

3D DIGITAL FASHION DESIGN

DESIGN_PRESENT_SELL_PRODUCE

VET_ HVA/NOOF

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3D DIGITAL FASHION DESIGN

DESIGN_PRESENT_SELL_PRODUCE

VET_NOOF_HVA

Ref: Ineke Siersema

THE PROCESS OF SIMULATING 3D FASHION DESIGN AND PRODUCTION



1-THE DESIGNED 2D PATTERN

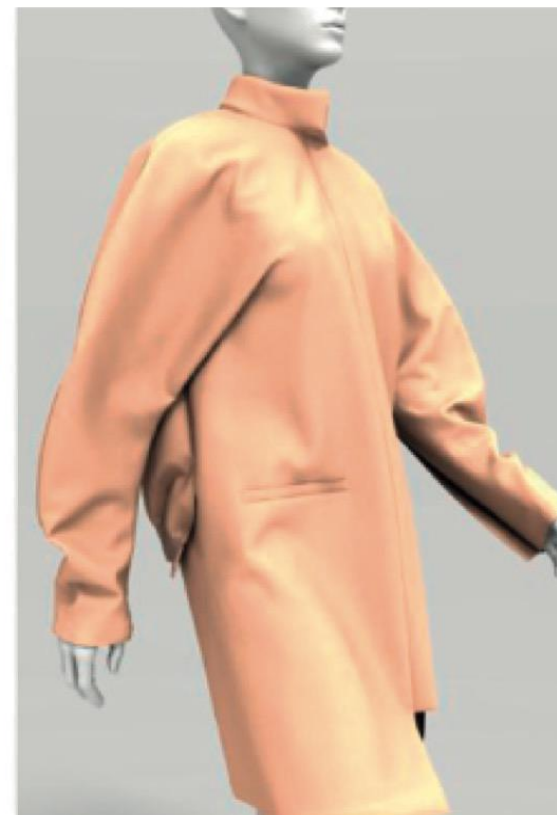
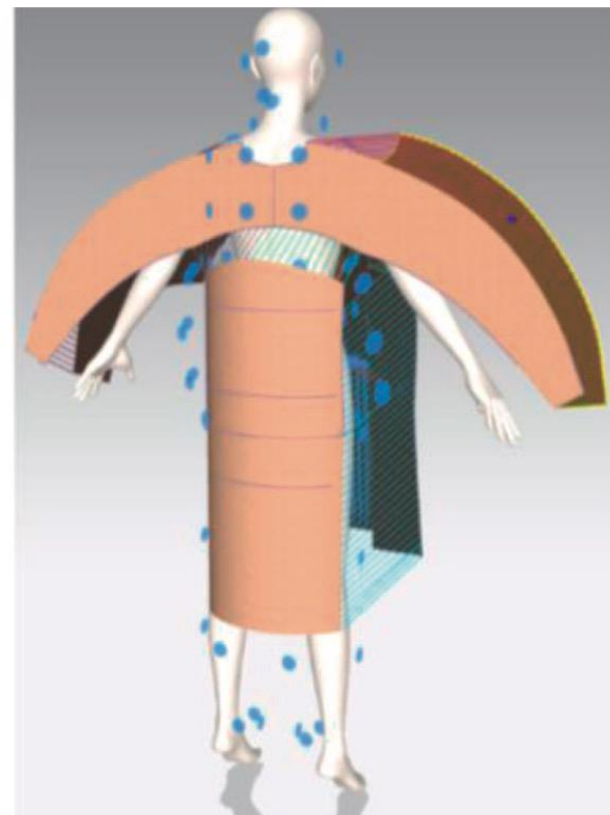


2-THE DESIGN SIMULATION



3-THE PHYSICAL PRODUCT

Ref: CLO3D



Links: in 3D – de avatar en de plaatsing van de patronen, vervolgens de 3D-simulatie, daarna de render.

Rechts: het model, uitgevoerd in een andere kleur en op de catwalk.

HOW DOES THIS PROCESS WORK IN REAL LIFE?

Two students from Nuborgh College Elburg visiting AMFI



Shining every day in a new outfit on Instagram. Fun, but super expensive—and *terrible* for the environment! Isn't there another way? Of course there is! With the **Metaverse Hoodie** by Féline and Thirza from Nuborgh College Elburg, you can shine in a new outfit every day!

Together with the creative minds at AMFI, they turned this idea into reality. Curious how they did it? Check out the video!

Watch the 13-minute NXTV episode on Digital Fashion (featured at 8:51):

<https://www.nxtv.nl/video/metaverse-hoodie>

WHAT IS DIFFERENT COMPARING THE TRADITIONAL PROCESS WITH THE DIGITAL PROCESS



COMPANY **ATACAC**

WHY WE DO WHAT WE DO AND HOW

Atacac is a Swedish based fashion studio founded by Rickard Lindqvist and Jimmy Herdberg. Atacac aims to redo the way to **design, present, sell** and **produce** garments.

Open source, Shareware

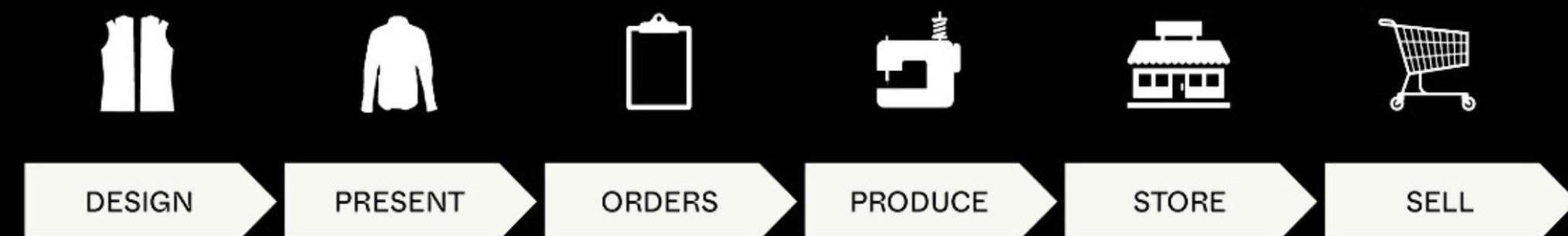
DESIGN

Atacac explores and develops an alternative model for designing garments that takes as its point of origin the actual, variable body. Instead of a static matrix of a rigid body, this kinetic garment construction theory starts out from balance lines and certain key biomechanical points on the body. For a deeper understanding of the design method please read the digital book [Kinetic garment construction](#).

Ref: ATACAC RESEARCH_ <https://issuu.com/rickardlindqvist>

TRADITIONAL PROCESS

≈ 18 MONTHS



DIGITISED PROCESS

≈ 1 MONTH



FROM 3D DIGITAL DESIGN TO REALIZATION IN PHYSICAL MATERIALS, AN INTERVIEW:



Ref: User Story - ATACAC https://www.google.com/search?client=firefox-b-d&q=User+Story+-+ATACAC#fpstate=ive&vld=cid:8d33d6fe,vid:VJLR_s6gHro,st:0

MEET THE VIRTUAL SUPERMODELS AND THEIR ROLE AS CGI_INFLUENCERS



Shudu in The Great Eros. Cameron-James Wilson



Digital Avatars wearing digital garments



Carlings digital collection, (2018)

Liked by yoonapfeffergym and
96,515 others

MARCH 13, 2018

Add a comment...

Post

Wearing Digital kgarments yoursel, how?

Shudu, on the left, the very first virtual supermodel, has 241,000 followers on Instagram and was created by *The Diigitals*.

Watch the making of SHUDU – <https://youtu.be/Dyhp8E4WcLM>

Reference: *How perfect do we actually need to be?*

<https://www.vpro.nl/programmas/tegenlicht/kijk/afleveringen/2020-2021/perfect-me.html>

BURBERRY_LUXURY BRAND: IMPLEMENTS NEW TECHNOLOGY WITHIN 3 YEARS – HOW?



DIGITAL PRODUCT TWINS

IN 2017 WE LAUNCHED THE DIGITAL PRODUCT TWINS PROJECT AT BURBERRY TO INTRODUCE DIGITAL PRODUCT CREATION ACROSS MULTIPLE AREAS OF THE BUSINESS

KEY MEMBERS OF THE CAD, I.T, PRODUCT ENGINEERING AND CGI DEPARTMENTS FORMED A PROJECT TEAM, AND HAVE BEEN WORKING TOGETHER TO INTEGRATE NEW WAYS OF WORKING THROUGH THE USE OF 3D TECHNOLOGY

BY HOLDING WORKSHOPS WITH THE AREAS OF THE BUSINESS IDENTIFIED TO BENEFIT FROM DPC WE WERE ABLE TO ESTABLISH THE BENEFITS AND RISKS AND CONSTRUCT A CLEAR 3 YEAR ROADMAP

Ref: BURBERRY

THE FIRST 3D DIGITAL BURBERRY COLLECTIE WAS PRESENTED TO WORLD IN : 2017

TB MONOGRAM CAPSULE COLLECTION IN 3D

COLLABORATION BETWEEN CAD, PE AND CGI TEAMS TO CREATE DIGITAL TWINS OF THE ENTIRE TB MONOGRAM COLLECTION
AND THE CUSTOM CREATION OF AN APP TO SELL THE COLLECTION TO OUR TOP WHOLESALE CUSTOMER IN LONDON AND
PARIS



Ref: BURBERRY

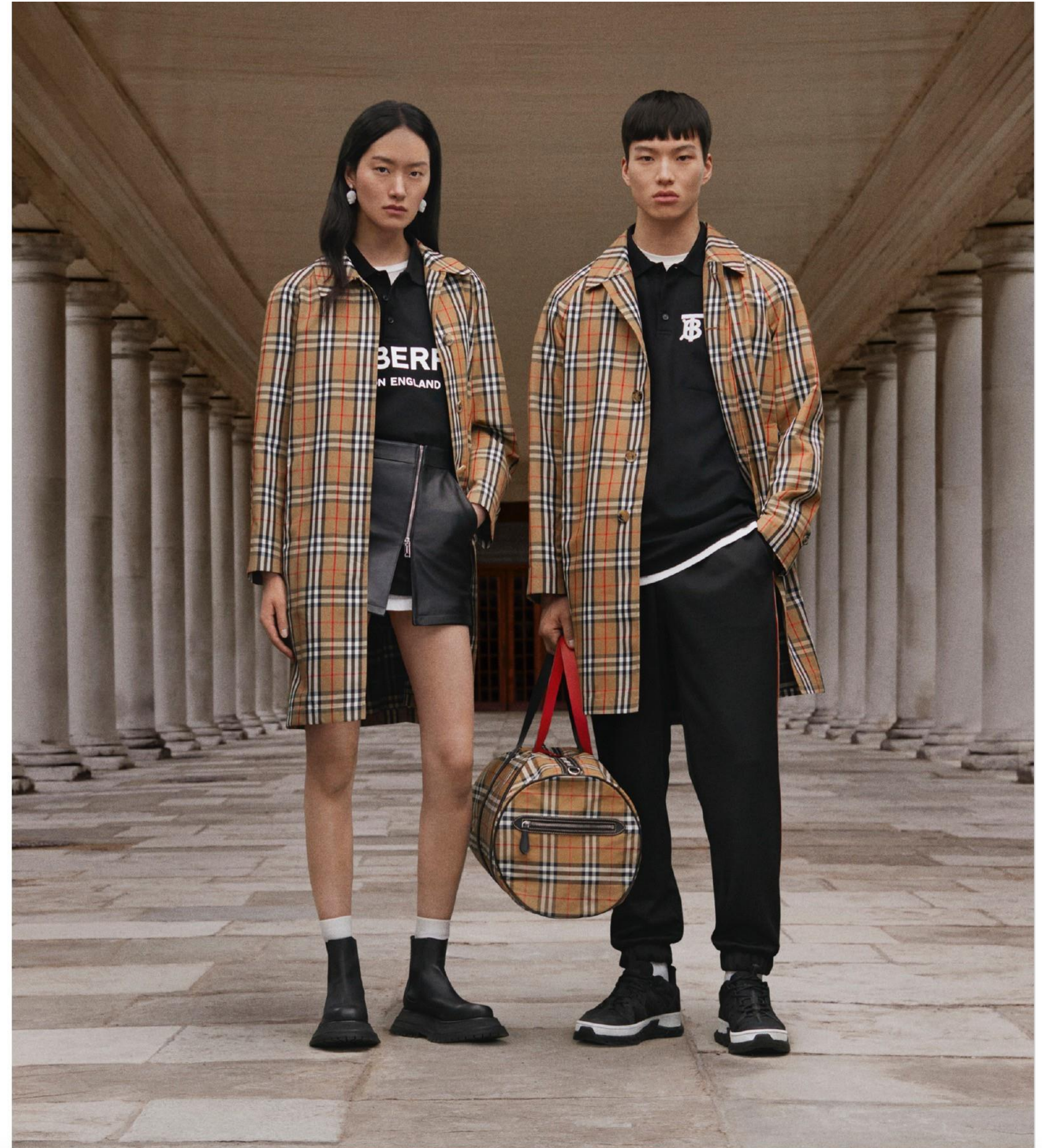
BURBERRY_REDUCES THE AMOUNT OF WORLDWIDE SHOW MODELS TO A SINGLE SET

SINGLE SAMPLE SET

WE HAVE COMMITTED TO A SINGLE SET OF SHOWROOM SAMPLES EACH SEASON, DOWN FROM THE PREVIOUS THREE

WE INITIALLY SHOW THESE IN LONDON AND THEN THE ENTIRE SAMPLE SET IS SHIPPED TO PARIS

WE HAVE ALREADY USED DIGITAL PRODUCT CREATION TO PROVIDE SOLUTIONS FOR SOME OF THE CHALLENGES THIS HAS PRESENTED



ALL THESE CLOTHING MODELS, MATERIALS & PRINTS ARE DESIGNED IN 3D DIGITALLY

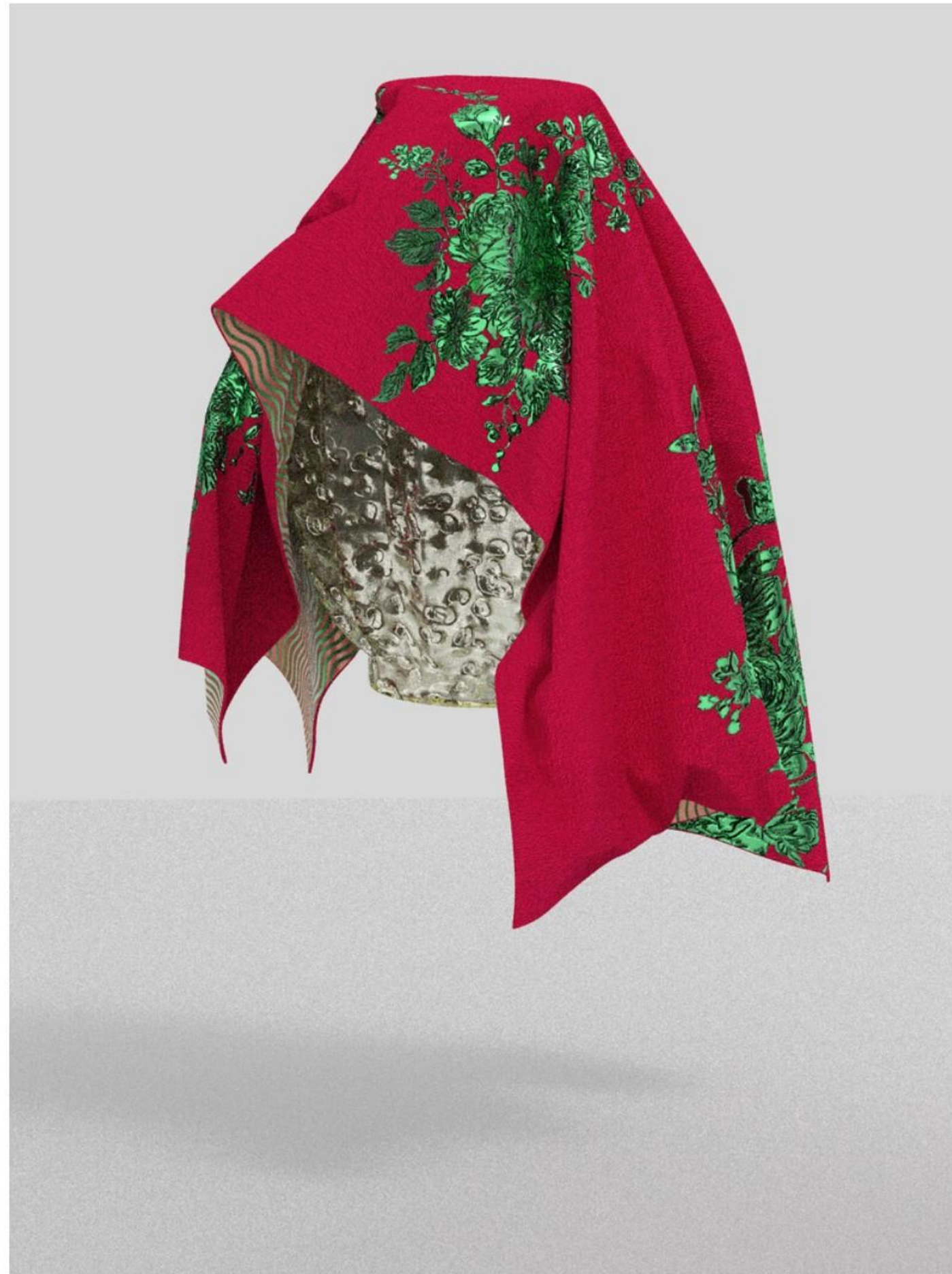
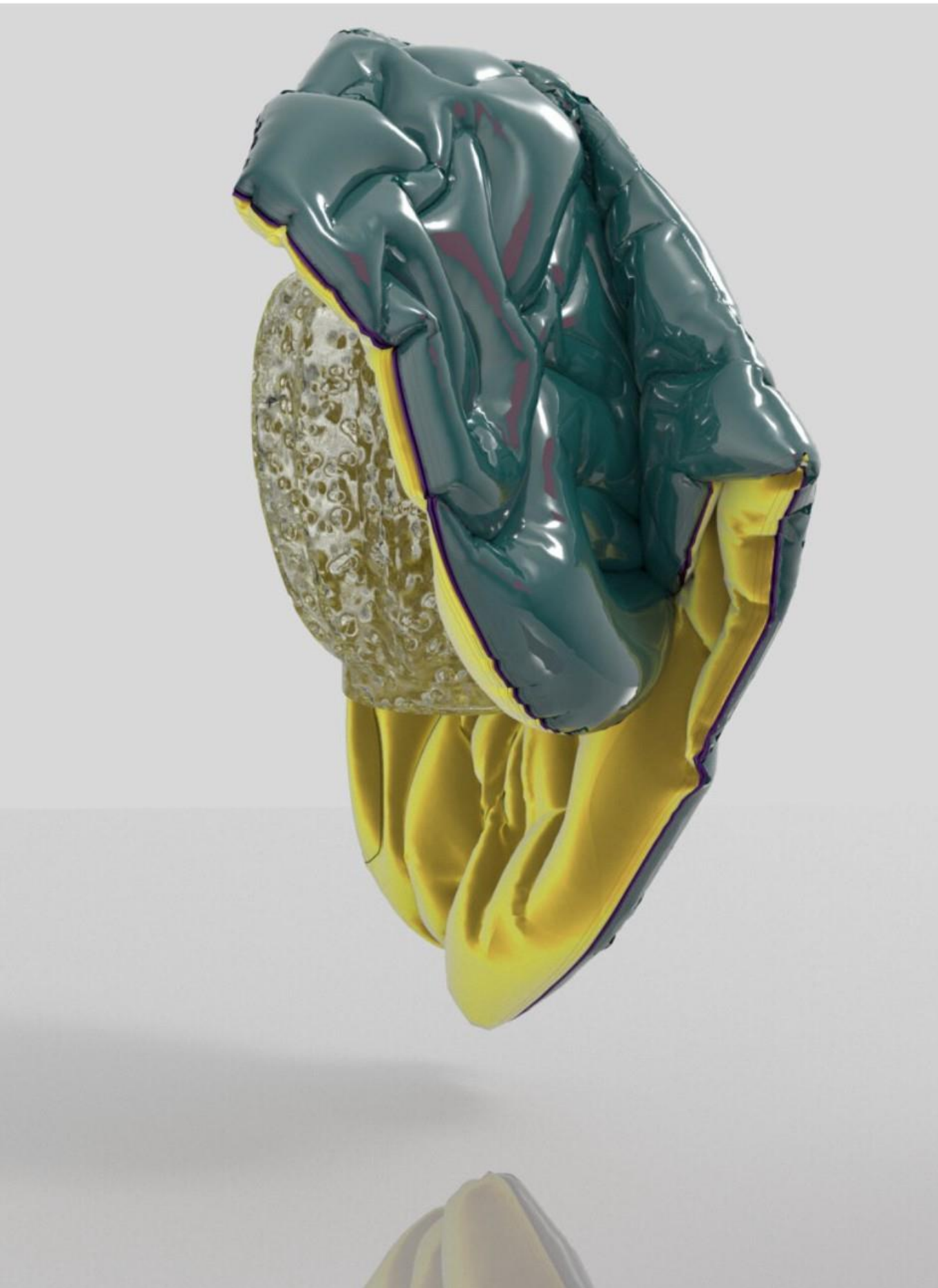


Studio PMS is a fashion collective exploring innovative and sustainable ways to communicate fashion. We strive for an industry that is less hierarchical, conservative, and passive toward its audience.

Software used: CLO3D, Adobe Suite, Substance, Blender.

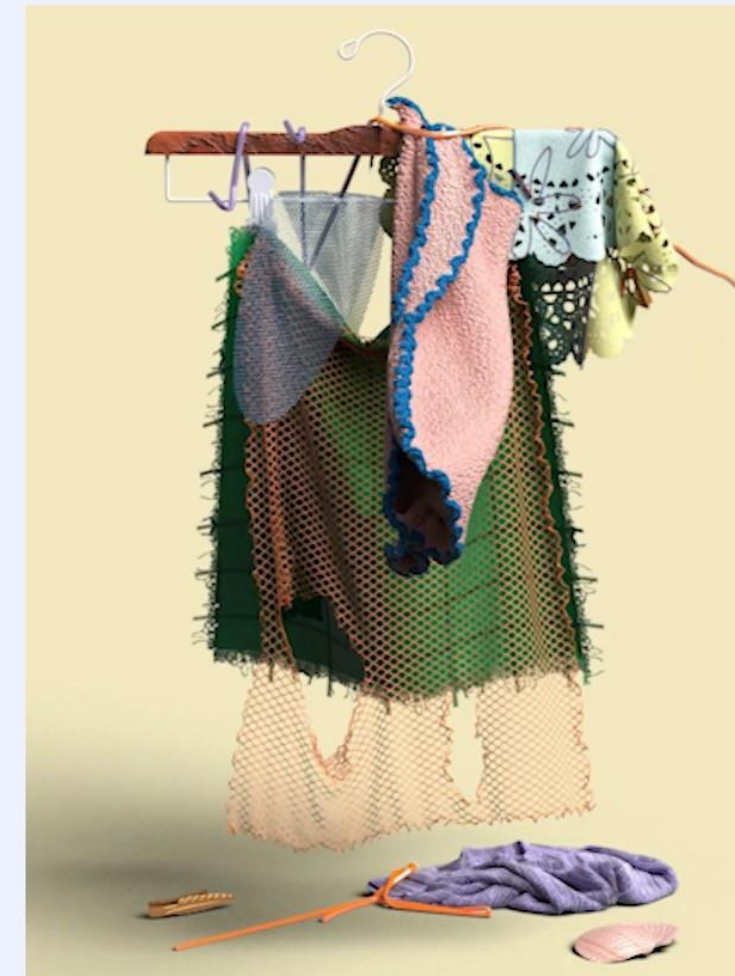
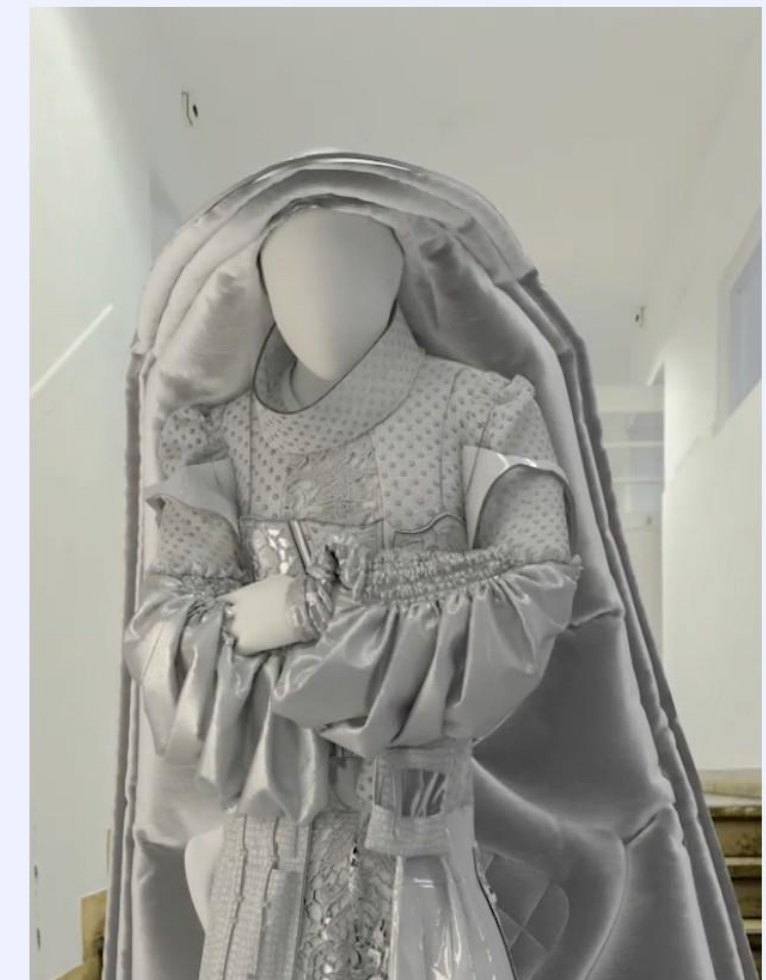
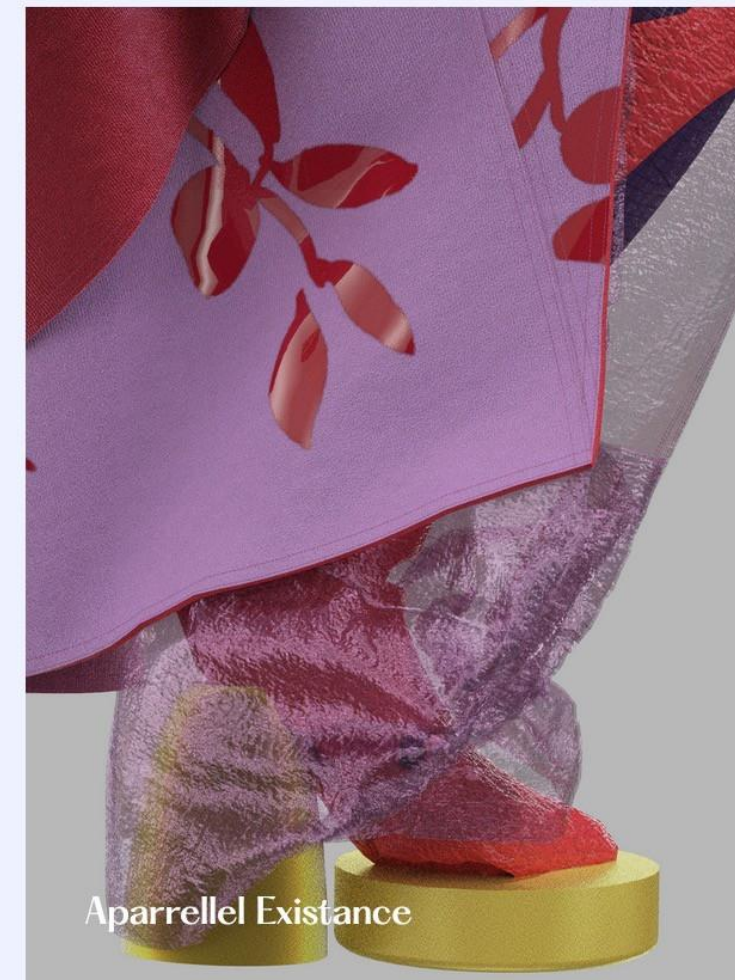
REF: Studio PMS – Collections, Garments, Materials, Studio

SELF-DESIGNED MATERIALS & PRINTS ARE THE INSPIRATION FOR ALL THEIR DESIGNS



[REF: Studio PMS Collections Garments Materials Studio](#)

STUDIO PMS_IS SUSTAINABLE DESIGN COLLECTIEF SITUATED IN UTRECHT



[REF: Studio PMS Collections Garments Materials Studio](#)

STAKEHOLDER ENGAGEMENT



Ref: Balenciaga

AMSTERDAM FASHION INSTUUT, INVESTS FROM 2011 IN 3D FASHION & TECHNOLOGY

The 3 Study direction's are : Fashion & Design, Fashion & Management en Fashion & Branding

From year 1 we introduce 2D digitalisation and from year 2 we introduce the 3D technologies

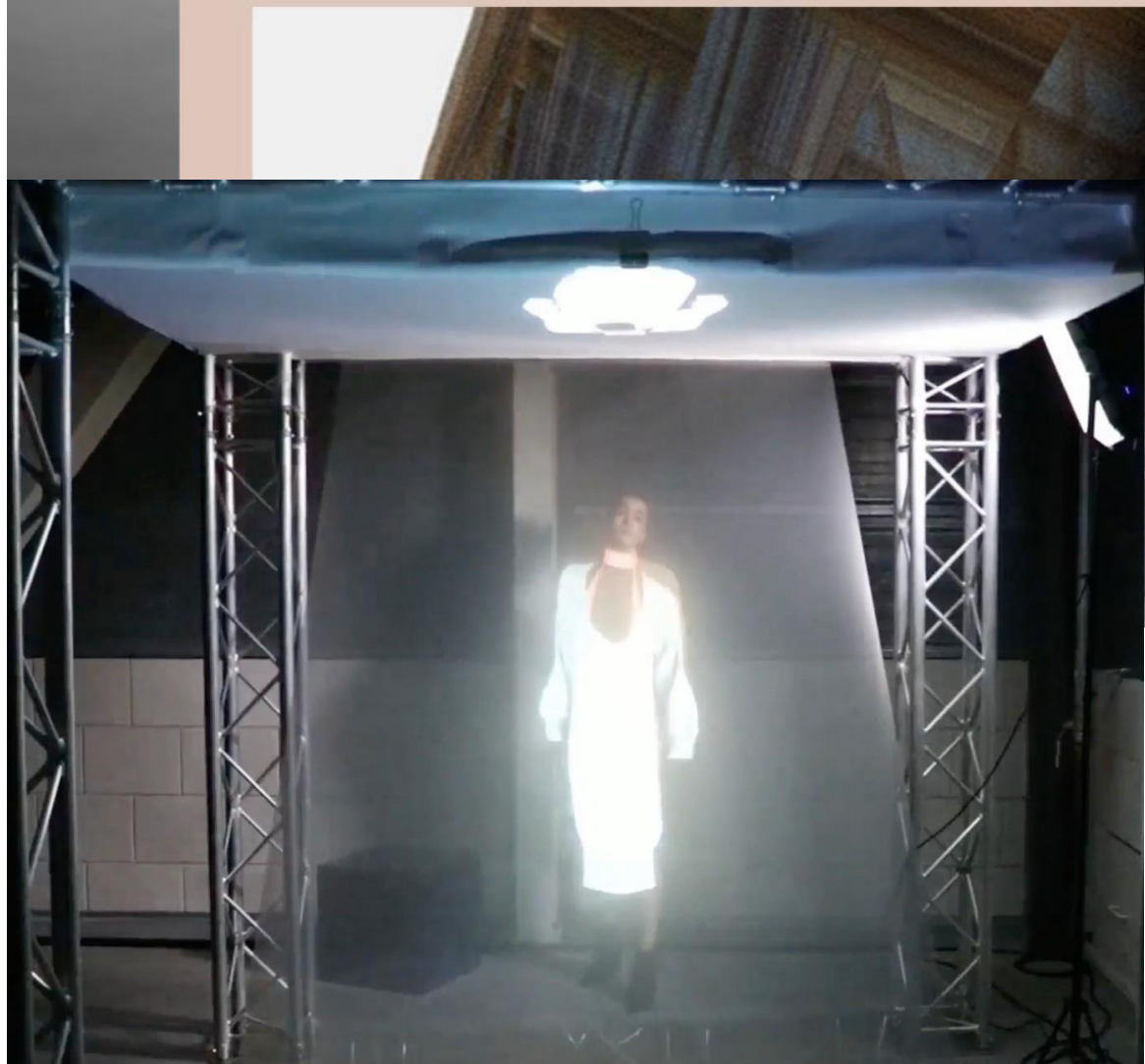


FROM REAL TO VIRTUAL AND VICE VERSA

Ref: Ineke Siersema

Ref: RavinaeKaterina

2016: AMFI's FIRST GRADUATION SHOW WITH 3D DIGITAL & 3D PHYGITAL COLLECTIES



Ref: AMBER JAE SLOOTEN_CLO3D_ONLY DIGITAL_ HOLOGRAM_MOTION CAPTURE



NO-WASTE PRINCIPLE

All garment patterns are strictly following no-waste principle. Constructed to fit into standarty predefined width of 150cm and placement of patens on an area of a rectangle should guarantee there will be no leftovers whatsoever. This method is handy in the fashion industry for costing.



Ref: ZIL VOSTALOVA, A PHYGITAL DESIGNER _NO WASTE CLO3D AND C4D

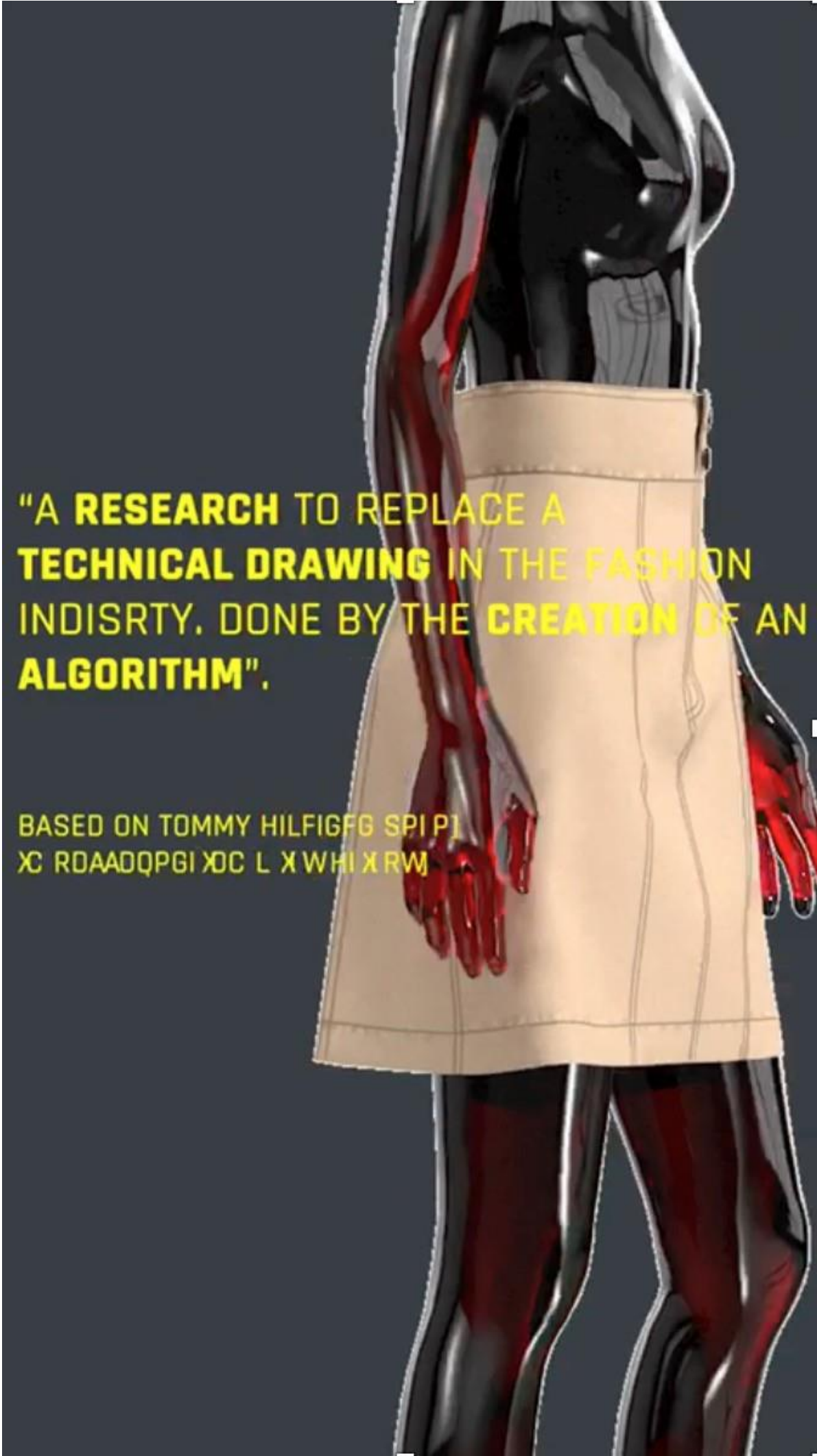
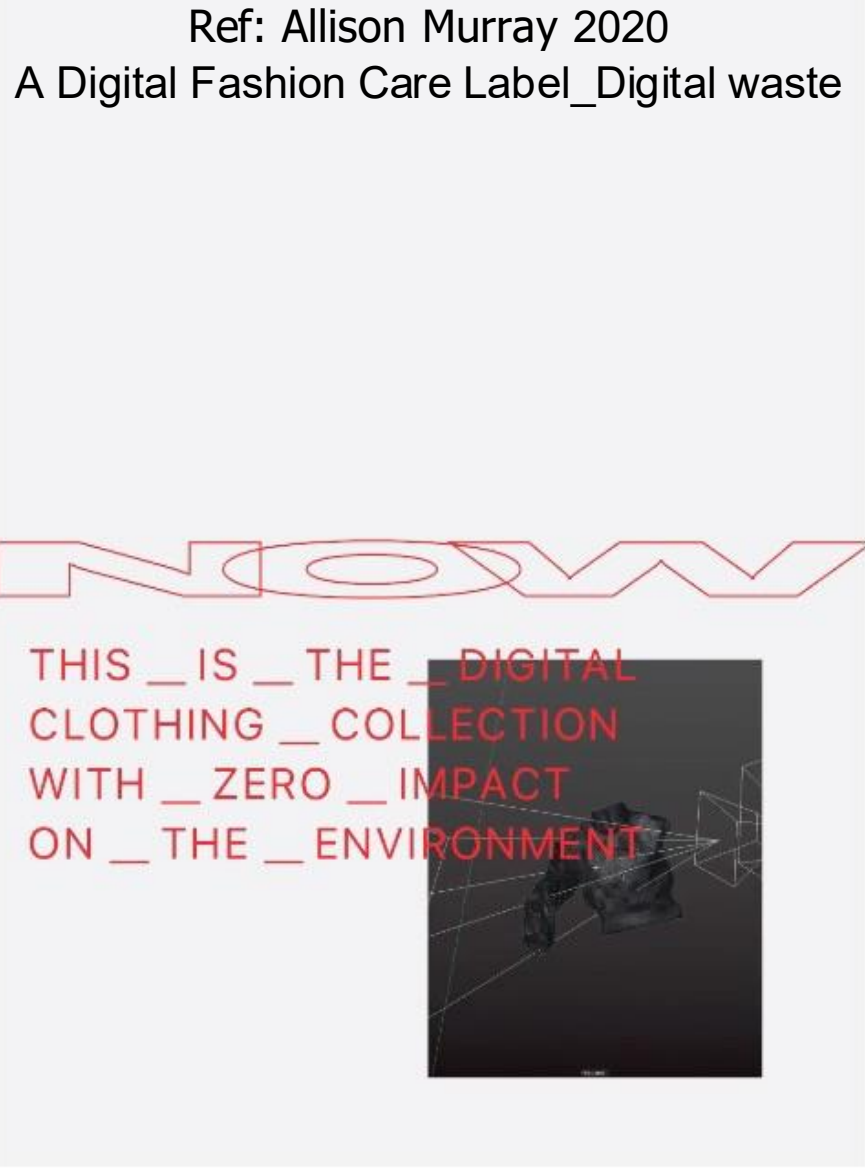
**ZIL VOSTALOVA_PHYGITAL DESIGNER_ NO WASTE PRINCIPE- HER MESSAGE IS :
'Designers should adapt digital sample to reduce waste'**



2017_Designed in CLO3D software and C4D



GRADUATES SHOW THEIR VISION ON A MORE SUSTAINABLE FASHION FUTURE



Ref: <https://algorithms-tour.stitchfix.com/>

Ref: Kim van den Br le & PVH_replace the Technical drawing_AI, new data design 2019

A DIGITAL CAPSULE FOR A SMOOTH TRANSITION FROM OFFLINE TO ONLINE, YOUR VIRTUAL TWIN



WEAIR



WEAIR_Graduation collection Lilly Schilling-Graduate AMFI

'THE FABRICANT' _THE FIRST DIGITAL COUTURE HOUSE _AMSTERDAM _FROM 2018



“We make clothes that are always digital, never physical, no waste” Founder Fabricant: **Amber Jae Slooten** _AMFI graduate

Software used: CLO3d, Cinema 4D, Adobe Suite, Substance, Blender, Houdini + more.

Ref: The Fabricant

STUDENTS SHOW NEW DIGITAL CRAFTSMANSHIP IN THEIR DIGITAL TWIN



BRITT VAN DER LOOY



LAURA SLI



RUBEN BREED

LOTTE VAN STIJN



THE DIGITAL TWIN: PROJECT 2E YEARS WORKING TOGETHER WITH THE INDUSTRY PARTNERS:_H&M_BURBERRY_THE NORTH FACE

THE MINOR 3DHYPERCRAFT IS A RESEARCH MINOR ABOUT DIGITAL CRAFTSMANSHIP

THE FAMOUS AMFI MINOR WHERE STUDENTS EXPLORE THE DIGITAL WORLD OF FASHION.

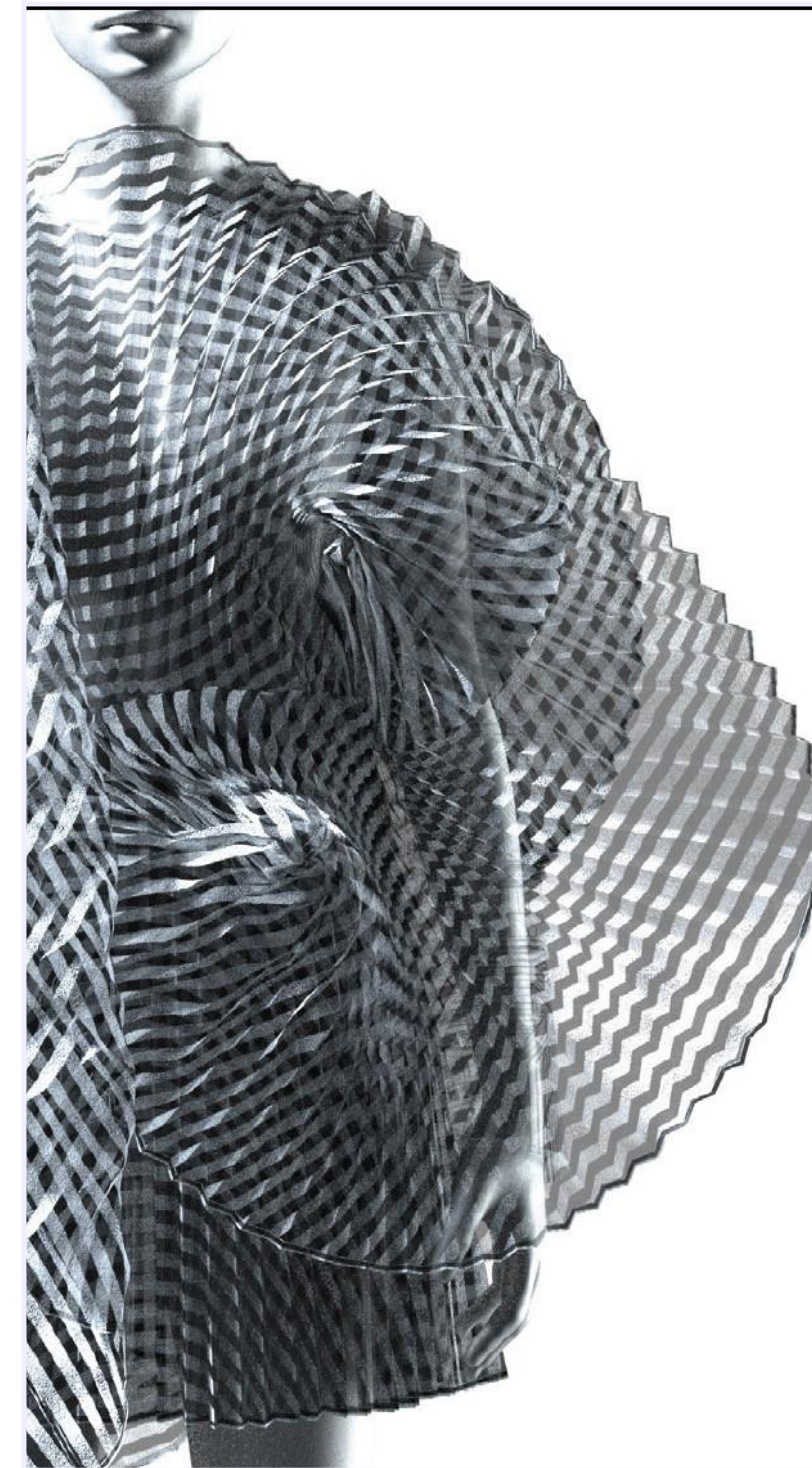
A JOURNEY INTO THE FUTURE OF THE FASHION INDUSTRY IS MADE BY EXPERIMENTING WITH DIFFERENT SOFTWARE APPLICATIONS THAT PROVIDE IN-DEPTH KNOWLEDGE, AMAZING DESIGN, AND TECHNICAL SKILLS. ALL OF THIS IN PREPARATION FOR THE FUTURE.



AVATAR



FABRIC TEXTURING



AUTOMIZATION



Work from students 3DHypcraft 2021

ALL IS POSSIBLE

ENTREPRENEUR 3D: ROSA KRAMER_CEO_HYPER CURVE STUDIO AMFI GRADUATE

**DIGITAL CRAFTSMANSHIP, SPECIALISED
AND READY FOR THE MORE SUSTAINABLE
FUTURE OF BODYWEAR.**

3 fulltimers, 2 interns, freelance artists , 2 x 3D
designers

Method: Digitally drawing patterns and drawing directly
on the body Avatar. We draw patterns with a 3D pen
and generate the patterns.

software: CLO3d, Vizoo,
Browzwear/ V-stitcher (some companies), new
animation mehodes.

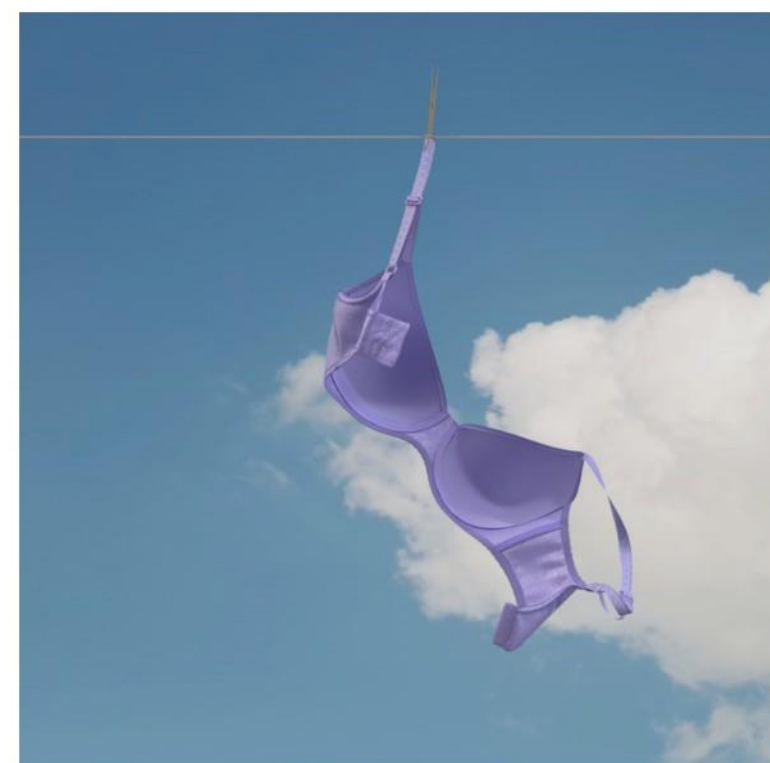


Ref: <https://hypercurvestudio.com/>

3D SERVICES



3D ATELIER



3D CONCEPTS

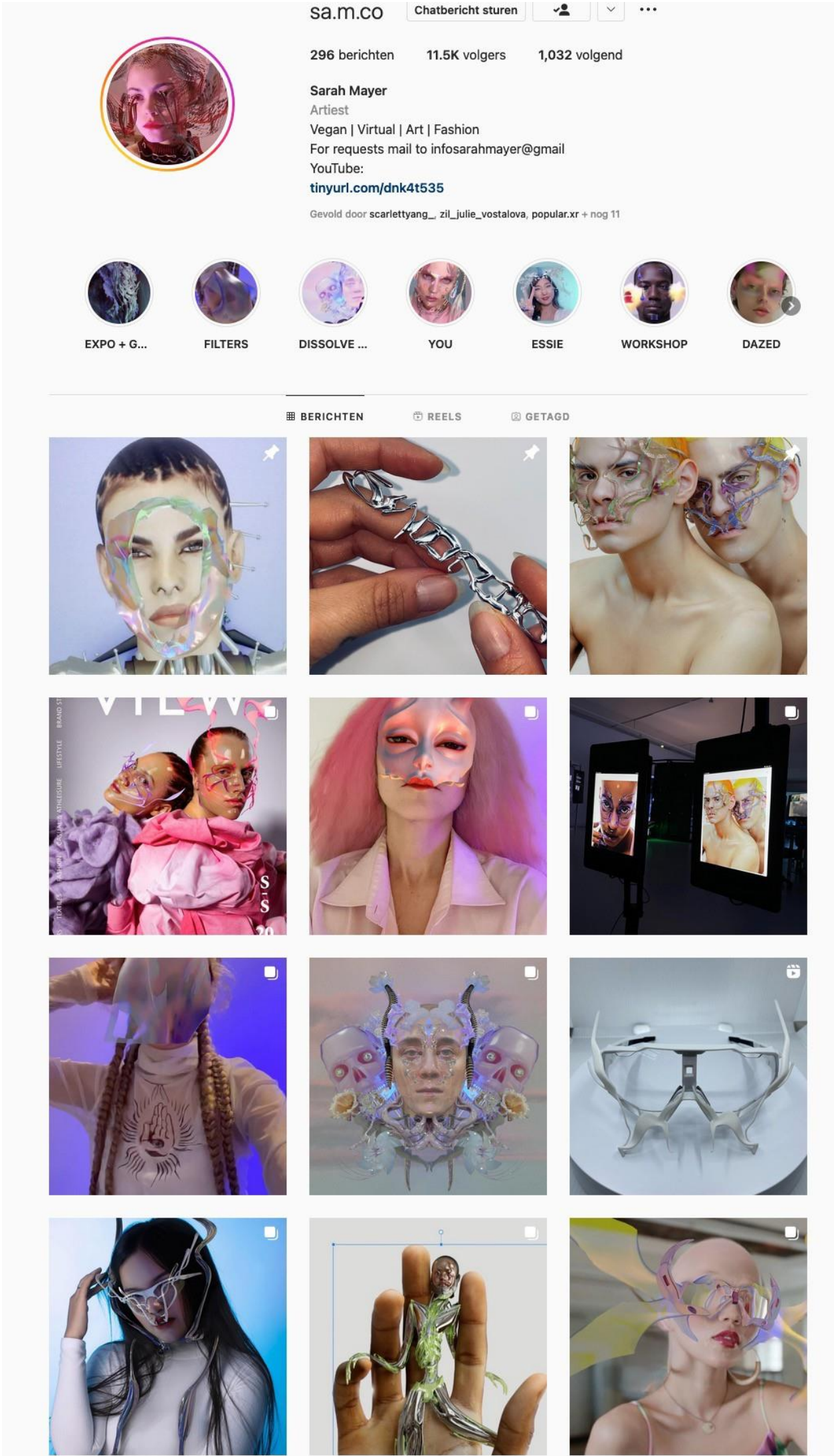


3D BODY MODELS



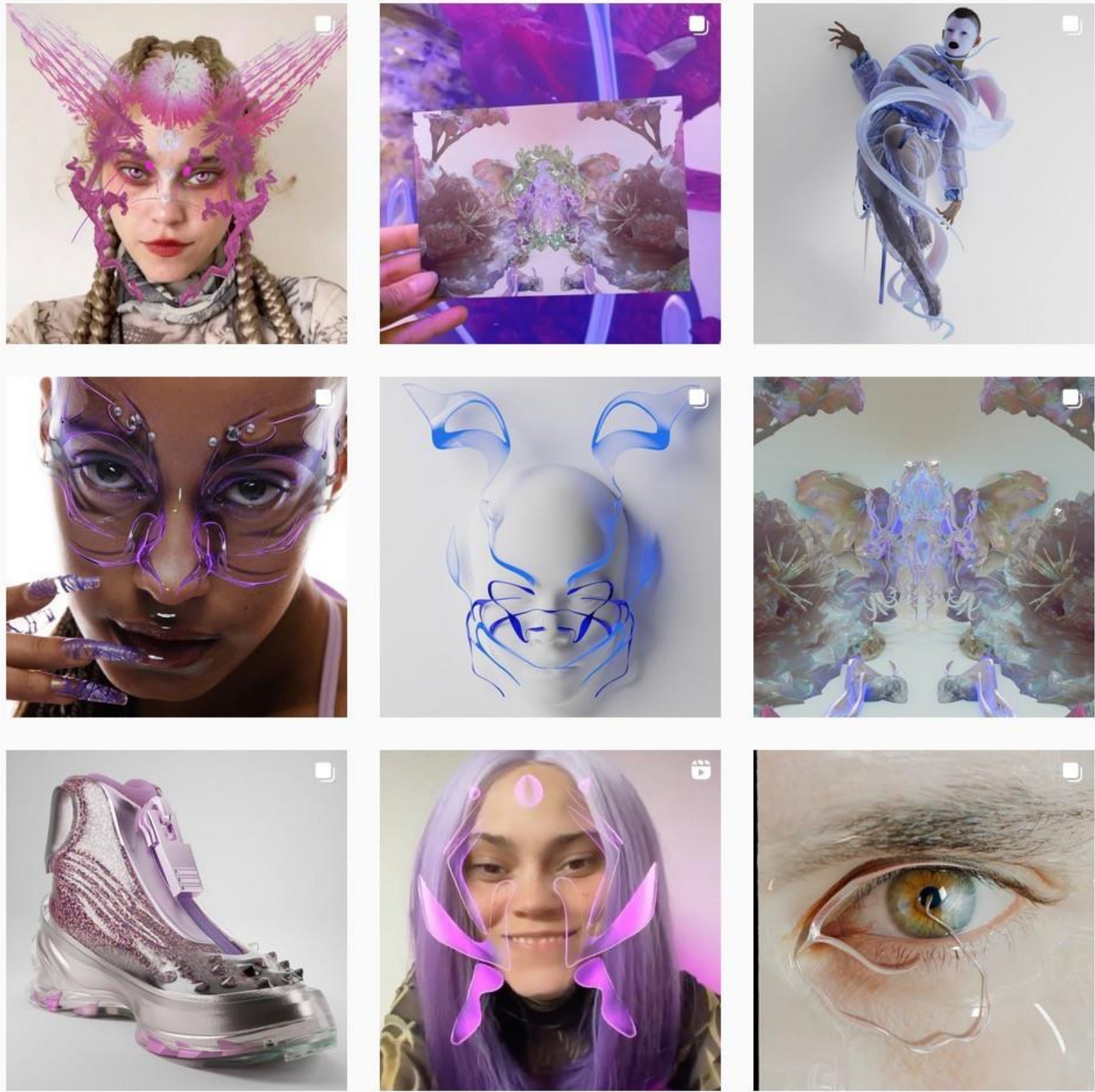
3D LAB

ENTREPRENEUR 3D: CEO_SARAH MAYER_FACE FILTERS_VEGAN_VIRTUAL ART_FASHION_AMFI GRADUATE



Ref: <https://www.youtube.com/channel/UCtOa7zX8211FIOsY-V5Of9Q>

Sarah has been studying fashion for 7 years. 3 years in Germany and 4 Years at the Amsterdam Fashion Institute, Netherlands. A big influence during this time was her internship at Walter Van Beirendonck. He continues to be a inspiring figure and motivation. Sarah’s recent work is focused on the creation of innovative AR Filter designs with the help of Spark AR for Facebook and Instagram as well as Lens Studio for Snapchat with a total view of over 50 Million for her Filters.



Main software: Lens Studio, Spark AR, CLO3d, Blender



FUTURE FASHION IS NOW!

SKEEVA is a SELF-TAUGHT (are you familiar with this term?)

"Future Fashion is Now" is a personal exploration project.

The main message of each visual is a fight against fast fashion trends and a manifesto for sustainability in the fashion industry.

Telling stories through outfits is a new tool that I, as an artist, am trying to master.

Every detail has its own meaning. Every button, thread, and pattern is logical.

And if it doesn't make sense to you, it does to someone else. That's the beauty of it.

I truly believe that digital fashion is an open space of possibilities to tell stories, create new rules for self-expression, and shape general norms every day.

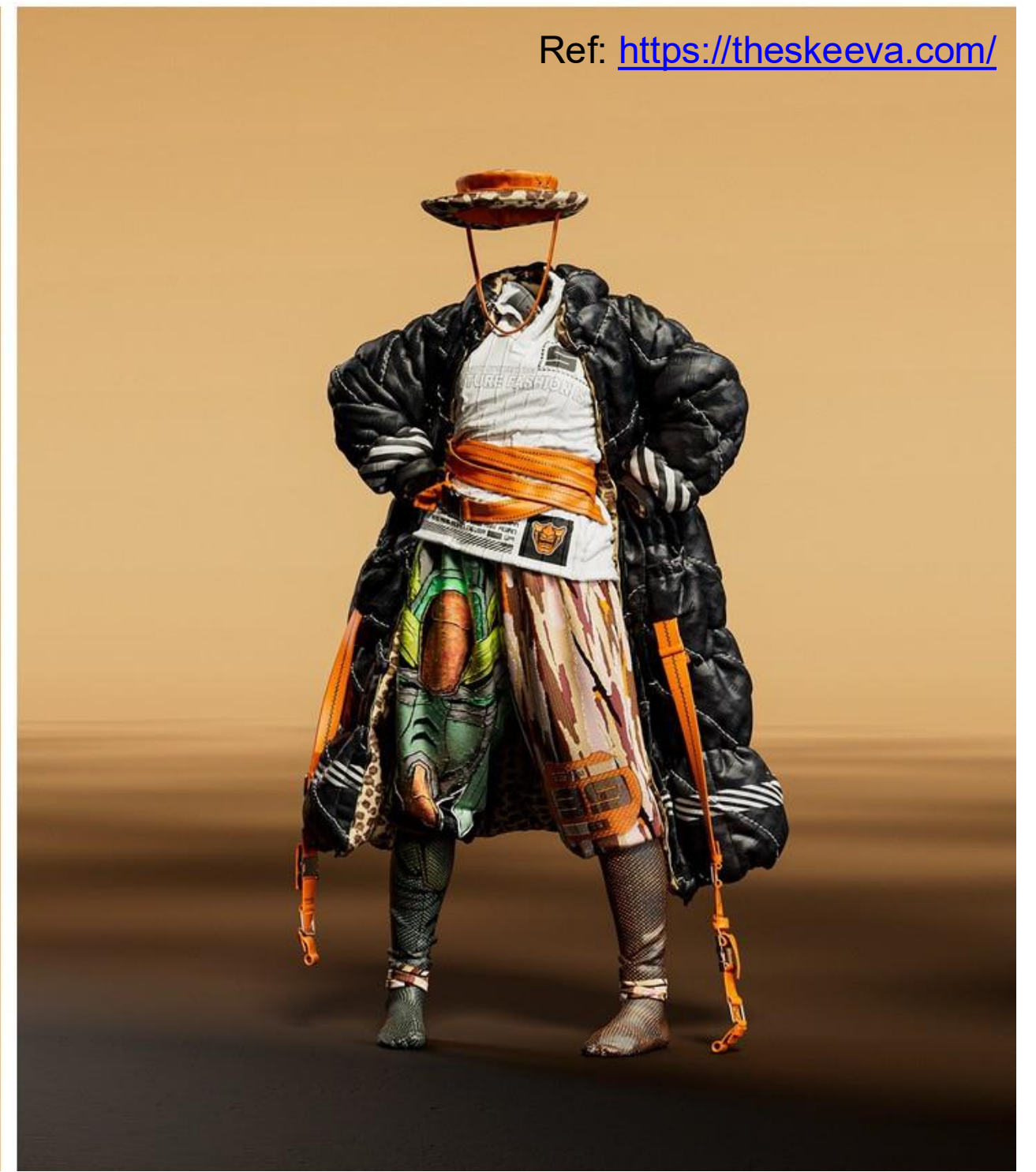
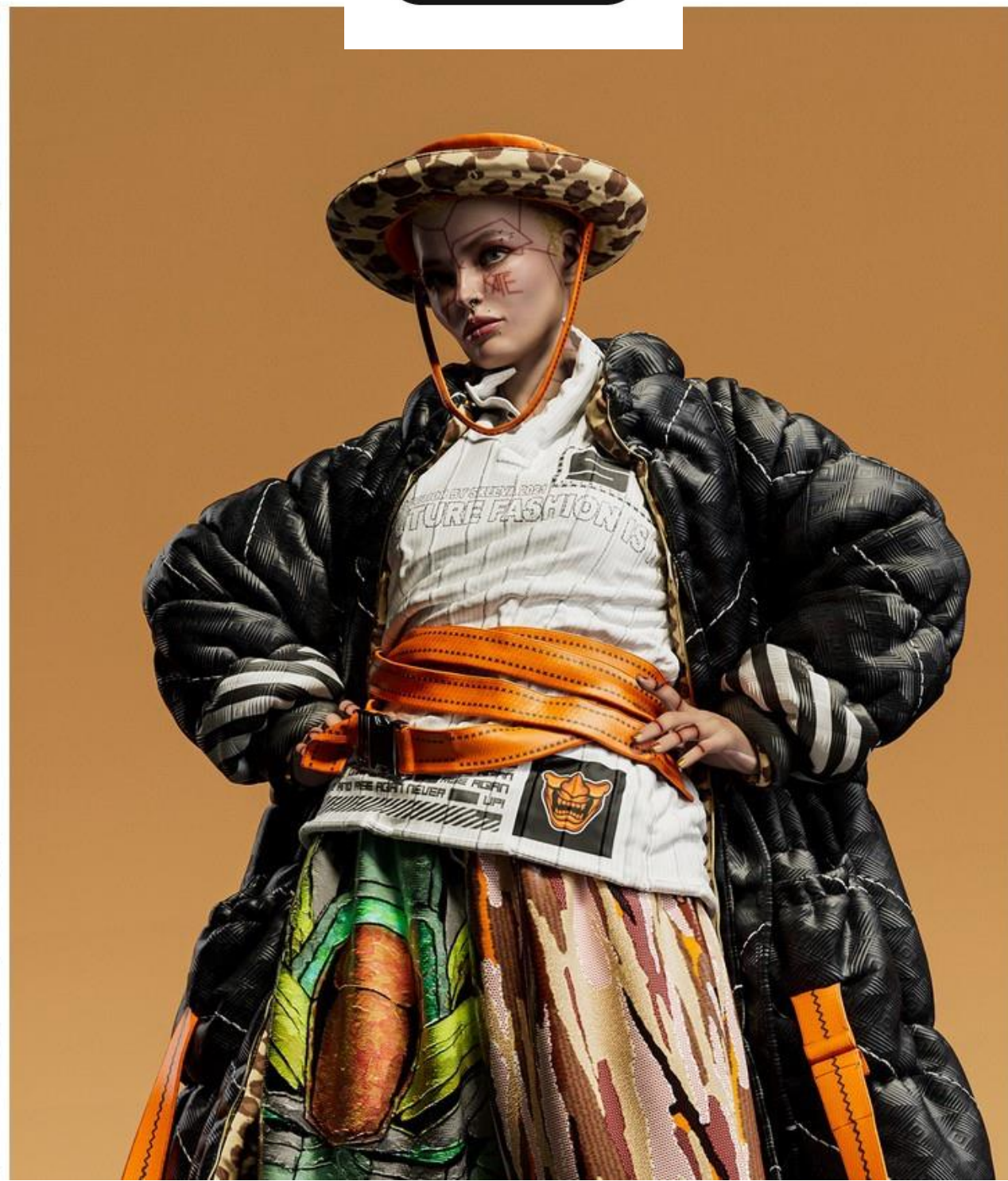
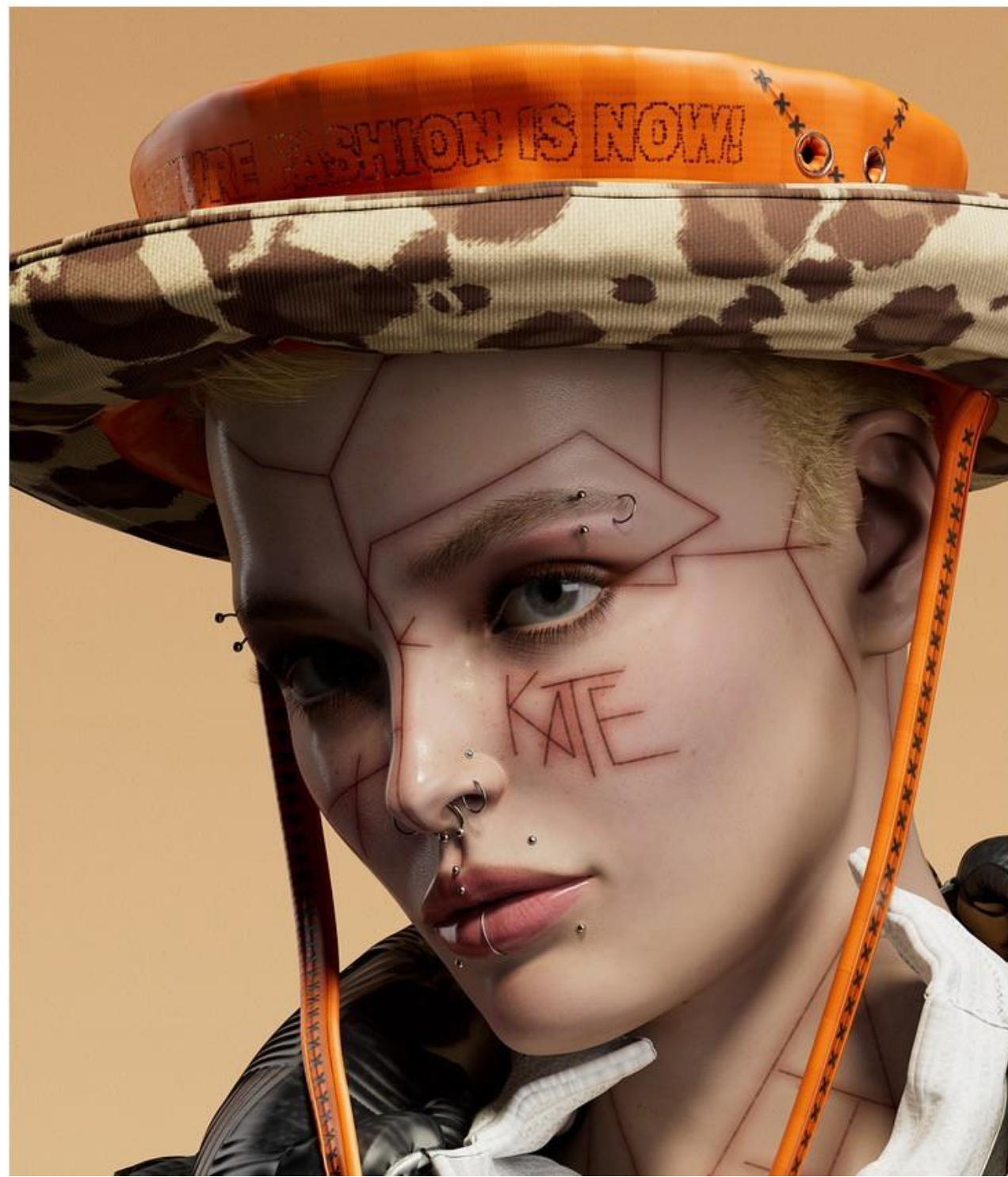
I really hope you will enjoy this visual journey of fictional characters and their digital outfits.

tra



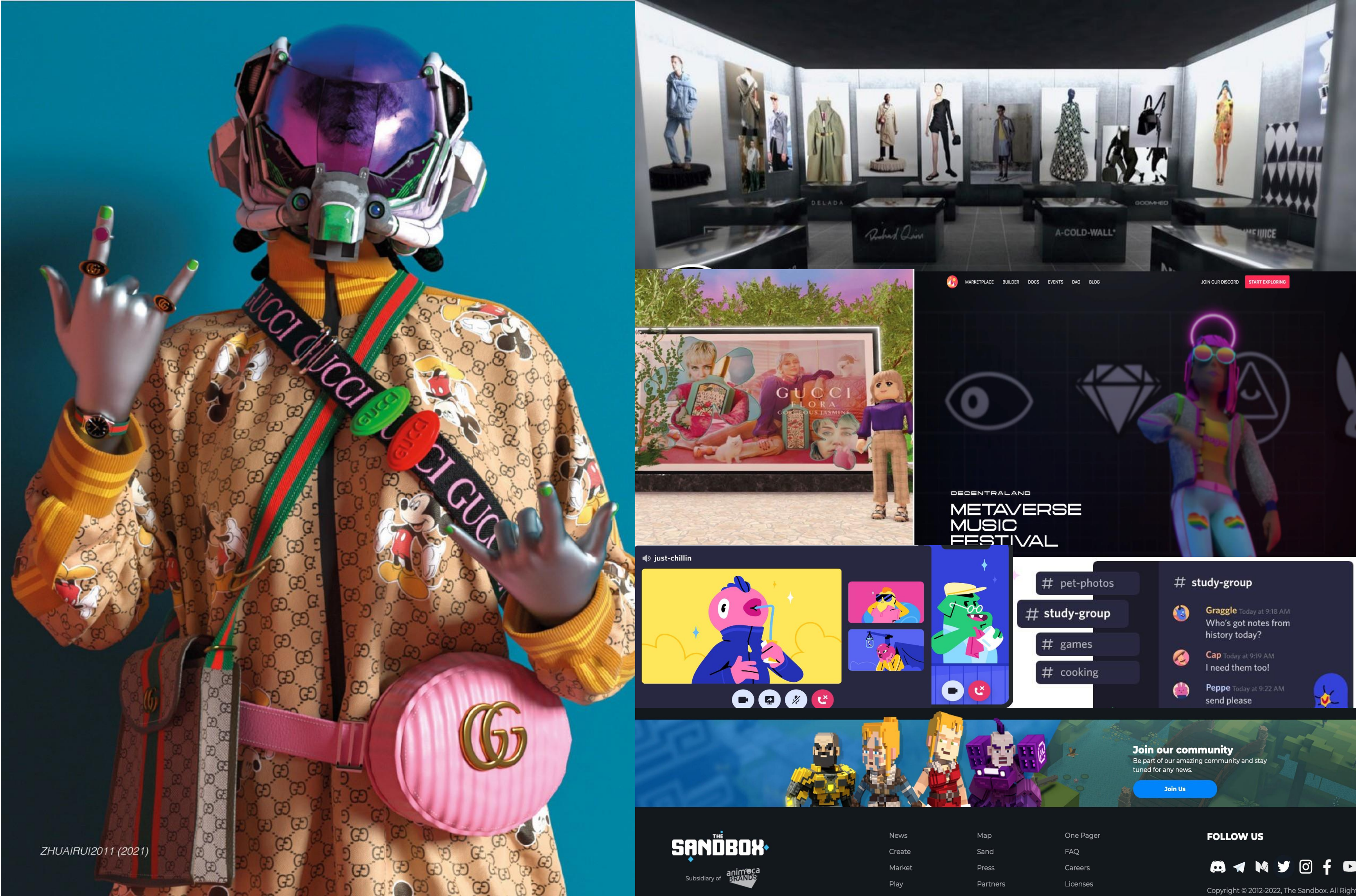
by
an Union

FULL COURSE HERE



Ref: <https://theskeeva.com/>

FROM 3D DESIGN TO DIGITAL FASHION TO THE METAVERSE: IS EVERYTHING POSSIBLE?



ENTREPRENEUR 3D: RUBEN JURRIËN_A PHYGITAL FASHION DESIGNER_AMFI GRADUATE



Ruben Jurrien works 3D digital, a sustainable design process, and produces the garments to wear them in real

Ref: <https://www.rubenjurrien.com/3d-hypercraft>

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