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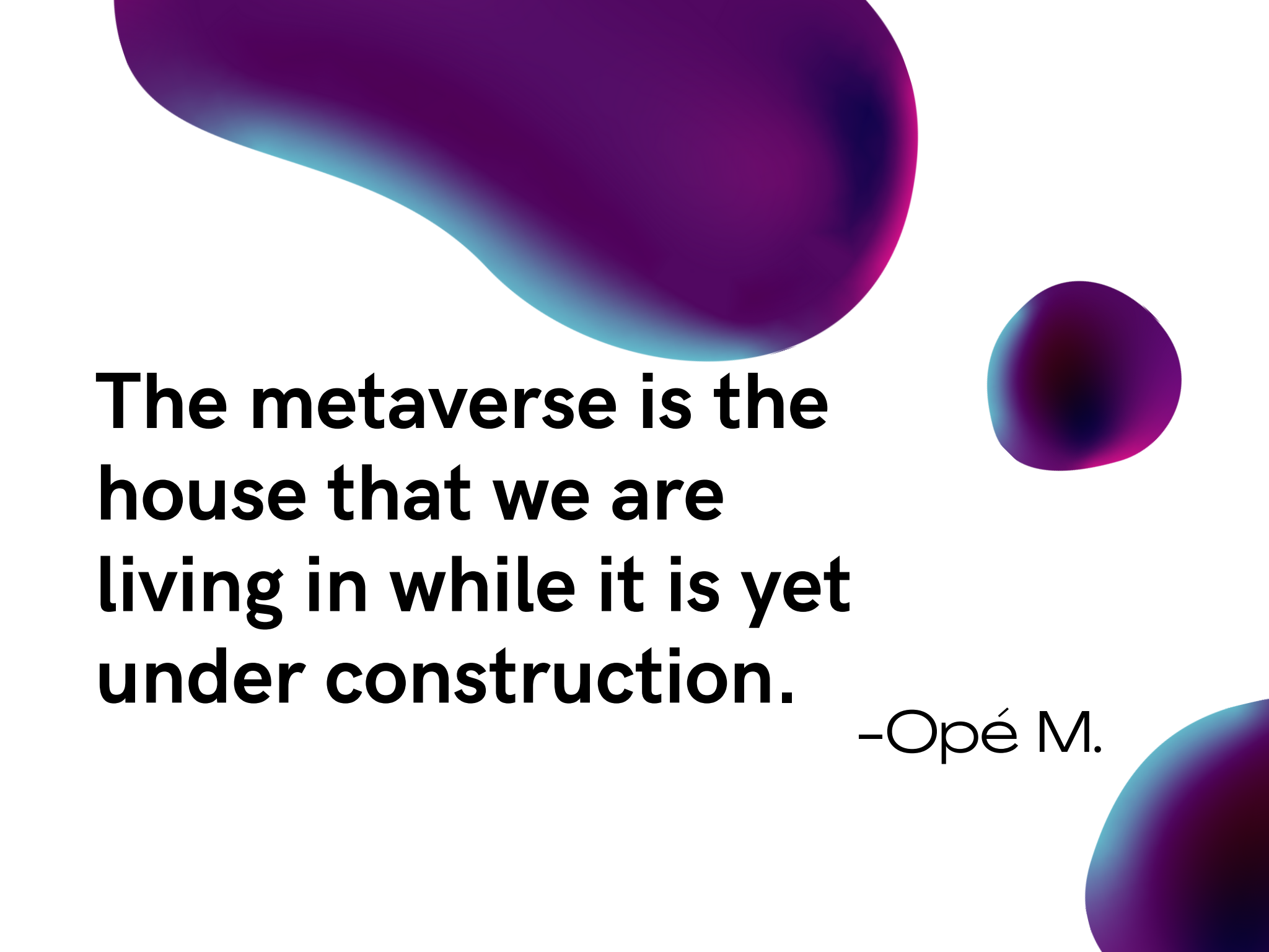
Metaverse Basics for Fashion Friends.

01

What is metaverse?

The term "Metaverse" refers to a virtual universe or collective virtual shared space that is created by the convergence of digital technology, virtual reality (VR), augmented reality (AR), and the internet. It is an immersive, interactive, and interconnected virtual environment where users can engage with each other and with digital objects in real-time.

In the Metaverse, users can explore, socialize, work, play, and engage in various activities using digital avatars or virtual representations of themselves. It goes beyond traditional online platforms by offering a more immersive and interconnected experience, blurring the boundaries between the physical and digital worlds.

The background features several abstract, organic shapes in a gradient of purple and blue. A large, irregular shape is at the top left, a smaller circle is on the right, and another large shape is at the bottom right.

**The metaverse is the
house that we are
living in while it is yet
under construction.**

-Opé M.



02

What is AR?

Augmented reality (AR) is like adding digital elements, such as images, videos, or information, onto the real world to make it more interactive and engaging. It lets you see the real world around you through a device, like a smartphone or glasses, while also displaying virtual objects or information on top of it. It's like a blend of the real world and a computer-generated world, where you can see and interact with both at the same time. AR can be used for games, educational purposes, navigation, and much more

Uses of Augmented Reality in Fashion

Examples

Virtual Try-On like Snapchat,
Virtual Styling like Walmart,
Virtual Showrooms
like Dress X and Zero 10,
Enhanced In-Store Experiences
and more.

03

What is VR?

Virtual Reality (VR) is like stepping into a different world through special goggles or headsets. It's a technology that uses computer-generated environments to make you feel like you're somewhere else. With VR, you can see and hear things that aren't actually there. It's like being inside a video game or a movie. You can explore different places, play games, or even try on virtual clothes. VR lets you have fun and experience things in a whole new, exciting way!

Uses of Virtual Reality in Fashion

Examples

Avatars, Wearables like Ready Player Me, Virtual Fashion Shows, Virtual Showrooms and Retail Spaces, Design and Prototyping.

04

What is an NFT?

NFTs or Non-Fungible Tokens, are like exclusive certificates for unique digital fashion items. They use special technology called blockchain to ensure that these digital fashion pieces are one-of-a-kind and cannot be copied.

NFTs allow fashion creators to sell and collectors to own digital fashion designs, outfits, or accessories that are limited and special. It's a new way for the fashion industry to embrace the digital world and for fashion enthusiasts to own and trade unique digital fashion pieces that are truly one-of-a-kind.

Uses of NFTs in Fashion

Examples

Digital Collectibles, Authenticity and Provenance, Limited Edition Releases, Collaborations and Licensing and more.



05

What is MR?

Mixed Reality is a technology that brings digital things into the real world and makes them feel like they're part of our everyday reality.

You wear special glasses or use a headset that shows you both the real world and the virtual objects at the same time. With Mixed Reality, you can have virtual things appear in your real environment and interact with them. For example, you can see a virtual character sitting on your couch or play a virtual game on your table. The virtual objects look like they're really there, and you can move around and see them from different angles.

06

What is AI?

AI or Artificial Intelligence refers to the development of computer systems or machines that can perform tasks that typically require human intelligence. It involves creating intelligent algorithms and models that enable computers to analyze data, learn from it, make decisions, and perform actions.

AI In the fashion world, They can look at fashion data, learn from it, and do things like suggest outfits, understand what people say about fashion, and even create new designs. AI can help make fashion better, faster, and more exciting!

Uses of Artificial Intelligence in Fashion

Examples

Fashion Design like Midjourney,
Trend Analysis and Forecasting,
Personalized Recommendations,
Visual Search and Image
Recognition, Information
Resources like Chat GPT and more.

In conclusion, we can continue using all of the technology we have learned about here as tools to help us continue to more efficiently increase our output.

I have found that the deep dive all of the technology and seeing where you land as an area of focus is the best.

Happy Diving!
Opé