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VR AND AR TECHNOLOGY IN FASHION

The purpose and objectives. The influence of digital technologies as augmented and virtual reality on fashion development has been studied. The purpose of the study is to determine the processes of implementation of the principles of virtual fashion. The peculiarities of the organization of commercial online resources created for the popularization of Digital Fashion and the ways of visualization of digital design objects have been analyzed, the collections of clothes of the brightest representatives of this direction have been studied as well.

The object of the research. As we might know AR / VR technology has been increased to a great level in a few years, also it has entered almost all the fields. That is why AR / VR technology in fashion industry became the object of this paper.

Research results. My work is based on the global interest in virtual fashion intensified during the COVID-19 pandemic, which shifted interaction with the world to monitor screens and limited the usual possibility of the rhythm of life. Undoubtedly, such circumstances have given a powerful impetus to society to create virtual fashion platforms and hold various events using augmented reality. Virtual clothing collections have started to appear on the market. By using digital technologies, brands have significantly reduced the cost of various items and logistics, which significantly affects the cost of clothing in general. One of the most important problems for the representatives of the fashion segment was the organization of online shows. Above all, the main idea of Digital Fashion development is the spread of design methods and ways to visualize digital design products, the formation of the target audience and the competitiveness of virtual clothing in the fashion market[1].

With AR's help, people can transform your phone or tablet into a magic 3D mirror that offers an amazing variety of new looks and can even take a funny selfie. There are also AR mirror photo booths that can serve as a new-gen fitting room. Sometimes they don't even have to install an app to have your environment augmented: you just open a URL, point your cam at an object, and see the added digital content [2].

Technology of augmented and virtual reality is an inevitable step in the development of fashion, especially when it comes to the sustainable development of the industry. The digital concept of fashion can potentially pave the way for a more sustainable business model when excessive clothing consumption declines sharply. The habit of "fast fashion" causes irreparable damage to the environment, which affects climate change more than the annual emissions of all air and sea travel combined. The new direction focuses on the development and sale of virtual clothing created in a digital way, rather than the traditional way. It is Digital Fashion that, by purchasing a modern fashion look, makes it possible to give preference to environmental protection, support the trend of "smart consumption" and resource efficiency. Digital Fashion satisfies the most demanding aesthetic needs of customers in terms of their own appearance on the World Wide Web. In cyberspace, there is a way to present yourself to anyone, emphasizing your personality with clothes and other attributes of digital design. For young people, who are the most active supporters of this trend, the presentation on the Internet is no less important than the way to reflect their own style in real life. The ability to adjust your digital images, which can be more vivid and extravagant, leads to the emergence and spread of various commercial resources to implement the principles of virtual fashion.

There are already many real examples of the use of AR and VR for retail fashion purposes. Converse Shoes arm their customers with Sample — an AR try-on app. No need to waste time on lacing and unlacing — just aim your mobile device cam at your foot and swipe the Converse models until you find what you need. Sephora's Virtual

Artist allows the customer to put on digital makeup and then tap and buy the selected product [3].

The world's first haute couture clothing was sold at a global charity auction in New York for £ 7,500 (\$ 9,500). The author of the work is Amber Ja Sloat - creative director of the first "digital fashion house" "The Fabrican", based in Amsterdam, who created a hyper-real virtual clothing. The main need to create a couture product was the need to reproduce the unique author's design through digital technology with minimal resource costs, attaching it to the customer's photo [4].

Conclusions. It's true to admit that consumers are becoming increasingly tech-savvy and this trend is bound to continue. People like experimenting and are intrigued by new things. AR makeup and makeovers, VR catwalk shows, virtual fitting-rooms, augmented clothing, and other exciting novelties could do a lot to spice up the relationship. Fun, curiosity and convenience are the major drivers behind the AR & VR retail revolution. The comprehensive influence of the Internet on the socio-cultural development of society is reflected in the fashion industry. In such conditions, the world cannot continue to produce so many clothes for many reasons, namely the ever-growing trends of Sustainable Fashion and Digital Fashion. Instead, technology, which is more like an art form for social networks, allows you to quickly and relatively inexpensively meet the aesthetic needs of a large number of consumers.

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