

# **A Study of Virtual Fashion Film's Visual Elements**

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With the proliferation of advanced computer technology, the concept of virtuality has become significantly familiar. The term 'virtual' is defined in the Oxford English Dictionary(OED) as 'made to appear to exist by the use of computer software, for example on the internet' and is frequently used as a prefix in newly emerging compound words. Examples include virtual currencies such as Bitcoin, which have recently garnered significant public interest, as well as virtual influencers modeled after human appearances, and further extending to virtual avatars, virtual clothing, and virtual games. A closer look reveals that the concept of virtuality is being actively applied in fashion-related fields. This trend provides a means to transcend the inherent limitations of clothing bound by the laws of physics and the human body, allowing artists to express their aesthetic sensibilities more freely and uniquely through digital graphics. In fashion industry, various attempts are being made to actively embrace the concept of virtuality and break away from existing traditional methods. Metaverse fashion shows, virtual influencers, metaverse fashion films, virtual avatars could be considered as good examples of the attempts(Park, 2021). There is another area, playing a huge role in fashion industry, where advanced computer technology can be useful, namely fashion films. Fashion film constitutes a genre serving as a medium for artistic expression and conveying commercial messages for brands. Contemporary computer technology provides artists options to manipulate visual elements with heightened virtuality, enabling them to freely communicate with the audience.