

The background of the advertisement is a composite image. At the top center, the word "patagonia" is written in its signature lowercase font. Below it, a silhouette of a person is shown in a dynamic pose, as if performing a trick on a snowboard. The word "STEEP" is prominently displayed in the center in a large, stylized, blue and white pixelated font. To the right, a person is shown from the waist up, wearing a dark green Patagonia ski jacket with orange accents, a black beanie, and ski goggles. In the bottom left corner, a male athlete is shown from the waist up, wearing a blue USA Olympic racing suit with white stars and logos for KTape, Toyota, and Under Armour. He is wearing a black helmet with a maple leaf logo and has his arms raised in a celebratory gesture. The background of the entire image is a snowy mountain landscape with a sunset or sunrise sky.

patagonia

STEEP

A gender inclusive outerwear collection that explores the possibility of smart technology and the digital world while pushing boundaries on racial diversity in winter sports and adaptive clothing.


Design and Product Development

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Every four years, the Winter Olympics are held in February. That's Black History Month in the United States. Yet less than 5 percent of the 224-member American delegation to the Beijing Olympics were people of color.¹

As part of Patagonia's "Steep" collection, we intend to bring attention to the lack of diversity within the winter sports industry. In addition to addressing this issue head-on, the collection will showcase people of color within these sports through an original story told through a mini video game series that will be used for promotional purposes. Each of the three main characters from the video game will be represented by the collection's prints, closures, and silhouettes. By providing visual representation of people of color in winter sports, the collection aims to enable marginalized people to see themselves within these characters. As part of the initiative to further diversity, ten percent of the profits will be donated to fund and support winter sports teams in disadvantaged communities. By doing so, we can begin the conversation about bridging racial gaps within these sports.

As a leader in sustainable fashion, Patagonia has attempted to push a more thoughtful relationship between the consumer and their clothing for years now. As Steep continues to push for sustainability, the collection will use biodegradable fabrics, recycled fibers, and thoughtful construction to ensure garments can be styled differently. Additionally, as part of Steep's commitment to creating a more sustainable, accesible future, we will also create all garments with the needs of disabled people in mind. In addition to unique closures that will make the collection easy to wear and remove, smart textiles will also be used to provide extra comfort and support to consumers. In doing so, we can initiate ideas on how to create equality within the fashion industry.

1. Bumbaca, Chris. Opinion: Where Are the People of Color at the Winter Olympics? USA Today, Gannett Satellite Information Network, 6 Feb. 2022, <https://www.usatoday.com/story/sports/olympics/beijing/2022/02/05/where-people-color-winter-olympics/9257293002/>.



KEY PURCHASE DRIVERS

patagonia®



With 30 stores and nearly \$800 million in revenue per year, Patagonia is synonymous with eco-friendly principles and outdoor pursuits.¹ By incorporating highly versatile, durable, and authentic style into every design, the company has developed a loyal consumer base of both outdoor adventures and style savvy consumers. As part of its sustainability initiatives, the brand makes apparel and gear made from reusable and recyclable materials as well as minimizing the environmental impacts throughout the supply chain.¹ This includes water use, greenhouse gas emissions, energy usage, chemical use, toxicity, and waste generation.¹

Patagonia's new Steep collection targets consumers between 18-35 who have disposable incomes or value investing in unique pieces. These consumers enjoy nature and the outdoors while also advocating for sustainability and the environment. Customers from this group fall into the Gen Z and millennial generation, who are expected to dominate the luxury market by 2025 with a market share of 65-70%.²

Younger generations are also set to drive 180 percent of the growth in the market from 2019 to 2025, meaning clothing brands need to place an emphasis on tackling social and racial injustice, as activist consumers seek brands that align with their vision and desire for purpose.²

Keeping these ideals in mind, Patagonia's new "Steep" collection will incorporate new biodegradable fabrics, which have been on the rise for the past few years, in order to further enhance the brand's sustainability initiatives. The collection will also spotlight racial disparities within winter sports, a concern that has risen since the Beijing Winter Olympics in 2022, when 43 black athletes were among the 2,952 competitors.²

1. Demkes, Emy. "The More Patagonia Rejects Consumerism, the More the Brand Sells." The Correspondent, 28 Apr. 2020, <https://thecorrespondent.com/424/the-more-patagonia-rejects-consumerism-the-more-the-brand-sells>. 2. Halo, Vinny. "Millennials, Gen Z to Make up More than Half of Luxury Sales in 2025." Retail in Asia, 25 Nov. 2020, <https://retailinasia.com/in-telligence/millennials-gen-z-to-make-up-more-than-half-of-luxury-sales-in-2025/>.

As the fashion industry continues to grow and adapt from the Covid19 pandemic consumers will be looking to take better care of themselves and each other, adopting products that facilitate healing as habit. An estimated \$265 billion dollars worth of healthcare services could shift by 2025.¹ As for adaptive wear, consumers are looking for more clothing that makes them feel more confident within themselves.¹ This follows years of utilitarian adaptive clothing garments born from practicality instead of offering differently abled people the opportunity to wear flattering clothing seen in mainstream stores.¹



1

In light of recent events and social tragedies, consumers are looking for more fantasy aesthetics centered around performance features.² Exploring awe inspiring looks but ensuring styles don't look out of place in a city or social setting.²



2

Merging online with offline will be shown, as digital fashion allows for flexibility and creative freedom.³ Designing for the metaverse through the mini video game series will give the consumer's a new means of personal expression with outfits able to be worn by their collector and their digital avatar.



3

Mental health is also a theme that has been driving consumer purchases. This is likely to boost the outdoor market in long term.¹ Being outdoors and experiencing nature is seen as a healing balance to the constant stress of our everyday lives.¹

By utilizing recycled and biodegradable fabrics as well as smart textiles integrated into clothes using nanotechnology, Patagonia's new "Steep" collection will continue to uphold the brand's sustainability objectives. Steep consumers can control heat, track athletic performance, and build muscle strength in the garments they wear. The collection will also include garments that are accessible to all individuals, including those with disabilities. Instead of looking at the disabled community as an afterthought or a separate category, Steep will create universal designs that are usable by all people to the greatest extent possible without the need for specialized design.

Additionally, the collection's aim is to highlight issues associated with racial gaps in winter sports while simultaneously creating more diversity within Patagonia's brand, which it has lacked in the past. The collection will create representation for marginalized communities to see their place within winter sports using a mini video game series for promotion of the collection through Patagonia's website. The three main characters are all people of color who will have various background stories that people can connect to in an impactful way.

With this marketing, Steep will create positive storytelling of marginalized stories and will push for more inclusivity in winter sports. And lastly, to appeal to the activist consumer Steep will give 10% of profits from the collection to local high schools and community recreation centers in cities with large diverse populations such as Atlanta, Philadelphia, Detroit, and Baltimore. This will help to provide transportation and equipment to these communities and will show Patagonia values this cause outside of using it for aesthetics throughout the collection.



KEY TRENDS

Fashion for years now has defined and had an effect on social change. Using it to uplift groups of marginalized communities will be key in order to start necessary conversations.

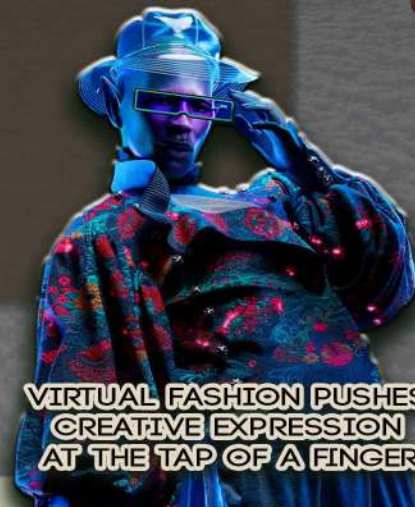
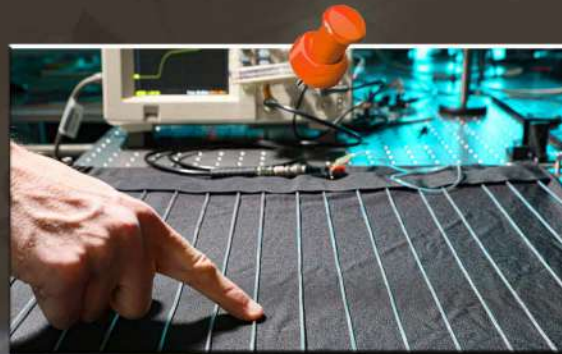


Despite the estimated \$490 billion spending power within the disabled population, efforts to produce adaptive clothing have been slow.³ The continuous medicalization of clothing and other accessories over the years contributed to the isolation of the disabled community.³ This made them feel like they were isolated in a cultural wasteland where style and fashion were never even mentioned as part of their experience. Moving forward, differently abled consumers will be looking for clothes that make them comfy and confident.

The metaverse has witnessed a rapid rise in cyber fashion over the last two years. Video game skins, which account for an estimated \$40 billion market annually, have been most of the fashion world's investments in the metaverse so far.¹ For houses large and small, skins are an affordable and sustainable way to engage the fashion conscious gaming community and NFT holders who enjoy spending their currency in innovative and disruptive ways.¹



The global smart textiles market reached a value of 3.4 billion in 2019.² Looking forward, the market is expected to reach a value of 9.3 billion by 2025.² The emerging trend of smart textiles with wearable devices is one of the key factors driving the growth of the market. In the healthcare and sports sectors, smart textiles are increasingly being used to monitor muscle vibrations, regulate body temperatures, and provide protection from various hazards.²



VIRTUAL FASHION PUSHES CREATIVE EXPRESSION AT THE TAP OF A FINGER.

1. Jana, Rosalind. "The Metaverse Could Radically Reshape Fashion." Wired, Conde Nast, 11 Apr. 2022, <https://www.wired.com/story/extreme-fashion-metaverse/>. 2. Barrera, Thalia. Smart Textiles in Fashion: What They Are, Types & Exciting Examples. The Tech Fashionista, 27 June 2022, <https://thetechfashionista.com/what-are-smart-textiles-and-examples/>. 3. Fox-Suliaman, Jasmine. "Adaptive Clothing Is the Future, and These 3 Leaders Are Changing the Game." Who What Wear, Who What Wear, 21 Sept. 2021, <https://www.whowhatwear.com/adaptive-clothing>.

DESIGN PROCESS



Integrating connected smart solutions into clothing can improve quality of life and make wellness more accessible.



Original graphic print inspired by the popular SSX snowboarding video game.

COLOR PALETTE IDEAS

Palette will include bright colors for dopamine dressing

E-textiles will be researched that can control body heat and aid in improving athletic performance.



PRINTS WILL REPRESENT GAME SCENES.

Clothing will feature adaptive closures while still having attractive silhouettes.

MAGNETIC BUTTONS

WHY AREN'T THERE MORE POC ATHLETES IN WINTER SPORTS?

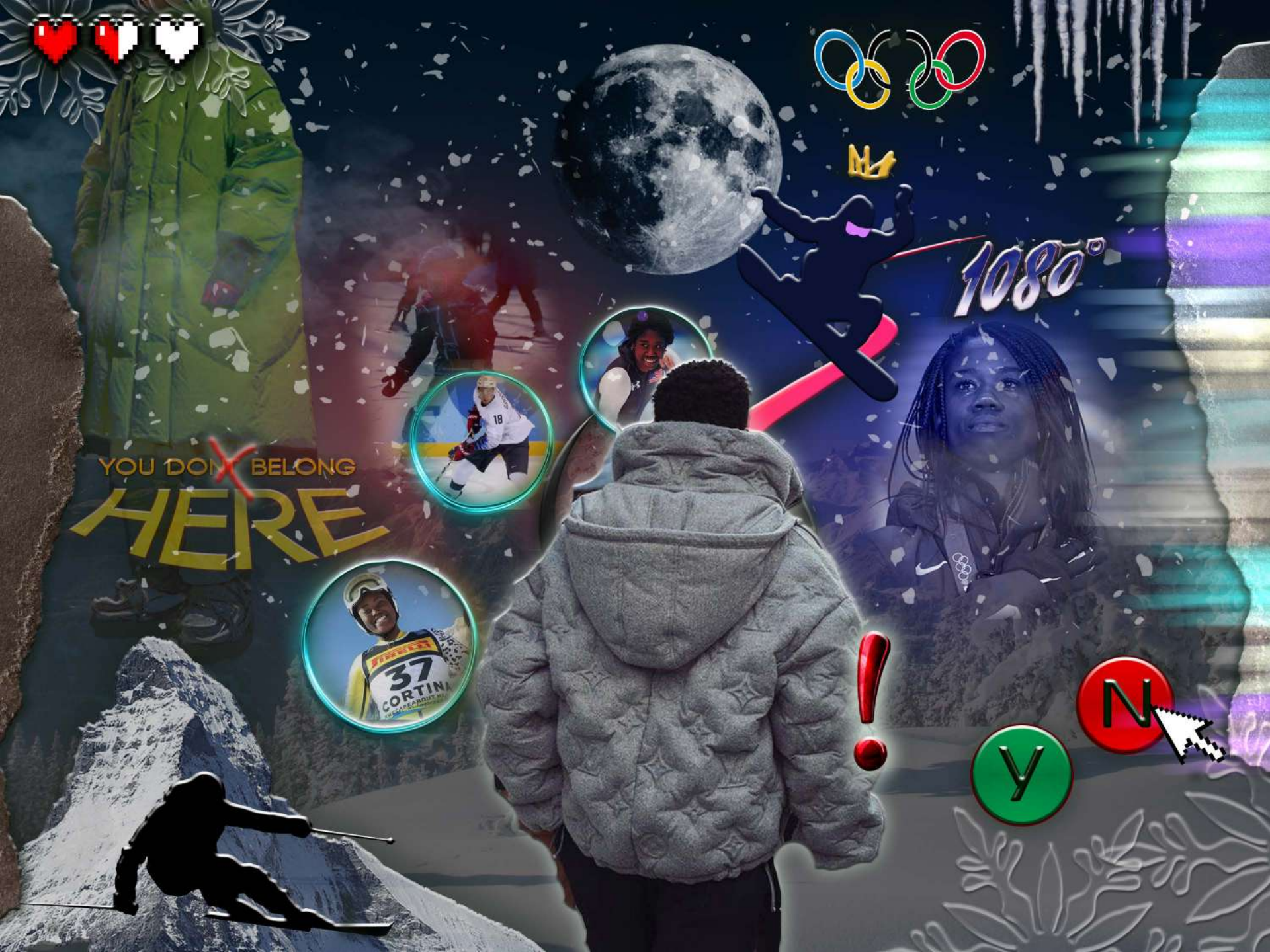
Aside from the obvious physical challenge of accessing mountainous terrain for winter sports, there are also economic factors such as equipment and lift tickets.





1080°

YOU DON'T BELONG
HERE



PRESS START ▶

SWATCHES

magnetic buttons designed to symbolize game characters.

FABRIC
BOARD

Seaweed
Lyocell

Recycled
Nylon

Recycled
Polyester

Recycled
Polyester

Recycled
Polyester

Recycled
Polyester

Cotton
Fleece

Seaweed
Lyocell

Recycled
Nylon

Recycled
Nylon

Stretch
Polyester

GAME BOY ADVANCE

COLOR
PALETTE

BUTTONS



With this collection, Patagonia keeps true to its sustainable initiatives by manufacturing performance wear using deadstock fabrics and newly developed biodegradable textiles. In the collection, Vitamin E and Calcium are woven into Seaweed Lyocell fibers, which provide health benefits to the wearer. When it makes contact with the skin, it provides moisture through these nutrients that are absorbed topically. Also included in these textiles will be smart technology that controls temperature in garments, monitors heart rates, tracks athletic performance, and even enhances human strength.

Aesthetically inspired by snow boarding video games, the collection will be based around a snowboarding video game created for promotional purposes with three people of color characters at the forefront.

PRINT

STORY 4



COLOR PALETTE

all are graphic placement prints



1. Recycled Nylon
2. 100% Cotton Terry
3. Merino Wool

SCREEN PRINT
ON PANTS
AND
JUMPSUIT

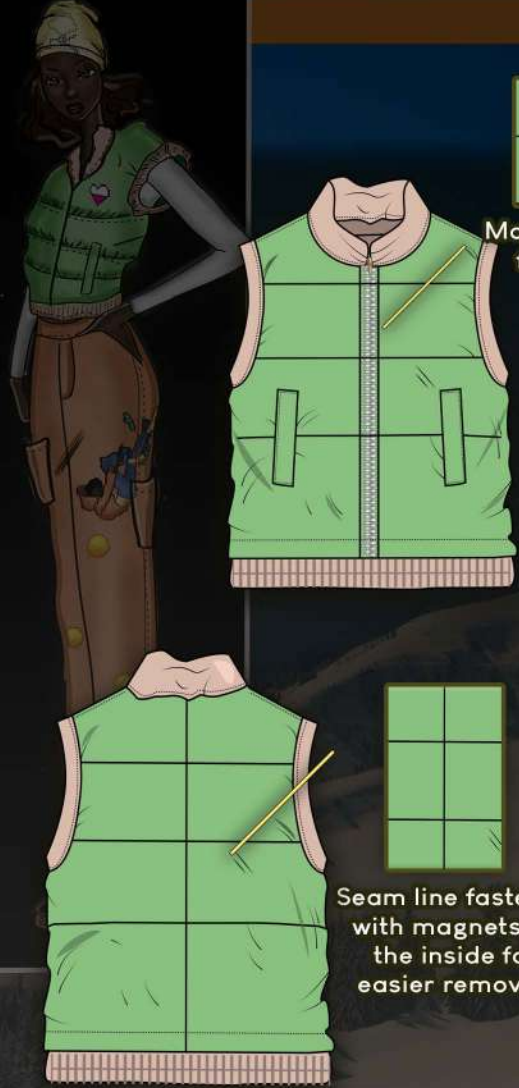
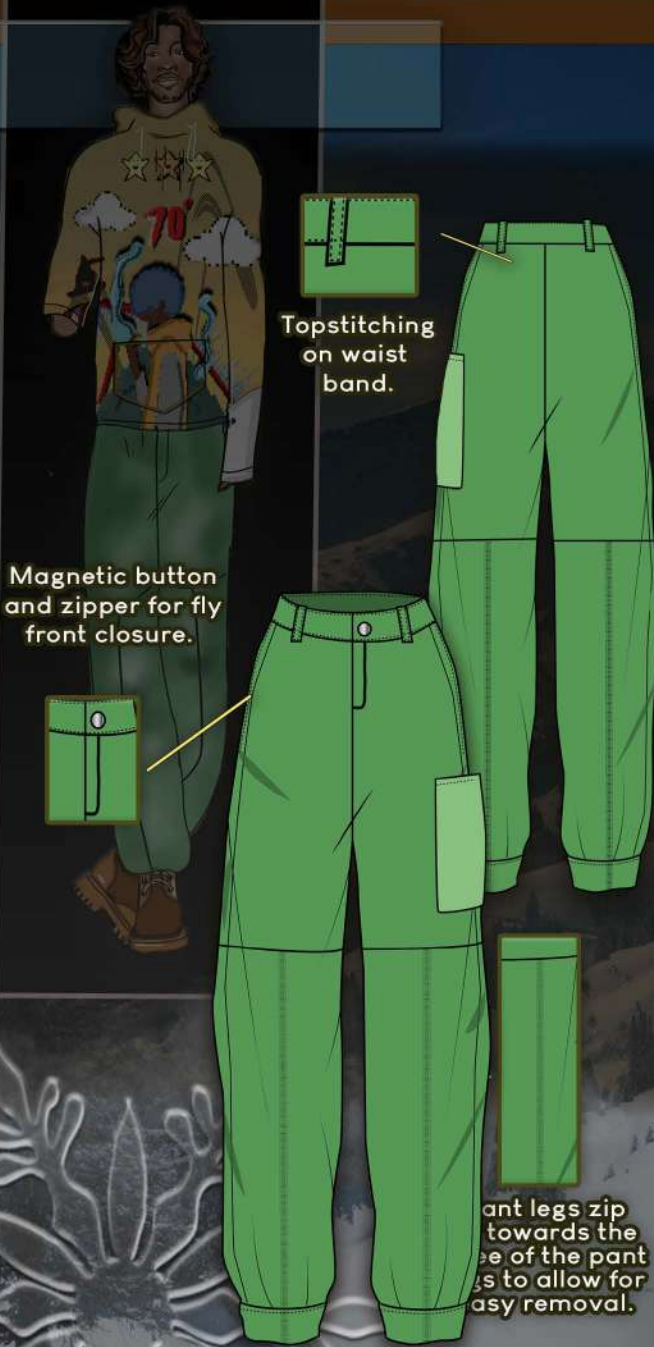








THE FLATS



The collection features garments with closures that enable differently-abled individuals to easily remove them while still maintaining aesthetically pleasing silhouettes and designs. A variety of jackets, shirts, and pants come equipped with magnetic buttons and zipper closures to simplify getting ready for an adventure.



OTHER KEY FEATURES

Certain pieces can emit heat inside the garments thanks to thin heating panels in desired areas. They can be controlled via Bluetooth and charge is supplied in a small battery pack that generates energy from kinetic movement in the wearer.

Other garments have integrated sensors such as ECG sensors that measure vitals including body temperature, heart rate, heart health, muscles, and respiratory health. This can help diagnosis as well as prevent injuries due to medical conditions or burnout.



THE GARMENTS IN THIS COLLECTION ALL FEATURE CLOSURES THAT ALLOW FOR THEM TO BE EASILY REMOVED FOR DIFFERENTLY ABLED PEOPLE. EXAMPLES OF THIS ARE SLEEVES, JACKET, AND PANT LEGS THAT ZIP OFF FROM MAGNETIC ZIPPERS OR CLOSE BY MAGNETIC BUTTONS. APART FROM THIS, THE GARMENTS ALSO ARE EMBEDDED WITH SMART TEXTILES THAT PROVIDE VARIOUS FEATURES THAT AID IN COMFORTABILITY AND ENHANCING ATHLETIC PERFORMANCE. ONE KEY FEATURE IN SOME OF THE GARMENTS ARE MONTION SENSORS THAT CAN DETECT OBSTACLES IN THE WAY TO PREVENT INJURY.

SPECIAL DESIGN 1

And lastly, the clothing also has the ability to build muscle strength due to weaving fabric together with artificial muscle fibers. This can help to support certain groups of disabled people to walk again.



THESE MAGNETIC BUTTONS REPRESENT EACH CHARACTER FROM THE VIDEO GAME SERIES AND THEIR POWER BOOSTS.

SPECIAL DESIGN 2



MOCKUP OF
VIDEO GAME



Throughout the collection, you will see prints that are based on the original video game series that inspired the designs. It features three main characters, two girls and one boy, all of whom are people of color. The game can be played on Patagonia's website and players can customize their avatar using garments from the actual collection to play alongside these three characters. By doing this, Steep is providing positive representations of people of color through its game and helping consumers connect with them. Additionally, it can contribute to the growth of the metaverse, a trend that is expected to continue in the upcoming years as it provides creative expression through digital platforms.



Each character has power boosts that can be used in game against competition which are Fire, Water, and Elemental Manipulation.




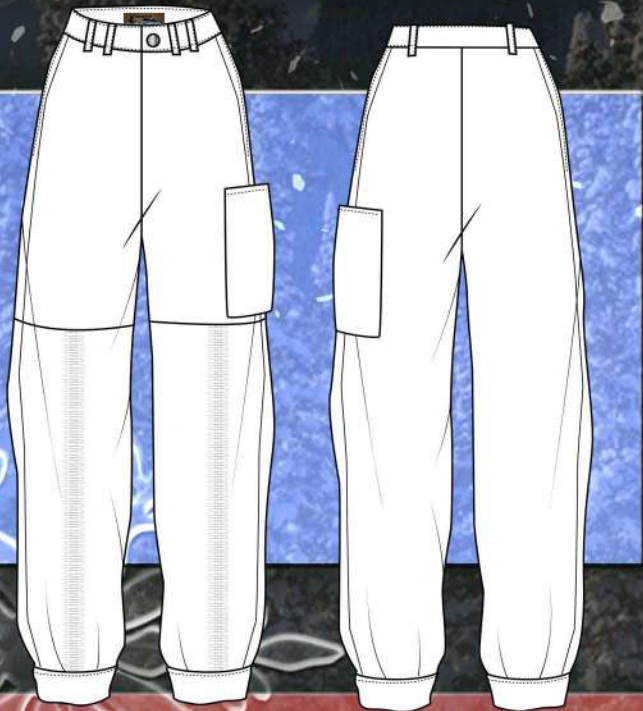
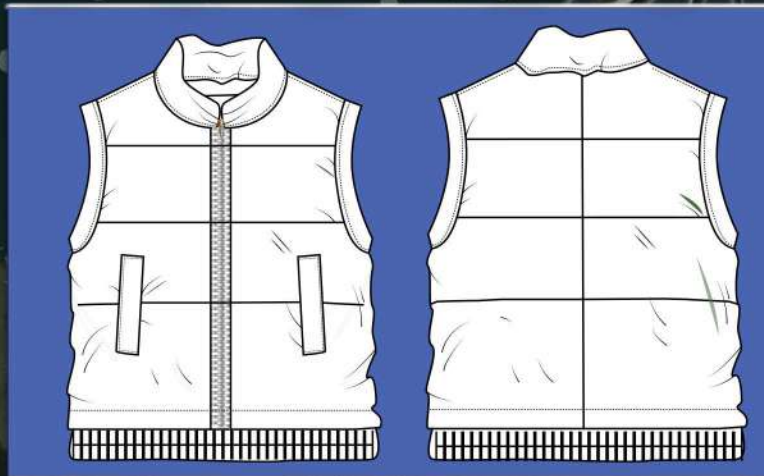
THE BIG THREE




RENDERED ON CLO3D

SPEC SHEET

		PRODUCTION SPEC SHEET				SEASON:	FALL/WINTER '25
REFERENCE #:	Puffer Jacket	DESCRIPTION:	Sleeveless Puffer				
STYLE #:	KXL #405	SIZE RANGE:	S-XL				
SAMPLE TYPE:	PRODUCTION	SAMPLE SIZE:	M				
		FACTORY:	MAG14				
POINT OF MEASURE (FLAT)		TOL +/-	S	M	L	XL	
A	FRONT LENGTH - HPS TO EDGE	1/2	27 1/2	28 1/4	29	30 1/2	
B	SHOULDER SLOPE	1/8	1 3/4	1 3/4	1 3/4	1 3/4	
C	ACROSS SHOULDER - SEAM TO SEAM	1/4	18	18 1/4	18 1/2	19	
D	ACROSS FRONT - MID ARMHOLE	3/8	17 1/2	18 1/2	19 1/2	20 1/2	
E	ACROSS BACK - MID ARMHOLE	3/8	18 1/4	19 1/2	20	21 1/4	
F	CHEST 1" BELOW ARMHOLE	3/8	21 1/2	22	24 1/2	25	
G	BOTTOM HEM OPENING	3/8	26	27 1/2	28	29 1/2	
H	BOTTOM HEM HEIGHT	1/8	2	2	2	2	
I	ARMHOLE ALONG SEAM - CURVED	1/4	13	14 1/4	15	15 3/4	
J	MUSCLE 1" BELOW ARMHOLE	1/4	8 3/4	9 3/8	10	10 5/8	
L	RIBBING LENGTH FROM ARMHOLE	1/4	2 1/2	2 1/2	2 1/2	2 1/2	
M	SLEEVE HEM HEIGHT	1/4	1/2	1/2	1/2	1/2	
N	COLLAR HEIGHT	1/8	3 1/2	3 3/4	4	4 1/4	
O	FRONT NECK DROP - HPS TO SEAM	1/8	2	2	2	2	
P	LOGO PLACEMENT CB	0	2	2	2	2	
Q	BACK NECK DROP - HPS TO SEAM	1/8	1 1/2	1 1/2	1 1/2	1 1/2	



		PRODUCTION SPEC SHEET				SEASON:	FALL/WINTER 2025
REFERENCE #:	Ski Pants	DESCRIPTION:	ADAPTIVE PANTS				
STYLE #:	KXL #406	SIZE RANGE:	S-XL				
SAMPLE TYPE:	PRODUCTION	SAMPLE SIZE:	M				
		FACTORY:	MAG14				
POINT OF MEASURE (FLAT)		Tol +/-	S	M	L	XL	
A	INSEAM	3/8	31	32	33	34	
B	WAIST WIDTH	1/2	30	32	34	36	
C	FRONT RISE	3/8	8 5/8	9 5/8	10 5/8	11 5/8	
D	BACK RISE	3/8	13 1/4	14 5/8	15	15 1/4	
E	WAISTBAND HEIGHT	3/8	1 1/2	1 1/2	1 1/2	1 1/2	
F	THIGH 1" BELOW CROTCH	1/2	23 1/4	24 3/8	25 3/4	26 5/8	
G	KNEE CIRCUMFERENCE	3/8	15	16 3/4	18 1/2	19 5/8	
H	ZIPPER FLY WIDTH	1/2	2 1/2	2 1/2	2 1/2	2 1/2	
I	CARGO PATCH WIDTH	1/2	7	7	7	7	
J	CARGO PATCH HEIGHT	1/2	8 1/2	8 1/2	8 1/2	8 1/2	
K	FLY LENGTH	3/8	7	7	7	7	
L	LEG OPENING	3/8	11 1/2	12 1/4	13	13 3/4	
M	BELT LOOP LENGTH	1/4	2	2	2	2	
N	BELT LOOP WIDTH	0	1/2	1/2	1/2	1/2	
O	ZIPPER LENGTH	0	6 1/2	6 1/2	6 1/2	6 1/2	
P	ZIPPER LENGTH FROM KNEE	1/2	18	19	20	21	
Q	CROTCH WIDTH	1/4	4	4 1/2	5	5 1/2	

**COLOR CAD / MATERIALS LIST****SEASON:**

FALL/WINTER '25

REFERENCE #: Ski Pants**DESCRIPTION:** Adaptive Pants**STYLE #:** KXL #406**SIZE RANGE:** S-XL**DETAIL TYPE:** PRODUCTION**SAMPLE SIZE:** M**FACTORY:** MAG14**COLOR AND BOM****SHEET**

REF	FABRIC Quality/Content			
A	2 Layer GoreTex 100% Recycled Nylon			
B	Thermogreen 100% Recycled Poleyester Fabric			
C				
PLACEMENT/MATERIALS		COLOR WAY #004	COLOR WAY #005	COLOR WAY #006
A - FRONT, BACK, WAISTBAND, POCKETS		FERNGREEN	GINGER	ROSE GOLD
B - INSIDE LINING		FERNGREEN	GINGER	ROSE GOLD
B - INSIDE LINING		MINT	SANDSTONE	BLUSH
THREAD @ MAIN BODY		LIGHT GREEN	LIGHT ORANGE	LIGHT PINK

Type	Item	Description	Content / Composition	Width/Weight/Size	Quantity	Placement
SELF FABRIC	Self Fabric	2 Layer GoreTex Fabric	100% Recycled Poleyester	36" wide	3 yds	Body & Sleeves
COMBO 1	Fabric Combo	Rib Knit Poleyester	50/50 Poly/Cotton	36" wide	1/2 yd	Cuffs
LINING	Lining	Thermogreen Fabric	100% Poleyester	36" wide	2 yds	Main Body
TRIM						
	Button 1	Magnetic Buttons	Neodymium Magnets	1/2" wide	8	Back Seam & Front Pockets
	Zipper 1	Magnetic Zipper	Plastic coil Embedded w/Magnets	1/2" wide	1	Front Zipper
THREAD / STITCHING						
	Thread	Gutermann Sew-All Thread	Cotton covered poly	40	As per requirement	All seams
	Embroidery	Coats & Clark Embroidery	100% Poleyester	40	As per requirement	Embroidery Patch
LABEL						
	Brand Label	Screen Printed brand label	100% Recycled Poly	See art for full spec	1	Inside CB neckline
	Fabric Label	Woven fabric label	100% Recycled Poly	See art for full spec	1	Side Seam
	Size Label	Woven fabric label	100% Recycled Poly	See art for full spec	1	Inside CB neckline
	Care Label	Screen Printed brand label	100% Recycled Poly	See art for full spec	1	Side Seam



COLOR CAD / MATERIALS LIST

SEASON: FALL/WINTER '25

REFERENCE #: PUFFER JACKET

DESCRIPTION: SLEEVELESS PUFFER

STYLE #: KXL #405


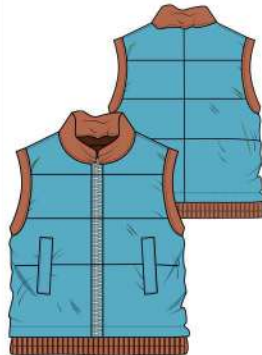

SIZE RANGE: S-XL

DETAIL TYPE: PRODUCTION

SAMPLE SIZE: M

FACTORY: MAG14

COLOR AND BOM SHEET

REF	FABRIC Quality/Content			
A	2 Layer GoreTex 100% Poleyester			
B	50/50 Cotton/Poly Rib Knit			
C	Thermogreen 100% Poleyester			
PLACEMENT/MATERIALS		COLOR WAY #001 Forest Green	COLOR WAY #002 Burnt Orange	COLOR WAY #003 Pink Lavender
A - MAIN BODY NECK TAPING		FOREST GREEN	BURNT ORANGE	PINK LAVENDER
B - COLLAR		ROSE GOLD	AQUAMARINE	CLOUDY GRAY
THREAD @ MAIN BODY		LIGHT PINK/GREEN	LIGHT ORANGE/BLUE	LIGHT PINK/GRAY
C - Lining		BLUSH	BABY BLUE	ROSE GOLD

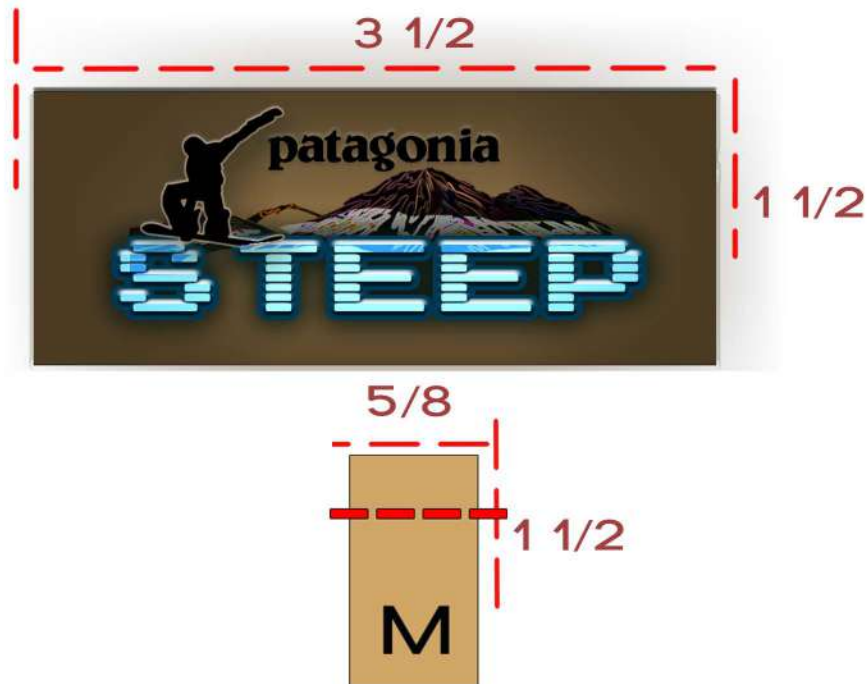
Type	Item	Description	Content / Composition	Width/Weight/Size	Quantity	Placement
SELF FABRIC	Self Fabric	2 Layer GoreTex Fabric	100% Recycled Nylon	36" wide	3 yds	Legs & Waist
	Lining	Thermogreen Fabric	100% Recycled Poleyester	36" wide	2 yds	Legs & Waist
TRIM	Button 1	Magnetic Button	Neodymium Magnets	1/2" wide	1	Waistband Closure
	Zipper 1	Magnetic Zipper	Plastic coil Embedded w/Magnets	1/2" wide	1	Fly Front Closure
	Zipper 2	Magnetic Zipper	Plastic coil Embedded w/Magnets	1/2 wide"	2	Front of pant from knee down.
THREAD / STITCHING	Thread	Gutermann Sew-All Thread	Cotton covered poly	40	As per requirement	All seams
	Thread	Gutermann Sew-All Thread	Cotton covered poly	40	As per requirement	All seams
LABEL	Brand Label	Screen Printed brand label	100% Recycled Poly	See art for full spec	1	CB Seam
	Fabric Label	Woven fabric label	100% Recycled Poly	See art for full spec	1	Side Seam
	Size Label	Woven fabric label	100% Recycled Poly	See art for full spec	1	CB Seam
	Care Label	Screen Printed care label	100% Recycled Poly	See art for full spec	1	Side Seam

LABEL AND HANGTAG

0 MHIDARY & COMPANY INC.	Label & Hangtag		SEASON:	FALL/WINTER '25	
	REFERENCE #:	JACKET & PAN	DESCRIPTION:	SKI PANTS & SLEEVELESS PUFFER	
	STYLE #:	KXL #405	SIZE RANGE:	S-XL	ISSUE DATE:
	DETAIL TYPE:	PRODUCTION	SAMPLE SIZE:	M	10/14/2022
			FACTORY:	MAG14	
LABEL - NOT ACTUAL SIZE ART WORK					



FRONT



BACK

Accessibility is the main barrier to inclusion in all sports, not just snow sports. But the issues highlight themselves in this space.¹ Aside from the obvious physical challenge of accessing mountainous terrain for winter sports, there are economic factors to consider – namely, equipment and lift tickets, neither of which are cheap.¹

A 2019 survey of parents done by Utah State University and the Aspen Institute found that two winter sports – skiing and ice hockey – were the two most expensive sports of the 21 they asked about.¹ They were also the only two winter sports surveyed. The average family spends more than \$2,500 on ice hockey costs in a year.¹ The skiing and snowboarding price was \$2,249.¹ That's more than three times the average cost for all sports annually (\$693). In 2017, the average U.S weekend window lift ticket price was \$122.30.

According to data from Aspen's Reimagining School Sports Initiative, compiled via national survey of about 6,000 high school students, only 1% of Black students said they skied or snowboarded outside of school.¹ The number was 0% for hispanic students, but 4% for white kids.¹ For ice hockey, it was 1% for both races, and three times higher for white people.



1. Bumbaca, Chris. Opinion: Where Are the People of Color at the Winter Olympics? USA Today, Gannett Satellite Information Network, 6 Feb. 2022, <https://www.usatoday.com/story/sports/olympics/beijing/2022/02/05/where-people-color-winter-olympics/9257293002/>.

In the next version of the internet, the boundaries separating our digital lives from our physical ones will become increasingly blurred with the introduction of the metaverse, which will serve as a bridge between these two realms of reality.¹ This melding of the real world and the digital online one will be further spurred as technologies like augmented and virtual reality (AR/VR) evolve to become more sophisticated and accessible.¹

The metaverse is made up of three categories: Games, social media, and digital services. Talking about fashion in the metaverse, it is flexible as it can adjust itself into all three categories in some way.² From the outfit of an avatar in game, giving people the ability to interact virtually with a brand to digital services to shop your best suited fashion clothing that you will be able to wear in the real world.² The demand for digital clothing has been growing exponentially owing to the rise in popularity of online shopping.

Blockchain technology can also be used to create a metaverse where people can buy, sell, or trade items from their favorite designers without having to worry about counterfeit goods or illegal activities.² By doing this, blockchain technology will make it impossible to counterfeit the designs made by fashion companies as it continues to be explored in the future.²



1. Tashjian, Rachel. Why Is Fashion so Obsessed with the Metaverse? GQ, 2 Dec. 2021, <https://www.gq.com/story/metaverse-fashion-explainer>.

2. Jana, Rosalind. "The Metaverse Could Radically Reshape Fashion." Wired, Conde Nast, 11 Apr. 2022, <https://www.wired.com/story/extreme-fashion-metaverse/>.

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