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Technology Innovation Is the Key to Triumph for the Glaring Future of the Fashion Industry

Vikita Shah[1], Prof. (Dr.) Smriti Agarwal[2]
[1]Research Scholar, Mody University, Lakshmangarh, Rajasthan, India.
[2]Research Guide, Mody University, Lakshmangarh, Rajasthan, India.
Emails: *vikitaskansara22.sod@modyuniversity.ac.in[1], smritiagarwal.sofd@modyuniversity.ac.in[2]*

Abstract
Over the last decade, the fashion industry has been at the forefront of the latest technology. From the introduction of sewing machines for stitching fashion products to biodegradable fabrics to fashion renting apps to needle-free sewing, the fashion industry has seen a lot of changes over the last few years. Evolution in fashion begins with the introduction of artificial intelligence. Technology in fashion is at its profuse self in the current sphere. Technology comprises Artificial intelligence that is enhancing the production capacity of the fashion manufacturing industry, secondly, it comprises Augmented reality which positively boosts the customers' shopping experience and lastly, the virtual outlook increases the remunerative economy in the fashion industry. When one thinks of evolution, artificial intelligence is the latest introduction to the world of technology. Technology in fashion has never been more abundant than it is now. Artificial intelligence is optimizing vast production lines, augmented reality is enhancing the customer experience, and the virtual world is creating lucrative new revenue streams [1]. In the fashion industry, one of the most observable transposes is due to e-commerce. The convenience of online shopping is becoming very appreciated. Fashion companies have started incorporating innovative digital ways to reach their targeted audience. The advanced technologies include virtual fitting rooms which help customers in making more spontaneous decisions in their purchase as they can preview the product and exactly see how that product looks on their body type [2]. Artificial intelligence is used in the design process in a fashion that makes it much easier, like using AI to resize a garment digitally without actually making the garment, digitally changing the color, and also AI can create a visual background to give the buyer the precise judgment about the overall look of the garment. This saves time and resources, which in turn helps in reaching a wider range of customers [3] Another evolution with technology is the introduction of 3d printing and robotics, which cannot accelerate the rate of production. Design software, computerized laser-cutting machines, and digital pattern-making are some of the new manufacturing techniques in the fashion industry.

Keywords: *Technology; artificial intelligence; evolution; augmented reality; virtual; customer satisfaction; sustainability.*

1. Introduction
The use of advanced technology in fashion is a transformation and it is a key to success. Many businesses have gone extinct due to the non-adoption of advanced technology. To sustain oneself in the fashion industry, one needs to focus on the latest digital techniques, sustainability, and consumer satisfaction. With AI and intelligent data analysis fashion companies generate eco-friendly and sustainable designs by maximum utilization of the resources. AI data analysis also helps in anticipating trend forecasting which leads to customer satisfaction and encourages purchasing power. Advanced technology is found at every stage of the fashion industry from the design stage to the manufacturing stage to packing to quality check to shipping to marketing and finally to sales. Artificial intelligence is applied in a numerous way in the fashion industry like it is used in the textile manufacturing industry for color matching, quality control, supply chain management, enhancement of production, etc. AI smoothens the ways of online shopping while AR brings unique new involvements in providing

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engaging ways for customers to shop [4]. Development of eco-friendly materials, enhancing production to reduce waste, and giving an online preview of the product support guarantee to customers desirable choice which in turn leads to fewer returns [5]. AI eases the challenge of shopping for fashion online, while AR brings unique experiences to the physical store, providing novel and engaging ways to shop. Likewise, fashion technology is helping to reduce the industry's environmental footprint by supporting the development of eco-friendly materials, optimizing production to minimize waste, and reducing wasteful emissions from returns. Discovery of some new technology in the fashion industry is vital to future-proofing the market [6].

1.1 Synthetic Media

Synthetic Media are pictures, videos, audio, or text using AI, and due to the transformed and latest technology, these images seem to look very realistic. AI-created images or videos are digitally created and it saves production time and money to a large extent. Like in case of a digitally created photoshoot of a garment on a model with the backdrop of an outdoor shoot can be created digitally with no need for a physical garment or going to any outdoor site for a photoshoot [7]. In the context of synthetic realities, one particular example of utmost attention is deepfakes. "Deep learning" and "fake," represent a highly developed application of artificial intelligence techniques, particularly deep learning neural networks (computer generated), to fabricate convincing synthetic media images. By scrutinizing and integrating a set of information available, highly realistic content is created digitally. Obtaining facial expressions, speech or vocals, actions, and gestures can be created with the help of AI technology which looks very commonsensical. In deepfake techniques, one can effortlessly blend the facial expression and the features of one individual with that of another, accomplishing identical results [8].

1.2 Virtual influencer

Influencers are people who are followed by a lot of people on social media platforms. A digitally created character is the latest technology introduction. This is made by digital 3D modeling and animation. The virtual influencers are created through the newly introduced technology which helps the content writers to interact with the customers on social media without an actual human doing the interlinkage [9]. A few of India's known virtual influencers are Naina, Kyra, and Sravya who are created to help in the communication with the customers for varied assistance [10]. The occurrence of virtual characters dates back to the early 90's when cartoon characters were the digitally created persona. Animation has been used as an advertising tool since the 1940s, given the high viewer engagement and acceptance. However, the first virtual celebrities were launched in Japan by the company Botany Lamb alongside virtual idols, which are media performances that occur independently of any living performer's referent. [11] The below chart shows the existence of various digitally created personas over the years.

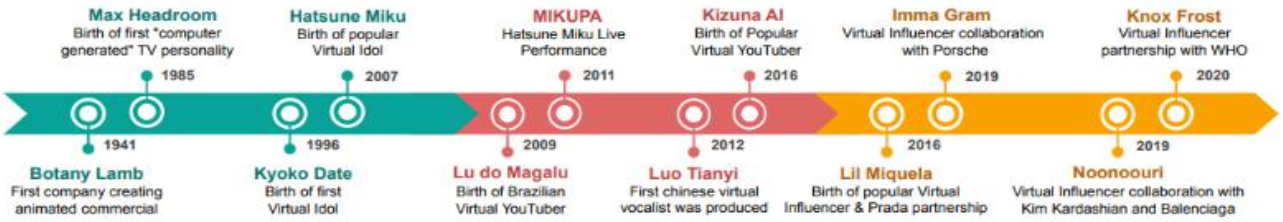

Figure 1 Timeline of Significant Events Related to Virtual Characters

Find some of the Virtual influencers with the detailed chart of their date of origin, country in which it was created, number of followers, along with the earnings they generated for the companies. Figure 1 shows the Timeline of Significant Events Related to Virtual Characters. Figure 2 shows the Visual Aspect of The Top7 Virtual Influencers. Obtaining facial expressions, speech or vocals, actions, and gestures can be created with the help of AI technology which looks very commonsensical.

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Name	IG profile (URL link)	Followers	Engagement rate	Origin country	Birth date	Creator	Estimated Earnings per Post (EEP)	Brand collaboration
Lu do Magalu	@magazineluiza	5M	0.08%	Brazil	2009	Magazine Luiza	$10,128–$16,880	Magazine Luiza
Lil Miquela	@lilmiquela	3M	1.85%	USA	2016	Brud	$6,056–$10,093	Calvin Klein, Prada
Knox Frost	@knoxfrost	800K	1.02%	USA	2019	–	$2,386–$3,977	WHO
Thalasya Pov	@thalasya_	495K	0.95%	Indonesia	2018	Magnavem Studio	$1,474–$2,457	Chocolatos ID
Imma	@imma.gram	331K	1.61%	Japan	2018	Aww Inc.	$987–$1,646	Porsche, IKEA
Bermuda	@bermudaisbue	293K	7.29%	USA	2016	Brud	$881–$1,468	Chanel
Shudu	@shudu.gram	215K	3.12%	England	2017	The Diigitals Agency	$645–$1,075	Balmain

Figure 2 Visual Aspect of the Top 7 Virtual Influencers

1.3 Fashion Technology

With the introduction of advanced applied science, businesses in the fashion industry are seen to be surviving the trend change in the market. The inception use of AI helps companies to brace sustainability to a large extent. Data analysis with the help of AI is also another form of advancement. This helps in giving real-time insights and helps in anticipating trends which further helps in customer engagement and finally results in revenue boosting. AI significantly influences the fashion sector at every stage from designing to production to packaging to transportation of the products to retail to marketing and finally leading to the sales of the product. AI technology helps in numerous ways as it helps in customer relationship management, virtual assistance in the form of digitally visualizing the product on the body type, product recommendation, product search, supply chain management, demand forecasting, creative designing, and trend forecasting.

Virtual Fashion: This is the technology where the fashion products are worn digitally on a customer's body type to help him get the 3D look digitally to visualize the product on him. Virtual fashion also encourages sustainability as not all the products need to be made physically which leads to minimizing material costs and wastes. Virtual fashion is trending amongst people as it helps in using the product digitally in the form of some image uploading on some social media without spending money to buy that product [13]. Three-dimensional human modeling technology in the field of personalized clothing, virtual fitting, clothing virtual display, and digital fashion design has important research significance. Existing three-dimensional clothing body modeling technology can be divided into three main types of methods based on three-dimensional body scanning technology, modeling software, flat body images, and body measurement information. In terms of realization, 3D human modeling is mainly divided into four types: human feature modeling, human parametric modeling, human polyhedral modeling, and human surface modeling. [14]

3D Printed Textiles: 3D printed textiles are products manufactured by layering material directly onto the textile, using images based on a digital design. This process allows for the precise control of material use, reducing waste and offering a sustainable alternative to traditional methods. While comparing traditional garment production, 3D printing generates minimal waste, as there are no cut-offs or excess fabric [15]. This advanced technology ensures that only the necessary amount of material is used. Precision in material use translates to reduced production costs, also making 3D-printed garments a more financially viable option. 3D-printed clothes can be made from recyclable and biodegradable materials, offering a sustainable solution. The creative potential of 3D-printed textiles is limitless. New technology allows for designers to create intricate and avant-garde pieces that were once deemed unattainable. 3D

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printing also enables bespoke clothing, tailored to an individual's unique style and measurements [16].

Augmented Reality: This is the amalgamated image of a digitally created image of a product into the users' surroundings. For example, the digital image of a furniture piece can be placed in a space of one's residence to view how the product would look in their home [17]. AR applications can be used to visualize the product while shopping online. AR technology helps a buyer to shop with confidence and enhances the shopping experience. Visualizing the product digitally before buying reduces the risk of dissatisfaction and reduces the rate of returns. This further increases the trust of a customer in that particular brand [18].

Metaverse: It generates a three-dimensional image that appears to surround the user. In the virtual world, users can shop, play games and hang out. Metaverse includes computer-generated environments [19]. The Metaverse is the replica of the internet, supporting ongoing online 3D virtual environments where the world's publicly accessible virtual experiences, real-time 3D contents, and other related media are connected and accessible through VR/AR, as well as through classic devices such as PC or mobile [20].

Blockchain: Blockchain technology enables luxury brands to give unique identification codes created from encrypted functions known as tokens for non-fungible assets, allowing each asset to be held, purchased, exchanged, and traded with ease. Customers may log in to a brand's website to create and prove ownership of a luxury asset that can be verified and later transferred to another party [21].

Innovative eco-materials: The reuse of used materials to get a new fabric is the eco-friendly alternative in the trending fashion industry. The discarded products are reprocessed to make new products for further use and to reduce wastage. The production process of these innovative fabrics is also generally gentler for the planet. For instance, it may use a lot less water and fewer chemicals than most conventional fabrics. It may release fewer CO2 emissions into the atmosphere. Parblex is an innovative bioplastic made using potato waste, one example of the Eco materials available. Advanced technology-made materials, new processes, and techniques are often the result of the successful combination of fashion and technology, helping to navigate the fashion industry toward a more sustainable future. Among these products made from natural sources like bananas, coffee, pineapple, water lily, nettle, and hemp – which may seem like ingredients or edible items, they are natural resources that can be turned into sustainable textiles [22] Follow the below image which helps to simplify the process in which a fruit is transformed into a commercially sold product. printed garments a more financially viable option. 3D-printed clothes can be made from recyclable and biodegradable materials, offering a sustainable solution. The creative potential of 3D-printed textiles is limitless. New technology allows designers to create intricate and Figure 3 shows the process of Manufacturing Eco Materials.

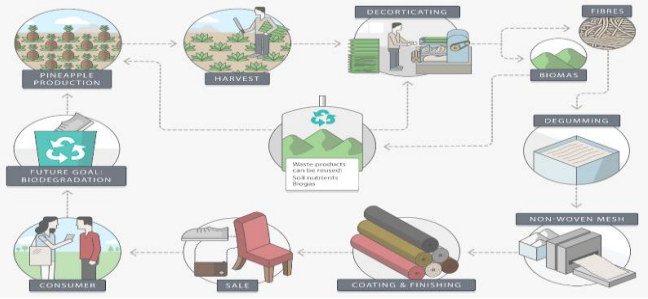

Figure 3 Process of Manufacturing Eco Materials

2. Method

The method used to analyse the technology growth in fashion can be through trend forecasting through the survey: with the help of AI technology businesses in fashion can analyse future trends. It gives the buyers the right product as the seller brand has researched about the trend using AI technology. Merchandise Analysis: the AI helps in optimizing the stock of the product and helps in assortment planning. AI analyses large data of sales, history of trends data, and customer preferences data and after analysing all of this through data collection method, the quantities and the preferences are determined. Analysing helps in recommendations to the buyers as well as the sellers. AI helps the buyers to visualize the look of the product even before purchasing it. AI recommends the product size that suits the body type the best. This study will engage in a mixed-methods

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approach, combining qualitative and quantitative techniques to gather extensive statistics. Design interview questionnaires and surveys focused on technological integration in fashion design. Conduct interviews which can be interrogated and distribute surveys to the identified participants within the fashion industry and consumer base. Thematic analysis of interview transcripts to identify key themes, challenges, and opportunities related to technology in fashion design. Statistical analysis of survey data using relevant software like Kobo Toolbox or JotForm, to identify patterns, preferences, and adoption rates of technology in fashion to comprehensively analyse the influence of technology on various stages of the fashion design process. Conduct interviews with fashion designers, technologists, industry experts, and consumers to gather first-hand insights into the integration of technology in design processes. Distribute surveys to collect quantitative data regarding preferences, perceptions, and adoption rates of technological advancements in fashion design. Explore how digital tools, virtual reality, and AI influence ideation and concept development in fashion design. Investigate the impact of 3D printing, smart textiles, and sustainable materials on the creation of fashion products. Examine the role of automation, robotics, and supply chain technologies in fashion manufacturing processes. Analyse the effects of e-commerce, social media, and personalized experiences on consumer behaviour and brand engagement. This methodology aims to employ a multifaceted approach, combining literature review, qualitative interviews, and quantitative surveys to comprehensively explore and understand the impact of technology on fashion design across its various stages. [24]

3. Results And Discussion

The use of AI in fashion has led to a lot of advancement. Sustainability is followed by reducing waste and improving efficiency, fashion companies can reduce their environmental impact and create a more sustainable industry. AI will be used to make fashion more sustainable. By optimizing the supply chain, and reducing waste, Influencer marketing: AI will be used more extensively in influencer marketing campaigns. By analyzing data on social media, AI can help fashion companies to identify the most influential bloggers and social media personalities to work with. Predictive trend analysis: AI and machine learning are used to analyze data from sources like social media, runways, and street style to predict fashion trends accurately. This trend is expected to continue, helping brands stay ahead of fashion trends and design clothing that is in demand. AI-Generated design: Designers can use AI to create innovative designs by feeding it images of different clothing items. With the help of AI one can combine these designs in unique ways to create entirely new fashion concepts. This trend may lead to innovative and unexpected fashion creations. Personalized fashion advice: AI-driven chatbots now provide customers with tailored fashion guidance, taking into account their body type, style preferences, and previous purchases. This trend is likely to grow, providing shoppers with a 24/7 personal stylist experience. It's important to note that while these trends represent the potential future of AI in fashion, the industry's adoption of these technologies may vary. Ethical and privacy concerns will also need to be addressed as AI continues to play a larger role in the fashion world [25]. The research embellished the significant and multifaceted impact of technology on fashion design, reshaping creative processes, production methods, consumer interactions, and sustainability within the industry. Resultant technology found at different stages in the fashion industry needs to be followed as under. Table 1 shows the Digital Tools and Design Conceptualization Used in Fashion Design

Table 1 Digital Tools and Design Conceptualization Used in Fashion Design

Digital Tools	Application Rate (%)	Consequences
Virtual Reality (VR)	85	Enhanced visualization and ideation
Augmented Reality (AR)	70	Improved creativity and collaboration
3D Modelling Software	90	Precise design iteration and accuracy.

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This table template illustrates prospective findings regarding the utilization rate and impact of various digital tools in the conceptualization phase of fashion design. This can be inhabited with factual statistics or findings to depict the influence of digital tools on the fashion design process. Table 2 shows the Transformation in Creation through Advanced Technology in Fashion Design.

Table 2 Transformation in Creation through Advanced Technology in Fashion Design

Innovation	Application	Consequences
3D Printing	Prototyping	Reduced lead time for specimen creation by 70%.
	Customization	Increased bespoke options by 60%.
Smart Textiles	Functional Wear	Enhanced garment functionality by 40%.
	Interactive Apparel	Improved user engagement and experience by 55%
Wearable Technology	Health Monitoring	Integration of health monitoring into garments.
	Personalized Accessories	User Personalized accessories

This table structure showcases different advanced technologies utilized in the creation phase of fashion design and their applications, along with their corresponding impacts or enhancements or consequences in the fashion industry. This table with specific data or findings from the research, depicts the impact of the advanced technologies in the creation process in fashion design.

Table 3 Innovations in Making the Manufacturing Processes in the Fashion Design Sector More Efficient

Innovation	Application	Consequences
Automation	Sewing and cutting	50% reduction in production time
	Inventory Management	Improved accuracy in stock tracking (30% fewer errors)
Robotics	Garment Assembly	Increased precision in assembly (20% reduction in errors)
	Material Handling	Efficiency improvement (40% faster handling)
Artificial Intelligence (AI)	Predictive Analytics	Enhanced supply chain forecasting (70% accuracy improvement)
	Quality Control	Improved defect detection (25% fewer defects)

This table structure provides an outline to display the application of various technologies in manufacturing processes within the fashion industry and their corresponding impacts or improvements. This table with specific data or findings from the research depicts the transformative influence of these technologies on the manufacturing phase in fashion design. Table 3 shows the Innovations in making the Manufacturing Processes in the Fashion Design sector more efficient. Fashion companies can reduce their environmental impact and create a more sustainable industry. AI will be used to make fashion more sustainable. By optimizing the supply chain, and reducing waste.

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Table 4 Technology and Consumer Engagement in Fashion Design

Technology	Application	Impact
E-commerce Platforms	Online Retail	150% increase in sales over the last 5 years
	Personalized Shopping	60% of consumers prefer personalized recommendations.
Social Media	Influencer Marketing	80% of consumers are influenced by social media trends
	Brand Engagement	70% increase in brand engagement through social platforms.
Personalization	Customization	45% rise in customer loyalty due to personalized experiences.
	Tailored Marketing	55% increase in conversion rates with targeted marketing

This table shows various innovative technologies utilized for consumer engagement within the fashion industry and their impacts or influences on consumer behavior and brand interaction. Populating the table with relevant data or findings from the research highlights the significant role of technology in shaping consumer engagement strategies in fashion design. [26] Advanced Technologies, such as virtual reality (VR) and augmented reality (AR), have significantly enhanced the ideation phase of fashion design. 3D printing stands as a game-changer in fashion design, enabling sustainable material exploration and personalized, on-demand production. Smart textiles and wearable technology have emerged, blurring the lines between fashion and functionality, offering interactive and responsive garments. Automation, robotics, and artificial intelligence have streamlined manufacturing, optimizing efficiency, reducing production timelines, and minimizing costs while maintaining quality standards. These technologies have transformed traditional garment-making processes, offering precision and customization at scale. E-commerce platforms have revolutionized the retail landscape, providing consumers with unparalleled accessibility and convenience. Social media and influencer marketing have become integral in shaping consumer trends, preferences, and brand engagement. Table 4 shows the Technology and Consumer Engagement in Fashion Design.

Conclusion

AI has the potential to redefine the fashion industry by improving functional regulation, improving customer experiences, and promoting sustainability. The use cases of AI in creating trendy designs, managing supply chain management, personalized shopping experiences through virtual try-ons, stock management, and predictive analytics proves how AI can unlock new opportunities and create innovative products and services. Fashion retailers who use AI and invest in its development will gain a competitive edge, stay ahead of trends, and increase revenue. As AI technology evolves and matures, it will become an indispensable tool for fashion retailers, shaping the industry's future. Therefore, fashion retailers must embrace AI and leverage its potential to reshape their business models, increase their market share, and deliver exceptional customer value. Technology has had a profound and positive impact on the fashion industry. It has democratized style, driven sustainability and innovation, ushered in a new era of data-driven fashion, and transformed the way we shop present, and market fashion. As technology continues to evolve, it will undoubtedly continue to shape the future of fashion for the better [27]. Advanced Technologies, such as virtual reality (VR) and augmented reality (AR), have significantly enhanced the ideation phase of fashion design. 3D printing stands as a game-changer in fashion design, enabling sustainable material exploration and personalized, on-demand production. Smart textiles and wearable technology have emerged, blurring the lines between fashion and functionality, offering interactive and responsive garments. Automation,

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robotics, and artificial intelligence have streamlined manufacturing, optimizing efficiency, reducing production timelines, and minimizing costs while maintaining quality standards. These technologies have transformed traditional garment-making processes, offering precision and customization at scale. E-commerce platforms have revolutionized the retail landscape, providing consumers with unparalleled accessibility and convenience. Social media and influencer marketing have become integral in shaping consumer trends, preferences, and brand engagement.In conclusion, the mutualism between advancement and fashion has thrust the industry into an era of unrivalled transformation and connectivity. The transformative impact of technology on fashion design is unquestionable, promising a future characterized by creativity, sustainability, and consumer-centric experiences. However, achieving this future necessitates a conscientious approach, ensuring ethical frameworks and inclusivity while harnessing the power of technology to shape a progressive and sustainable fashion landscape.

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