



# The cosmic migration of fashion

Consider this: virtual fashion is a cosmic shift. I, an old soul at heart, am aware that this is against everything we grew up with. AKA, tangible fashion. Everything we know is bound by gravity, production constraints, labor, and supply chains. Even as a consumer, you enter a store and are surrounded by multitudes of fabric every which way. It is as present and real as you are.

But digital fashion breaks free, existing *beyond* material limits. It is weightless. It is instantaneous. Imagine a universe where creativity knows no bounds so long as one has the vision.

Society has done well in embracing digital experiences and sometimes it can be chilling. I wonder if the physical is destined to become a relic while the digital becomes our future. But while the migration is inevitable, think of digital fashion as a parallel universe that coexists with physical fashion rather than replacing it.

In traditional retail, trying on clothes is a physical act that, as we all have experienced, is limited to stock availability, body size, and mirror reflections. Virtual try-ons, however, are the wormholes into the future. In the digital dressing room, augmented reality try-ons allow us to wear entire wardrobes without touching a single garment. Sometimes algorithms will suggest clothing that fits our digital identity rather than solely our body. Gucci, Balenciaga, and Burberry are already crafting digital exclusives.

In the metaverse, designers are no longer constrained by what is possible. They can create garments that morph, glow, levitate, or even breathe, as strange as that might sound.

Introduce yourself to these names if you haven't already: The Fabricant, DressX, Auroboros. These pioneers are creating digital garments that interact with their surroundings, changing colors, textures, and movement based on the user's environment or mood.

This offers more than mere outfits, this is a prospect of self-reinvention.

With all this in mind, we, fashion-savvy astronauts that have wandered in space for eons, sort of fear the end of craftsmanship, the death of traditional fashion. Of **tangibility**.

But what if, instead, it's simply the next step in fashion's natural evolution? Because fashion has always been about storytelling, has it not? From medieval embroidery to futuristic couture, fashion has always reflected human creativity and technological progress.

Some say it really isn't the end, it's just what's next. Some say otherwise.



*Needle meets pixel*

STAY TUNED FOR THE FULL SCOPE.