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STYLE MEETS TECHNOLOGY



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FASHION EDUCATION GOES DIGITAL @ MARIST

BY ANNIKA
RASMUSSEN

MEET THE
MARIST FASHION
STUDENTS
EMBRACING
EMERGING TECH

If you think fashion design is all about sketching, sewing and draping, think again. In the digital age, fashion designers need to master a whole new set of skills and tools to create innovative and sustainable garments. That's why Marist College, a liberal arts institution in New York's Hudson Valley, is embracing the use of technology and 3D design tools like CLO in its Fashion Design program.

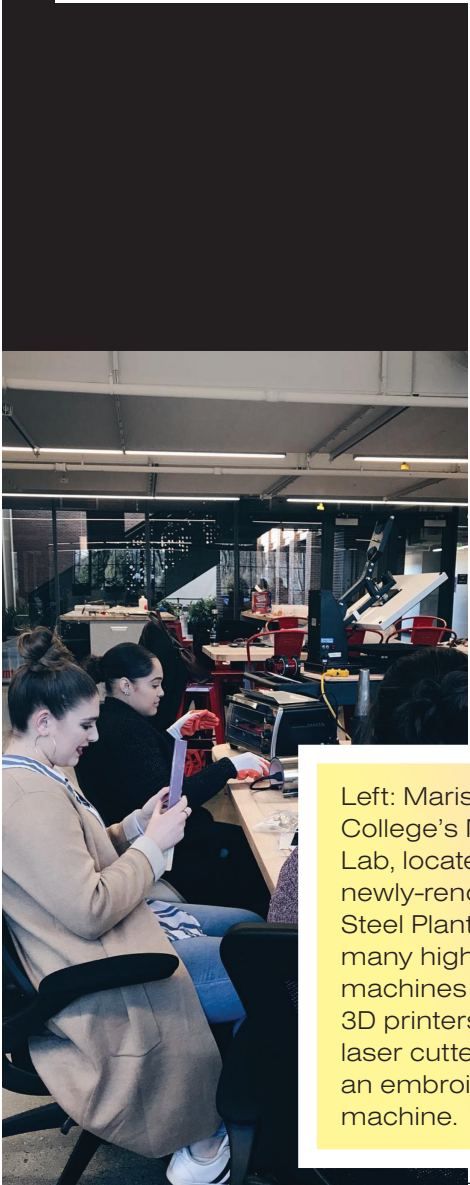
CLO is a software that allows designers to create realistic 3D garments on virtual models, simulating fabrics, textures, patterns, colors and fit. It also enables designers to collaborate and communicate with manufacturers, suppliers and clients in real time, reducing costs and waste.

Marist College is one of the few schools in the country that offers CLO as part of its curricu-

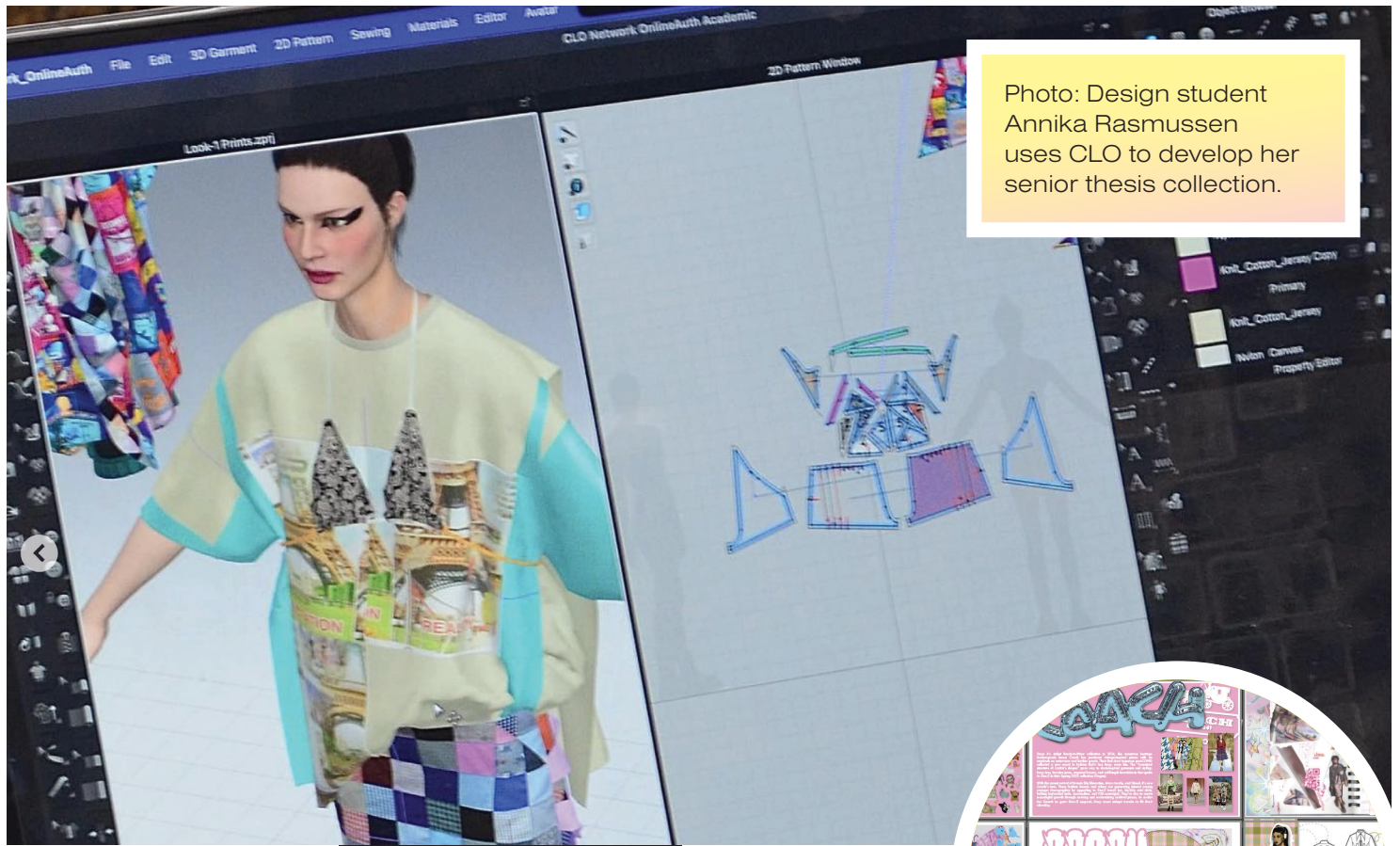
lum, both for Fashion Design and Fashion Merchandising students. The school has a state-of-the-art computer lab equipped with CLO software and 3D printers, as well as a Maker Lab where students can experiment with laser cutting, embroidery, knitting and other techniques.

"Technology is changing the fashion industry rapidly, and we want our students to be prepared for the future," says one professor. "CLO is a powerful tool that allows our students to design more creatively and efficiently, while also being more conscious of the environmental and social impact of their work."

One of the students who has benefited from using CLO is Annika Rasmussen, a senior Fashion Design major who recently joined the Fashion Scholarship Fund Class of 2023 for a project that focused on the use of 3D visualization to reduce waste in the fashion design



Left: Marist College's Maker Lab, located in the newly-renovated Steel Plant, boasts many high-tech machines including 3D printers, a laser cutters, and an embroidery machine.

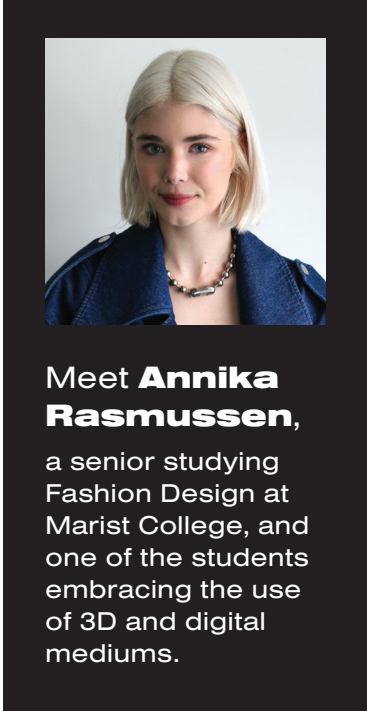


process.

"I love using CLO because it gives me more freedom and flexibility to experiment with different ideas and see how they look on a 3D model," says Rasmussen. "It also saves me a lot of time and materials, because I don't have to make physical samples for every design."

"CLO is definitely a game-changer for me as a designer," says Rasmussen. "It helps me express my vision and style in a more effective and sustainable way."

Marist College is not only teaching its students how to use CLO, but also how to integrate it with other digital tools like Adobe Creative Suite, which includes Photoshop, Illustrator and InDesign. The school also offers courses on digital marketing, e-commerce, social media and web design, giv-



Meet Annika Rasmussen,

a senior studying Fashion Design at Marist College, and one of the students embracing the use of 3D and digital mediums.

ing its students a comprehensive education in fashion tech.

"Our goal is to equip our students with the skills and knowledge they need to succeed in the fashion industry," says the professor. "We believe that technology is not only a tool, but also a source of inspiration and innovation

for fashion design."

Marist College's Fashion Program is ranked among the top 50 in the world by The Business of Fashion, and has produced alumni who work for leading brands like Calvin Klein, Ralph Lauren, Tommy Hilfiger and Coach. The school also hosts an annual fashion show, Silver Needle Runway, where senior design students showcase their collections to industry professionals and media.

Students also become familiar with Adobe Creative suite as soon as freshman year. Above, Annika uses Adobe Illustrator to create presentations, technical flats, and more.

If you're interested in learning more about Marist College's Fashion Program and how it uses technology and 3D design tools like CLO, visit their website (marist.edu/fashion) or follow them on Instagram (@maristfashion).



THIS MODEL ISN'T REAL.

YOU'VE PROBABLY seen them on Instagram, TikTok, or YouTube: flawless digital models that look almost indistinguishable from real humans. They have names, personalities, and millions of followers. They wear the latest trends, promote the hottest brands, and even collaborate with celebrities. They are the AI fashion models, and they are taking over the industry.

But behind the glamorous facade, there is a dark side to this phenomenon. AI fashion models raise serious ethical questions about the future of fashion, identity, and creativity. Who owns these models? Who controls their image and voice? Who benefits from their work? And what does it mean for the real models and designers who are being replaced by algorithms?

Some experts warn that AI fashion models could have negative impacts on the environment, human rights, and mental health. For instance, AI fashion models could increase the demand for fast fashion

and contribute to more waste and pollution. They could also exploit the data and likeness of real people without their consent or compensation. And they could create unrealistic beauty standards and expectations for consumers, especially young people who are vulnerable to social media pressure.

On the other hand, some advocates argue that AI fashion models could have positive effects on the industry and society. For example, AI fashion models could offer more diversity and inclusivity in fashion representation and expression. They could also reduce the exploitation and abuse of real models who face harsh working conditions and discrimination. And they could inspire new forms of creativity and innovation in fashion design and production.

The debate is not simple or clear-cut. AI fashion models are here to stay, and they will continue to shape the fashion landscape in ways we can't predict. The question is: how will we deal with them? Will we embrace them as a new form of art and entertainment? Or



REAL VS FAKE

Can you guess which one of these models is real?

Trick question, they're both fake. They are both creations of LALALAND, a company that uses artificial intelligence to generate realistic and diverse fashion models.

LALALAND claims that its models can help brands showcase their products to a wider audience and reduce the costs of hiring real models. But how does it work? And what are the ethical implications of using AI-generated models?



Image via LALALAND

Levi's will begin using AI models to increase diversity, sustainability

Levi's, the iconic denim brand, has announced that it will start using artificial intelligence (AI) models to design its products and marketing campaigns. The company claims that this will help it achieve more diversity and sustainability in its fashion choices. However, not everyone is happy with this decision. Some critics have accused Levi's of losing its human touch and creativity, while others have questioned the ethics and accuracy of the AI models. How will Levi's balance innovation and tradition in the age of AI?



Image via Levi's

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The Future is Green

A Gen-Zer's Plan to Use Technology for Environmental Change



ANNIKA RASMUSSEN is a name that's been making waves in the fashion industry, and for good reason. As a recipient of the 2023 Fashion Scholarship Fund (FSF), she's been recognized for her talent and dedication to the industry. But it's her case study, #PRADAgO, that's really caught our attention.

The case study centers around the use of AI generative design in the fashion industry. For those not in the know, generative design is a process where designers input certain parameters into a computer program, which then generates multiple design options based on those parameters. It's a tool that's been used in other industries, such as architecture and engineering, for years. But in fashion, it's still relatively new.

Annika's case study explores the ethics of using generative design in fashion. On one hand, it can be a time-saving tool that allows designers to create multiple options quickly. On the other hand, it raises questions about creativity and the role of the designer. Is it still design if a computer is doing most of the work?

Annika's case study has sparked conversations in the industry about the role of technology in fashion. Some see it as a tool that can help designers create more sustainable and ethical clothing. Others worry that it will replace human creativity and skill.

But regardless of where you stand on the issue, one thing is clear: the Fashion Scholarship Fund is playing an important role in supporting young emerging talent like Annika.

The FSF provides financial assistance, mentorship, and industry connections to students pursuing careers in fashion. And with the annual FSF gala coming up, there's no better time to celebrate the next generation of fashion designers.

This year's gala will honor Anna Wintour, Chief Content Officer of Conde Nast and Global Editorial Director of Vogue, and Emma Grede, Co-Founder and CEO of Good American and Founding Partner of SKIMS. It's sure to be a star-studded event, with 127 FSF Scholars in attendance.

So, as we look to the future of fashion, let's remember the importance of supporting young talent. And let's keep the conversation going about the role of technology in the industry. Who knows what breakthroughs we'll see next?



#PRADAgO
AI-generated
bag design

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Gen-Z and the Environmental Impact of Online Shopping

GENERATION Z is the first generation to grow up with the internet at their fingertips. They are also the most connected generation in history, with an average of 9 hours of screen time per day. This level of connectivity has had a profound impact on Gen Z's shopping habits.

Gen Z is more likely to shop online than any other generation. In fact, a recent study found that 91% of Gen Z adults have made an online purchase in the past year. This is likely due to the convenience and variety of online shopping options. Gen Z can shop from anywhere in the world and find almost anything they want with a few clicks of a button.

However, the environmental impact of online shopping is a growing concern. The production, transportation, and disposal of e-commerce goods all contribute to climate change and other environmental problems. In fact, a study by the University of Leeds found that online shopping produces more carbon emissions than traditional shopping.

Gen Z is a generation that is passionate about the environment. By following these tips, they can help to reduce the environmental impact of online shopping and make a positive impact on the planet.

In addition to the environmental impact of online shopping, there are also other concerns that have been raised about Gen Z's shopping habits. For example, some people worry that Gen Z is becoming too materialistic and that their focus on buying things is leading to a decline in other important values, such as saving money and living within their means. Others worry that Gen Z's reliance on online shopping is making them less connected to the real world and that they are missing out on the social and emotional benefits of shopping in person.

Ultimately, the impact of Gen Z's online shopping habits on the environment and society is still being debated. However, there is no doubt that Gen Z is a generation that is changing the way we shop and that their habits will have a significant impact on the future of retail.

So, what can Gen Z do to reduce the environmental impact of their online shopping?

Shop from sustainable brands.

There are many brands that are committed to sustainability. When you shop from these brands, you can be sure that your purchase is having a positive impact on the environment.

Buy less stuff.

The more you buy the more waste you create. So, before you make a purchase, ask yourself if you really need it. If you don't, don't buy it.

Reuse and recycle.

If you do buy something online, make sure to reuse and recycle the packaging. This will help to reduce the amount of waste that is generated from online shopping.

Choose sustainable delivery.

Many online retailers offer sustainable delivery options, such as carbon-neutral shipping. When you choose a sustainable delivery option, you can be sure that your purchase is having a positive impact on the environment.

7 APPS TO ADD TO YOUR DESIGN WORKFLOW

In the fast-paced world of fashion design, staying ahead of the curve means staying on top of the latest technology. From 3D garment software to website builders and productivity tools, there are a plethora of apps available to streamline your workflow and take your designs to the next level. Here are 7 must-have apps for any fashion designer looking to stay ahead of the game.



SETAPP

Setapp - Setapp is a subscription service that gives you access to a curated collection of over 200 high-quality Mac and iOS apps. With Setapp, you can discover new tools and streamline your workflow without having to search for and purchase individual apps.

NOTION

Notion is an all-in-one productivity app that allows you to take notes, manage tasks, and organize your projects all in one place. With its customizable interface and powerful database features, Notion is a must-have tool for any fashion designer looking to stay organized and on top of their game.

CARGO

Cargo is a website builder designed specifically for creatives. With its sleek templates and easy-to-use interface, Cargo makes it easy for fashion designers to create a stunning online portfolio to showcase their work.

WOMP

Womp is a 3D design platform that allows you to create, edit, and share 3D models with ease. With its intuitive interface and powerful tools, Womp is the perfect app for fashion designers looking to incorporate 3D design into their workflow.

ARC

Arc is a web browser designed with productivity in mind. With its built-in task manager and customizable interface, Arc allows you to streamline your workflow and stay focused while browsing the web.

CLO

CLO is a 3D garment simulation software that allows you to create realistic 3D garments and see how they will look and move on a virtual model. With its powerful tools and intuitive interface, CLO is a must-have app for any fashion designer looking to incorporate 3D design into their workflow.

PROCREATE

Procreate is a powerful digital illustration app designed specifically for the iPad. With its advanced brush system and customizable interface, Procreate allows fashion designers to create stunning digital illustrations with ease.

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THE FUTURE OF FOOTWEAR DESIGN IS IN 3D

THE FASHION INDUSTRY is constantly evolving, and one of the most exciting new developments is the use of 3D printing in footwear design. 3D printing allows designers to create custom, one-of-a-kind shoes that would be impossible to produce with traditional methods. It also opens up new possibilities for customization and personalization.

One of the early pioneers of 3D footwear design is London-based designer Daniel Widrig. Widrig uses 3D printing to create shoes that are both beautiful and functional. His designs are inspired by nature, and he often uses organic shapes and materials in his work. Widrig's shoes have been featured in exhibitions around the world, and he has been commissioned to create custom shoes for celebrities such as Rihanna and Katy Perry.

Another leading 3D footwear designer is New York-based designer Maya Hansen. Hansen is known for her avant-garde designs, which often incorporate cutting-edge technology. She has used 3D printing to create shoes that are made from recycled materials, shoes that change color in the sun, and even shoes that can be customized with the wearer's own DNA.

The use of 3D printing in footwear design is still in its early stages, but it has the potential to revolutionize the industry. 3D printing allows designers to create shoes that are more stylish, more comfortable, and more sustainable than traditional shoes. It also opens up new possibilities for customization and personalization. As the technology continues to develop, it is likely that 3D printing will become the standard method for footwear design.

There are many benefits to using 3D printing in footwear design. One of the biggest benefits is that it allows designers to create custom, one-of-a-kind shoes. This is because 3D printing is a digital process, which means that designers can create any shape or design they can imagine. Traditional methods of footwear production, on the other hand, are limited by the tools and materials that are available.





Another benefit of 3D printing is that it allows designers to create shoes that are more comfortable and supportive than traditional shoes. This is because 3D printing allows designers to create shoes that are perfectly fitted to the wearer's foot. Traditional methods of footwear production, on the other hand, often result in shoes that are too tight or too loose.

3D printing also allows designers to create shoes that are more sustainable than traditional shoes. This is because 3D printing can be used to create shoes from recycled materials. Traditional methods of footwear production, on the other hand, often result in shoes that are made from non-renewable resources.

While there are many benefits to using 3D printing in footwear design, there are also some challenges. One of the biggest challenges is that 3D printing is a relatively new technology, and the cost of 3D printers is still relatively high. This means that 3D printing is not yet a viable option for most small businesses and independent designers.

Another challenge is that 3D printing can be a time-consuming process. This is because 3D printers need to create each shoe layer by layer, which can take several hours. This can

be a problem for designers who need to create shoes quickly and efficiently.

Finally, 3D printing is not yet a perfect technology. There are still some limitations to the types of shapes and designs that can be created with 3D printers. This means that 3D printing may not be the best option for designers who want to create very complex or intricate designs.

Despite the challenges, the future of 3D footwear design is bright. As the technology continues to develop, the cost of 3D printers is likely to come down, which will make it more accessible to small businesses and independent designers. Additionally, 3D printing technology is likely to become more sophisticated, which will allow designers to create even more complex and intricate designs. As a result, 3D printing is likely to become the standard method for footwear design in the future.

3D PRINTING THE RUNWAY

Ever wondered when you'll be able to create the latest runway pieces in your own home, with just the click of a button?

FASHION IS AN EXPRESSION of identity, creativity and culture. But it also has a high cost for your wallet and the planet. The fashion industry is one of the most polluting and wasteful in the world. What if there was a way to make fashion more accessible, affordable and sustainable, without compromising on style and quality?

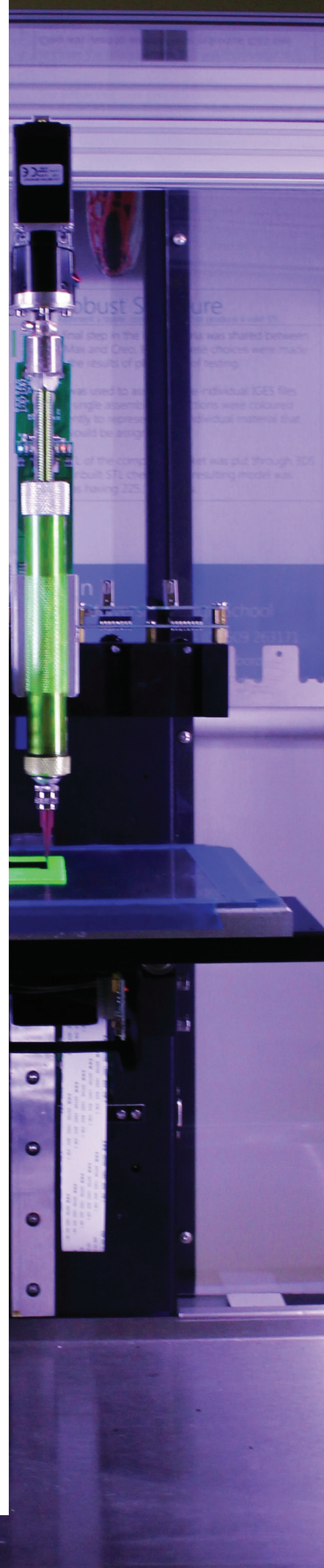
3D printing is the technology that allows you to create anything you can imagine, layer by layer, from plastic, metal, or even organic materials. 3D printing has been around for decades, but it has only recently started to make waves in the fashion world. From avant-garde designers to startups, 3D printing is revolutionizing the way we design, produce and consume fashion.

But 3D printing is not just for the elite and the innovators. It is also becoming more accessible and affordable for

everyday consumers. You can now browse through thousands of 3D printable designs online, or create your own using tools like Tinkercad and Blender. You can then print them at home or order them online. You can even recycle your old plastic into filament for your 3D printer.

3D printing is not only changing the way we make fashion, but also the way we wear it. 3D printed clothing and accessories can be customized to fit your body shape, preferences and mood. They can also be interactive, responsive and adaptive, changing color, shape or function according to the environment or your emotions. And when you get bored of them, you can simply melt them down and print something new.

3D printing is not a magic solution for all the problems of the fashion industry. It still faces challenges such as quality, durability and ethics. But it is a promising technology that offers new possibilities for creativity, innovation and sustainability. 3D printing is not just printing the runway. It is printing the future of fashion.





The future of 3D printing in fashion is promising, but also challenging. There are still some limitations and obstacles that need to be overcome:

QUALITY

3D printed products may not have the same durability, comfort, or aesthetics as traditionally made ones. They may also require special care and maintenance to preserve their functionality and appearance.

REGULATION

3D printing may raise legal and ethical issues regarding intellectual property rights, consumer protection, safety standards, and labor rights. There may also be conflicts between different stakeholders in the fashion value chain over the ownership and control of data and designs.

EDUCATION

3D printing may require new skills and competencies for designers, manufacturers, retailers, and consumers. There may also be a need for more awareness and education about the benefits and challenges of 3D printing for fashion.

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HOW BLOCKCHAIN CAN MAKE FASHION MORE TRANSPARENT, ETHICAL, AND SECURE

The world of fashion is ever-evolving, with new trends, designs, and collections constantly making their way to the runways and retail stores. But behind the glamour and glitz, there are darker realities of the fashion industry, including issues of transparency, ethics, and security. From supply chain transparency to counterfeiting, the fashion industry faces numerous challenges that can have detrimental impacts on consumers, workers, and the environment. However, there is a promising technology that has the potential to revolutionize the fashion industry and address these challenges: blockchain.

Blockchain, the decentralized and distributed ledger technology, has gained significant attention in recent years for its potential to create transparency, trust, and security in various industries. Originally developed as the underlying technology for cryptocurrencies like Bitcoin, blockchain has since found diverse applications beyond finance, and fashion is one of the industries that could greatly benefit from its implementation.

Transparency is a crucial aspect of fashion, as consumers increasingly demand to know

where their clothes come from, how they are made, and who is involved in the production process. However, supply chains in the fashion industry are often complex and global, involving multiple intermediaries, which can make it difficult to trace the origin of garments and ensure their ethical production. This lack of transparency has led to issues such as exploitation of workers, environmental degradation, and the proliferation of counterfeit products.

Blockchain can bring transparency to the fashion industry by providing an immutable and traceable record of every step in the supply chain. Through blockchain, each garment can be assigned a unique digital identity that is stored on the blockchain, along with relevant information such as the materials used, the production process, and the parties involved. This allows consumers to track the journey of their clothes, from raw materials to finished products, and verify their authenticity and ethical production.

One example of how blockchain is being used to create transparency in fashion is the collaboration between fashion brand Martine Jarlgaard and blockchain company Provenance. Martine Jarlgaard launched the “Transpar-

ent Fashion” project, which uses blockchain technology to create a digital passport for garments, recording their entire journey from fiber to finished product. Consumers can scan a QR code on the garment to access information about the materials used, the production process, and the people involved, providing unprecedented transparency and accountability.

Ethical fashion has also gained momentum in recent years, with consumers increasingly seeking clothing that is produced in an environmentally friendly and socially responsible manner. However, verifying the ethical claims of fashion brands can be challenging, as there is often a lack of standardized certifications and audits. This is where blockchain can play a vital role.

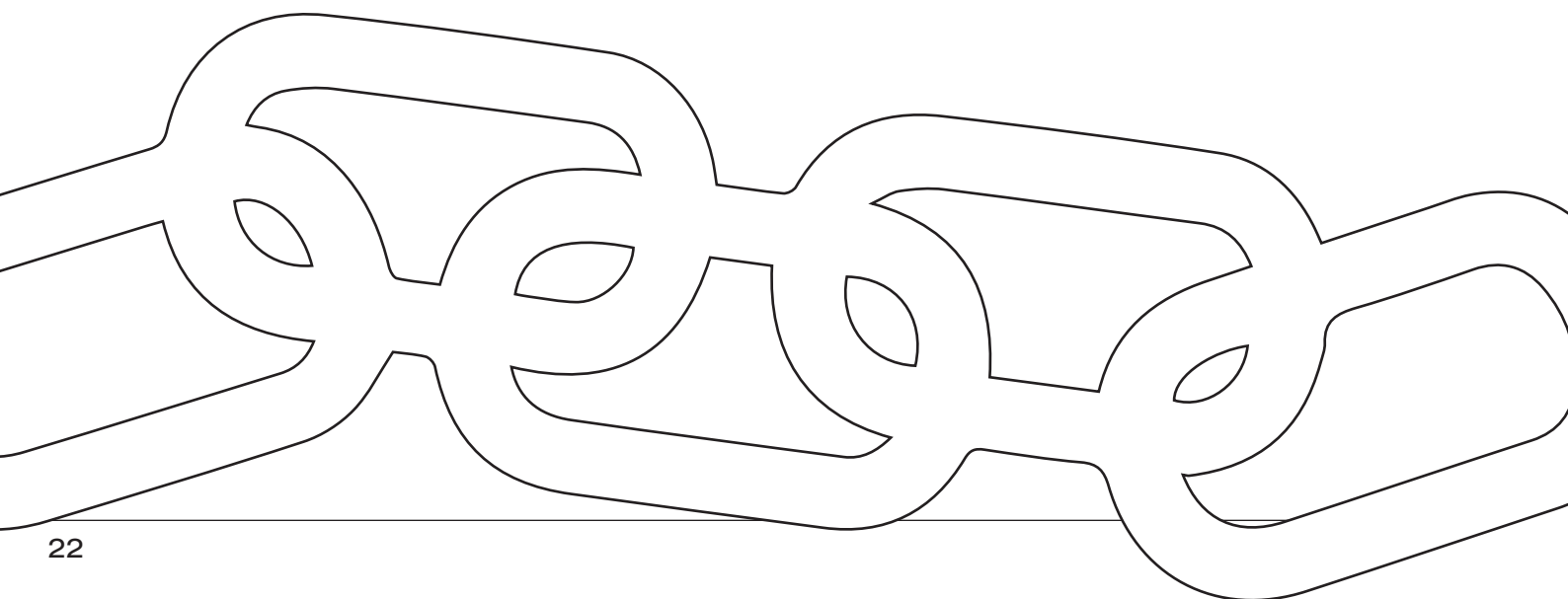
Blockchain can enable the creation of decentralized and transparent networks where ethical practices can be verified and recorded. For example, through blockchain, a fashion brand can create a smart contract with its suppliers, outlining the ethical standards that need to be met. These standards can be monitored and verified through the blockchain, ensuring that the brand’s claims of ethical production are genuine. This can also help smaller suppliers, who may not have the resources to undergo costly audits, to participate in the fashion industry and showcase their ethical practices.

Blockchain can also empower workers in the fashion industry by providing them with a platform to record their labor rights and fair wages. In many countries, workers in the fashion industry are vulnerable to exploitation, with poor working conditions, low wages, and long hours being prevalent issues. By using blockchain, workers can have a digital identity that records their labor rights and serves as evidence in case of disputes. This can help

create a more equitable and transparent labor ecosystem in the fashion industry, where workers’ rights are protected and respected. Blockchain can provide a robust solution to combat counterfeiting in the fashion industry. By creating a digital record of every garment on the blockchain, with its unique digital identity and production details, it becomes virtually impossible to replicate or alter the information. This can help verify the authenticity of garments and eliminate the circulation of fake products in the market. Additionally, consumers can verify the authenticity of a garment by scanning its digital identity on the blockchain, ensuring they are purchasing genuine products.

However, like any emerging technology, blockchain also has its limitations and challenges. The implementation of blockchain in the fashion industry would require collaboration among various stakeholders, including fashion brands, suppliers, manufacturers, consumers, and regulators. There would also be a need for standardization, interoperability, and data privacy considerations in the implementation of blockchain solutions. Overcoming these challenges would require concerted efforts and industry-wide cooperation.

Despite the challenges, the potential of blockchain in fashion is promising. It has the power to transform the fashion industry into a more transparent, ethical, and secure ecosystem, benefiting not only the consumers but also the workers, the environment, and the industry as a whole. As the fashion industry continues to evolve and adapt to changing consumer demands, blockchain can be a groundbreaking technology that paves the way for a more sustainable and responsible future in fashion.



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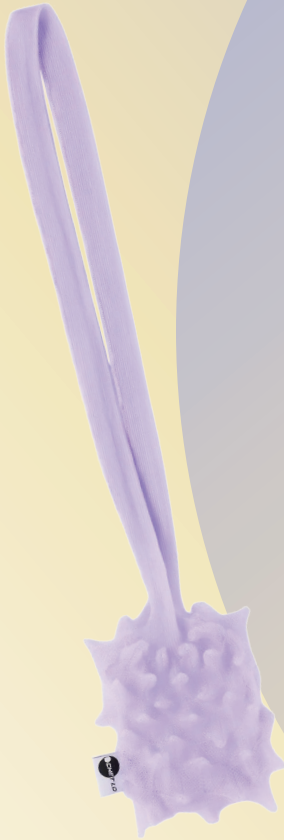
STEAMERY
Green Cirrus 3
Iron Steamer
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A9 Speaker
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