



*E-BOOK*

# NEAR- FUTURE THINKING IN FASHION

BY PATY SOTO



# *ABOUT THE* E-BOOK



*HI! I'M PATY SOTO, A FASHION STYLIST AND  
NEAR-FUTURE THINKER.*

I'M CONSTANTLY OBSERVING BEHAVIORS AND EMERGING PATTERNS WITHIN THE FASHION WORLD AND ANALYZING HOW THEY TRANSLATE INTO THE DEVELOPMENT, ADOPTION, AND IMPLEMENTATION OF NEW IDEAS IN EVERYDAY LIFE.

THE FASHION INDUSTRY GENERATES BILLIONS OF DOLLARS EACH YEAR, WHILE ALSO BEING ONE OF THE INDUSTRIES WITH THE GREATEST ENVIRONMENTAL IMPACT.

INNOVATION AND EXPERIMENTATION IN THIS SECTOR ARE DRIVING CONSTANT EVOLUTION, CREATING UNIQUE OPPORTUNITIES TO IDENTIFY SHIFTING VALUES, EMERGING CATALYSTS, AND BRAND ARCHETYPES.

IN THIS E-BOOK, I'M SHARING A COLLECTION OF NEAR-FUTURE THINKING EXAMPLES CONNECTED TO THE FASHION INDUSTRY.

AS YOU EXPLORE THEM, I INVITE YOU TO IDENTIFY THE ARCHETYPE REPRESENTED IN EACH EXAMPLE USING THE NEAR-FUTURE THINKING METHODOLOGY.

HERE ARE REAL-WORLD EXAMPLES OF HOW FASHION BRANDS AND RETAILERS ARE USING TECHNOLOGY TO CONNECT WITH INCREASINGLY TECH-SAVVY CONSUMERS.

*Paty Soto.*

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# AR & VR TECHNOLOGY IN LUXURY FASHION

AUGMENTED REALITY AND VIRTUAL REALITY

## GUCCI

GUCCI LAUNCHED AN AR-POWERED VIRTUAL TRY-ON EXPERIENCE THAT ALLOWS CUSTOMERS TO TRY ON SHOES AND SNEAKERS USING THEIR SMARTPHONES. THE TECHNOLOGY MAPS THE SELECTED SHOE ONTO THE USER'S FOOT, PROVIDING A REALISTIC VIEW OF HOW THE STYLE LOOKS AND FITS.

## TOMMY HILFINGER

TOMMY HILFINGER CREATED AN IMMERSIVE VIRTUAL REALITY EXPERIENCE IN ITS STORES THAT ALLOWED CUSTOMERS TO ATTEND A FASHION SHOW VIRTUALLY AND EXPLORE THE LATEST COLLECTIONS.

USING VR HEADSETS, CUSTOMERS WERE TRANSPORTED INTO A VIRTUAL ENVIRONMENT WHERE THEY COULD VIEW THE COLLECTION AND INTERACT WITH THE EXPERIENCE.

THE BRAND HAS ALSO LAUNCHED AI FASHION-DESIGN CHALLENGES THROUGH THE DRESSX PLATFORM.

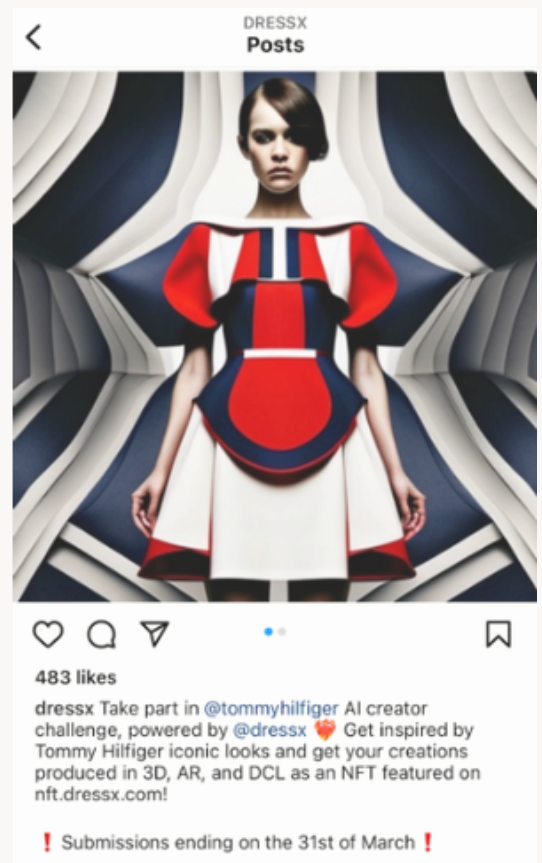
WINNING DESIGNS WERE SELECTED TO BE PRODUCED AS 3D GARMENTS, AUGMENTED-REALITY LOOKS, AND NFTS.

## BALENCIAGA

KNOWN FOR PUSHING BOUNDARIES, BALENCIAGA HAS CONTINUED EXPERIMENTING WITH VIRTUAL SPACES AND PLAYFUL DIGITAL EXPERIENCES DESIGNED TO ENGAGE ITS AUDIENCE.

ONE EXAMPLE IS ITS REGENERATIVE AGRICULTURE EXPERIENCE. USERS SELECT AN AVATAR AND ENTER AN AUGMENTED-REALITY WORLD THROUGH THEIR PHONES, WHERE THEY FOLLOW INSTRUCTIONS TO PLANT AND HARVEST CROPS VIRTUALLY.

LAUNCHED AROUND EARTH DAY, THE EXPERIENCE HIGHLIGHTED BALENCIAGA'S COMMITMENT TO SUPPORTING PROJECTS RELATED TO BIODIVERSITY, REGENERATIVE AGRICULTURE, AND ENVIRONMENTAL CONSERVATION. THE LUXURY BRAND ALSO ANNOUNCED PLANS TO PRESENT ITS SPRING/SUMMER 2024 COLLECTION IN A DIGITAL FORMAT, POTENTIALLY INCORPORATING AUGMENTED REALITY AND ARTIFICIAL INTELLIGENCE TO ENHANCE THE RUNWAY EXPERIENCE.



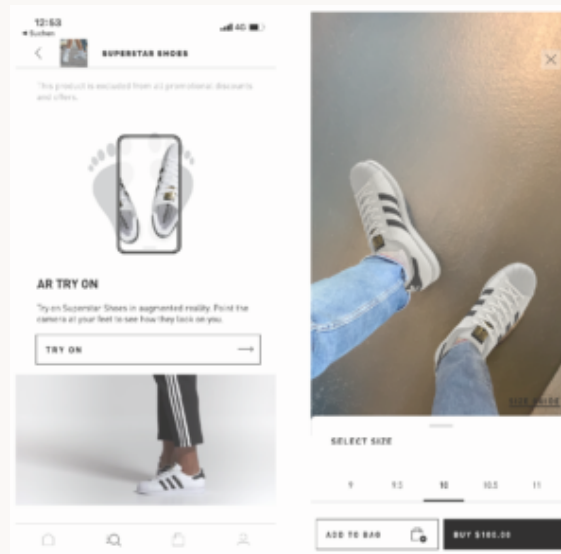


# MOBILE APPS

## *ADIDAS*

ADIDAS OFFERS A MOBILE APP THAT USES AI-POWERED ALGORITHMS TO PROVIDE PERSONALIZED RECOMMENDATIONS BASED ON CUSTOMERS' PREVIOUS PURCHASES AND BROWSING BEHAVIOR.

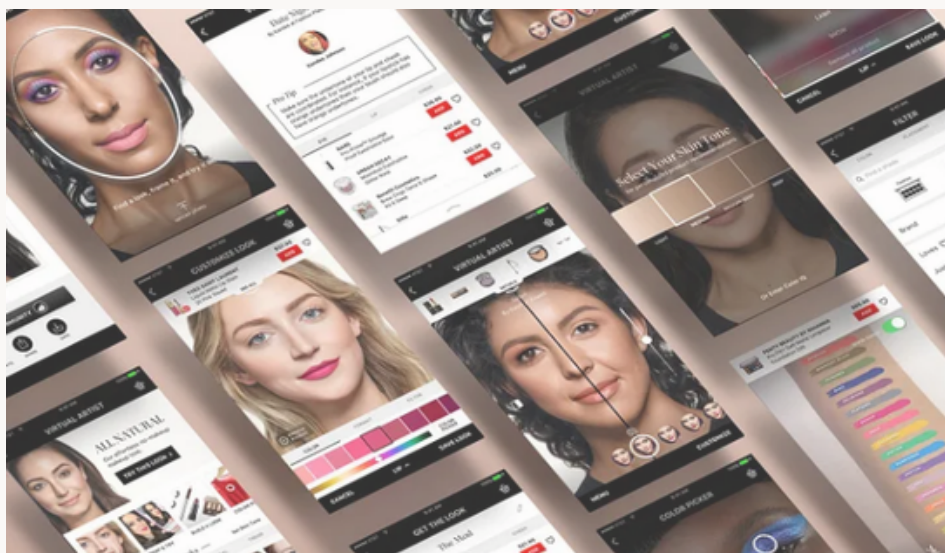
THE APP ALSO INCORPORATES AUGMENTED-REALITY TECHNOLOGY, ALLOWING CUSTOMERS TO VIRTUALLY TRY ON SHOES.



## *SEPHORA*

SEPHORA'S MOBILE APP ALLOWS CUSTOMERS TO SCAN PRODUCTS IN STORES AND RECEIVE PERSONALIZED RECOMMENDATIONS BASED ON THEIR SKIN TYPE AND PREFERENCES.

THE APP ALSO FEATURES AUGMENTED-REALITY TECHNOLOGY THAT ALLOWS USERS TO VIRTUALLY TRY ON MAKEUP.



# SOCIAL MEDIA INTEGRATION

## *NORDSTROM*

NORDSTROM CREATED AN INSTAGRAM SHOPPING EXPERIENCE THAT ALLOWS CUSTOMERS TO PURCHASE PRODUCTS FEATURED ON THE BRAND'S ACCOUNT. CUSTOMERS CAN SCAN A QR CODE CONNECTED TO A PRODUCT IMAGE TO SHOP THE ITEM.

## *GUCCI*

GUCCI VAULT LAND IS AN IMMERSIVE EXPERIENCE WITHIN THE SANDBOX, ONE OF THE BEST-KNOWN VIRTUAL WORLDS IN THE METAVERSE.

GUCCI ALSO CREATED GUCCI GARDEN IN ROBLOX, A BRANDED DIGITAL WORLD WITHIN THE GAME, AS WELL AS A COLLABORATION WITH ZEPETO THAT INCLUDED A VIRTUAL BOUTIQUE WHERE USERS COULD DRESS THEIR AVATARS.

## *NIKE*

NIKE CREATED A SNAPCHAT FILTER THAT ALLOWED CUSTOMERS TO VIRTUALLY TRY ON AND CUSTOMIZE SNEAKERS.

USERS COULD TAKE A PHOTO OF THEIR FEET AND USE THE FILTER TO SEE HOW DIFFERENT STYLES AND COLORS WOULD LOOK.

## *VANS*

THE VANS WORLD: OFF THE WALL EXPERIENCE IN ROBLOX BROUGHT THE BRAND'S SIGNATURE PRODUCTS INTO A SPACE WHERE GEN Z AND GEN ALPHA CONNECT THROUGH GAMING.

PLAYERS COULD PRACTICE SKATEBOARDING TRICKS, EARN REWARDS, AND PURCHASE VIRTUAL SKINS AND ACCESSORIES FOR THEIR AVATARS.



# SMART FITTING ROOMS



## *H&M*

H&M HAS IMPLEMENTED RFID TECHNOLOGY—RADIO FREQUENCY IDENTIFICATION—IN SELECT STORES TO PROVIDE CUSTOMERS WITH PERSONALIZED RECOMMENDATIONS.

WHEN CUSTOMERS BRING PRODUCTS INTO THE FITTING ROOM, THE TECHNOLOGY RECOGNIZES THE ITEMS AND DISPLAYS RECOMMENDATIONS FOR ADDITIONAL PIECES BASED ON THEIR SELECTIONS AND PREFERENCES.

## *REBECCA MINKOFF*

REBECCA MINKOFF INTRODUCED SMART MIRRORS IN SELECT STORES THAT ALLOW CUSTOMERS TO ADJUST THE LIGHTING AND REQUEST DIFFERENT SIZES OR COLORS WITHOUT LEAVING THE FITTING ROOM.

## *AMAZON STYLE*

AMAZON STYLE CREATED A PERSONALIZED FITTING-ROOM EXPERIENCE.

TOUCHSCREENS ALLOWED CUSTOMERS TO ADJUST LIGHTING AND VIEW HOW GARMENTS LOOKED UNDER DIFFERENT CONDITIONS.

CUSTOMERS COULD ALSO REQUEST DIFFERENT SIZES AND USE AN ASSISTANCE BUTTON TO CONTACT A STORE ASSOCIATE WITHOUT LEAVING THE FITTING ROOM.

# PERSONALIZATION

## *STITCH FIX*

STITCH FIX IS AN ONLINE STYLING SERVICE THAT USES DATA ANALYSIS AND AI-POWERED ALGORITHMS TO PROVIDE PERSONALIZED RECOMMENDATIONS. CUSTOMERS COMPLETE A STYLE PROFILE, AND A STYLIST SELECTS PIECES FOR THEM TO TRY BASED ON THEIR PREFERENCES.

## *LEVI'S*

LEVI'S OFFERS DIGITAL CUSTOMIZATION TOOLS THAT ALLOW CUSTOMERS TO PERSONALIZE JEANS BY SELECTING THEIR PREFERRED STYLE, COLOR, AND FIT. THE BRAND ALSO USES AI-POWERED ALGORITHMS TO RECOMMEND PRODUCTS BASED ON CUSTOMERS' BROWSING AND PURCHASE HISTORY.

## *WEARABLE X*

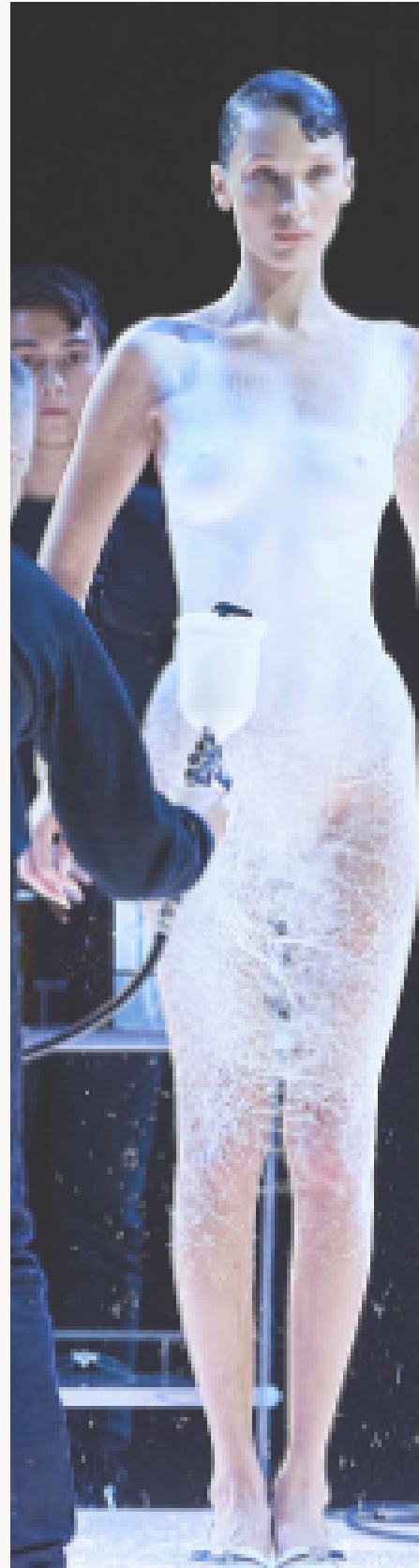
WEARABLE X FOCUSES ON SMART CLOTHING. THE BRAND OFFERS PRODUCTS SUCH AS LEGGINGS AND TOPS WITH EMBEDDED SENSORS AND VIBRATION TECHNOLOGY DESIGNED TO SUPPORT YOGA PRACTICE. THE SENSORS TRACK BODY POSITIONING, WHILE THE VIBRATION FEEDBACK HELPS USERS ADJUST THEIR ALIGNMENT AND IMPROVE THEIR POSES.

## *SKIN MOTION*

SKIN MOTION CREATED AN APP THAT TURNS SOUND RECORDINGS INTO SOUND-WAVE TATTOOS. USERS CAN TATTOO THE SOUND WAVE OF A LOVED ONE'S VOICE, A MEANINGFUL MESSAGE, OR A FAVORITE SONG. WHEN THE TATTOO IS SCANNED THROUGH THE APP, THE ORIGINAL AUDIO PLAYS.

## *THE FABRICANT*

THE FABRICANT IS A DIGITAL FASHION COMPANY FOCUSED ON VIRTUAL CLOTHING AND FASHION DESIGN. THE COMPANY USES TECHNOLOGIES SUCH AS VIRTUAL REALITY AND ARTIFICIAL INTELLIGENCE TO CREATE DIGITAL GARMENTS AND EXPLORE HOW THOSE DESIGNS CAN MOVE BETWEEN VIRTUAL AND PHYSICAL FORMATS.





# SUSTAINABILITY

## *BOLT THREADS*

BOLT THREADS DEVELOPED A MATERIAL CALLED MICROSILK, A MORE SUSTAINABLE ALTERNATIVE TO TRADITIONAL SILK.

INSTEAD OF BEING HARVESTED FROM SILKWORMS, THE MATERIAL IS PRODUCED USING PROTEINS CREATED BY MICROORGANISMS.

THE COMPANY HAS ALSO WORKED ON OTHER INNOVATIVE MATERIALS, INCLUDING MYLO, AN ALTERNATIVE TO ANIMAL LEATHER MADE FROM MYCELIUM.

## *EON*

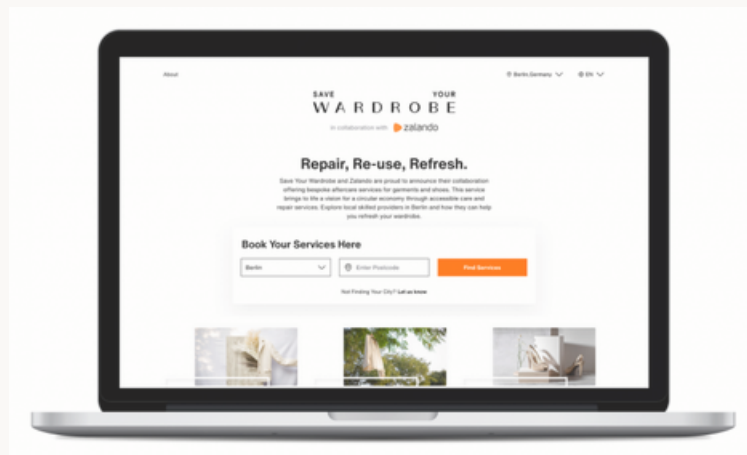
EON HAS EXPLORED TECHNOLOGIES DESIGNED TO SUPPORT GREATER TRACEABILITY, CIRCULARITY, AND RECYCLING WITHIN THE FASHION INDUSTRY.

THESE SYSTEMS CAN HELP BRANDS IDENTIFY MATERIALS, TRACK PRODUCTS THROUGHOUT THEIR LIFE CYCLE, AND SUPPORT THE REUSE OF HIGH-QUALITY FIBERS.

## *SAVE YOUR WARDROBE*

SAVE YOUR WARDROBE IS A WARDROBE-MANAGEMENT PLATFORM THAT USES TECHNOLOGY TO HELP CONSUMERS MAKE BETTER USE OF THE CLOTHES THEY ALREADY OWN.

THE APP HELPS USERS ORGANIZE THEIR WARDROBES, CREATE OUTFITS, TRACK PURCHASES AND SPENDING, AND DISCOVER WAYS TO EXTEND THE LIFE OF THEIR CLOTHING.



OVERALL, THESE EXAMPLES SHOW HOW FASHION BRANDS AND RETAILERS ARE USING TECHNOLOGY TO CONNECT WITH MORE DIGITALLY SAVVY CONSUMERS.

THROUGH AR AND VR, MOBILE APPS, SOCIAL MEDIA INTEGRATION, SMART FITTING ROOMS, SUSTAINABILITY TOOLS, AND PERSONALIZATION, BRANDS CAN CREATE MORE ENGAGING AND CUSTOMIZED EXPERIENCES FOR THEIR CUSTOMERS.

# CREATORS AND OTHER INNOVATIVE BRANDS

## KAREN X CHENG

TUTORIALS AND CREATIVE EXPERIMENTS EXPLORING HOW TO DESIGN FASHION USING AUGMENTED REALITY AND ARTIFICIAL INTELLIGENCE TOOLS SUCH AS MIDJOURNEY AND DALL·E.

## CAPABLE.DESIGN

AN ITALIAN FASHION BRAND CREATED BY RACHELE DIDERO THAT USES SPECIALLY DESIGNED PATTERNS INTENDED TO INTERFERE WITH FACIAL-RECOGNITION TECHNOLOGY.

## DRESSX

A DIGITAL FASHION AND METAVERSE PLATFORM OFFERING AUGMENTED-REALITY CLOTHING AND VIRTUAL FASHION EXPERIENCES.

## JULIA BLANC/BLANCDEBLANC

A UKRAINIAN DIGITAL-FASHION DESIGNER AND WEB3 ARTIST WHO WORKS WITH TOOLS SUCH AS PREMIERE PRO, DAZ STUDIO, CINEMA 4D, CLO 3D, AND STYLE3D.

## R3N3GADES

A COMMUNITY AT THE INTERSECTION OF HIGH FASHION AND WEB3.

## GUCCI VAULT

GUCCI'S CONCEPT PLATFORM, CREATED TO SHOWCASE EXPERIMENTAL AND UNCONVENTIONAL PROJECTS.

THESE PROJECTS HAVE INCLUDED METAVERSE EXPERIENCES, SUCH AS THE SANDBOX, AS WELL AS ONE-OF-A-KIND PIECES CREATED USING MATERIALS FROM PREVIOUS COLLECTIONS.

## GUCCI GARDEN X ROBLOX

A BRANDED POP-UP EXPERIENCE INSIDE ROBLOX WHERE USERS COULD EXPLORE GUCCI CAMPAIGNS AND INTERACT THROUGH THEIR AVATARS.

# CREATORS AND OTHER INNOVATIVE BRANDS

## *ZEPETO X GUCCI*

A DIGITAL COLLABORATION FOCUSED ON AVATAR CUSTOMIZATION AND THE CREATION OF VIRTUAL FASHION WORLDS.

## *VANS X ROBLOX*

A VIRTUAL GAMING EXPERIENCE WHERE USERS CAN PRACTICE SKATEBOARDING AND EARN COLLECTIBLE SHOES AND ACCESSORIES FOR THEIR AVATARS.

## *METAIL*

A FASHION-TECHNOLOGY PLATFORM DESIGNED TO HELP BRANDS CREATE DIGITAL PRODUCT EXPERIENCES AND CONNECT VIRTUAL FASHION CONCEPTS WITH PHYSICAL PRODUCTS.

## *SYTE*

A PRODUCT-DISCOVERY PLATFORM THAT GIVES BRANDS AND RETAILERS ACCESS TO AI-POWERED VISUAL SEARCH, PERSONALIZATION, AUTOMATED PRODUCT TAGGING, MARKETING TOOLS, AND IN-STORE TECHNOLOGY SOLUTIONS SUCH AS SMART MIRRORS.

## *FIT ANALYTICS*

AN E-COMMERCE SIZING TOOL THAT USES CUSTOMERS' MEASUREMENTS AND FIT PREFERENCES TO RECOMMEND THE MOST APPROPRIATE SIZE FOR EACH GARMENT. THIS CAN HELP STRENGTHEN CUSTOMER LOYALTY WHILE REDUCING PRODUCT RETURNS.

## *MANEL TORRES*

CREATOR OF SPRAY-ON FABRIC TECHNOLOGY.

# ADDITIONAL RESOURCES

- *10 PERSONALIZATION STATISTICS YOU NEED TO KNOW*
- *RETAIL CUSTOMER EXPERIENCE TRENDS*
- *50 OMNICHANNEL STATISTICS FOR RETAILERS*
- *SHOPIFY'S COMMERCE TRENDS RETAIL*
- *WHY 2 OUT OF 3 DIGITAL NATIVE BRANDS ARE OPENING PHYSICAL STORES*
- *50 STATS SHOWING THE POWER OF PERSONALIZATION*
- *EXPRESS STYLE TRIAL* (Clothing rental and resale program)
- *REWRAP DVF* • (A platform for discovering, renting, and purchasing vintage designs from the brand)



## CONTACT PATY



FEEL FREE TO REACH OUT  
ANYTIME TO LEARN MORE ABOUT  
MY COURSES OR PERSONALIZED  
STYLING SERVICES.



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