The Biggest Global Report on Digital Fashion
Is Digital Clothing Fashion’s *New Frontier* — or just the *Emperor’s New Drip*?

Leading fashion players are *betting big*, but there’s little knowledge about what real humans think, feel, and want from digital fashion.

The Screenwear Paper is a first-of-its-kind report created by the *Virtue Futures* team, a dedicated innovation division within Virtue Worldwide. We investigate the potential of virtual fashion, exploring interest and adoption with *real consumers*. We go beyond statistics and *inside culture* through interviews with 19 experts to uncover the opportunities for virtual style today and tomorrow.

Read through to find out how the future of fashion *is already here*.

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Authors
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Objective:
To understand the current global state of mind around the metaverse and assess perception, behaviours, motivations, future expectations, and growth potential of Digital Fashion.
A view from inside culture

Community
Insights from our brand partners and global network of industry leaders and creators. We work in tandem with a community of experts to synthesise what they’re seeing, with what we’re seeing.

Culture
Insights from those immersed in culture around the world. With Editors, Producers, Creators, and Talent in 26 offices, we gather distinct perspectives from around the globe.

Consumer
Insights from ongoing dialogue with VMG’s audience and youth around the world: VICE Voices, Mad Chatter, VMG Youth Census, Reader Polls, Voicemails, UGC, etc. We ask what they think, feel, and want — and then we make it for them.

Content
Insights from how our audience engages with VMG across platforms: content analytics, topic analysis, search terms, reader comments, topic adjacencies, campaign analytics, etc.
A Truly Global Study Approach:

To do this, we consulted with leading experts in digital fashion and technology from around the globe in in-Depth Interviews.

Expert inputs from Designers, Marketplaces, Developers, Brands, Retail Businesses, Editors, Platforms, Creators, and Investors.

“SOONER THAN YOU THINK, IT WILL BE EVERYWHERE.”

BENOIT PAGOTTO — Co-Founder
Meet our Global Panel:

Benoit Pagotto
Co-Founder RTFKT

Sallyann Houghton
Business Director, Fashion Epic Games

Amber Jae Slooten
Co-Founder The Fabricant

Ana Andjelic
Brand Executive & Author

Fabian Vogelsteller
Founder LUKSO

Megan Kaspar
MD Red DAO

Safir Bellali
Sr. Director VF Corporation

Andrew Ku
Founder Unmateriality / Altava Group

“Digital Fashion is going to be the most important piece to make the metaverse more successful.”

ANDREW KU
— Founder: Unmateriality / Altava Group
Meet our Global Panel:

“With zero creative constraints, Digital Fashion can be whatever your imagination can create.”

SALLYANN HOUGHTON — Epic Games

“There’s something empowering about dressing up digitally. You can be whoever you want to be.”

NICOLA FORMICHETTI — Creative Director to Lady Gaga

Carol Hilsum
Sr. Director of Product Innovation Farfetch

Nicola Formichetti
Creative Director Nicopanda / Lady Gaga

Matthew Drinkwater
Head of Innovation Agency London College of Fashion

Lucy Delacherois Day
Global MD i-D Magazine
Meet our Global Panel:

- **Gloria Maria Cappelletti**
  - Editor-at-Large
  - i-D Italy

- **James Mack**
  - Digital Artist
  - & NFT Creator

- **Marjorie Hernandez**
  - Co-Founder
  - The Dematerialised/Lukso

- **Catty Tay**
  - CEO & Co-Founder
  - Institute of Digital Fashion

- **Leanne Elliott - Young**
  - CEO & Co-Founder
  - Institute of Digital Fashion

- **Beata Wilczek**
  - Sustainability & Social Impact
  - The Dematerialised

- **Marcus Ray**
  - Global Marketing Director
  - VIRTUE

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“How far can you take your identity? This is something we need to figure out, and Digital Fashion will probably become the vehicle for this exploration.” – AMBER JAE SLOOTEN

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Credits: Institute of Digital Fashion
A Truly Global Study: The Quant

**APPROACH:**
We surveyed 3,000 digital consumers worldwide.

**GENDER SPLIT:**
Female 51%
Nonbinary 1%
Male 48%

**AGE:**
33% Gen Z
52% Millennial
15% Gen X

**X8 Markets:**
US, Mexico
UK, Germany
South Korea
Saudi Arabia
Egypt, UAE
Who did we survey?

① Not just the *tech fanatics*: We spoke to innovators, early adopters, and both the early and late majority.

Q: Which of the following best describes you?

52% I am often the first of my friends to discover and adopt new trends.

38% I am not always the first to discover new trends but don’t hesitate to adopt them once I do.

18% I typically adopt trends once they’ve become a bit more mainstream.

SURVEY SCREEN-OUT: REJECTORS OF NEW TRENDS (RARELY/NEVER ADOPT NEW TRENDS)
What were they interested in?

Not just gamers. We spoke to consumers with a broad range of active interests and knowledge in culture (53% of our sample ARE NOT self-identified gamers)

Q: My friends would describe me as someone who is always up to date with what’s going on in ...

SURVEY SCREEN IN:

56% New Technology
52% Online Culture/New Media
51% Fashion
46% Gaming
27% Art & Culture

57% Music
53% Film
46% The News
41% Travel
41% Health & Wellness
39% Beauty
30% Pop Culture
1. Into the Metaverse
2. Digital Fashion Now
3. Digital Fashion Next:
   ✈️ A Guide for Brands & Creators
Into the Metaverse
A short history of the Future

2020

- 2020: Bitcoin
  Satoshi Nakamoto + BLOCKCHAIN
- 2020: Ethereum
  + Docastrahl founded.
- 2020: Bimemoji
  reaches the masses
- 2020: Ave
  Travis Scott
  & Fortnite
- 2020: Avatar
  start up
  Game gets funded
- 2020: Zepeto
  raised $150
  million.
  Luxury brands
  experiment

2021

- 2021: Nike Acquires
  RTFKT studios
- 2021: Adidas launches
  ADVERSE into the
  metaverse: 1st
  collection sells out
  for 22 million USD
- 2021: Meta
  Announcement
  Facebook
  name/direction

Covid Hits

- 2020: Snapchat
  Releases lenses / filters
- 2020: Carlings: world's
  first digitally
  clothing collection
- 2020: Gucci x
  Gaming
  (gacoil collab
  with fratic)
- 2020: Animal
  Crossing
  x Valentino
- 2020: Balenciaga
  Afterworld the
  Age of tomorrow.
The metaverse is *Already* widely and very positively accepted as a concept.

Q: When you hear the word “Metaverse,” how do you immediately feel?

83% Positive

83% of global respondents have a (net) positive perception of the metaverse.

Curious (50%)
Intrigued (38%)
Excited (36%)
Inspired (26%)

Concerned (19%)
Skeptical (15%)
Confused (13%)
Disinterested (7%)
2022: The year of Metacceleration.

76%

Of Global Respondents are willing or actively planning to engage with a metaverse-related brand or platform in the next 12 months.

Q: Would you consider using these metaverse experiences in the next 12 months? (From December 2021)
Adoption of a variety of existing metaverse experiences is high.

Q: Which of the following do you actively use?

- **65%**
  - Virtual Reality
    - Virtual meetups/chat rooms
    - VR headsets/equipment
    - Virtual events/experiences

- **59%**
  - Augmented Reality
    - Social media filters/lenses
    - AR on their phones

- **46%**
  - Digital Currency
    - Cryptocurrency
    - Crypto wallet
    - Crypto marketplaces

- **39%**
  - Game Immersion
    - Avatars/skins in video games
Virtual goods aren’t niche purchases:

82% Have already purchased a virtual good

Q: Have you ever purchased a virtual good?

53% Crypto users

– and half of those are Not Crypto users.

47% Not Crypto users

*Crypto users: Respondents who use a crypto wallet, crypto marketplaces, and/or cryptocurrency.
Virtual shopping occurs across a range of audiences (Yes, the metaverse appeals to more than Gamers).

Q: Which of the following experiences do you actively use?

**Non-Gamers**

Top Experiences For Non-Gamers:

① Social media filters/lenses  
② Virtual meetups  
③ Virtual events/experiences

(54% of Global Respondents)  
85% of those who are NOT up to date in gaming engage in metaverse experiences.

(Non-Gamers Include: Media Mavens, Techies, Art Culture Fans, Fashionistas)

**Gamers**

Top Experiences For Gamers:

① Avatars/skins in video games  
② Social media filters/lenses  
③ Virtual meetups

(46% of Global Respondents)  
94% of those who are up to date in gaming engage in metaverse experiences.
Virtual purchases align with IRL interests, but **everyone** is buying fashion.

Q: Have you ever purchased a digital product/"virtual good"? SELECT ALL THAT APPLY

<table>
<thead>
<tr>
<th>IRL main interest</th>
<th>Gaming</th>
<th>Technology</th>
<th>New Media</th>
<th>Fashion</th>
<th>Arts &amp; Culture</th>
</tr>
</thead>
</table>
Less than 5% of people never see themselves buying in virtual goods.

Q: Have you ever purchased a digital product/*virtual good"? YES / NO

82% Yes

18% No

- 82% Yes: Have not yet purchased a virtual good.
- 18% No:
  - 42% ✓ of them foresee themselves purchasing virtual goods in the future.
  - 31% ◼ are unsure at this time.
  - 27% ✗ Do not foresee themselves purchasing.

So 73% of the non-purchasers are ready to be persuaded.

Less than 5% of the global respondents will never enter the virtual goods market.
What Role do Virtual Goods Play in their Lives?
Not everyone is equally established in the virtual world — purchase of *Currency* and *Avatars* are key differentiators.

Q: Have you ever purchased a digital product/"virtual good"?

**Meta-established**

People who own currency and an avatar.

**Meta-curious**

People who do not own digital currency or an avatar.
The Meta-established Journey has several layers.

Q: Have you ever purchased a digital product/’virtual good’?
Select any/all that apply.
The Meta-established Journey: Level 1

Purchasing an avatar is the first step in truly establishing oneself in the Metaverse.

Q: Have you ever purchased a digital product/"virtual good"? Select any/all that apply.

1. Currency (36%)
2. Avatar (36%)

Settle & Thrive:

Distinguish & Share:

Enter & Establish:
The Meta-established Journey: Level 2

Once they have a digital self, they’ll start to enhance and express it’s identity.

Enter & Establish:
1. Currency (36%)
2. Avatar (36%)

Distinguish & Share:
3. Fashion/Skins (34%)
4. Powers (28%)
5. Services/Customization (26%)
6. SoMe Filters/Lenses (26%)

Settle & Thrive:
The Meta-established Journey: Level 3

Eventually, they’ll build a lifestyle around this digital self.

Q: Have you ever purchased a digital product/"virtual good"? Select any/all that apply.

Enter & Establish:
1. Currency (36%)
2. Avatar (36%)

Settle & Thrive:
7. Collectibles (22%)
8. Tools (21%)
9. Land (20%)
10. Artwork (16%)

Distinguish & Share:
3. Fashion/Skins (34%)
4. Powers (28%)
5. Services/Customization (26%)
6. SoMe Filters/Lenses (26%)
Those who are **Meta-Established** are

3x **More likely** to have purchased

30+ **Virtual Goods** than those who aren’t.
A Meta-Curious Journey

Those who aren’t *meta-established* buy virtual goods to enhance the online identity they already have.
But Meta-Curious or -Established, Digital Fashion is always the Top Goods Purchase.

Q: Have you ever purchased a digital product/"virtual good"?

Meta-established

- Digital Fashion
- Powers
- Customizations

Meta-curious

- Digital Fashion
- SoMeFilters/Lenses
- Powers

Digital Fashion but how they use that digital fashion differs
“It has become pretty obvious that fashion products don’t always need to exist as a physical manifestation.”

Safir Bellali,
Senior Director VF Corporation
Prediction:

Over the next 3 years:
As Meta-curiosity increases and the technology improves, avatars will become commonplace and most people will own several virtual fashion items.
“Digital fashion will become a vital revenue stream for every fashion retailer.”

Matthew Drinkwater
LCF Digital Innovator
Digital Fashion is **now** years into the future!

1 in 3 global respondents have **already purchased** digital fashion.

Q: Have you ever purchased a digital product / virtual good?  
(A: Fashion)

Gen Z 38%  
Millennials 33%  
Gen X 25%  
Mexico 43%  
Middle East 39%  
Korea 33%  
UK 31%  
US 29%  
Germany 29%
Digital Fashion buyers are **not** all Crypto users.

*All Digital Fashion Purchasers Globally.*

**Q:** Have you ever purchased a digital product/"virtual good"?

(A: Fashion)

**Digital Fashion Purchasers**

**Do Use**
- 32% A Crypto Wallet
- 37% Cryptocurrency
- 29% Crypto Marketplaces

**Do Not Use**
- 68% A Crypto Wallet
- 63% Cryptocurrency
- 71% Crypto Marketplaces

Q: Which of the following do you actively use?
Why do they Buy?
Top 5 Reasons For Purchase:
Digital fashion is an investment, a community...

Q: Why Do You Purchase Virtual Goods?

#5 EARNING POTENTIAL
- To Invest long-term
- To Make Money short-term

Digital Fashion Purchasers 38%
Global Responders 40%

#4 BELONGING
- To take part in a New Trend
- To be part of a Community

Digital Fashion Purchasers 41%
Global Responders 33%
Top 5 Reasons for purchase: It’s a way to enhance lifestyle and digital experiences...

Q: Why Do You Purchase Virtual Goods?

#3 ACCESS
- Have something I can’t have IRL
- Own a specific Brand Collab
- Own a specific Brand

Digital Fashion Purchasers 45%
Global Responders 36%

#2 UTILITY
- To use in a Game
- To use in a Virtual Social Experience

Digital Fashion Purchasers 67%
Global Responders 55%
...but most of all, digital fashion is the fabric of identity in the digital world.

Q: Why Do You Purchase Virtual Goods?
Meta-Established = Those Who Have Purchased Currency + Avatar

#1
IDENTITY

- To create/enhance a Digital Identity
- To own something unique
- To express themselves

Digital Fashion Purchasers 79%
Global Responders 57%

...and 83% for Digital Fashion purchasers who are also Meta-established
Prediction:

We’ll see deep exploration and experimentation of other potential selves beyond digital twinning.

“I believe that we’re all going to have a digital twin, sort of like an alter-ego.”
Nicola Formichetti
Creative Director Nicopanda / Lady Gaga

“Fashion in any form is an extension of your identity. I think you have to totally reinvent the wheel, do something specifically in the digital space.”
Lucy Delacherois Day
Managing Director, i-D

“It’s not like you have to be one version of yourself. You could be multiple versions as long as it feels like it’s you. I think that’s important.”
Amber Jae Slooten
Co-founder, The Fabricant

“I think the consumer more and more is evolving into a multiple-identity approach. So I think digital fashion can be the interesting part of that.”
Carol Hilsum
Senior Director of product Innovation Farfetch
VIRTUE
Provocation:

What new limits will we find and accept as physical boundaries dissolve?

“Can you be a body that is not yours?
Can you be an ethnicity that is not yours?
How far can you take your identity?”

Amber Jae Slooten
The Fabricant

“You can create garments that could never exist in real life. The possibilities are endless, the only barriers are what we can currently do with them. Everyday we’re eroding those barriers.”

Sallyann Houghton
EPIC Games
Digital fashion is already just as valuable as IRL fashion.

Q: In general, would you expect to pay more or less for a digital fashion item compared to its physical version (i.e., its physical twin)?

2 in 3 would pay the same or **MORE** for digital fashion vs. its physical twin.
Leveraging gaming mechanics can upgrade that IRL value for brands.

Case Study

ARCHETYPES

GUCCI Garden

ON

ROBLOX

“Identity is going to be a massive part of the future, and stores that enable the identity exploration that games offer are going to be the ones that I think are going to be most successful.”

Amber Jae Slooten, Co-founder The Fabricant

GUCCI GARDEN x ROBLOX — Dionysus Bag
Bought for $6 USD/ 475 Robux,
THEN traded in Roblox for $4115 / 350,000 Robux
$800 MORE than the physical version.
Creating virtual spaces can also enhance the experience of physical fashion.

**Case Study**

Converse Renew Labs:
Virtual store to showcase sustainable prototypes (Virtue)
www.renewlabs.com

Balenciaga:
Afterworld, videogame.
Age of Tomorrow Collection
www.videogame.balenciaga.com

“Digital fashion experiences to me are so exciting because it means that people can have a more enhanced and joyful experience of products.”

Carol Hilsum — Farfetch Senior Director of Product Innovation
Digital fashion is on the brink of becoming mainstream.

Q: When do you foresee digital fashion becoming mainstream?

Mainstream within the next 5 years: 67%
Mainstream within the next 10 years: 88%
Mainstream within the next year: 12%

94% of digital respondents foresee digital fashion becoming mainstream.
Digital Fashion is expected to form a major part of consumers’ wardrobes over the next few years.

Q: What percentage of your overall wardrobe do you think will be digital 5 years from now?

Global respondents expect 46% of their wardrobes to be digital 5 years from now.
“I think you will see total acceptance in 5 years of digital assets being an integral part of the fashion business.”

Matthew Drinkwater
LCF Digital Innovator
Prediction:

By 2027, we’ll use digital fashion to both enhance and entirely replace items in our wardrobes.

“We have the opportunity to redefine what a wardrobe updates looks like.”

Matthew Drinkwater
LCF Digital Innovator
They’ll wear all categories of digital fashion, but **1 in 3** would purchase **full outfits**.

*Q:* Which of the following digital fashion items would you most likely consider purchasing in the future, whether for yourself or for an avatar?

**Top products** they would most likely consider purchasing in the future:

- 31% Shirts / Tops
- 40% Shoes / Sneakers
- 32% Jackets / Coats
- 31% Sunglasses
They’ll experiment with beauty, accessories, costumes, and more.

**Top products**
they would most likely consider purchasing in the future

- **30%** Hoodies
- **27%** Costumes
- **23%** Body Armour
- **30%** Jewellery
- **27%** Dresses
- **24%** Handbags
- **22%** Wigs / Hair
- **28%** Pants / Jeans
- **26%** Makeup
- **23%** Backpacks
“Digital garments can change and evolve over time (unlike physical garments). There's always a life after the purchase”.

Benoit Pagotto
Co-founder, RTFKT
Prediction:

New categories of clothing will emerge as a result of digital fashion. Why just recreate real world fashion when you have no limits?
The state of the digital fashion market today
There are many ways to wear Digital Fashion

The modes of digital fashion
Author: Karinna Grant
Categorisation of Digital Fashion Typologies

Using Virtual technology to showcase physical items. E.g. Virtual Models (PLT), virtual sampling, creating ad campaigns.

Smart Physical garments with digital extensions (Carlings), blockchain authentication (MCQ), or Smart/Reactive Textiles.

Direct-to-Avatar purchases. Digital fashion on digital selves. E.g.: Fortnite/Animal Crossing / Genies

Digital Fashion on IRL selves or in retail stores. AR/CGI overlay in physical environments. Created with social media filters or digital tailoring (Virtual Rags).
A diverse set of brands is getting involved in this emerging category.

A snapshot of key players in digital fashion, including brands, retailers, creators distribution platforms, and channels.
Brands and platforms are collaborating across universes and realities.

Adidas: Prada Re-Source
Interactive creator-owned art project facilitates the education of new communities from art, fashion, and beyond.

NikeLand x Roblox
A truly playful, collaborative, entertaining, and holistic experience for users.

Auroboros x IoDF
"Biomimicry" was the first digital fashion brand to be scheduled at a major fashion week.
“The idea that a digital asset passport could be that another way for brands to leverage their assets and their heritage.”

Matthew Drinkwater
LCF Digital Innovator
Digital Fashion Next:
A Guide for Brands & Creators
“Do brands have a role to play? Of course. But because they aren’t footing the bill, they’ll have to work as hard as everyone else to be relevant.”

Morten Grubak  
Global Executive Creative Director  
VIRTUE Futures
3 guiding principles for brands and creators to navigate this space.

1. Design for Identity
2. Build a Seamless Experience
3. Code for the Collective
Design for Identity
Use the endless possibilities of digital design to bring new levels of creativity to fashion.

Q: Complete the following sentence based on how you foresee digital fashion influencing the fashion industry overall:
Digital fashion will make the fashion industry more _______________________. Select any/all that apply.

1 IN 2
Global Respondents say...

“Digital fashion will make fashion more creative”
“Digital fashion also has introduced a new perspective for design needs, one that is no longer reliant on functional necessities. Instead, there is a shift towards prioritising emotional and social needs.”

Safir Bellali
Senior Director, VF Corporation

“We all spend more time in digital environments, we all want to invest in that time and invest in ourselves and who we are in that space.”

Sallyann Houghton
Epic Games
Focus on design & uniqueness

Q: How likely are the following to influence your desire to purchase a piece of digital fashion?

65% of global respondents
Design is likely to influence their digital fashion purchase.

58% of global respondents
“Uniqueness” is likely to influence their digital fashion purchase.
“We've gone from watching film stars play a character, to following influencers projecting them 24/7; the emergence of digital identities bring boundless opportunities for self-expression and self-realisation — Warhol's 15 minutes just became ever more attainable

Marcus Ray
Global Marketing Director
VIRTUE
Allow for co-creation of personal style.

Q: How likely are the following to influence your desire to purchase a piece of digital fashion?

The ability to personalise it is likely to influence digital fashion purchase.

64%}

The ability to make/customise content from it is likely to influence digital fashion purchase.

60%
Lean into the success of gaming mechanics and communities.

“It's about taking all the best characteristics of gaming, and the sophistication of gaming engines and pulling those into the fashion industry: being community driven, collaborative, and about sharing. This merge of tech (the digital assets) and creativity (fashion).”

Sallyann Houghton
Epic Games

“If you look at Balenciaga, Gucci, Louis Vuitton - A lot of those established luxury brands have embraced gaming, taking on almost a less serious approach. It's fun, it's gamified, it's speaking to a very different demographic in a very different way”.

Safir Bellali
Senior Director
VR Corporation
2 Build a Seamless Experience
Consider *how often*, in how many places, and what ways it can be *experienced*.

*ff* **Utility is key** when it comes to adoption of virtual fashion and continued engagement in the metaverse. It’s what creates the pin-drop moment, when the value of virtual experience becomes apparent, and what builds lasting communities.

Creating value in the metaverse goes beyond a marketing campaign, revenue-generation exercise, or UX mindset. It’s about launching a part of a brand or creator’s identity, which requires a crafted strategy and genuine value exchange for owners.

*ff* **THE DEMATERIALISED**
Be prepared to show them why, where, and how to experience your products

Q: Why have you not purchased any virtual goods?

Reasons for NOT PURCHASING digital goods...

1. “I haven’t needed one.”
2. “I’d rather something tangible.”
3. “I don’t know enough about them.”

18% Have not yet purchased a virtual good.
Make items easy to buy and to use.

#1
influence for global respondents:
“Ease of purchase”

#2
influence for global respondents:
“How frequently I can use it”
Play in spaces people are familiar with.

Q: Where have you seen or heard about “digital fashion”?

#1 Social media
#2 Online content
#3 Online ads

Q: Where can you recall digital fashion being used by people you know or people you follow?

#1 In apps 43%
#2 On avatars in video games 42%
#3 On avatars on social media 36%
#4 On people in digital photos/images 33%
#5 In advertisements/content 32%
Embrace new technology and assume it will improve faster than we think.

“The tech is still catching up with the creativity of fashion, it lacks realistic motion, how material falls and moves is part of the experience. The AR fashion experience isn’t there yet, but it will come.”

James Mack
Designer + Art Director
UAL London
“Digital design opens up the fashion arena to creatives from outside of traditional tailoring.

This influx of varied skill sets will give birth to a boom of borderless creativity.”

Christine M Smith
Senior Art Director + Digital Fashion Designer
VIRTUE Futures
3 Code for The Collective
Recognise the greater intention that consumers are shopping with.

“I try to remain more conscious about the sustainability of the products I buy, as well as the causes they support and who owns and works at the business. I'm more aware of the tendency for big businesses to support causes and communities with little thought or impact, and I try to support businesses that are truly invested in and led by members of marginalised communities.

Sustainability and workers' pay and rights are also factors that have become even more important to me.”

– GEN Z, Nonbinary, USA
“We're going to affect really significant change in the world if we're envisaging a metaverse where there is persistent digital content living all around us everywhere. I think everybody who is creating and contributing to that construct needs to be conscious of what we're building and how we build it, and that we do it in a way which adds value to our lives”

Matthew Drinkwater — IFA
Inspire less waste than current physical fashion models.

54% of young people are paying more attention to a brand’s impact on the environment before purchasing.

71% of young people have become more environmentally conscious when shopping for fashion in recent years (75% Gen Z).

SOURCE: VICE Media Group, Shopping & Gifting Study, 2021; VICE Media Group Sustainability in Style Study, 2021
Reduce carbon footprints so consumers don’t have to. Over The Next 10 Years…

1 in 2 YOUNG PEOPLE
Will boycott fashion brands that are not eco-friendly (2 in 3 Gen Z).

62% OF YOUNG PEOPLE
Will give away or trade clothes with others to reduce material waste.

SOURCE: VICE Media Group Sustainability in Style Study, 2021
Be prepared to move at pace, the technology and conversation is evolving daily.

“Not all NFTs and blockchain technologies are created equal. When collecting or creating NFTs anyone and everyone should consider both their environmental and social impact. Be sure to stay informed of the regulatory space in your market and the accessibility of your proposed project.”

Beata Wilczek
Sustainability & Social Impact
The Dematerialised

“The complex conversation around sustainability and digital fashion is evolving at great pace. At The Dematerialised we operate on the LUKSO blockchain, which will use Proof of Stake vs Proof of Work, allowing our NFTs to be 99% less energy-intensive. Featured on the CLEANNFTS.org marketplace list we continue to advocate for more research on NFTs, and blockchain sustainability.”

Marjorie Hernandez
Co-Founder
The Dematerialised
People expect digital fashion to solve the problems *IRL fashion* still struggles with.

59% of global respondents say:

“Sustainability is likely to influence their desire to purchase a piece of digital fashion”

Q: In the next 10 years, do you believe the following to be true?
People will buy less physical fashion items as a result of digital fashion.

52% Agree
48% Disagree
“I think the ultimate luxury move into the next 10 years will be all about positive impact or even more so the amount that a brand has given back.”

Lucy Delacherois Day
Global Managing Director
i-D

“Now, the power of digital is data. You can ask a question and can find the answer out there. You can trial something with live response and thereafter decide whether it goes into production or not.”

Leanne Elliott-Young
Co-Founder
Institute of Digital Fashion
Utilising digital fashion technology to transform physical fashion business.

ROBERTSWOOD

“Virtual sampling allows us to try as many creative ideas as we need to iterate and develop them fully, without worrying about material waste.

In our small studio, we follow the ethos of Slow Fashion — creating less, but better.”
Be responsible and transparent when it comes to production.

Value in environmentally responsible brand behaviour

“Gen Z is different. My sister and her friends check websites like Good on You before they buy something. They’re not going into the high street and buying something new each week.”

Robyn Lynch
Menswear Fashion Designer

Over The Next 10 Years...

40% of young people will pay more attention to how a product was made before purchasing.

61% of young people will do research on clothing brands’ business practices.

SOURCE: VICE Media Group, Sustainability in Style Study, 2021
VICE Media Group’s Activism As A Lifestyle Study, 2021
Return the power to individual creators.

Q: Do you believe the metaverse will provide a more or less equitable arena for the following communities, compared to the world as we know it today?

“For creators, this is major. Before, to be a designer you needed an amazing network, a job at a brand, or fashion education. Now, as long as you have a computer, the right software and an internet connection, you can create things that might even compete with the biggest brands out there.”

Safir Bellali
Senior Director
VF Corporation
Be *fair* in your approach to digital labour.

“We’re starting to see more and more roles appear. 3D Designers, Virtual Stylists, Virtual Tailors. Just think what roles are next; perhaps Metaverse Builders?”

Leanne Elliot - Young
Founder
Institute of Digital Fashion

SOURCE: VICE Media Group Sustainability in Style Study, 2021
Include those who’re often excluded.

Only 10% of young people say:
“People like me can look amazing in every style of fashion.”

64% of young people say traditional definitions of identity (gender, ethnicity, age, etc.) impact their opportunities.

12% of young people associate the word “inclusive” with “fashion.”

Choose the side of the community.

SOURCE: VICE Media Group, Sustainability in Style Study, 2021; VICE Media Group’s Activism As A Lifestyle Study, 2021

“I have a friend Jillian, who is in a wheelchair. I would have thought she’d want her avatar to fly and walk, but when I spoke to her she said no, I want to be on the wheelchair, because that’s me.”

Will boycott brands that don’t have enough of a size range.

Will advocate for size and gender inclusion. (1 in 2 Gen Z)

Nicola Formichetti
Creative Director
Nicopanda / Lady Gaga
Seize the opportunity to create a more equitable world.

Q: Do you believe the metaverse will provide a more or less equitable arena for the following communities, compared to the world as we know it today?

Digital fashion *poses the potential to create a more equitable experience for the many.* Brands and creators should be on the side of the collective.

![Graph demonstrating the potential of digital fashion to create a more equitable experience for various communities.](image-url)
“Digital fashion will be **pivotal** to the development of the metaverse. How we approach it over the next 5 years is **crucial**. As brands and creators we have both the **opportunity and duty** **to be responsible** in our practices. We all need to contribute towards cultural progress by creating more equitable and accessible experiences.”

Mikki Sandhu
Global Innovation Strategy Director
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Thank You

We’d love to hear from you. Please get in touch via email — or drop by our office in Decentraland if you want to chat in the metaverse. VirtueFutures@vice.com