

Media Release

The Hon Danny Pearson MP
Assistant Treasurer
Minister for Regulatory Reform
Minister for Government Services
Minister for Creative Industries



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DIGITAL INCUBATOR TO DESIGN A NEW FUTURE FOR LOCAL FASHION

The Victorian Government is setting a new trend by supporting local fashion designers to explore ways augmented and virtual reality technology can take their businesses to a new level.

Minister for Creative Industries Danny Pearson today unveiled the Digital Fashion Incubator, a groundbreaking program pairing seven local apparel and accessory labels with Victorian AR and VR studio Ignition Immersive to pilot new ways of creating and taking local fashion to customers across the globe.

With technology an essential part of any business and following the disruption the pandemic has caused in fashion and retail, international fashion houses are increasingly branching out to explore the possibilities of the digital world.

The Digital Fashion Incubator allows participating Victorian independent designers to get a foothold in this emerging fashion frontier, develop their skills and undertake tech research and development projects.

Milliner Felicity Northeast and accessory designer Courtenay Tyrrell of Maude Studio are developing virtual fitting rooms allowing customers to use AR filters – similar to those used on Instagram or Snapchat – to try on new styles before they buy.

Fashion and costume designer Kristine Walker (Human Chameleon) and Wiradjuri woman Kristy Dickinson (Haus of Dizzy) are working on digital extensions of their collections that will generate new revenue streams.

Their concepts would enable buyers to purchase a physical item, then use an AR phone app which when pointed at the wearer will generate an Augmented Reality animation that brings the piece to life.

Denni Francisco (Ngali), Estelle Michaelides (Micky in the Van) and milliner Melissa Jackson are working on VR experiences to replace runway shows for showcasing new collections and allowing consumers to experience the brand anywhere in the world.

Find out more about the Incubator projects and the ways tech is transforming fashion at the free Fashion's New Reality event as part of Melbourne International Games Week, 2pm- 3:30pm, 8 October 2021.

For more information, visit creative.vic.gov.au.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Digital technologies combining with fashion presents so many new opportunities for local designers and is a great way for them to stand out."

"The Victorian Government is proud to support these local designers as they forge new paths and explore how technology can take their business to a new level."

Quote attributable to Haus of Dizzy founder Kristy Dickinson

"It is exciting and it's all about embracing new technology and having this AR activation will definitely boost my brand's awareness, sales and hopefully a deep dive into the world of tech."

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