

ARMY INSTITUTE OF FASHION AND DESIGN

GUEST LECTURE ON "DIGITAL FASHION DESIGN" CONDUCTED ON
29/11/2023

SEM: I, III, IV SEM B.Sc. FASHION AND APPAREL DESIGN

RESOURCE PERSON: Ms. ASHWINI DESHPANDE, BA(HONS) , LONDON
COLLEGE OF FASHION , UK

FACULTY CO-ORDINATOR: HEENA KHANUM, ASSISTANT PROFESSOR

A special lecture on Digital fashion design was organised by the IQAC of the institute.

The lecture was focused on the metaverse design, virtual space and usage of artificial intelligence in the fashion industry.

Ashwini is a graduate from London school of fashion, who did her entire collection's production and display on virtual mode, showcased the same to the students.

An insight to the metaverse and brands adapting these virtual ways to increase the business and take the brand to forward was discussed.

The business model adapted by the leading brands such as Coach, Republic and many was shared and discussed with the students. Information regarding free and simple software that could be used to make the digital fashion were discussed and shared amongst the audience. Same time creation of virtual space was also guided.

Overall the session was information and the key take away regarding the digital designing could be implemented in regular teaching and learning process so meet the future requirement of the industry.

Heena
20/11/2023

ARMY INSTITUTE OF FASHION & DESIGN
BENGALURU-77

SPECIAL LECTURE SERIES 2023-24:
TALK ON DIGITAL FASHION, METAVERSE & MORE

ASHWINI DESHPANDE

VENUE: ANCHOR HALL
ADDRESS: [illegible]
TIME: 01.00-04.00

