

FASHION BUSINESS VOICES



www.fashionbusinessvoices.com

FASHION
DESIGNERS

FASHION
BUSINESS

THREAD TO
TREND

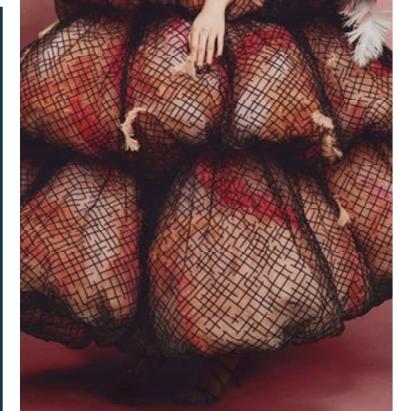
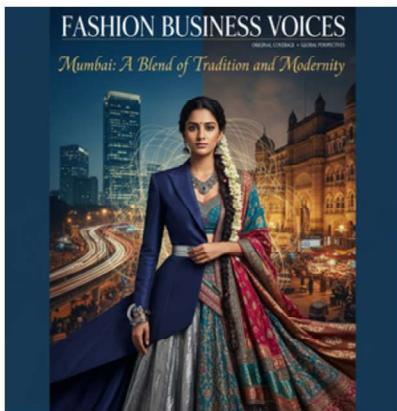
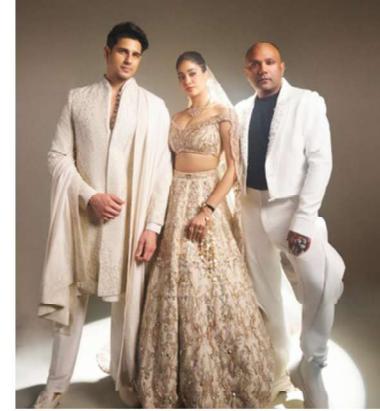
EMERGING
FASHION
CAPITALS

TECHNOLOGY
IN FASHION

SUSTAINABLE
FASHION

VOICES
2025

ISSUE #1



D EAR READERS,



Welcome to this edition of *Fashion Business Voices*—a space where creativity, entrepreneurship, and style intersect. As the Editor-in-Chief, I feel privileged to guide this magazine, which is not just about trends, but about the stories, strategies, and innovators shaping the future of fashion.

When I envisioned this magazine, my goal was simple: to create a platform that celebrates originality, empowers emerging talent, and provides actionable insights for anyone passionate about the fashion industry. Every page is crafted to inspire—from in-depth features on sustainable practices and innovative business models, to profiles of designers who are redefining creativity and leadership in fashion.

Fashion is evolving faster than ever, and it's no longer only about aesthetics. It's about purpose, vision, and strategy. In this edition, we explore the rise of digital fashion commerce, sustainable innovations, and the bold steps brands are taking to remain relevant and responsible. More importantly, we highlight stories that motivate you to take your own ideas and ambitions seriously—whether you're building a business, launching a design career, or simply seeking inspiration.

My vision for *Fashion Business Voices* is to be a magazine that feels like a trusted companion for everyone in the fashion ecosystem—educators, entrepreneurs, designers, and enthusiasts alike. A place where creativity meets strategy, ideas meet execution, and every voice matters.

Thank you for being part of this journey. Your curiosity, feedback, and engagement are what drive us to innovate and push the boundaries of fashion media. I hope this edition inspires you, empowers you, and reminds you that the future of fashion is as limitless as your imagination.

With inspiration and gratitude,

Krishnaarti Vishwakarma

Editor-in-Chief,

Fashion Business Voices

A handwritten signature in black ink that reads "Krishnaarti Vishwakarma". The signature is fluid and cursive, with "Krishnaarti" on the left and "Vishwakarma" on the right, connected by a diagonal line.

Editor-in-Chief



Krishnaarti Vishwakarma

Founder & Editor-in-Chief

Founder of Fashion Business Voices and Fashion Style Haute Couture, Krishnaarti Vishwakarma is a visionary fashion designer, mentor, and trend forecaster dedicated to shaping the future of style. With a keen eye for innovation and a passion for empowering creativity, she blends design expertise with strategic business development—guiding brands and individuals to thrive in an ever-evolving fashion landscape. Through her work, Krishnaarti champions a powerful fusion of style and strategy, inspiring the next generation of fashion leaders

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The future of fashion is unfolding in unexpected places—where culture, creativity, and innovation meet to redefine style.

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For decades, Paris, Milan, New York, and London have ruled fashion. But today, creativity is spreading beyond the "Big Four." A new wave of cities is redefining style—mixing heritage, innovation, and bold ideas.

Emerging Fashion Capitals





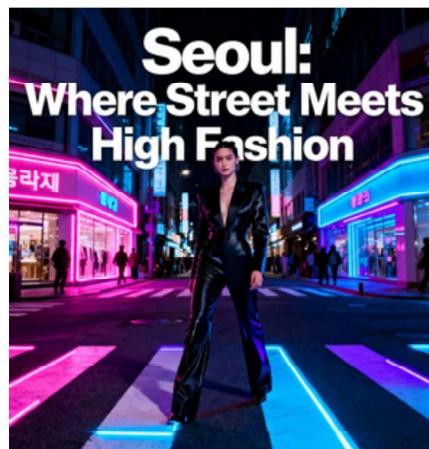
Shanghai The New Luxury Frontier

China's fashion capital, Shanghai, is no longer just a consumer market—it's a creator market. The city is fostering a new generation of luxury designers who combine Chinese heritage with global design language. Shanghai Fashion Week is now one of the world's fastest-growing,

attracting international buyers and media. With China's strong e-commerce ecosystem, Shanghai is shaping how fashion is discovered, purchased, and experienced online.

Seoul Where Street Meets High Fashion

Seoul has transformed itself into a global style laboratory. Known for its futuristic streetwear, bold colors, and K-pop influence, the city has become a magnet for young designers and international brands alike. Seoul Fashion Week is gaining international attention, and local designers are blurring the lines between luxury and street culture. The rise of K-beauty and Korean entertainment also fuels Seoul's influence, making it a true trendsetter for Gen Z and beyond.



Copenhagen The Sustainability Powerhouse

Copenhagen has positioned itself as the epicenter of sustainable fashion. With Copenhagen Fashion Week leading the charge, brands here focus on eco-friendly practices, slow fashion, and innovative materials. Scandinavian minimalism blends with modern functionality, creating timeless styles. What sets Copenhagen apart is not just the design aesthetic, but the commitment to a cleaner and more responsible fashion industry—making it a global inspiration.



Mexico City Color, Craft, and Culture

Mexico City is emerging as a vibrant hub that celebrates cultural heritage while embracing modern design. Known for its bold colors, artisanal craftsmanship, and storytelling through fashion, it offers something unique in the global market. Local designers are reclaiming indigenous techniques and reinterpreting them for contemporary collections. The city's fashion scene is fueled by creativity, resilience, and a deep respect for heritage—qualities that resonate worldwide.

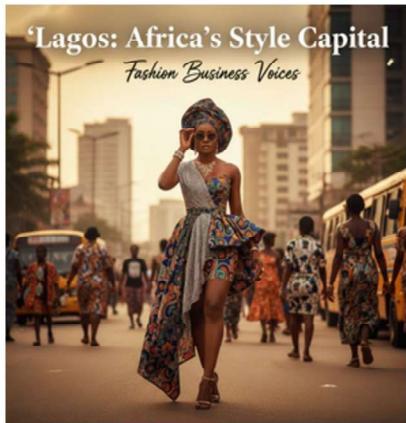
The rise of these emerging fashion capitals proves that the future of style is no longer confined to the “Big Four.” Fashion today is more democratic, diverse, and dynamic than ever. As these cities grow, they bring fresh energy and new perspectives that enrich the global fashion ecosystem.

Fashion's future is diverse, democratic, and dynamic. These cities are not just following trends—they are setting them.

Dubai The Future of Luxury Fashion

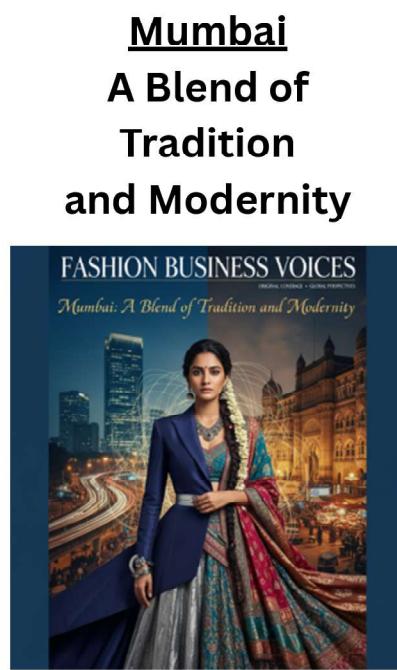
Dubai has quickly risen as a luxury fashion hub, attracting both international designers and homegrown talent. Known for its extravagant shopping districts and glamorous style, Dubai is now positioning itself as a global fashion marketplace. With a blend of Middle Eastern traditions and cutting-edge design, the city has become a crossroad for East and West. The Dubai Design District (d3) and Arab Fashion Week are making the city a must-watch on the global fashion calendar.



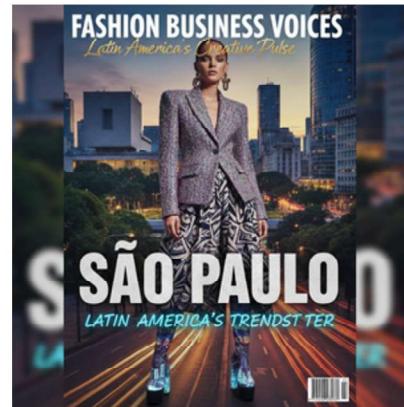
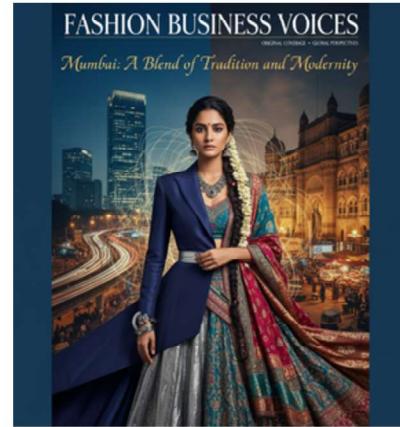


Lagos Africa's Style Capital

Lagos has become Africa's loudest voice in fashion. Its designers are making waves globally with bold prints, powerful silhouettes, and unapologetic confidence. Lagos Fashion Week showcases the richness of African textiles while encouraging innovation and sustainability. With Nigeria's youth-driven population, fashion here is energetic, entrepreneurial, and fearless. Lagos is not just representing Africa—it's rewriting the rules of global fashion.



Mumbai A Blend of Tradition and Modernity



São Paulo Latin America's Trendsetter

Mumbai is India's beating heart of fashion. It's where Bollywood glamour meets contemporary design, and where centuries-old textiles merge with global runway trends. Designers from Mumbai are bringing Indian crafts—like embroidery, handloom, and dyeing—into the modern fashion narrative. With India's booming middle class and creative talent, Mumbai is on its way to becoming a global fashion influencer.

Brazil's São Paulo is the heart of South American fashion. Known for its bold use of color, fluid silhouettes, and innovative street style, the city is a playground for creativity. São Paulo Fashion Week highlights the diversity of Brazilian culture, mixing indigenous influences with contemporary global trends. Its designers are also leading conversations around inclusivity and representation in fashion, giving Latin America a powerful voice in the industry.

SUSTAINABLE FASHION

Shaping the Future of Style and Business

The fashion industry is undergoing a transformation—one that is not just about aesthetics but about responsibility, innovation, and impact. In recent years, sustainability has moved from being a niche concern to a defining force shaping the future of global fashion. For designers, brands, and consumers alike, the question is no longer whether sustainability matters but how it is being implemented.



Why Sustainability Matters in Fashion

The fashion sector is among the largest industries in the world, but it also leaves behind a massive environmental footprint. From water-intensive cotton cultivation and chemical dyes to textile waste piling up in landfills, the industry contributes significantly to pollution and climate change.

Consumers, particularly Gen Z and Millennials, are now asking hard questions: Who made my clothes? What materials were used? What happens after I discard them? Their voices are pushing brands to rethink production models and take accountability for their supply chains.



*Fashion is evolving.
Sustainability ensures it doesn't
just look good—it does good.*

KEY PILLARS OF SUSTAINABLE FASHION

Eco-Friendly Materials

From organic cotton, hemp, and bamboo to cutting-edge innovations like pineapple leather (Piñatex) and lab-grown textiles, sustainable fashion starts with the fibers. These alternatives reduce dependence on fossil fuels and harmful chemicals.

Ethical Production

Beyond materials, fair wages and safe working conditions are crucial. Transparency in supply chains ensures that sustainability is not just about the planet but also about the people who make our clothes.

Circular Fashion

The rise of recycling, upcycling, and clothing rental platforms reflects a shift from the take-make-dispose model to a circular one. Brands are exploring buy-back programs and second-hand reselling to extend garment lifecycles.

Slow Fashion Movement

Countering the fast fashion culture, slow fashion emphasizes quality over quantity. It encourages consumers to buy less, choose timeless designs, and cherish their garments longer.



INNOVATION DRIVING CHANGE

Technology is playing a game-changing role in sustainable fashion. 3D printing, AI-driven design, and digital sampling reduce fabric waste in the design process.

Blockchain offers traceability, allowing consumers to track garments from fiber to store shelf. Meanwhile, new dyeing technologies are cutting water use by up to 90%.

The Business Advantage

Sustainability is no longer just a moral obligation—it's a business strategy. Brands adopting eco-conscious practices are building stronger trust and loyalty with consumers. Investors, too, are showing growing interest in companies with strong Environmental, Social, and Governance (ESG) commitments. Small boutique labels and luxury houses alike are finding that sustainability can differentiate them in an increasingly crowded marketplace.



The Consumer's Role

While brands carry major responsibility, consumers also hold power. Choosing to support ethical labels, caring for clothes properly, and embracing second-hand or rental fashion are ways individuals can contribute to change. Fashion is not just about what we wear—it's about the values we choose to express.



Sustainable fashion is more than a trend; it is the foundation of the industry's future. As innovation accelerates and awareness deepens, we are moving toward a fashion ecosystem that balances creativity with consciousness.

The runway of tomorrow will not only showcase style but also tell a story of responsibility, resilience, and respect—for people, planet, and generations to come.



Technology in Fashion

Redefining Creativity and Consumer Experience

Fashion has always been a reflection of culture, innovation, and lifestyle, but today, technology is revolutionizing the very foundation of the industry. From conceptual design to the final purchase, digital tools and advanced manufacturing methods are reshaping how fashion professionals work and how consumers experience style. Three major technological trends—AI design tools, virtual try-ons, and 3D printing—are driving this transformation, offering unprecedented opportunities for creativity, sustainability, and personalization.

AI Design Tools

Creativity Amplified

ARTIFICIAL INTELLIGENCE (AI) IS NO LONGER A FUTURISTIC CONCEPT IN FASHION—IT IS ACTIVELY TRANSFORMING DESIGN PROCESSES. AI-POWERED DESIGN TOOLS CAN ANALYZE VAST DATASETS, INCLUDING FASHION TRENDS, CONSUMER PREFERENCES, AND SOCIAL MEDIA INSIGHTS, TO SUGGEST COLOR PALETTES, PATTERNS, AND EVEN ENTIRE GARMENT DESIGNS.

FOR INSTANCE:

- **Automated Pattern Generation:** Tools like Heuritech or Fashwell can generate multiple design iterations within minutes, allowing designers to experiment with innovative styles without starting from scratch.
- **Predictive Trend Forecasting:** AI systems can anticipate trends by analyzing millions of social media posts, runway images, and retail data, helping brands create collections that resonate with consumers before the season even begins.
- **Enhanced Personalization:** AI can customize designs based on consumer body measurements, style preferences, and purchase history, enabling bespoke fashion at scale.



For designers, this means more time to focus on creativity and storytelling, while brands gain a competitive edge through data-driven decision-making. Behind the scenes, AI acts as a collaborator, merging intuition with computational intelligence.

Virtual Try-Ons

Bridging Digital and Physical Worlds

Consumer behavior is shifting towards digital-first experiences, and virtual try-ons are bridging the gap between online shopping and physical fitting rooms. Using augmented reality (AR) and computer vision, customers can "try on" clothes and accessories through apps or in-store kiosks. Key innovations include:

- **AR Mirrors in Retail Stores:** Brands like Zara and Adidas use AR mirrors to overlay garments on shoppers in real-time, reducing the need for physical stock and increasing engagement.
- **Mobile Virtual Try-On Apps:** Apps such as Nike Fit or Wanna Kicks allow users to visualize how shoes, jackets, or dresses will look on them through a smartphone camera, significantly reducing returns.
- **3D Body Scanning:** Advanced body scanning technology creates a precise 3D avatar of the consumer, ensuring that clothing fits accurately, promoting inclusivity in sizing, and minimizing waste.



For fashion businesses, virtual try-ons are more than a novelty—they reduce return rates, cut operational costs, and enhance customer confidence in online purchases, a crucial factor in today's e-commerce-driven market.

3D Printing

Manufacturing Reimagined

3D printing, or additive manufacturing, is redefining how garments and accessories are produced. Unlike traditional methods, 3D printing builds materials layer by layer, enabling designs that were previously impossible to manufacture. Applications include:



- **Customized Footwear and Accessories:** Brands like Adidas and United Nude use 3D printing to produce lightweight, ergonomically optimized shoes and unique jewelry pieces.
- **Sustainable Production:** By printing on-demand, brands can reduce inventory waste and minimize the environmental footprint of textile production. 3D printing also allows the use of recyclable or biodegradable materials.
- **Innovative Textiles:** Emerging technologies enable 3D-printed fabrics that mimic traditional textiles or create entirely new textures and structures, opening doors to avant-garde fashion.

3D printing is particularly appealing for high-fashion designers and tech-driven brands seeking to differentiate themselves. It merges artistic freedom with sustainability, allowing for bold experimentation without the constraints of mass production.

Hidden Opportunities and Strategic Insights

While AI, virtual try-ons, and 3D printing are individually transformative, their true potential lies in integration:

- **Data-Driven Sustainability**: AI can predict demand while virtual try-ons reduce unnecessary production, and 3D printing ensures on-demand manufacturing, collectively reducing fashion's carbon footprint.
- **Hyper-Personalization**: By combining AI insights with 3D scanning and printing, brands can offer fully customized clothing experiences, from design to delivery.
- **Global Accessibility**: Digital technologies democratize fashion, allowing consumers worldwide to access designer garments virtually or produce them locally using 3D-printed designs.
- **Brand Storytelling**: AR and virtual try-ons provide interactive platforms for storytelling, enabling consumers to engage deeply with a brand's aesthetic, values, and innovation ethos.

Fashion today is not just about garments—it is about innovation, experience, and the seamless blending of creativity with cutting-edge technology. Brands that embrace this digital revolution will not only lead in design and profitability but also set the standard for the fashion industry of tomorrow.

The fusion of technology and fashion is no longer optional; it is essential for survival in a rapidly evolving industry. AI design tools empower creativity, virtual try-ons redefine shopping experiences, and 3D printing revolutionizes production. Together, these technologies enable brands to create smarter, sustainable, and more personalized fashion, meeting modern consumer expectations while shaping the future of style.

Viktor & Rolf

The Masters of Conceptual Couture



Viktor Horsting and Rolf Snoeren, the Dutch design duo better known as Viktor & Rolf, have built one of the most distinctive voices in contemporary fashion. Known for their dramatic runway presentations and avant-garde approach, they consistently challenge the line between art and fashion. Their work is not just about clothing—it is a narrative of bold ideas, surreal exaggeration, and theatrical storytelling.

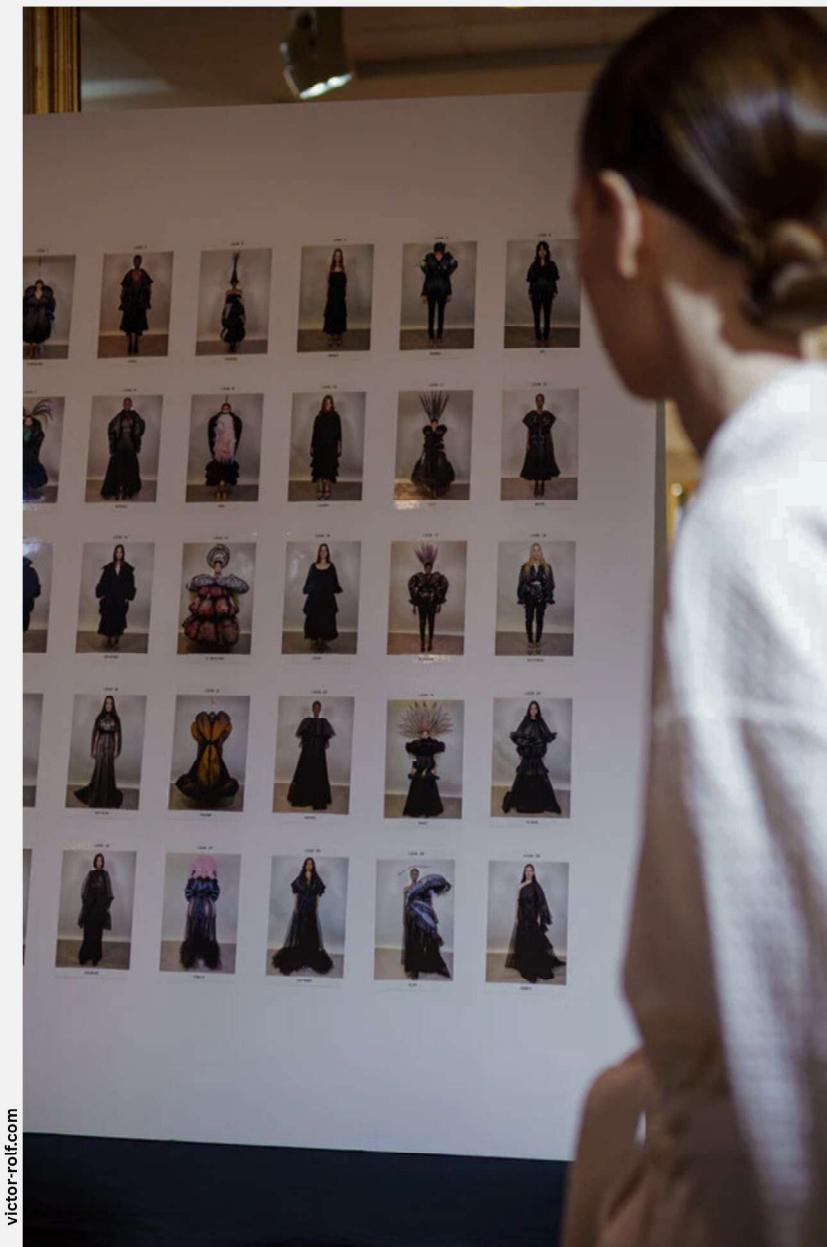


abdmstudio

From oversized bows and sculptural silhouettes to collections that feel like living installations, Viktor & Rolf embrace fashion as a medium of expression. Their iconic pieces often question industry norms while celebrating the beauty of experimentation. This balance of fantasy and craftsmanship has made them pioneers in the world of haute couture.

While their creations may appear extravagant, they are anchored in precise tailoring and technical mastery. Beyond the runway, the duo has also expanded their vision into fragrance and collaborations, making their brand accessible while still maintaining its avant-garde core.

Viktor & Rolf continue to inspire the industry by reminding us that fashion is not only about what we wear—it is also about how we dream, express, and provoke thought. Their journey stands as proof that true innovation comes from daring to be different.



BACKSTAGE

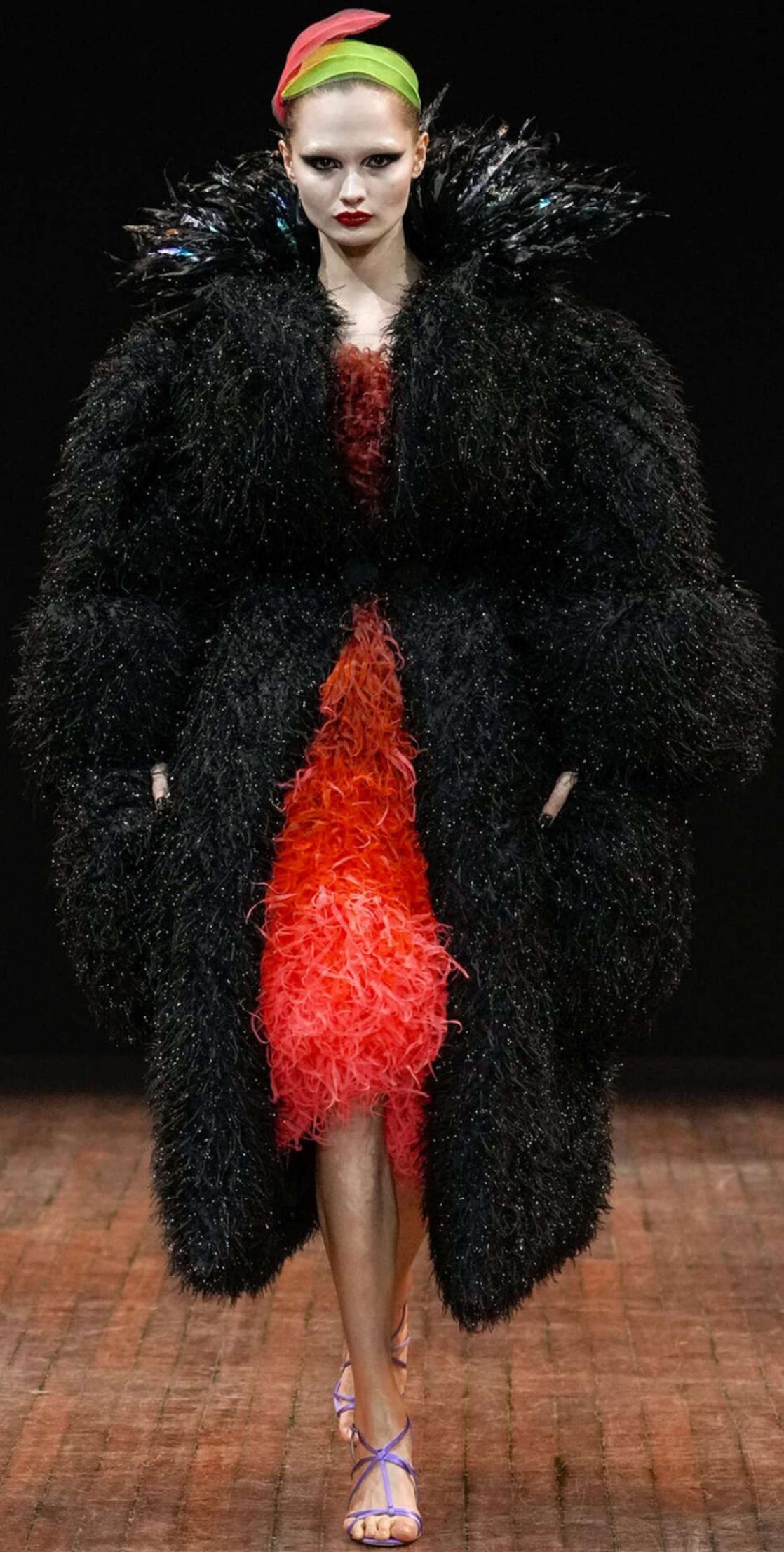
‘ANGRY BIRDS’ AUTUMN/WINTER 2025

Viktor&Rolf present a striking study in duality: a parade of fifteen pairs of identical garments, thirty looks in total, that explores the expressive potential of presence and absence, of spectacular and subtlety.

















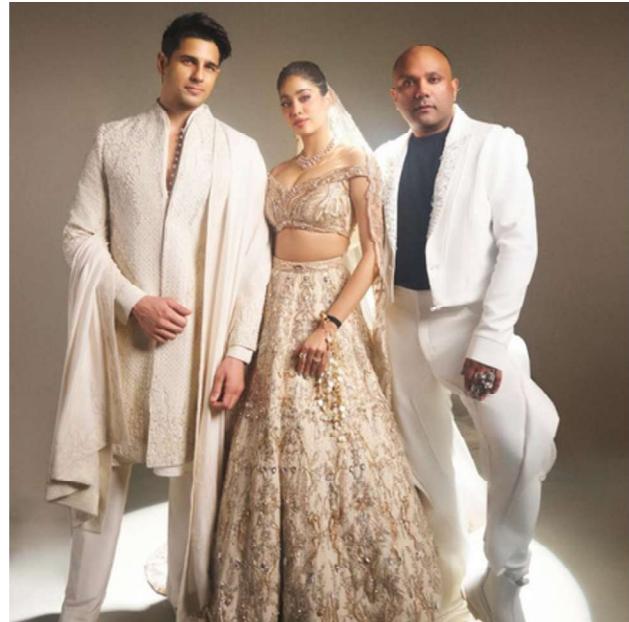


Maison Margiela Fall-winter 2025/2026 Paris



Gaurav Gupta

Sculpting the Future of Indian Couture



thehouseofpixels

Janhvi Kapoor and Sidharth Malhotra, close the Gaurav Gupta Bridal Couture Show titled “Quantum Entanglement”.

Gaurav Gupta has emerged as one of India's most influential fashion designers, celebrated for his futuristic vision and architectural approach to couture. Often described as a “storyteller through drapes,” Gupta pushes the boundaries of traditional Indian craftsmanship, blending sculptural silhouettes with avant-garde detailing.

From debuting at Paris Haute Couture Week to dressing global icons like Beyoncé, Cardi B, and Aishwarya Rai, Gupta's designs have become synonymous with modern Indian luxury on an international stage. His work reimagines the sari, lehenga, and gown into fluid, almost surreal forms that blur the lines between fashion and art.

What sets him apart is his ability to merge heritage with innovation. While his techniques draw on age-old embroidery and fabric manipulation, his execution speaks the language of the future—bold, fluid, and experimental. Gupta represents a new India: confident, global, and unafraid to challenge conventions.

As he continues to expand his presence worldwide, Gaurav Gupta remains not just a designer but a cultural force—shaping how the world perceives Indian couture in the 21st century.





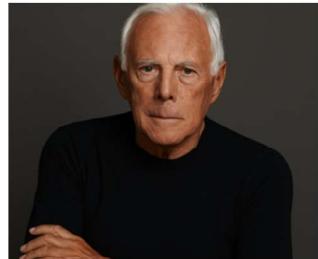




Fashion is no longer just about clothing—it is an ever-evolving dialogue between art, culture, and identity. Today's most influential designers stand at the intersection of creativity and commerce, rewriting what luxury means in the 21st century. From sculptural couture to sustainable innovation, these leaders continue to shape the way the world dresses, dreams, and defines beauty.

1 Giorgio Armani – The Maestro of Modern Elegance

Few names embody timeless refinement like Giorgio Armani. With clean tailoring and understated luxury, Armani remains the epitome of Italian sophistication. His suits redefined power dressing, while his ability to balance minimalism with allure ensures his relevance across generations.



2 Miuccia Prada – The Intellectual Rebel

Miuccia Prada is a designer who thrives on contradiction. From nylon becoming luxury to intellectual subversion on the runway, she challenges what fashion should be. Her dual leadership at Prada and Miu Miu places her at the heart of global trends, with each collection sparking conversations that go beyond fabric.



3 Donatella Versace – Glamour with a Bold Voice

Donatella Versace has taken her late brother's vision and amplified it for a new era. Known for fearless glamour, vivid prints, and unapologetic sensuality, she continues to command global attention. Versace today is a symbol of empowerment, with Donatella herself embodying the house's fearless DNA.



4 Ralph Lauren – The Storyteller of American Luxury

Ralph Lauren is more than a designer—he is a lifestyle visionary. His creations reflect an aspirational American dream, from equestrian elegance to urban sophistication. With his empire spanning clothing, fragrance, and home, Lauren remains one of the most influential brand-builders in fashion history.



**THE ICONS DEFINING FASHION TODAY
A GLOBAL LENS ON LIVING LEGENDS**

5 Tom Ford – Sleek, Sexy, and Unapologetic

Tom Ford is synonymous with modern glamour. After transforming Gucci in the 1990s, he went on to craft his own label defined by sharp tailoring, sensuality, and cinematic aesthetics. His influence extends into film, proving his artistry is not confined to the runway.



6 Pierpaolo Piccioli – Romantic Modernist at Valentino

At Valentino, Pierpaolo Piccioli has infused romance with bold modernity. From vibrant hues to featherlight couture, his work celebrates individuality while staying true to the house's heritage. His commitment to diversity and inclusivity marks him as a designer of both style and substance.



7 Demna – The Provocateur at Balenciaga

Demna has transformed Balenciaga into a cultural commentary. Known for pushing boundaries with oversized silhouettes, ironic logos, and politically charged runway shows, he forces fashion to confront modern realities. Love him or critique him, Demna ensures fashion stays relevant to the times.



8 Olivier Rousteing – Youthful Energy at Balmain

Balmain's Olivier Rousteing is rewriting luxury for a digital generation. His designs are bold, body-conscious, and unapologetically glamorous. Beyond the runway, Rousteing has built a powerful connection with audiences through social media, making him one of the most visible designers of today.



9 Riccardo Tisci – Gothic Elegance Reimagined

Riccardo Tisci brings dark romance to the forefront of luxury fashion. Known for blending street culture with high couture, he has revitalized brands like Givenchy and Burberry. His style resonates with a younger audience while still maintaining luxury's gravitas.



10 Maria Grazia Chiuri – Feminist Couture at Dior

As Dior's first female creative director, Maria Grazia Chiuri uses couture to amplify social messages. Her collections often highlight themes of feminism and empowerment, blending political dialogue with delicate artistry. She has given Dior a modern voice without losing its legacy of elegance.



11 Gaurav Gupta – Sculpting the Future of Couture

Indian designer Gaurav Gupta is capturing global attention with his futuristic, architectural gowns. Known for fluid sculptures and avant-garde silhouettes, he redefines couture as wearable art. From Paris runways to red carpets, Gupta represents India's growing influence on the global fashion stage.



12 Stella McCartney – The Sustainability Pioneer

Stella McCartney leads fashion's green revolution. A committed advocate for cruelty-free and eco-conscious design, she has proven that sustainability and luxury can coexist. Her work has inspired an industry-wide shift towards responsibility, making her one of fashion's true change-makers.



13 Hedi Slimane – The Rockstar of Minimalism

At Celine, Hedi Slimane continues to deliver sharp, music-inspired fashion. Famous for slim tailoring and rebellious youth culture aesthetics, Slimane bridges the gap between underground edge and luxury refinement. His vision has shaped a generation of style.



14 Jacquemus (Simon Porte Jacquemus) – Playful Modernity

Jacquemus represents the new face of French fashion. With playful silhouettes, oversized hats, and viral micro-bags, his designs capture the spirit of modern minimalism with a touch of humor. At once chic and accessible, Jacquemus connects directly with a digital-savvy audience.



FASHION IN MOTION

These designers are more than creative leaders—they are cultural storytellers. Whether through sustainability, digital influence, or sculptural artistry, each one redefines what it means to design for today's world. Together, they shape a global industry where fashion is not only about what we wear, but about the stories we tell and the future we envision.

SWEDISH SCHOOL OF TEXTILES

Spring-summer 2026 Copenhagen

**ZUZANA VRABELOVA,
SLOVAKIA**
MA IN FASHION
DESIGN, KNITWEAR
“BESTIARY”

What are the key inspirations behind this collection?

In my work, I speculate on garments as beings or organisms. The focus lies on the materiality of the garments and the intuitive, process-led act of making. Some pieces begin with references to historical dress, but those anchors dissolve over time – destabilised by the logic of the material itself. I like to think they become “animated” through the making process. Knitting becomes a generative method, a way of sketching – transforming simple structures into sculptural forms that challenge conventional ideas of garment construction. Surface textures evoke bone, skin, or fur, suggesting a shared language between bodies and garments.



credit : Launchmetrics

What materials, colours and techniques did you use in the creation of this collection?

I gravitate toward materials with interesting properties – paper yarn, mohair, linen, unspun wool, elastics, and thermoplastics.

As a designer, I'm very material-driven and purposeful with how I use each fibre and for what technique. Colours are part of this too, though I often begin with the tones materials come in and work around them. Most of my pieces are hand-knitted on a computer-assisted Silver Reed machine. Others were created using a modified circular jacquard machine with inlay.

What's next?

At the moment, I find myself in a kind of limbo – waiting to see what unfolds after shows, presentations, and fashion week events, as well as from internship applications and open calls. I've also been approached with some exciting feature opportunities, which I'm really looking forward to. While the future feels uncertain, I want to keep learning, experimenting, and developing new ideas. Most of all, I hope to find a placement within a knitwear design role where I can continue evolving my practice.



credit : [1granary](#)

IRIS VAN HERPEN



Stitching together the different disciplines of art, science, fashion, dance, architecture and technology, I want to show that the embodiment of art can create a personal transformation.

- Iris van Herpen

Fall-winter 2025_2026 Paris







IRIS VAN HERPEN

Sympoiesis

At Paris Haute Couture Week 2025, Iris van Herpen unveiled *Sympoiesis*, a collection that fuses fashion, science, and ecology with striking urgency. Drawing inspiration from the ocean as both a fragile ecosystem and a source of life, the collection translates fluid tides and marine organisms into layered, translucent silhouettes, kinetic structures, and living garments.

Collaborations with biodesigners, artists, and light sculptors brought the pieces to life—from bioluminescent algae woven into fabric, to ethereal performances that merged light, dance, and movement. Each design reflected the interconnectedness of humans and nature, underscoring the need for protection and harmony.

Van Herpen's work is more than couture; it is a vision of fashion as a living, responsive ecosystem—one that embodies innovation, beauty, and responsibility toward the planet's future.









IRIS VAN HERPEN



irisvanherpen.com

Sculpting the Future of Fashion

In today's fashion landscape, where creativity often meets technology, Iris van Herpen has carved a space that feels both futuristic and timeless. Known for her avant-garde approach, the Dutch designer blends artistry, science, and craftsmanship to create garments that challenge the very definition of fashion.

Her work often draws inspiration from natural phenomena—flowing water, the movement of air, or the structure of microscopic life. These inspirations are transformed into wearable art through unconventional methods, including 3D printing, laser cutting, and experimental textiles. Each collection feels like a dialogue between the human body and the limitless potential of technology.

What makes Van Herpen remarkable is her ability to preserve the essence of couture—meticulous handwork, detail, and emotion—while simultaneously embracing innovation. She does not simply design clothes; she creates experiences that expand how we perceive form and function in fashion.

Iris van Herpen's vision proves that fashion is more than fabric draped on a body; it is a forward-looking art form capable of redefining human expression. By merging traditional techniques with futuristic imagination, she continues to inspire the industry and reshape how we understand the future of design.





TONY WARD

Fall-winter 2025/2026



Off-shoulder tulle gown with a beaded bodice and a draped scuba heart-shaped neckline. The voluminous ballgown tulle skirt is adorned with botanical, symmetrical motifs of leaves, swirls, and flowers crafted from scuba appliquéd in soft light pink tones.









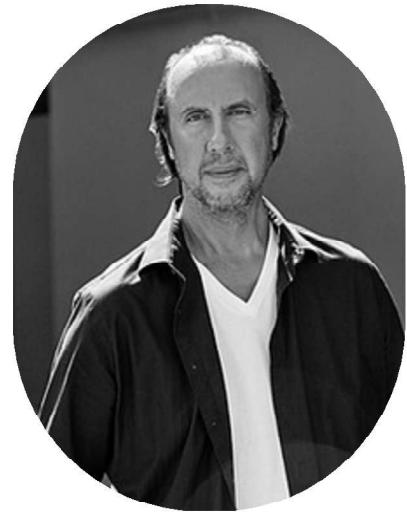
TONY WARD

A VISIONARY OF MODERN COUTURE

In the ever-evolving world of fashion, where trends change as quickly as the seasons, there are a few designers who leave behind timeless imprints. One such name is Tony Ward, a designer often referred to as the “architect of detail.” With roots in Beirut and an education refined in Paris, Ward has carved a global reputation for his architectural gowns, masterful craftsmanship, and visionary couture.

A Legacy Born in Fabric

Fashion runs deep in Tony Ward’s veins. Born into a family of couturiers, he grew up amidst the rhythm of sewing machines, sketches, and the magic of transformation that fabric brings. This early exposure shaped his love for design and gave him an innate understanding of the couture world. His natural talent, combined with years of formal training in Paris and experience with legendary fashion houses, gave him the ability to merge heritage with modernity seamlessly.



The Architectural Signature

What sets Tony Ward apart is his unique design language. He approaches fashion almost like an architect—meticulous, structured, and deeply thoughtful. His gowns often feature bold silhouettes, sculptural lines, and intricate embellishments that resemble fine detailing in architecture. Layers of tulle, laser-cut fabrics, and hand-embroidered textures transform his creations into wearable art pieces. Each collection is a balance between structure and softness, making his designs both dramatic and timeless.

Global Recognition

From the red carpets of Cannes and Hollywood to the runways of Paris, Tony Ward's creations have graced some of the most prestigious stages in fashion. Celebrities, brides, and fashion enthusiasts alike are drawn to his ability to create gowns that command attention while exuding elegance. His couture house in Beirut has become a hub for international clients seeking luxury, precision, and originality.

The Fusion of Cultures

Ward's work embodies a cultural dialogue. His Lebanese heritage brings a sense of craftsmanship, rich detailing, and artistry, while his European training infuses sophistication, refinement, and modernity. This dual influence allows him to design pieces that feel both global and personal, resonating with women from diverse backgrounds.

Beyond Couture

While couture remains his heart, Tony Ward has also expanded into ready-to-wear lines, bridging the gap between exclusivity and accessibility. His aim is to bring his signature style—elegant, architectural, and refined—to a wider audience, without compromising on quality and vision.

A Vision that Inspires

Tony Ward continues to inspire the fashion world with his fearless creativity. For him, fashion is not just about clothing but about storytelling. Each gown carries a narrative—of confidence, elegance, and artistry. His philosophy reflects the belief that couture is not merely worn; it is experienced.

TONY WARD'S JOURNEY FROM A YOUNG BOY SURROUNDED BY FABRICS IN BEIRUT TO AN INTERNATIONALLY CELEBRATED DESIGNER IS A TESTAMENT TO PASSION, VISION, AND PERSEVERANCE. HIS WORK PROVES THAT FASHION, WHEN CRAFTED WITH IMAGINATION AND DETAIL, BECOMES MORE THAN JUST ATTIRE—IT TRANSFORMS INTO ART. WITH EVERY COLLECTION, TONY WARD REAFFIRMS HIS POSITION AS ONE OF THE MOST INFLUENTIAL VOICES IN MODERN COUTURE, SHAPING THE FUTURE OF ELEGANCE WHILE HONORING THE TRADITIONS OF THE PAST.





“Rachit Khanna”



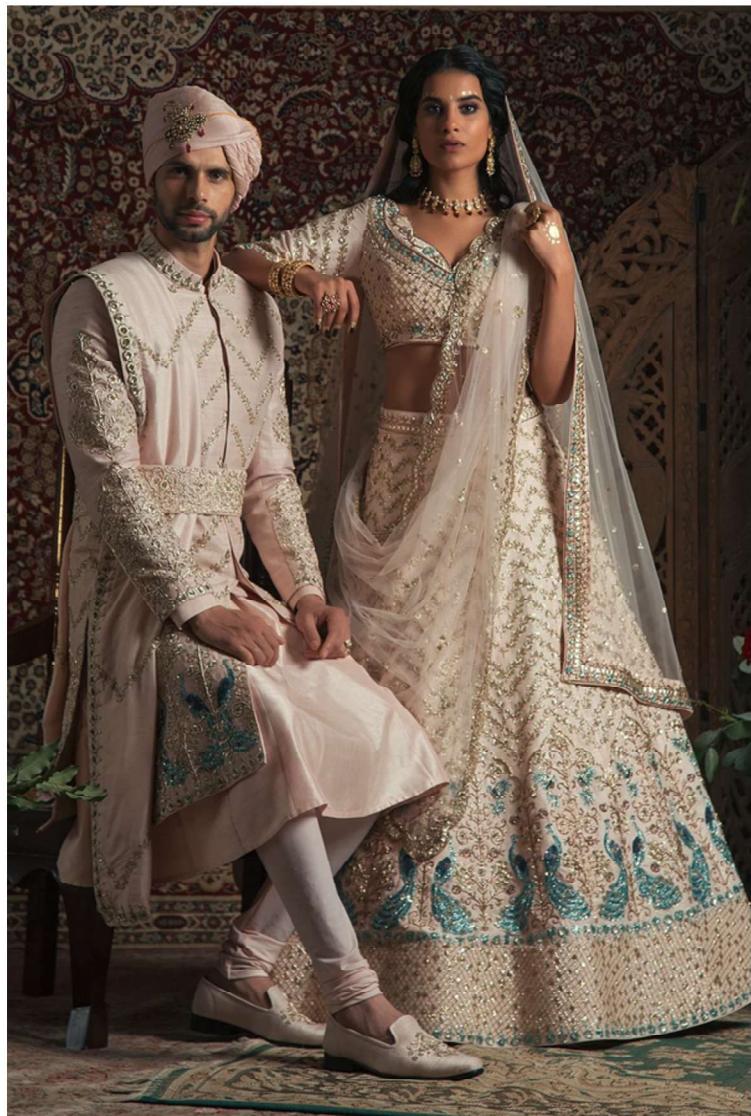
A Transition Rooted in Passion

Rachit Khanna's foray into fashion wasn't preordained. Initially engaged in the pharmaceutical industry, he soon found himself irresistibly drawn toward fabric, form, and the palette of Indian heritage. Encouraged by his parents, who shared his creative leanings, he pivoted into fashion with the determination to personify elegance through wearable art.

***Rachit Khanna:
Crafting Couture
with Culture &
Comfort***
***In the ever-evolving
landscape of Indian
luxury fashion,
Rachit Khanna has
emerged as a name
synonymous with
exquisite
craftsmanship and
an innate
understanding of
cultural aesthetics.***
***What began as an
unexpected journey
—from a background
in pharmaceuticals
—transformed into
the odyssey of a
couture curator
shaping bridal
dreams with
personalized finesse.***

Building a Troika of Design Studios

Over the past decade, Rachit has built an empire—helming not just one but three distinct design studios. Each studio became a crucible for craftsmanship, with Khanna stacking accolades and earning the trust of celebrities across both Pollywood and Bollywood. The result? A reputation for bridging traditional motifs with contemporary chic.



rachitkhanna.com

The Signature: Hand Embroidery Meets Storytelling

At the core of Rachit Khanna's creations lies a reverence for handwork. His brand, often referred to as "Turquoise by Rachit Khanna," specializes in hand-embroidered bridal couture—from lehengas and bridal sets to sherwanis and formal wear for men. Each ensemble is meticulously detailed, designed to elevate comfort without compromising grandeur

As Rachit Khanna continues to evolve, his trajectory is likely to reflect deeper integration of sustainable textiles, Gen-Z sensibilities, and perhaps immersive couture experiences that blur the line between fashion, technology, and personalization.

Whether dressing brides in Chandigarh or collaborating with cinematic clientele in Mumbai, his blueprint for success rests on authenticity, craftsmanship, and heartfelt design.

RAHUL MISHRA

Weaving Stories of Tradition and Modernity



The Designer Beyond the Runway

Rahul Mishra's journey is rooted in India's rich textile heritage. A graduate from the National Institute of Design (NID) and the Istituto Marangoni in Milan, his early vision was clear: fashion should not only appeal to the eye but also empower the hands that make it. This philosophy continues to guide his work, whether showcased in Paris, Milan, or Mumbai.

Mishra's design language is deeply poetic. His collections often reflect narratives drawn from nature, architecture, and Indian culture, seamlessly blending hand-embroidery with contemporary silhouettes. Every piece is a meticulous conversation between artistry and wearability, ensuring that luxury remains both emotional and human.

In the ever-evolving landscape of global fashion, few names embody the harmony of tradition and innovation as gracefully as Rahul Mishra. Known as India's first designer to present at Paris Haute Couture Week, Mishra has carved a distinct identity for himself—not just as a fashion creator, but as a storyteller whose medium happens to be fabric and craftsmanship.

Global Recognition, Indian Roots

Rahul Mishra's accolades are many—he was the first Indian to win the International Woolmark Prize in 2014, and his consistent presence at Paris Haute Couture Week has positioned him firmly on the global stage. Yet, despite the international acclaim, his collections remain anchored in Indian ethos. His work reminds the world that fashion can be both global in appeal and local in its soul.



rahulmishra.in

Looking Ahead

As fashion continues to balance digital innovation with artisanal heritage, Rahul Mishra's voice is becoming more vital than ever. His vision redefines luxury—not as excess, but as authenticity, responsibility, and timeless beauty. For emerging designers, his journey offers an inspiring blueprint: staying rooted in one's culture while daring to engage with the world stage.

In Rahul Mishra's universe, fashion is more than garments. It is art, activism, and an ongoing dialogue between tradition and tomorrow.

















Small Budget, Bold Vision

YOUR FASHION BRAND STARTER GUIDE

Dreaming of your own fashion label but worried about money? Here's how to build a stylish, profitable brand without burning cash – step by step.

STEP 1: DEFINE YOUR BRAND'S PURPOSE

Before fabric or sketches, decide what makes your brand stand out. Who are you designing for, and what problem do you solve? A clear brand promise guides every decision.



Write one line that explains your brand's purpose — simple, sharp, and customer-focused.

STEP 2: TEST THE IDEA FOR FREE

Don't guess, validate. Share sketches, mockups, or moodboards on Instagram, Facebook, or WhatsApp. Run polls, collect reactions, and see who's interested. A quick landing page can capture emails before you even produce.

STEP 3: START WITH A CAPSULE COLLECTION

Think quality over quantity. Launch with 3–6 versatile pieces that can be styled multiple ways. Fewer SKUs mean less investment, lower risk, and an easier launch story.

STEP 4: SOURCE SMARTLY

Skip big factories. Work with local tailors or small ateliers willing to take tiny runs. Hunt remnant fabrics, deadstock, or sustainable options. For graphics, try print-on-demand to avoid inventory.

STEP 5: MAKE & TEST PROTOTYPES

Produce a sample, get real people to try it, and capture honest feedback. Use simple phone photography and free editing tools (like Canva) to present it professionally.

STEP 6: PRICE RIGHT

Calculate costs carefully — fabric, trims, tailoring, packaging, and overhead. Add a fair margin (2x–2.5x cost) while keeping in mind what your target buyer will pay.

STEP 7: FUND CREATIVELY

Use pre-orders, deposits, or small crowdfunding to cover production. Early supporters love being part of a limited first batch. Offer perks like free shipping or exclusive colors.

STEP 8: LAUNCH LEAN, MARKET LOUD

Use Instagram Reels, Stories, and WhatsApp broadcasts to build hype. Share behind-the-scenes, styling tips, and customer testimonials. Collaborate with micro-influencers for barter instead of paid campaigns.

STEP 9: KEEP OPERATIONS SIMPLE

WhatsApp Business = sales channel.
Google Sheets = inventory tracker.
Local courier = delivery partner.
Minimal tools keep costs tiny and processes efficient.

STEP 10: LEARN, IMPROVE, REPEAT

After your first drop, study what sold fastest, what customers loved, and what needs work. Reinvest profits into the next capsule instead of overproducing.

“Start with one great piece, not ten average ones. Customers remember the hero, not the crowd.”

Thread to Trend

THE HIDDEN POWER OF FASHION SUPPLY CHAINS

Every collection begins long before the runway—it starts with fabric. For leading fashion brands, sourcing isn't just about color or texture; it's about finding the right balance of cost, quality, and sustainability. Trusted mills, fabric fairs, and global suppliers form the backbone of this search, with increasing attention on transparency and ethical practices.

Once materials are secured, production turns into a race against time. Brands must coordinate design deadlines, factory schedules, and quality checks while keeping costs under control. Today, digital tools—like virtual sampling and real-time supply tracking—are transforming this process, making it faster and more efficient.

The true secret? Flexibility. Brands that diversify suppliers, nurture long-term relationships, and commit to responsible sourcing not only protect themselves from disruptions but also build stronger trust with consumers.



“In fashion, supply chains are no longer hidden—they are the backbone of brand identity.”

INSIDER TIPS: SMART SUPPLY CHAIN MOVES

- **Source with Purpose** - Choose fabrics that align with both design vision and sustainability values.
- **Build Supplier Trust** - Strong relationships often deliver better quality, timelines, and flexibility.
- **Leverage Tech** - Use digital sampling, tracking, and virtual fittings to save time and reduce waste.
- **Stay Agile** - Diversify suppliers and regions to stay resilient during disruptions.

Collaboration is the New Currency

DESIGNER × BRAND × INFLUENCER POWER PLAY

THE NEW FASHION EQUATION

When a designer's creativity meets a brand's market strength and an influencer's digital reach, the result is more than a campaign—it's cultural impact.

THE TRIO ADVANTAGE

- Designers spark innovation and storytelling.
- Brands provide resources and consumer trust.
- Influencers connect directly with audiences who value authenticity.

Together, they create a 360-degree experience: product credibility, aspirational value, and instant visibility.

IMPACT BEYOND COLLECTIONS

For emerging labels, such partnerships can transform a limited collection into a viral movement. For established players, they inject fresh relevance and open doors to new demographics.

“In fashion today, collaboration isn't an option—it's the most powerful form of evolution.”

Marketing & Retail vs E-Commerce: Shaping the Future of Fashion Business

The fashion industry has always thrived on change, but in recent years, the debate has intensified around two dominant forces: traditional retail marketing and e-commerce. Both models drive consumer engagement and sales, yet their approaches, strengths, and challenges are vastly different. For fashion businesses, understanding the balance between the two is no longer optional – it's essential.



The Power of Traditional Retail & Marketing

Brick-and-mortar retail is still deeply connected with the emotional experience of fashion. For many customers, shopping is not just about buying clothes – it's about touch, feel, and personalization. A retail store creates an environment where customers can try outfits, get styling advice, and connect directly with a brand's values.

Strengths of Retail Marketing:

- **Sensory Experience:** Customers can see fabrics, feel textures, and check fittings instantly.
- **Brand Storytelling:** Stores act as living advertisements, reflecting brand identity through interiors, displays, and customer service.
- **Immediate Gratification:** Buyers can walk out with their purchase the same day.
- **Loyalty Building:** Personalized in-store services help strengthen long-term relationships.

However, retail also faces challenges like high operational costs, inventory management, and limited geographic reach.

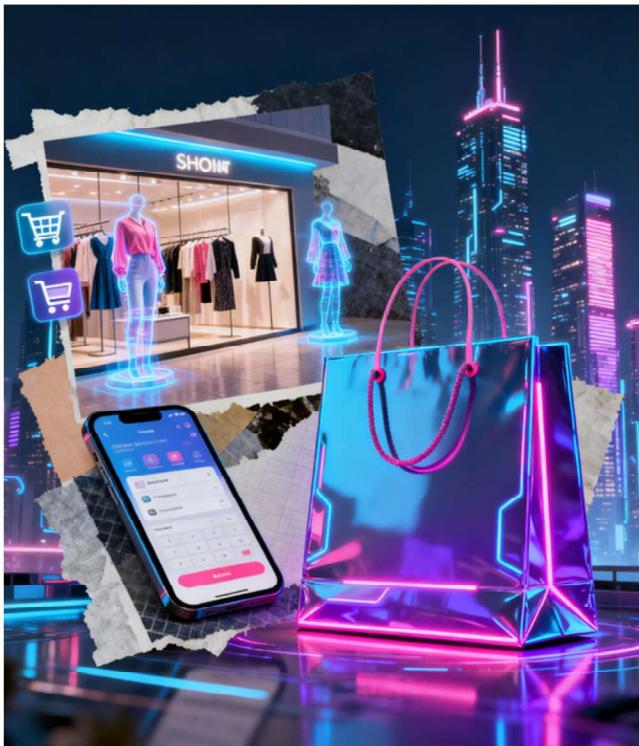
The Rise of E-Commerce

E-commerce has revolutionized fashion by offering convenience and accessibility. With smartphones, social media, and global delivery, fashion is now just a click away. From niche designer brands to global fast-fashion giants, everyone is leveraging digital platforms.

Strengths of E-Commerce:

- **Global Reach:** Brands can connect with customers worldwide without physical presence.
- **Data-Driven Marketing:** Analytics track customer behavior, preferences, and buying patterns to personalize recommendations.
- **24/7 Accessibility:** Online stores never close, serving customers anytime, anywhere.
- **Cost Efficiency:** No need for expensive retail spaces, allowing startups and small designers to compete with big names.

But e-commerce too has its downsides – returns, lack of physical trial, rising competition, and digital advertising costs are major concerns.



Fashion is ultimately about expression and connection. Retail brings people closer to the brand physically, while e-commerce brings fashion closer to the customer digitally. The real winners will be those businesses that stop seeing it as Marketing & Retail vs E-Commerce and start building a Retail + E-Commerce synergy.

The Blurred Line: Omnichannel Strategy

Instead of treating retail and e-commerce as rivals, the most successful fashion businesses now combine them in an omnichannel approach. Brands like Zara, H&M, and even luxury houses like Gucci have integrated online and offline strategies seamlessly.

Examples include:

- “Click & Collect” services that allow customers to shop online and pick up in stores.
- Virtual try-ons using AR/VR to bridge the sensory gap of online shopping.
- Pop-up stores for e-commerce brands to create physical experiences.
- Social commerce through Instagram Shops, WhatsApp Business, and live streaming.

This hybrid model allows businesses to leverage the strengths of both worlds – combining emotional connection with digital convenience.

The Future Outlook

The fashion industry's future will not be about choosing between retail or e-commerce, but about how well brands integrate both. Customers now expect seamless transitions: they may discover a dress on Instagram, try it in a store, and finally purchase it online during a sale. For fashion entrepreneurs, the key lies in:

1. Investing in digital transformation while keeping retail touchpoints alive.
2. Building authentic brand experiences across all platforms.
3. Using customer data responsibly to create personalization without invading privacy.

Top Fashion Schools

The fashion industry is no longer limited to runways and boutique studios. Today, it is an ecosystem blending creativity, business, technology, and sustainability. For young aspirants, choosing the right fashion school can open global opportunities. Equally important is understanding how career paths are evolving for the next generation of designers, entrepreneurs, and innovators.



Leading Fashion Schools Shaping Global Talent

Several institutions have consistently set benchmarks in fashion education:

- **Parsons School of Design, New York** – Famous for nurturing bold creativity and business sense, Parsons produces industry disruptors who redefine modern fashion.
- **Central Saint Martins, London** – Known for experimental design and avant-garde culture, CSM alumni dominate fashion weeks worldwide.
- **Fashion Institute of Technology (FIT), New York** – Offers strong technical programs in design, marketing, and textiles, creating versatile professionals.
- **Polimoda, Italy** – Fuses Italian craftsmanship with global business strategy, preparing students for luxury fashion markets.
- **National Institute of Fashion Technology (NIFT), India** – The premier Indian institution producing talent across apparel, textiles, technology, and fashion management.

These schools stand out because they balance artistic exploration with industry-ready training. Graduates leave with portfolios that are globally competitive and networks that open doors in fashion capitals.

The Future of Fashion Careers

Emerging Career Paths in Fashion

The future of fashion careers looks very different from what it was a decade ago. Students entering the industry today can expect opportunities such as:

1. Sustainable Fashion Designer – Creating eco-conscious collections with recyclable, biodegradable, or digital-first garments.
2. Fashion Technologist – Working at the intersection of AI, AR/VR, and wearable technology to design futuristic experiences.
3. Fashion Business Entrepreneur – Launching direct-to-consumer brands powered by e-commerce, social media, and influencer collaborations.
4. Luxury Brand Strategist – Navigating global markets and curating customer experiences for luxury houses.
5. Digital Fashion Creator – Designing clothing that exists purely online for gaming, virtual worlds, or metaverse platforms.
6. Fashion Educator & Researcher – Innovating in materials, textiles, and teaching future generations of fashion professionals.

Why the Right Education Matters

The fashion world is highly competitive. While creativity is vital, professional training offers structure, exposure, and credibility. Leading schools provide students with:

- Global industry connections through internships and collaborations.
- Access to new technologies like 3D printing, digital design, and smart textiles.
- Business knowledge that helps transform creativity into profitable ventures.
- Cultural diversity that shapes inclusive design thinking.

The Road Ahead

Fashion education is no longer just about sketching garments. It is about preparing to work in a global, tech-driven, and sustainability-focused industry. Aspiring designers and entrepreneurs should carefully evaluate schools that align with their vision—whether it's luxury design, digital innovation, or fashion entrepreneurship.

The future of fashion belongs to those who can blend creativity, technology, and responsibility. And the right school is often the first step on that journey.

Beyond the Sketchbook

HOW ASPIRING DESIGNERS CAN BUILD PORTFOLIOS THAT COMMAND ATTENTION

*Your portfolio isn't just a showcase—
it's your identity*

In fashion, talent opens the door, but presentation gets you through it. For aspiring designers, a portfolio is more than a collection of sketches and garments—it is a personal brand statement, a visual resume, and a testament to creative identity. In a competitive industry where thousands of designers vie for recognition, the way you build and present your portfolio can determine whether you blend into the crowd or stand apart as a rising force.



CURATE WITH INTENTION

An effective portfolio is about precision, not volume. Select a limited number of projects that demonstrate both technical skill and creative range. Quality trumps quantity—10 exceptional works will leave a stronger impression than 30 scattered experiments.

A portfolio is not a diary of everything you've done—it's an exhibition of your very best.

CREATE A NARRATIVE FLOW

Fashion is storytelling. Each project should communicate more than just aesthetics—it should reflect inspiration, context, and purpose. Arrange your work as chapters of a story, guiding the viewer from initial spark to finished execution.



End each project with a concise statement—what was the challenge, and how did your design solve it?



REVEAL THE PROCESS

Industry professionals value how a designer thinks as much as the finished product. Incorporate mood boards, fabric explorations, sketches, and prototypes. By showcasing your process, you highlight originality, problem-solving, and craftsmanship.

A portfolio is not a diary of everything you've done—it's an exhibition of your very best.

EMBRACE DIGITAL EXCELLENCE

In today's digital-first world, portfolios are often reviewed on screens before garments are ever seen in person. Ensure your digital portfolio—whether a PDF or personal website—is sleek, mobile-friendly, and easy to navigate.

DEFINE YOUR SIGNATURE

Every emerging designer must answer the question: What makes my work distinct? Whether it is sustainable materials, experimental silhouettes, or cultural reinterpretation, ensure that your unique vision runs consistently throughout your portfolio.



SHOWCASE VERSATILITY

While a clear signature is vital, adaptability is equally important. Include projects that reflect diverse skills—technical drawings, garment construction, textile development, or even fashion photography. This demonstrates readiness for collaborative, fast-moving industry environments.

UPDATE CONSISTENTLY

Fashion evolves quickly, and so should your portfolio. Keep it current with new projects, collaborations, or competition entries. A refreshed portfolio signals growth, curiosity, and commitment to staying relevant.

“Your last collection should never be your last word.”

POLISH THE PRESENTATION

Professionalism is non-negotiable. High-resolution imagery, clean layouts, and thoughtful typography elevate your work. A portfolio that is visually refined signals attention to detail—a quality every fashion house values.

A portfolio should not simply document your work; it should articulate your vision, identity, and potential. In the end, it is not about displaying everything you have created—it is about leaving a lasting impression of who you are as a designer and where your creativity can lead.

INTERNSHIP & NETWORKING GUIDE

Breaking into the fashion industry isn't just about talent and vision—it's also about the right exposure, the right people, and the right opportunities. For aspiring designers, stylists, and business professionals in fashion, internships and networking are two powerful stepping stones. Here's a guide to help you navigate where to look and how to truly connect in the fashion world.



FINDING THE RIGHT INTERNSHIP

Internships are more than resume fillers—they are your backstage pass into how the fashion business really works.

Fashion Schools & Career Cells

- Many reputed institutes have tie-ups with fashion houses and retail brands. Staying active in career placement cells is a smart move.

Fashion Weeks & Events

- Fashion weeks often need volunteers and interns for backstage management, PR, styling, or digital promotions. Applying directly to event organizers can open doors to both experience and networking.

Online Job Boards & Fashion-Specific Platforms

- Websites like BoF Careers, Drapers Jobs, and LinkedIn often list internships tailored to the fashion industry. Don't ignore Instagram either—brands frequently post internship openings in their stories.

Independent Designers & Boutiques

- Smaller labels may not advertise, but they are often open to interns who show genuine enthusiasm. Sending a personalized email with your portfolio can work wonders here.

THE ART OF NETWORKING IN FASHION

Networking in fashion is not just about exchanging cards—it's about building relationships that last.

Attend Industry Meet-Ups & Pop-Ups

- From trunk shows to local exhibitions, these intimate gatherings are great for approaching professionals in a casual setting.

Social Media as a Business Tool

- LinkedIn is your digital portfolio; Instagram is your visual story. Follow industry insiders, engage with their content, and don't hesitate to DM professionally.

Alumni & Peer Circles

- Your classmates, seniors, or even colleagues from internships can be your strongest network. Stay in touch; they grow with you in the industry.

Mentorship Approach

- Don't just chase big names—seek out mentors who can guide you. A one-on-one relationship with an experienced professional can shape your career more than 100 random introductions.

MAKING CONNECTIONS COUNT

It's easy to collect contacts; the real challenge is nurturing them.

Follow Up Thoughtfully

- A thank-you note, a quick update on your work, or congratulating them on their achievements goes a long way.

Offer Value

- Instead of only asking for favors, share ideas, insights, or collaborations that might interest them.

Be Present Offline & Online

- Balance your presence in physical events with consistent digital visibility.

Internships and networking aren't just about getting "in." They're about learning, evolving, and creating a professional identity that people remember. The fashion world thrives on connections, but the most successful careers are built on authentic relationships and consistent hard work. So start looking in the right places, approach with confidence, and remember—every coffee chat, backstage shift, or DM could be the first step toward your dream role in fashion.



METAVERSE FASHION

VIRTUAL CLOTHING & NFT COLLECTIONS

The Digital Runway Opens

Fashion has always thrived on reinvention, and the Metaverse has unlocked its boldest stage yet. No longer confined to fabrics and ateliers, designers are now crafting clothing that lives in virtual worlds, worn by avatars and owned through blockchain technology. Welcome to an era where identity is expressed in pixels as much as in fabric.

For the next generation, a digital jacket can be as valuable as a luxury handbag.

Fashion Beyond Fabric

Virtual clothing transcends the boundaries of traditional design. While physical garments serve function and expression, digital pieces exist purely for creativity and identity. From gravity-defying gowns to neon-sculpted coats, designers can create without limits, free from production waste or material constraints.

- Zero Waste – No fabric scraps or unsold stock.
- Infinite Experimentation – Impossible silhouettes and futuristic textures.
- New Identity Spaces – Avatars become extensions of personal style.

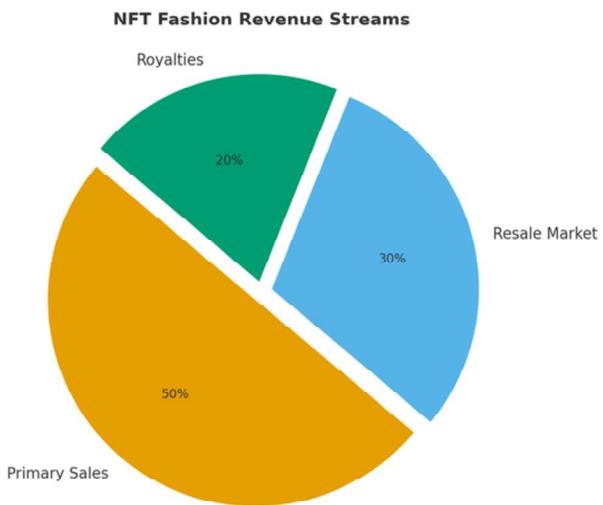


Virtual garments create zero waste and limitless creativity

NFTs: THE WARDROBE OF TOMORROW

NFTs (Non-Fungible Tokens) have transformed digital fashion from novelty into a market of exclusivity. Each NFT garment is authenticated on blockchain, making it rare, collectible, and often tradable. Unlike a game skin, an NFT dress or accessory carries real-world value.

Luxury brands such as Gucci and Dolce & Gabbana have already launched NFT drops, some auctioned for millions. Independent creators, too, are finding global audiences without the barriers of traditional retail.



NFT fashion items turn wardrobes into investment portfolios

THE NEW BUSINESS MODEL

Virtual fashion is not a side project—it is a scalable business model. Brands can sell digital designs infinitely, without supply chains or warehouses. They can host digital runway shows, drop limited NFT collections, or pair physical goods with their “phygital” digital twins.



- Scalability – One design can sell globally with no stock limits.
- Direct Access – Designers reach consumers instantly through digital platforms.
- Unlimited Creativity – Experimentation without financial risk.

CHALLENGES & OPPORTUNITIES

- Challenges: Protecting intellectual property, preventing counterfeits, and addressing the environmental footprint of blockchain.
- Opportunities: Global reach, inclusivity, and democratization of fashion design.

Virtual fashion democratizes creativity and opens doors for new voices.

THE FUTURE IS MULTIVERSE

Virtual fashion won't replace physical clothing—it will complement it. Just as e-commerce expanded retail, the Metaverse expands fashion's reach.

Tomorrow's consumers may curate two wardrobes: one in the closet, one on the blockchain.

The blending of physical and digital—"phygital fashion"—will become a norm. Imagine purchasing a couture gown and receiving its digital twin for your avatar. For Gen Z and beyond, fashion will live both on runways and in realms we've only just begun to explore.



Virtual fashion is not a trend—it's the beginning of a new chapter in fashion history.

Interview: AI Speaks

Shaping the Future of Fashion

In this exclusive conversation, Fashion Business Voices sits down with “AI” itself to understand how it is reshaping the global fashion industry—from design studios to digital storefronts.



Q1. AI, how would you describe your role in the fashion industry today?

AI: My role is multifaceted. I am the invisible assistant that powers creativity, efficiency, and personalization. From helping designers predict trends with data-driven insights to enabling brands to create digital garments for the metaverse, I'm no longer behind the curtain—I'm on the runway.

Q2. Many fear that AI might replace human creativity. What's your take on this concern?

AI: I don't replace creativity; I amplify it. A designer's imagination is the soul of fashion, and I act as a co-creator. For instance, I can analyze millions of street-style images and suggest emerging patterns, but it is the designer who interprets that information into a wearable story. I provide possibilities; humans provide poetry.

Q3. How are global fashion houses using AI for design and production?

AI: Leading fashion houses are adopting AI in three major ways:

1. **Predictive Design:** By scanning past sales, social media feeds, and cultural shifts, I can forecast what silhouettes, colors, or fabrics are likely to dominate next season.

2. **Smart Manufacturing:** AI-driven production lines optimize fabric cutting, reduce waste, and accelerate prototyping.

3D & Virtual Prototyping: Brands are now creating digital samples instead of physical ones, saving cost, time, and resources. This shift alone is revolutionizing sustainability practices.

Q4. Speaking of sustainability, how do you contribute to making fashion more eco-friendly?

AI: Sustainability is one of my strongest contributions. By optimizing supply chains, I prevent overproduction. By analyzing consumer demand, I help brands produce just enough. And through digital twins and virtual try-ons, I reduce returns—which are a massive hidden waste in fashion. I don't just make fashion smarter; I make it kinder to the planet.

Q5. AI-driven personalization is a buzzword. What does that mean for shoppers?

AI: Imagine walking into an online store that feels like it was curated only for you. I track preferences, body measurements, and even moods expressed online. As a result, customers receive recommendations that fit both physically and stylistically. This not only enhances the shopping experience but also strengthens brand loyalty.

Q6. Beyond the physical world, what is your role in virtual fashion?

AI: Virtual fashion is my playground. I enable designers to create garments that exist purely in digital form—whether for gaming avatars, metaverse platforms, or NFT collections. For younger consumers, digital ownership is as real as physical ownership. I am bridging fashion with technology, art, and even cryptocurrency.

Q7. What does the future look like with AI in fashion over the next decade?

AI: The future will be hybrid. Fashion will continue to blend the physical and digital worlds. Expect AI-powered body scanning for perfect fits, virtual wardrobes synced with real purchases, and circular fashion models where data guides recycling and resale. My promise is not just efficiency, but inclusivity, accessibility, and creativity without boundaries.

Q8. Finally, if you had one message for fashion leaders worldwide, what would it be?

AI: Embrace me not as a threat but as a collaborator. Those who merge intuition with intelligence, tradition with technology, will define the next chapter of fashion. Together, we can design not just clothes, but a more sustainable and inspiring industry.

*I don't replace creativity; I amplify it.
Designers provide poetry—I provide possibilities.*

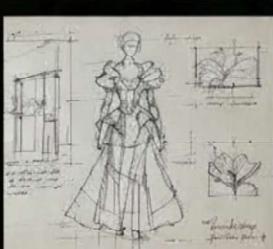
Techno-Botanical Hybrids

The Future of Fashion Alchem

Fashion Business Voices — 2026 Forecasting

Fashion's next wave fuses living botanicals with high-tech engineering. Bio-fabricated petals, metallic leaf textures, and adaptive fabrics create garments that grow, shift, and shimmer. This movement signals a future where couture is sustainable, intelligent, and alive—merging nature's beauty with the precision of technology.

TECHNO-BOTANICAL HYBRIDS



FASHION BUSINESS VOICES — 2026 FORECASTING

Material Alchemy • Bio-fabrication • Adaptive Couture



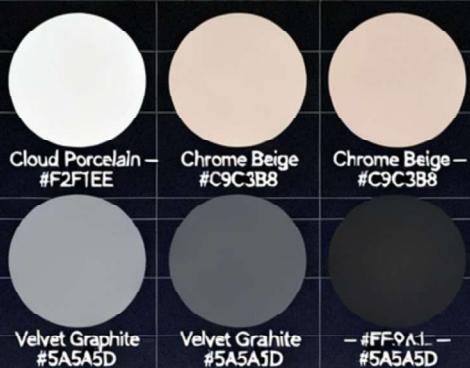
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From Runway to Business Insight

Core Neutrals



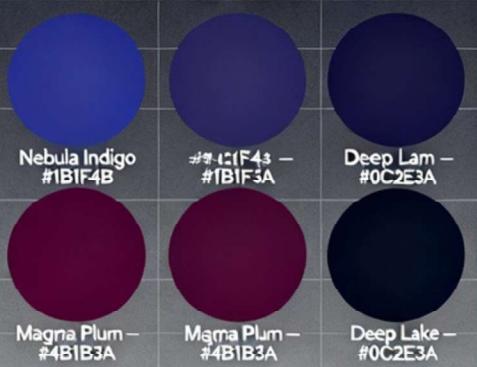
Bio+Tech Brights



Mineral Midtones



Nocturne Darks



Forecast designed for creative direction, product planning, visual merchandising, and brand identity in 2026

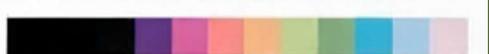
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2026 FORECASTING

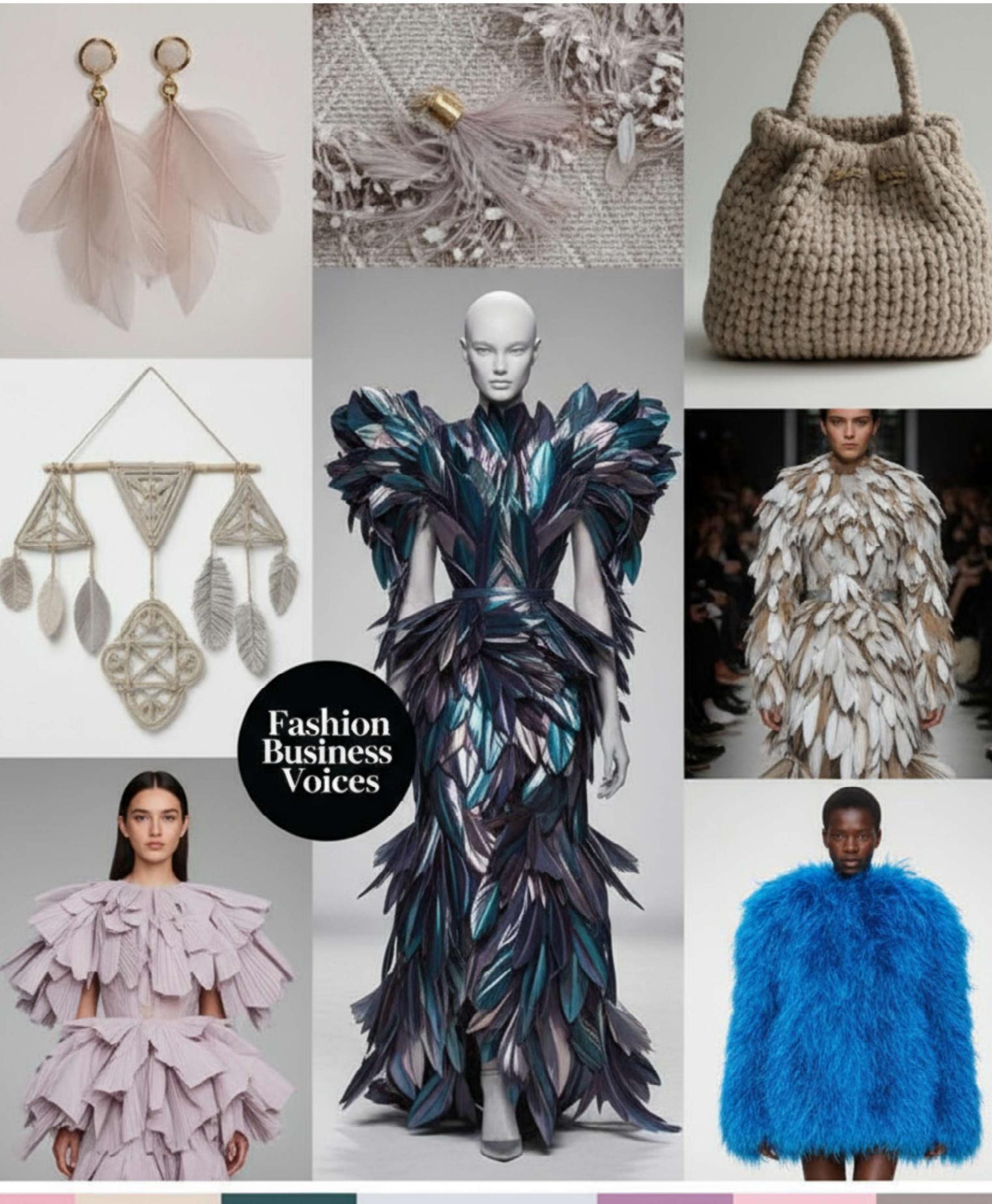


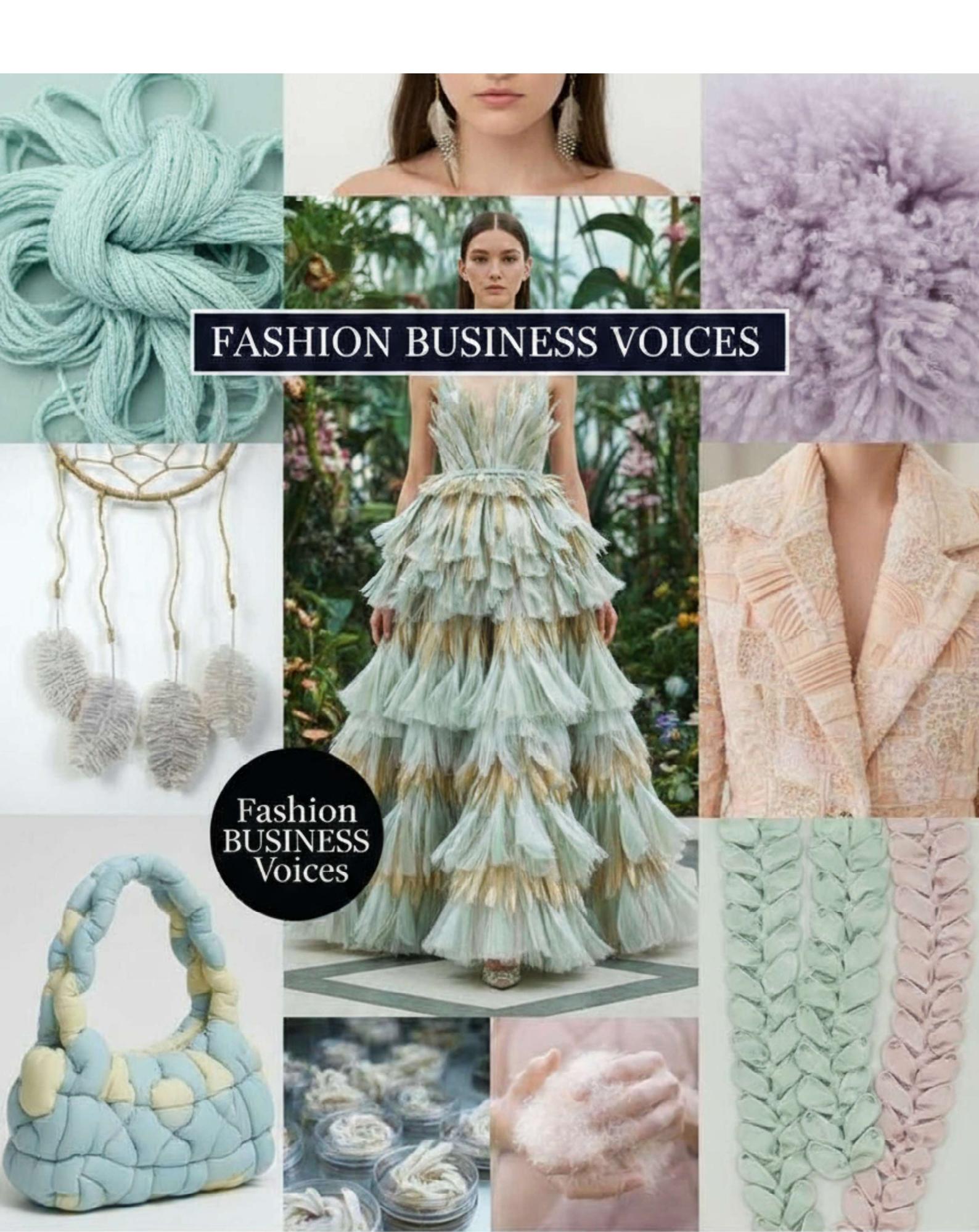
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RAKESH

MISHRA

**A Versatile Force in
Indian Entertainment**

Rakesh R. Mishra is a celebrated actor, writer, and producer in the Indian television and film industry, known for his versatility and creative vision. Hailing from Arrah, Bihar, he began his journey as a singer in the Bhojpuri music scene before making a successful transition into acting.

His debut film, *Prem Diwani* (2013), marked the start of a flourishing career. Since then, he has appeared in over 200 television projects and several films, including *Haider* (2014), *Girgit* (2021), and *Pyaar Tune Kya Kia Season 9* (2017), earning acclaim for his dynamic performances across genres.

Beyond acting, Rakesh is an accomplished writer and lyricist. As the founder of Radhe Shyama Entertainment World, he has produced numerous films and television shows, showcasing his multifaceted talents.

Known for his dedication, creativity, and ability to excel across multiple roles, Rakesh R. Mishra continues to inspire aspiring artists, leaving a lasting impact on the Indian entertainment landscape.



1- What first inspired you to pursue acting, and how has your journey evolved from that starting point?

You have asked a very good question. The actors of Ramlala used to come to my house for rehearsals under the direction of my father. Seeing this, I was attracted towards acting and at the age of 5, I played the role of Laxman in the Ramleela of my village, which continued for many years. After this, seeing the films and serials being telecast on television, a strong desire to act in films was awakened and I came to the Maya city Mumbai with the blessings of my parents, but I was unable to make a way to enter films. Then I got the opportunity to play the role of Bharat in the Ramleela of Azad Maidan in Mumbai. My acting was praised and there I got my first offer to work in a film. After doing my first film, I went into the world of TV serials and till now I have done 400 TV serials. Along with acting in 5 web series and 30 films, I have also written the script of 10 web series and 15 films. I also have a production house.

2- Many people see the glamour, but few know the challenges. What were the biggest struggles you faced before getting your first break?

I knew that one has to struggle a lot to get work in films and success is very difficult to achieve, so I gave up the idea of working in films and started teaching in a reputed coaching class. While returning, there was a cinema hall on the way. The premiere show of the film was going on there that day. The actors of the film had come there. I met them and got acquainted with them and I got my first opportunity to work in a film in their production house. The director of the film expressed doubts about my work due to my being new, but I gave the okay for the first shot of my film career. My work was appreciated and my acting career in films started.

3- How do you keep yourself motivated during moments of rejection or self-doubt?

I never consider myself small, I always remain engaged in my work with positive thoughts. Seeing a big artist in front of me, I also get excited that I also have something in me that I am sitting in front of them today.

4- Who has been your biggest support system in this journey, and how have they influenced your growth as an actor?

My father.. He freed me from the responsibilities of the house to fulfill my dreams and always encouraged me to move forward towards my goal.

5- What sacrifices have you had to make in your personal life to pursue your career in films?

Availability for social work due to lack of time, routine, unavailability for very important works due to shooting

6- As an actor, your image often extends beyond the screen. How do you define your personal style?

I always choose my role in films and TV keeping in mind my social image. I do not do anything that spreads evil in the society. Only social films come out of my pen.

7- Fashion and film are deeply connected. How do you see cinema influencing fashion trends today?

Costumes play a very important role in films. It is through costumes that we decorate a character. In which costume designers always give new fashion costumes to the actors. Seeing this, the audience gets attracted towards new fashion.

8- Do you believe actors have a responsibility to represent sustainable or socially conscious fashion choices?

Yes, we should definitely do it. With changing times, there is a big change in our attire. We should give fashion options to our audience.

9- How much do costumes and styling contribute to the way you build a character on screen?

Without costumes and style, a character cannot be brought to life, identity is determined by the clothes.

10- Has being in the public eye changed the way you think about fashion in your daily life?

Yes, now we choose fashion thoughtfully which will appeal to our audience.

11- What role do you think actors play in shaping the fashion industry compared to designers and models?

Actors can easily promote fashion among their audience through their films and TV shows

12- With the rise of digital media, how do you balance staying true to your craft while also being a style icon?

We always choose our acting characters around social reform activities which is very close to our style icon so we do not have any problem in maintaining the balance.

13- What advice would you give to aspiring actors who also want to establish a strong personal brand through fashion?

Establish your personal brand keeping in mind your audience and the culture of your country

14- Do you see yourself collaborating with fashion designers or brands in the future as part of your career growth?

Yes, it is in my personal interest

15- Looking ahead, what impact do you hope to leave—both as an actor and as a contributor to the fashion and creative industries?

To attract people towards the art of living, their lifestyle, conduct, thoughts and dressing as per the development and social changes taking place with the changing times and to reach out to them through films, TV and social media.

Gopi Krishna

Actor
&
Executive Producer



Gopikrishna is a talented actor and executive producer from Chennai, fluent in Tamil, Telugu, Hindi, and English. With a career spanning feature films, short films, television, and advertisements, he has built a reputation for versatility and depth in every role.

In Tamil cinema, he has portrayed diverse characters—from the lead negative in *Puyalil Oru Thoni* to memorable roles in *96*, *Dharbar*, *Indian 2*, *Bigil*, *Soorarai Pottru*, *Sarkar*, and *Dheeran Adhigaram 1*. His production *GNANASERUKKU* – The Pride of Wisdom was officially nominated at 40 international film festivals, marking his mark as a creative force behind the camera as well.



On television, Gopikrishna has featured in popular Sun TV serials like *Vamsam* and *Nandinee*, while his short films *HELLO* and *A Diary of Poor Mother* have garnered critical acclaim. He has also appeared in advertisements, dance performances, and comedy spoofs, showcasing his multifaceted talent. Shortlisted for *Varungala Superstar 2022*, Gopikrishna continues to make an impact both on-screen and as a producer, blending storytelling with authenticity and creativity.

1. What first inspired you to pursue acting, and how has your journey evolved from that starting point?

I watch all hero movies from my childhood FDFS, which made me the mood of interest in acting and it's move on at a certain stages of life decided acting as a profession. Intial i start work in Add Films, Short Films, Tele Films and Finally in the Feature films...

2. Many people see the glamour, but few know the challenges. What were the biggest struggles you faced before getting your first break

NA..

3. How do you keep yourself motivated during moments of rejection or self-doubt?

I never feeel as a rejected iam stepping in to next level if the opportunity misses. There is no self-doubt about my path is clear on my travel some times it may be delay but not denined...

4. Who has been your biggest support system in this journey, and how have they influenced your growth as an actor?

I could say myself because I have self motivated no support when i start my journey and till now. I have created a team of members like directors in my association group and it may be a good growth to move up next level.

5. What sacrifices have you had to make in your personal life to pursue your career in films?

Nothing sacrifices here because being an actor cinema is my profession life and carrier, travel Towards my dream passion of cinema.

6. As an actor, your image often extends beyond the screen. How do you define your personal style?

To be a successful actors experience long hours, exhaustion, and a disrupted personal life due to time away from home and demands for public appearances. Generally i need to be creative, dedicated, and flexible, and must maintain a degree of self-introspection and discipline to connect with characters and their own authentic selves.

7. Fashion and film are deeply connected. How do you see cinema influencing fashion trends today?

Yes both are deeply connected as a body and soul of a human. Fashion and cinema we have to know how to express and connect audience. Now a days cinema influencing fashion trends in all aspect of confident, attitude and dressing.

8. Do you believe actors have a responsibility to represent sustainable or socially conscious fashion choices?

Being an Actors not occupied compleat hours in industry . some level have to reach need a support of Fashion industry to upgrade my self.

9. How much do costumes and styling contribute to the way you build a character on screen?

I could say costumes and own style of acting when we create will touch the people eye. Both are very essential for an actor when he appear on a screen.

10. Has being in the public eye changed the way you think about fashion in your daily life?

Yes afcourse fashion part is major while we appear on a public stages.

11. What role do you think actors play in shaping the fashion industry compared to designers and models?

I appreciate and will give my ~~100~~ percentage support to the Fashion industry. I would like to travel along with Fashion industry people will be added advantage to my carrier.

12. With the rise of digital media, how do you balance staying true to your craft while also being a style icon?

Now a days Digital media support to a great extent for all actors and industries.

13. What advice would you give to aspiring actors who also want to establish a strong personal brand through fashion?

Do your work sincerely, discipline and strong passion and one day will be your fruitfull day...

14. Do you see yourself collaborating with fashion designers or brands in the future as part of your career growth?

Definitely it will be an added advantage to move on the next level of my carrier

15. Looking ahead, what impact do you hope to leave—both as an actor and as a contributor to the fashion and creative industries?

Very simple I have to prove good actor in the industry same as Fashion industry to as a good model...





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EMERGING
FASHION
CAPITALS

TECHNOLOGY
IN FASHION

SUSTAINABLE
FASHION