Reality in the Fashion Industry

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**Abstract:** The fashion industry is constantly embracing new technologies to improve customer experience and drive innovation. One of the technological advancements making waves in the industry is augmented reality (AR) /virtual reality (VR) / Metaverse. These technologies have the potential to revolutionize the way people interact with fashion. Despite the significant research in this field over the last few years, it is rare to find an article that meta-analytically maps the global research trend and reveals the global collaborative networks. This paper presents bibliometric analyses of AR/VR and metaverse in the fashion industry between 1996 - 2024 using data obtained from the Scopus database and analysed with VOSviewer and biblioshiny. The results show a growing trend in the number of publications during this period with an average annual citation of 3.3 in 2022. International Journal of Fashion Design Technology, Journal of Global Fashion Marketing, and Journal of Fashion and Textiles are the preferred sources of publication with Yonsei University (20), Donghua University (11), and University of Bologna (10) producing the highest number of documents. The top contributing countries in terms of documents are China (49), the USA (26), South Korea (24), the UK (17), and India (17) with total citations of 318, 522, 290, 214 and 196, respectively, as of January 28, 2024. Further content analysis of the documents shows a growing trend of research based on four motor themes, namely, (i) virtual designing, sizing, and fitting/ try-on experiences, (ii) virtual fashion shows, (iii) virtual supply chains/e-commerce, and (iv) virtual fashion education. The findings will contribute to a deeper understanding of AR in shaping the future of the fashion industry.

**Keywords:** Virtual reality, virtual fashion show, virtual fitting, metaverse, virtual fashion marketing.