



FASHION

A constantly evolving cultural and social phenomenon;

Reflects identity, values, and historical contexts;

For Simmel, it is a continuous cycle of imitation and innovation;

For Foucault and Barthes, fashion is an artistic expression and system of meanings;



FASHION

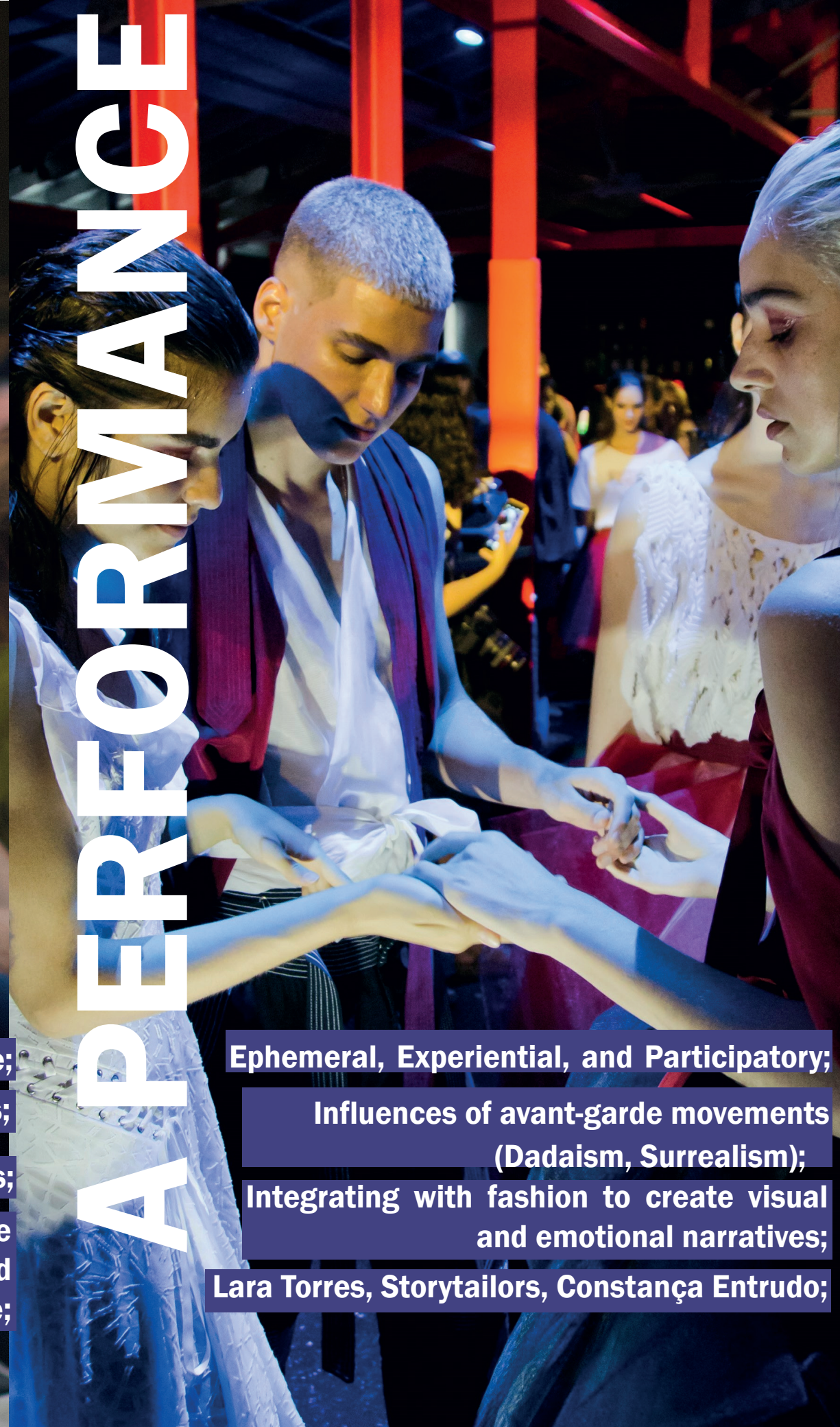
SHOW

A hybrid space between art and performance;

Platform for visual and emotional narratives;

The fashion show reflects cultural values and contexts;

By incorporating performative elements, its expressive dimension is expanded, bringing it closer to an artistic and three-dimensional language;



A PERFORMANCE

Ephemeral, Experiential, and Participatory;

Influences of avant-garde movements (Dadaism, Surrealism);

Integrating with fashion to create visual and emotional narratives;

Lara Torres, Storytailors, Constança Entrudo;



NEW MEDIA

Digital revolution redefines fashion production, consumption, and promotion;

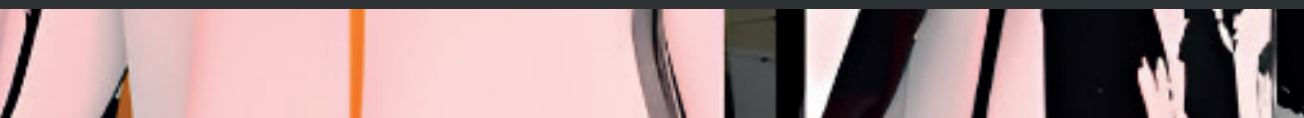
Digital fashion and the Metaverse emerge as new creative territories ;

New Media (Manovich)

It notes that the impact of digital technologies is causing an even broader and deeper transformation in the way culture is produced, distributed, and communicated;

Fuery, 2017

New Media = cultural rupture, not just technical;
A space for new ideas, emerging practices, and cultural redefinition;



Digital Fashion and Metaverse (Kawamura, 2023)

Fashion in the Metaverse as a new creative space;
Globalization of fashion on digital platforms;
Experimenting with new production and distribution techniques;

