



CALIFORNIA FASHION ASSOCIATION



The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.

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TECHNOLOGY *by Design*

California Apparel News asked apparel-technology experts:
“How will Web3 elements such as blockchain, NFTs, the metaverse, and gaming affect the apparel industry as they gain traction?”

CFA Members replied:

Jason Wang

Chief Operations Officer

Alvanon

“Web3 describes the convergence of a series of technologies that are likely to have a significant impact on the way we live our lives into the future. For some, it describes the metaverse, for others it’s about the decentralization of data and the shift toward blockchain exchanges. As avatars within these new spaces need clothing to wear, they are providing brands with a fresh revenue stream. With 3.03 billion people saying they played video games in 2022, there is a real opportunity for retailers to enter this space.”

Paul Magel

President, Business Applications Division

CGS

“The apparel industry is made up of two sides of the house—the front-end retail or consumer facing and the back of the house, where apparel manufacturing takes place. In the back of the house, the industry is much more concerned with blockchain and supply-chain issues. The drive toward sustainability and traceability is growing increasingly more important, especially as government entities are getting involved and putting mandates in place. NFT, the metaverse and gaming are focused on the front-end (retail) side of the house as they help with consumer engagement. Ultimately, no matter what side of the apparel industry you’re on, you need to make sure your objectives are clear.”

Robert Zoch

Global Content Manager

Kornit Digital

Web3 enables a new dimension to personal expression, and NFTs are a means of establishing ownership of that expression. The metaverse is a natural evolution of the gaming world, taking something that’s highly familiar to the new digital-native generation by converting that experience to the shopping and fulfillment world. Digitizing the end-to-end fashion and textile-production experience—and digitizing the supply chain—is breaking down barriers in creative expression. For apparel brands, producers and retailers, these new developments likely represent either a considerable challenge or a make-or-break one.

Galina Sobolev

Chief Marketing Officer

StyleScan

Brands and designers are eager and excited to experiment with virtual fashion. There is far more to Web3 fashion than just digital clothes and virtual shows. Fashion brands can use blockchain as proof of record of their sourcing, ethical production and sustainability, which in turn will help with brand image and consumer loyalty. Web3 adaption creates ease of customization and personalization. Manufacturers, brands and independent designers can easily create customized looks by digitally dressing models in their virtually designed creations. The technology movement and globalization of fashion will wait for no one, and Web3 will be leading the way.

Chris Walia

Chief Operating Officer

Tukatech

These technologies allow the physical world to coincide with the digital world and will affect the fashion industry on the front and back ends. With NFTs and blockchain, brands can protect intellectual property such as artwork and prints while maintaining a record of each person who has accessed it. The metaverse allows brands to offer exclusives like digital fashion shows, limited-release virtual products and other experiences for their most loyal fans. Many online games offering avatar customization and there are ample opportunities for fashion brands to create designer 3D garments.

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