

2024

# DIGITAL FASHION WEEK

NEW YORK LONDON PARIS MILAN

Fashion x Technology

THOUGHT LEADERSHIP

INNOVATION

CREATIVITY



fashion by Anthony Murray

# BEYOND THE HYPE

Real experiences that disrupt fashion

Holograms

Phygital Runway Shows

Games/Metaverse

Thought leadership

Tech expo

Workshops

Immersive Experiences

Animations

Networking

Parties



# MISSION + PHILOSOPHY

We aim to influence the future of fashion by exploring innovation from concept to consumer.

We believe that knowledge is power and it is better when it is shared. We believe that fashion can create positive change in the world and be a leader in sustainable practices. We see that individual artists and global brands are equal players, bringing diverse skills to new initiatives to efficiently retool steps in the fashion creative process and across the supply chain.

*“Digital Fashion Week is a unique cultural event that plays a key role in educating legacy fashion brands on navigating their IP through the reality spectrum of the Open Metaverse. Bringing innovators to the forefront, this year's symposia covered key fashion cities from New York to Paris to Milan featuring phygital runway shows that raised the bar of immersive experiences. Each event instance marks the next milestone for industry adoption of Web3 technology by the local ecosystem. It serves as a crucial forum for key opinion leaders to discuss innovation strategies and opportunities for both brands and startups while showcasing the latest technologies disrupting the fashion sector.”*

BLAKE LEZENSKI, OUTLIER VENTURES

# THOUGHT LEADERSHIP

## SPEAKING OF DIGITAL

We host conferences to cultivate discussion around innovation, community and strengthening our industry

Vogue Business  
Sandbox  
Epic Games  
Unreal Engine  
Lectra  
CYBR Magazine  
Right Click Save  
BYOND XR  
Browzwear  
BKStyle Foundation  
Fashion Week Brooklyn  
Bold Metrics  
Supply Compass  
Elucid Magazine  
PhyigitalTwin  
Republiq  
Glossy Magazine

Bellwether  
BEL Labs  
MetaTailor  
Hologress  
NFTically  
Texel Moda  
Fumigene  
V-Gather  
Waka World  
Gerber  
Lectra  
VR World  
Jevels  
Beyond Studio  
Digiseq  
Phyigicode  
the f'word

VirtualTouch.Tech  
Wearworks  
Sensoria  
DRESSX  
Emporia  
SuperWorld App  
BeLunified  
VNTANA  
Modern Mirror  
Cerqular  
Rise Art & Design  
Pulpo AR  
OUTTAWRLD



# THOUGHT LEADERSHIP

## TECH INNOVATORS

TECH &  
DESIGN



Talks and panel discussions provide critical thought-leadership for the future of the fashion industry.

Industry leaders share their insights and expand their networks

Each panel is carefully curated to dive deep into the most relevant issues and uncover actionable ideas.

# PARTNERS

It is the long history of humankind that those who learned to collaborate and improvise most effectively have prevailed

- Charles Darwin -

THE  
**SANDBOX**



**FUTURE FRONT ROW**



LIMITLESS



**LECTRA**

**FACTORY NoLo**  
home of emotion

fw | **BK** FASHION WEEK  
BROOKLYN

**BK** | style  
FOUNDATION



Ultimately, digital fashion is set to redefine the way we perceive  
and interact with fashion.

# INNOVATION

## TECH EXHIBITIONS AND EXPERIENCES



Digital Fashion Week is a  
lens through which we view  
the future of fashion

# CREATIVITY

## HOLOGRAMS



ARTWORK BY FUTURE FRONT ROW: SUZA VOS X HARRIET DAVEY

# CREATIVITY

DIGITAL  
FASHION  
ON THE  
RUNWAY



# CREATIVITY

## AR EXHIBITIONS IN FAMOUS LOCATIONS



fashion by Anthony Murray

A woman with dark hair pulled back, wearing a white dress and a pearl bracelet, is focused on taking a photo with her smartphone. She is surrounded by other people at what appears to be a social event or party, with blurred lights and faces in the background.

# OUR AUDIENCE

## ATTENDEES:

Fashion Industry Executives

Tech C-suite

Marketing & Sales Executives

Magazine Publishing Executives & Editors

Financial Services Professionals

3D product visualization artists

Investors

Bloggers, Designers Models, and Artists

# Media Exposure

VOGUE VOGUEBUSINESS VOGUE

marie claire FASHIONUNITED FWO  
*FashionWeekOnline.*

EDGE OF NFT POST COMPANY NEWS  
BETTER INFORMED TODAY

Unity New York Law Journal  
ELECTRIC RUNWAY WHAT EVEN IS FASHION TECHNOLOGY?  
essentials  
Discover what the most trusted experts are reading

Leia Inc.

WWD Sunday Times VERDICT LACROIX FASHIONUNITED

GLOBAL TIMES FRANCE 24 elucid fm  
FASHION MANUSCRIPT

THE JORDAN TIMES hindustantimes ISTOË LifeNews.ro portugal t xtil



artwork by Anthony Murray

**OUR CONTACT  
DETAILS**



**LET'S TALK**

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