

# Metaverse Fashion

Digital fashion is going to change the entire industry in just a few short years. Today, interactive 3D can depict any garment, texture, or accessory exactly as it appears in real life, and then place it within a photoreal environment, opening up a new world of virtual fashion shows, collaborative design, immersive retail experiences, and the metaverse. Soon customers will shop for clothes online by clicking on a fashion item and uploading a picture of themselves in order to receive a picture back with you actually wearing the item. Other technology using Augmented Reality will allow you to see in real time what items look like on you using AI / 3D Technology. This will ultimately lead to digitalization of fashion industry stores where consumers will be able to walk through virtual stores via their VR headset and other devices. It is important to have a virtual fashion library because it is becoming industry standard and can save brands time and money, while also being innovative.

## Tech Pack

All professional virtual fashion designers understand that a tech pack is needed by manufacturers.

- Garment sketch
- Spec sheet with garment measurements
- Technical sketch
- Grading
- Other design details such as types of fabrics.

## Mannequin

- Once we have all the fabric information we next need to make the mannequin. This is necessary even if you will showcase your virtual clothes without an avatar. It is critical to have the exact size measurements to create the right digital avatar for your digital clothing. The desired body can be fully replicated on a 3D avatar and adjusted within a few edits. This makes it perfect commercial usage.

## 3D Model the base shape of the garment

- To create a base shape of the garment in 3D you can use softwares; [CLO 3D](#), [Zbrush](#) or [Marvelous Designer](#). This all depends on how complex the digital clothing is. The important aspect is to get the folds right and how fabrics look when it expands and overlays an object. Rotary patterns, fringes, and anything related to jewelery are created in a different software. Therefore, both will be handled separately to achieve the best results.

## Bringing everything together

- Next is to pose your avatar (mannequin) so that your garment can float and look realistic. This requires bringing both the element embroidery patterns and also the base shape onto your avatar to fit everything perfectly. Then you will simulate the whole thing in from a t-pose into your final pose.

## Export the Digital Clothing for Rendering

- The final step is to export everything created into your rendering engine. Here you have a number of options, depending on your computer. Here you can find a [list of your options and requirements](#).