

## **Big Data Analysis of 3D Virtual Fashion Image Applications**

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**Abstract:** Currently society is undergoing major changes driven by digital technologies. Digital transformation is facilitating the exchange of information through artificial intelligence, big data, virtual reality, 3D technology, and more, and these technologies are transforming our lives in a variety of ways. These advances in digital technology are also evident in the fashion industry. This study recognizes the need to combine 3D and fashion, and the development of various design processes using digital technologies is emerging as an important issue in the fashion industry. Previous studies include a study on the development of fashion design through the convergence of digital technologies (Kim, 2020) and a content analysis of digital-related research papers in the field of dresses (Eum, 2016). This means that the fashion field has also recognized the importance of digital research and is exploring digital industries that are conducive to human and environmental change. The current study confirms this trend and emphasizes the importance of digital research in 3D virtual fashion images.