

Abstract

The bachelor's thesis brings knowledge about digital fashion and its marketing. It examines the impact of digital technologies on the design, promotion, sale and wearing of clothing and based on research and campaigns by companies abroad it identifies numerous uses to streamline and enrich business processes and consumer experiences. The thesis then examines the views of respondents from Czech brands working with digital fashion – digital fashion studios giz'mo lab and Ofform3D and modeling agency New Aliens offering digital scans of models.

They perceive marketing as the strongest segment for digital fashion and talk about their own practice for example at the Prague and Helsinki fashion weeks. According to the respondents, the digital form enables numerous business applications that strengthen production, promotion and sales, but can also just serve purely as an artistic form in the virtual environment or enriching physical clothing. Digital fashion also has the potential to increase sustainability – however, it consumes energy and can be exploited by fast fashion, which makes this area problematic. Most respondent's worries emerge also in the context of NFTs. The divisions of business and art, realism and dream aesthetics, physical and virtual experience were present throughout the interviews. Wearing digital fashion by consumers is a segment in which the respondents do not yet see significant application. However, they presume an intensive use and wearing of digital fashion in the future, when the numerous technological, financial and social obstacles faced by digital fashion in the Czech environment, as well as outside of it, lessen.