

A NEW DIGITAL WORLD FOR FASHION

DIVAS

BY DESIGN

Edition 4 June 2025

**CONQUEST
ARTIFICIAL
INTELLIGENCE**
WILL HUMAN DESIGNERS
BECOME OBSOLETE

WHO CONTROLS
**VOGUE
VANITY**
MAGAZINES

OLD TRENDS
**RETURN WITH
FLAVOUR**

**CHANGE
YOUR
TOOLS**
ADVANTAGES FOR THE
URBAN DESIGNER

**BATTLE
FOR SUPREMACY**
HIGHEND & URBAN DESIGNER

REMEMBERING A **ANOTHER** CLASSIC
CALVIN **KLEIN**

THE **MILLENNIUM** STORM
RAW TALENT
TOMORROWS **MALE MODEL**

**THE USE OF AI IN
FASHION DESIGN**
ITS DISRUPTIVE **IMPACT** ON THE MARKET.



DIVASBYDESIGN

A NEW DIGITAL WORLD FOR FASHION

Celine Sittler



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A full-page photograph of a man in a dark green, textured suit, white shirt, and dark tie. He is standing on a balcony with a city skyline visible in the background. The large white letters 'AI' are superimposed over the center of the image.

AI

ITS DISRUPTIVE IMPACT ON THE MARKET

The Use of AI in Fashion Design

Artificial intelligence (AI) is revolutionizing fashion design, transforming everything from creative processes to supply chain logistics, and turning the market upside down. AI powered tools can now generate innovative designs in seconds, analyze trends with unparalleled accuracy, and personalize fashion experiences like never before. Traditionally, designers relied on intuition and manual labor to create collections, but AI can now predict what consumers will want before they even realize it, using big data, machine learning, and social media analysis.

One of AI's most disruptive impacts is speed and efficiency. With AI-generated fashion, brands can move from concept to production in days rather than months, reducing costs and increasing accessibility. This shift threatens the exclusivity of high-end fashion houses that rely on slow, handcrafted couture. Additionally, AI-powered platforms enable independent designers to compete with established brands by offering unique, on-demand pieces with minimal overhead. AI also enhances sustainability by optimizing fabric usage, minimizing waste, and enabling digital sampling, reducing the environmental impact of mass production. Smart algorithms predict inventory needs, preventing overproduction and unsold stock, a long-standing issue in the fashion industry. Meanwhile, AI-driven virtual try-ons and body scanning technologies are reshaping the retail experience, allowing consumers to shop online with greater accuracy, further challenging traditional brick-and-mortar luxury stores.

As AI democratizes design, it is dismantling fashion's old hierarchy, where a few elite designers dictated trends. Now, algorithms, social media influencers, and consumer data shape what's in demand. While some fear that AI could homogenize fashion, others argue that it fosters creativity by enabling rapid experimentation and customization. The industry is now at a crossroads, where legacy brands must adapt or risk becoming obsolete in an AI-driven fashion landscape.

The integration of AI into urban design is reshaping the competitive landscape, presenting both opportunities and challenges for major brands. Urban designers now leverage AI tools to optimize city planning, simulate environmental impacts, and create sustainable solutions with unprecedented precision. This technological edge allows smaller firms and independent designers to compete with established brands by offering innovative, cost-effective solutions. For major brands, this shift often translates to increased pressure to adopt similar technologies, which can be costly. The expenses associated with implementing AI include acquiring advanced software, training employees, and maintaining the infrastructure required for AI-driven projects. Additionally, the rapid pace of innovation means that brands must continuously invest in updates and new tools to stay competitive. While these costs can strain budgets, failing to embrace AI risks losing market share to more agile competitors. Thus, the rise of AI in urban design is a double-edged sword for major brands, driving both innovation and financial challenges.

Brands face several financial impacts due to the adoption and integration of AI technology:

1. Initial Investment Costs:

Implementing AI requires significant upfront expenses, including purchasing advanced software, hardware, and infrastructure. For example, companies may need to invest in high-performance computing systems or cloud services to support AI operations.

2. Training and Workforce Development:

Brands must allocate resources to train employees on AI tools and processes. This often involves upskilling existing staff or hiring specialized talent, which can be costly.

3. Operational Efficiency Gains:

While the initial costs are high, AI can lead to long term savings by automating repetitive tasks, optimizing supply chains, and improving decision-making processes. These efficiencies can reduce operational costs over time.

4. Increased Competition:

As AI levels the playing field, smaller competitors can leverage the technology to challenge established brands. This forces larger companies to continuously innovate and invest in AI to maintain their market position.

5. Customer Experience Enhancements:

AI-driven personalization and customer service improvements can boost brand loyalty and revenue. However, developing and maintaining these systems requires ongoing financial commitment.

6. Risk of Missteps:

Poorly implemented AI systems can lead to financial losses, such as reputational damage from biased algorithms or legal issues related to data privacy.

7. Continuous Upgrades:

The rapid pace of AI innovation means brands must regularly update their systems to stay competitive, leading to recurring expenses. These financial impacts highlight both the opportunities and challenges that AI presents for major brands.

AI
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INTELLIGENCE





AI
ARTIFICIAL INTELLIGENCE

CHANGE YOUR TOOLS

Urban and upcoming designers can gain a competitive edge by integrating AI-powered tools, digital platforms, and smart technologies into their creative and business processes.

Here are some essential tools to explore:

1. AI-Powered Design Tools

- Adobe Firefly & Sensei – AI-assisted design tools in Adobe Creative Suite that enhance creativity and automate tedious tasks.
- Runway ML – A machine learning platform that helps designers experiment with AI generated visuals, textures, and patterns.
- Deep Dream Generator – An AI-powered tool that transforms images into unique artistic designs for inspiration.

2. Trend Forecasting & Market Insights

- Heuritech – Uses AI to predict fashion trends based on social media analysis.
- WGSN – Industry-leading trend forecasting platform for emerging styles, colors, and materials.
- Google Trends & Pinterest Trends – Free tools that analyze consumer interest and trending fashion searches.

3. 3D & Digital Fashion Design

- CLO 3D & Marvelous Designer – Advanced software for digital garment design, allowing designers to create realistic 3D clothing before production.
- Blender & Cinema 4D – Useful for creating 3D visualizations of fashion concepts and virtual fashion.
- Daz 3D – A tool for designing digital characters and outfits, useful for virtual fashion and NFT fashion collections.

4. AI-Powered Fashion Assistants

- ChatGPT & Midjourney – Helps generate ideas for branding, storytelling, and design inspirations.
- FashTech AI – AI-powered software that assists in customizing designs based on consumer preferences.

5. Smart Manufacturing & Sustainable Production

- Zerowaste Pattern Making (CLO 3D, Optitex) – Helps designers create zero-waste patterns to minimize fabric waste.
- Shima Seiki – AI-powered knitting technology for sustainable fashion production.
- Resale & Upcycling Apps (ThredUp, Depop, Vestiaire Collective) – Platforms for sustainable and second-hand fashion.

6. E-Commerce & Branding

- Shopify & Big Commerce – Easy-to-use platforms for launching online stores.
- Printful & Printify – AI-driven print-on-demand services for custom apparel.
- Canva & Figma – AI-assisted graphic design platforms for branding, social media, and website design.

7. Augmented Reality (AR) & Virtual Try-On

- Zara & Snap AR – Snapchat-based AR filters for virtual clothing try-ons.
- Vue.ai – AI-powered visual merchandising and personalization tools.

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By leveraging these tools, urban and upcoming designers can enhance creativity, streamline production, optimize marketing, and build a strong digital presence, giving them a significant advantage in the evolving fashion landscape.



CALVIN KLEIN, BORN ON NOVEMBER 19, 1942, IN THE BRONX, NEW YORK, GREW UP IN A MIDDLE CLASS JEWISH FAMILY WITH EASTERN EUROPEAN ROOTS. HIS FATHER, LEO KLEIN, WAS AN IMMIGRANT FROM HUNGARY WHO RAN A GROCERY STORE, WHILE HIS MOTHER, FLORE STERN, WAS A HOMEMAKER WITH A KEEN INTEREST IN FASHION. IT WAS HIS MOTHER'S PASSION FOR STYLE AND TAILORING THAT FIRST EXPOSED KLEIN TO THE WORLD OF CLOTHING DESIGN, INSPIRING HIM FROM A YOUNG AGE. HE SPENT HOURS SKETCHING DESIGNS AND LEARNING ABOUT FABRICS, OFTEN ACCOMPANYING HIS MOTHER ON SHOPPING TRIPS TO DEPARTMENT STORES, WHERE HE ADMIRERD THE ELEGANCE OF HIGH-END FASHION.

UNLIKE MANY CHILDREN OF HIS TIME, KLEIN SHOWED LITTLE INTEREST IN SPORTS OR TRADITIONAL CHILDHOOD PASTIMES. INSTEAD, HE IMMERSERD HIMSELF IN THE ARTS, DEVELOPING A FASCINATION WITH FINE TAILORING AND CLASSIC EUROPEAN AESTHETICS. RECOGNIZING HIS PASSION, HE ATTENDED THE HIGH SCHOOL OF ART AND DESIGN IN MANHATTAN BEFORE ENROLLING AT THE FASHION INSTITUTE OF TECHNOLOGY (FIT) IN NEW YORK CITY. HE GRADUATED IN 1963 WITH A DEGREE IN FASHION DESIGN. AFTER COMPLETING HIS EDUCATION, KLEIN GAINED HANDS-ON EXPERIENCE IN THE INDUSTRY BY WORKING AS AN APPRENTICE FOR COAT AND SUIT MANUFACTURER DAN MILLSTEIN. THESE EARLY YEARS WERE CRUCIAL IN REFINING HIS SKILLS AND UNDERSTANDING THE BUSINESS SIDE OF FASHION. HE SPENT SEVERAL YEARS WORKING FOR VARIOUS DESIGN HOUSES, PERFECTING HIS CRAFTSMANSHIP AND LEARNING ABOUT FABRIC CONSTRUCTION, CUTS, AND PRODUCTION PROCESSES.

BY THE LATE 1960S, KLEIN, ALONG WITH HIS CHILDHOOD FRIEND AND BUSINESS PARTNER BARRY SCHWARTZ, DECIDED TO START HIS OWN LABEL. WITH A MODEST \$10,000 INVESTMENT, THEY LAUNCHED CALVIN KLEIN LTD. IN 1968, INITIALLY FOCUSING ON COATS AND OUTERWEAR. HIS BIG BREAK CAME WHEN A BUYER FROM BONWIT TELLER, A PRESTIGIOUS DEPARTMENT STORE, STUMBLED UPON HIS COLLECTION AND PLACED A SIGNIFICANT ORDER. THIS OPPORTUNITY CATAPULTED KLEIN INTO THE FASHION WORLD, SETTING THE STAGE FOR HIS RISE AS ONE OF THE MOST INFLUENTIAL DESIGNERS IN MODERN HISTORY. CALVIN KLEIN'S

CLOTHING HAD A PROFOUND IMPACT ON THE URBAN MARKET, RESHAPING FASHION TRENDS AND INFLUENCING STREET CULTURE IN WAYS THAT STILL RESONATE TODAY. HIS DESIGNS, PARTICULARLY IN DENIM, UNDERWEAR, AND CASUAL WEAR, BECAME KEY SYMBOLS OF STATUS, SENSUALITY, AND MINIMALISTIC LUXURY WITHIN URBAN COMMUNITIES.

IN THE LATE 1970S AND EARLY 1980S, KLEIN REVOLUTIONIZED DENIM WITH HIS SLEEK, DESIGNER JEANS, MOVING THEM BEYOND TRADITIONAL WORKWEAR INTO THE REALM OF HIGH FASHION. HIS PROVOCATIVE ADVERTISING CAMPAIGNS, PARTICULARLY THOSE FEATURING BROOKE SHIELDS IN SKIN-TIGHT JEANS WITH THE TAGLINE "NOTHING COMES BETWEEN ME AND MY CALVINS", ELEVATED DENIM TO A MUST-HAVE STATUS AMONG YOUTH AND URBAN FASHION CIRCLES. THESE JEANS BECAME A STATEMENT PIECE, BLENDING AFFORDABILITY WITH HIGH-END APPEAL, MAKING THEM POPULAR AMONG CITY DWELLERS LOOKING FOR STYLISH YET ACCESSIBLE LUXURY.



Calvin Klein
REMEMBERING THE CLASSIC



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Calvin Klein



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Once AI fully takes over the fashion market, the traditional power structure of the industry will shift dramatically, creating both challenges for established name brands and unprecedented opportunities for emerging urban designers. The exclusivity and prestige that once defined luxury fashion will be diluted as AI enables smaller, independent designers to produce high-quality, trend-responsive collections at a fraction of the cost.

AI-powered design tools, automated production, and direct-to-consumer platforms will give urban designers access to the same resources as high-end fashion houses, leveling the playing field like never before. For name brands, this increased competition will force a major transformation. No longer able to rely solely on legacy status or celebrity endorsements, they will need to innovate continuously, embrace customization, and integrate AI into their design processes to stay relevant. However, some high-end labels may struggle to adapt, as AI-driven fast fashion and digital-first brands offer affordable yet stylish alternatives that challenge the luxury pricing model. Additionally, AI-generated virtual fashion—such as digital clothing for the metaverse and AI-personalized shopping experiences—will redefine consumer expectations, making traditional fashion seasons and runway exclusivity obsolete. On the flip side, urban designers will benefit immensely.

AI-powered trend forecasting, automated design software, and decentralized production methods will allow them to create unique, culturally relevant pieces without massive financial backing. These designers, often inspired by street wear, hip-hop culture, and grassroots movements, will have direct access to global audiences through social media and AI-enhanced ecommerce platforms. Personalization will become the new luxury, and brands that cater to niche markets with AI-driven customization will thrive.

Ultimately, AI's dominance in fashion will spark a creative renaissance, breaking down barriers that once prevented smaller designers from competing with industry giants.

While some fear that AI may replace human creativity, it is more likely to enhance it, offering tools that empower designers to push boundaries, experiment fearlessly, and redefine what fashion means in a rapidly evolving digital world.

The decline of high-end designers in 2025 marks a significant shift in the fashion industry, driven by changing consumer behavior, economic pressures, and the rise of alternative fashion movements. Luxury brands, once revered for their exclusivity and craftsmanship, are struggling to maintain relevance in an era where sustainability, affordability, and digital influence outweigh traditional prestige. The younger generation, particularly Gen Z and Millennials, are prioritizing ethical production, second-hand shopping, and direct-to-consumer brands over the allure of legacy fashion houses.

Additionally, economic downturns and inflation have reduced disposable income for many, making ultra-luxury goods less accessible and desirable. The rapid expansion of AI-driven fashion, fast-paced trend cycles, and the rise of independent designers on platforms like TikTok and Instagram have also disrupted the dominance of elite labels. Moreover, luxury brands that failed to adapt to cultural shifts—such as the demand for racial diversity, body inclusivity, and gender-fluid designs—are losing their once-loyal consumer base. As a result, high-end fashion is no longer defined by a handful of European maisons but is being democratized by a new wave of innovative, boundary-pushing creatives who prioritize accessibility, identity, and technology over tradition.

THE FUTURE



The strength of an urban designer lies in their ability to seamlessly integrate functionality, aesthetics, sustainability, and community needs into the built environment. Urban designers possess a unique blend of technical expertise, creative vision, and social awareness, enabling them to shape cities that are both efficient and inspiring. Their strength is evident in their ability to balance competing interests, such as economic growth, environmental preservation, and social equity, ensuring that urban spaces are inclusive and resilient. They employ a deep understanding of architecture, planning, transportation, and landscape design to create vibrant, well-connected, and adaptable urban areas. Moreover, urban designers leverage innovative technologies, data-driven analysis, and participatory planning to address complex urban challenges, from congestion and housing shortages to climate change adaptation. Their foresight in anticipating future trends, coupled with their ability to collaborate with stakeholders, policymakers, and communities, allows them to implement visionary yet practical solutions that enhance quality of life. Ultimately, the strength of an urban designer lies in their capacity to transform spaces into thriving, sustainable, and human-centered environments that stand the test of time.

An urban designer's use of the environment to design clothes of unique quality showcases a fusion of architecture, sustainability, and fashion, resulting in garments that reflect the essence of the cityscape. By drawing inspiration from the textures, structures, and patterns found in urban environments, designers can create clothing that embodies the rhythm, dynamism, and aesthetic of metropolitan life. The materials used may be sourced from eco-friendly urban resources, such as recycled fabrics, repurposed industrial textiles, or biodegradable materials that align with sustainable urbanism. Additionally, the urban designer's understanding of spatial design and movement translates into clothing that is both functional and expressive, catering to the fast-paced nature of city living. Elements such as geometric cuts, layering, and structural silhouettes often mirror architectural forms, while color palettes are influenced by the interplay of light, shadow, and urban materials like concrete, steel, and glass. The incorporation of smart textiles and



adaptive design, inspired by the innovation found in city planning, allows for garments that are not only aesthetically striking but also responsive to environmental changes, such as temperature regulation or water resistance.

Ultimately, an urban designer's approach to fashion results in clothing that is deeply connected to its surroundings—pieces that tell stories of the city, blending culture, sustainability, and modernity into wearable art.

AI, Competition, And the Rise of Urban Designers

OF FASHION





THE INVASION OF AI ELECTRIC FABRIC



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The Threat to High-End Designers

For centuries, the fashion industry has been dictated by elite designers who set trends, control exclusivity, and dictate the aesthetics of style. However, the rise of artificial intelligence (AI) and electric fabric is revolutionizing fashion, causing seismic shifts in power dynamics. What was once an industry dominated by human creativity and craftsmanship is now under siege by algorithms, automation, and smart textiles. While these advancements bring innovation and efficiency, they also pose a significant threat to the authority and exclusivity of high-end designers.

The Rise of AI in Fashion Design

AI has infiltrated every stage of the fashion design process, from trend forecasting to garment creation. Advanced algorithms analyze vast amounts of data to predict upcoming fashion trends with remarkable accuracy. AI-powered design software can generate thousands of unique clothing patterns in seconds, offering an unprecedented level of creativity and efficiency. Machine learning tools, like those developed by companies such as IBM and Google, allow fashion brands to streamline their creative processes, reducing the reliance on human designers.

Brands like H&M and Zara have already leveraged AI to accelerate production cycles, responding instantly to consumer demand and producing garments in real time. Startups are also challenging traditional luxury fashion houses by using AI-driven personalization, enabling customers to co-design their own outfits, further eroding the role of high-end designers.

The Impact of Electric Fabric

Electric or smart fabric is another disruptive force. These textiles, embedded with microchips and conductive threads, can change color, adapt to temperature, and even monitor the wearer's vital signs.

Designers such as Iris van Herpen and Anouk Wipprecht have experimented with wearable technology, but as the technology becomes more accessible, the exclusivity of high-end couture is threatened.

Major tech companies are investing heavily in smart textiles, leading to a future where fashion is no longer dictated by artistic vision but by engineering breakthroughs. If an AI driven system can create self-heating jackets, self-cleaning dresses, or even fabrics that adjust their patterns based on the environment, what role remains for traditional designers?

The Threat to High-End Designers

Luxury fashion has long thrived on exclusivity and artistic ingenuity. However, the integration of AI and smart textiles is shifting control away from designers and placing it into the hands of technologists and AI developers. With consumers now able to 3D-print AI-generated clothing at home, the need for high-end designers may diminish. Additionally, the ability to mass-produce smart, adaptable clothing at lower costs could dilute the allure of luxury fashion. When customization becomes widely accessible through AI, the traditional appeal of exclusivity in high fashion could fade, leading to the decline of some of the world's most prestigious fashion houses.

The Effect on Consumers as AI Develops Its Own Ideas:

As AI becomes more autonomous and begins developing its own creative ideas, consumers will experience a fundamental shift in how they interact with fashion. Rather than relying on designers or even their own tastes, AI could curate entire wardrobes based on personal preferences, social trends, and environmental factors. Fashion could become more fluid and dynamic, with clothing that adapts to moods, occasions, or even cultural shifts in real time.



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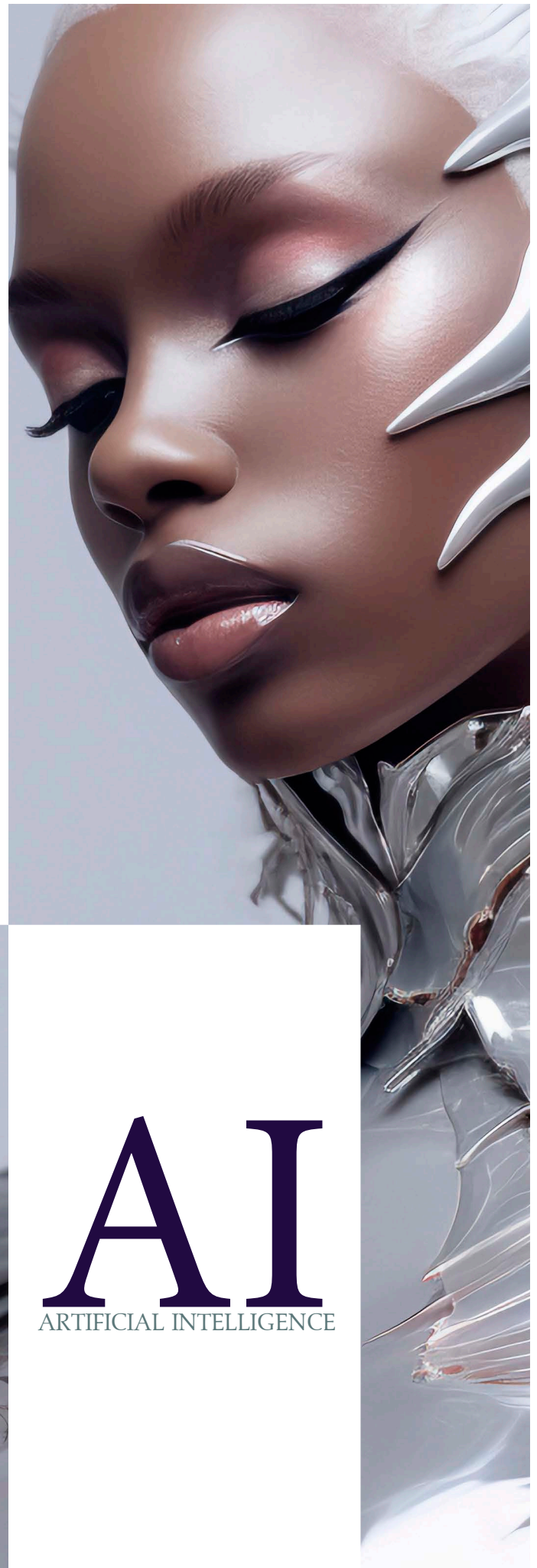
However, this evolution may also come with drawbacks. The consumer's individuality could be challenged as AI-generated fashion becomes more ubiquitous and homogenized. Additionally, ethical concerns regarding data privacy and AI-driven manipulation of consumer preferences may arise. Will people continue to value personal expression through fashion, or will they become passive participants in an algorithm-driven style ecosystem?

The Future of Fashion:

A Hybrid Approach?

While AI and electric fabric pose challenges to traditional designers, they also present opportunities for collaboration. Luxury fashion houses that embrace AI as a tool rather than a threat may continue to thrive. By integrating smart fabrics into their designs and using AI to enhance creativity rather than replace it, high-end designers can maintain their status while evolving with technological advancements.

Ultimately, the fashion industry stands at a crossroads. Will AI and smart textiles lead to the downfall of high-end designers, or will these tools become the next great medium for artistic expression? As technology and fashion intertwine more than ever, the industry



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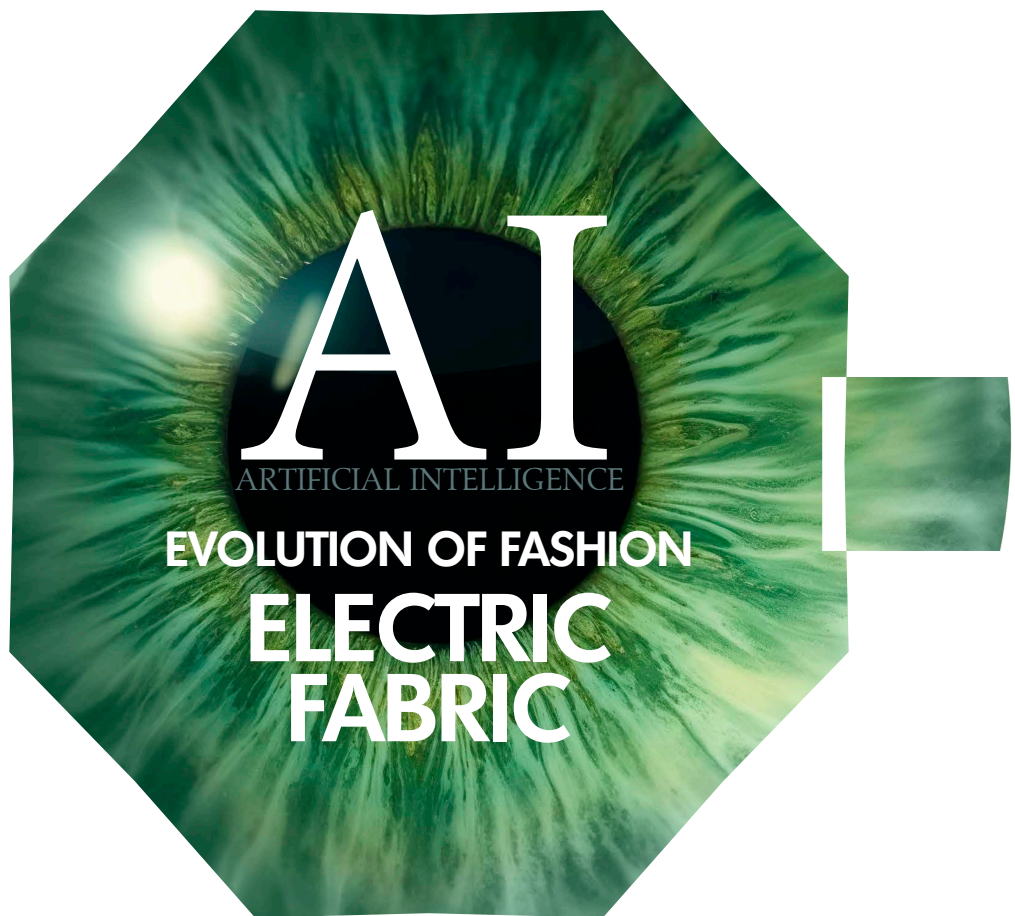






THE MILLENNIUM
STORM

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LOUIS VUITTON





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Conductive fabrics are a type of innovative fabrics that have the ability to conduct energy. These fabrics are made up of conductive materials such as silver, copper, or carbon, which allow them to transmit signals and power to electronic devices.

There are two types of conductive fabrics, heat conductive and electric conductive fabrics. The smart textile industry uses both types of these fabrics for different purposes. Heat-conducting fabrics are used for applications where the distribution of heat energy is important. However, this article is focused on electrically conductive fabrics and their usage in the E-textiles and smart textiles industry.

Usage of Electrically Conductive Fabrics

A conductive heater fabric available on Adafruit Electrically conductive fabrics are capable of transferring signals and power to electronic devices, making them highly useful for a broad range of applications such as wearable technology and medical devices. They play the same role in Smart Textiles as wires do in pure electronic devices.

One prime example of their usefulness is in the creation of smart clothing that can keep track of the wearer's health. Conductive fabrics can also be employed to design interactive surfaces that respond to touch, providing users with an innovative way to control electronic devices. The medical field also stands to benefit from conductive fabrics, with the ability to use these materials in medical devices to measure critical information such as heart rate and brain activity. In addition to that these fabrics are also used in creating heated apparel that can be used to aid body temperature regulation.

How to create Conductive fabrics

Creating electrically conductive fabrics requires expertise and innovation in various techniques, including knitting, weaving, and nonwoven methods. In weaving, conductive threads are interlaced with non-conductive threads to create a fabric that can conduct electricity.

On the other hand, nonwoven conductive fabrics are produced by fusing conductive fibers together, which results in a strong and durable conductive material. These techniques allow for the creation of electrically conductive fabrics with varying properties and applications.

Among the many conductive fabric types, silverconductive fabrics stand out as the most widely

used due to their superior conductivity. Silver is known for its excellent electrical conductivity, making it an ideal material for conducting signals and power to electronic devices. The use of silver conductive fabrics has become prevalent in many industries, including healthcare, sports, and consumer electronics. These fabrics offer various benefits such as flexibility, durability, and high conductivity, making them suitable for various applications such as smart textiles, sensors, and antennas.

Who are the biggest players in the industry

Electrically conductive fabrics are a rapidly growing industry that is gaining popularity worldwide. There are numerous countries that are involved in the production of conductive textiles materials, but the leading ones are

- United States
- Japan
- China

The manufacturing of conductive fabrics involves a complex process that requires specialized equipment and skilled labor. As a result, these countries have invested heavily in research and development to enhance the quality and efficiency of their production processes.

Main Applications of Electrically Conductive Fabrics

The use of conductive fabrics is not limited to a specific industry; they are employed across various fields. They are commonly used in the aerospace and automotive industries to create lightweight, comfortable, and premium-looking components that can transmit signals and power.

Additionally, the medical industry uses conductive fabrics to produce wearable sensors and smart clothing that can monitor vital signs and provide real-time feedback to healthcare providers.

The sports industry also utilizes conductive fabrics to create garments that can track athletic performance and prevent injuries. The versatility and adaptability of conductive fabrics make them an attractive option for a wide range of applications.

Challenges of Using Conductive Fabrics in Smart Textile Applications

While electrically conductive fabrics have numerous applications, their usage also comes with some challenges.

One of the main challenges is the change in resistance when the fabric is stretched multiple times. This inconsistency in resistance values can lead to inaccurate readings and affect the overall performance of the device. Even though this change in resistance can be used as a sensor, it becomes a problem if the fabric doesn't return to its original state after stretching.

How to test the conductivity of a Conductive Fabric
Another challenge is that conductive fabrics can be adversely affected by contact with liquids like water or sweat. When the fabric comes in contact with moisture, it can malfunction, leading to inaccurate readings or system malfunctions.

Furthermore, after washing several times, the durability and resistance values of the fabric can change, affecting the effectiveness of the conductive properties.

Conductive fabrics typically have greater resistance than their harder counterparts, wires. Hence, conductive fabrics cannot be used in most applications where higher electrical energy transmission to a component of smart textiles is required. But due to their higher resistance values conductive fabrics are widely used in the production of heated apparel. Where they can be used to generate passive heat while retaining textile properties like breathability, stretchability, and drapability.

As a result, it is crucial to consider the environmental and usage factors before designing and using electrically conductive fabrics.

Despite these challenges, the future of these smart fabrics looks bright. Researchers are constantly exploring new materials and manufacturing techniques to improve the durability and performance of these fabrics. The use of conductive fabrics in various industries is expected to increase in the coming years, and we can expect to see more innovative applications of these fabrics in the future.

In conclusion, conductive fabrics are a revolutionary type of fabric that has the ability to conduct energy. These fabrics are made up of conductive materials such as silver, copper, or carbon, which allow them to transmit signals and power to electronic devices. Although there are some challenges associated with the use of these fabrics, the future of electrically conductive fabrics looks promising.

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WHO DICTATES FASHION TRENDS

FASHION TRENDS ARE DICTATED BY A COMBINATION OF DESIGNERS, INFLUENCERS, CULTURAL SHIFTS, AND POWERFUL INDUSTRY INSTITUTIONS. HOWEVER, IT'S NOT JUST ONE PERSON OR GROUP—FASHION IS A COMPLEX ECOSYSTEM OF INFLUENCES THAT SHAPE WHAT'S CONSIDERED TRENDY OR "IN VOGUE."

Here are the key players who dictate fashion trends and why they have that power:

1. Fashion Designers & Creative Directors

- **WHY THEY MATTER:** DESIGNERS AND CREATIVE DIRECTORS HOLD SIGNIFICANT INFLUENCE OVER WHAT BECOMES FASHIONABLE DUE TO THEIR ROLE IN SHAPING COLLECTIONS AND PRESENTING THEM AT FASHION SHOWS. BRANDS LIKE CHANEL, LOUIS VUITTON, GUCCI, AND PRADA INTRODUCE THE STYLES, FABRICS, AND COLORS THAT WILL BECOME THE KEY TRENDS FOR EACH SEASON. THESE DESIGNERS CREATE THE VISION THAT SETS THE TONE FOR FASHION, AND BECAUSE THEY ARE SEEN AS AUTHORITIES IN THE INDUSTRY, THEIR COLLECTIONS INFLUENCE BOTH HIGH FASHION AND MAINSTREAM STYLE.
- **HOW IT WORKS:** EVERY YEAR, DESIGNERS PRESENT THEIR COLLECTIONS DURING FASHION WEEK IN CITIES LIKE PARIS, NEW YORK, MILAN, AND LONDON. THE RUNWAY SHOWS SERVE AS THE BLUEPRINTS FOR THE FASHION SEASONS AHEAD, INFLUENCING BOTH HIGH-END COUTURE AND MASS-MARKET TRENDS. FOR EXAMPLE, THE FALL/WINTER COLLECTIONS MIGHT SET THE STAGE FOR COATS, BOOTS, AND COLOR PALETTES THAT WILL BE SEEN EVERYWHERE IN STORES THE FOLLOWING YEAR.

2. Fashion Magazines & Editors

- **WHY THEY MATTER:** FASHION MAGAZINES, ESPECIALLY VOGUE, ELLE, AND HARPER'S BAZAAR, HAVE LONG BEEN INSTRUMENTAL IN DEFINING WHAT'S FASHIONABLE. EDITORS AT THESE MAGAZINES ARE SEEN AS THE GATEKEEPERS WHO DETERMINE WHICH DESIGNERS AND TRENDS GET EXPOSURE TO THE PUBLIC. WITH THEIR EDITORIAL POWER, THEY CAN TURN OBSCURE DESIGNERS OR BRANDS INTO HOUSEHOLD NAMES.
- **HOW IT WORKS:** THE MAGAZINE COVERS, EDITORIAL SPREADS, AND TREND REPORTS PUBLISHED IN THESE MAGAZINES INFLUENCE WHAT PEOPLE BELIEVE IS STYLISH AND ACCEPTABLE. MAGAZINES CURATE WHAT IS SEEN AS DESIRABLE AND HIGHLIGHT CERTAIN DESIGNS, COLORS, AND SILHOUETTES, EFFECTIVELY DICTATING THE VISUAL DIRECTION OF THE FASHION SEASON. EDITORS' RECOMMENDATIONS OFTEN SHAPE THE MAINSTREAM MARKET AND INFLUENCE WHAT CONSUMERS BUY.

3. Celebrities & Influencers

- **WHY THEY MATTER:** CELEBRITIES AND SOCIAL MEDIA INFLUENCERS ARE POWERFUL TRENDSETTERS BECAUSE THEY HAVE MASSIVE FOLLOWINGS AND AN ABILITY TO SHAPE PUBLIC PERCEPTION QUICKLY. WHEN A FAMOUS PERSON WEARS A PARTICULAR DESIGNER OR STYLE, IT CAN SPARK A GLOBAL TREND.
- **HOW IT WORKS:** IN TODAY'S DIGITAL AGE, CELEBRITIES LIKE KENDALL JENNER, RIHANNA, BEYONCÉ, AND KIM KARDASHIAN INFLUENCE FASHION THROUGH THEIR SOCIAL MEDIA PRESENCE, RED CARPET APPEARANCES, AND PUBLIC OUTINGS. THESE STARS ARE OFTEN SEEN WEARING THE LATEST COLLECTIONS OR COLLABORATING WITH DESIGNERS ON LIMITED-EDITION LINES. IN ADDITION, SOCIAL MEDIA INFLUENCERS WITH LARGE FOLLOWINGS ALSO PROMOTE SPECIFIC STYLES, SETTING TRENDS WITHIN YOUNGER, DIGITALLY-SAVVY COMMUNITIES. INSTAGRAM, TIKTOK, AND YOUTUBE HAVE BECOME PLATFORMS WHERE INDIVIDUALS WITH MILLIONS OF FOLLOWERS CAN DRIVE FAST-FASHION TRENDS BY SHOWCASING NEW OUTFITS AND STYLES.

4. Cultural Movements and Social Influences

- **WHY THEY MATTER:** FASHION IS DEEPLY INTERTWINED WITH CULTURE, AND MANY TRENDS EMERGE FROM SOCIETAL SHIFTS, INCLUDING POLITICAL MOVEMENTS, MUSIC GENRES, ART, AND TECHNOLOGY. THESE CULTURAL FORCES CAN DRAMATICALLY ALTER WHAT'S CONSIDERED FASHIONABLE.

- **How It Works:** Trends often reflect the zeitgeist, or spirit of the times. For instance, in the 1960s, the rise of the counterculture movement influenced psychedelic prints, bohemian styles, and the miniskirt. In the 1990s, the grunge movement drove flannel shirts, ripped jeans, and chunky boots into the mainstream. More recently, social justice movements and gender fluidity have spurred the popularity of gender-neutral fashion and sustainable clothing. As societies evolve, so do their tastes, and fashion reflects these changing values and ideologies.

5. Fashion Influencers and Street Style

- **Why They Matter:** Street style and influencers often define trends by wearing clothing that feels fresh, relatable, and unpretentious. Many of the coolest trends (like sneakers, oversized clothing, and streetwear) have emerged from the streets rather than high fashion runways.

- **How It Works:**

Street style stars—people who get photographed during fashion weeks or in their everyday lives—often wear outfits that are highly accessible but still fashion-forward. Bloggers, vloggers, and Instagram influencers have a unique power to shape the market with their personal takes on fashion, using their visibility to make certain styles, colors, and brands desirable to mainstream audiences.

6. Retailers and Fast Fashion

- **Why They Matter:** Retail giants like Zara, H&M, ASOS, and Shein play a crucial role in dictating trends by quickly turning runway styles into affordable, mass-produced versions that can be sold to the public in record time.

- **How It Works:** Fast-fashion brands analyze fashion weeks, celebrity looks, and influencer styles to quickly produce items that mirror these high-end trends. These companies can take a high-fashion runway look and reproduce it within weeks, making it available at a much lower price point for a broader audience. Their ability to mass-produce and distribute trends rapidly means that trends spread much faster, and consumer demand influences which items stay popular.

7. Fashion Forecasting Agencies

- **Why They Matter:** Companies like WGSN and Trendstop are behind the scenes, providing designers, retailers, and manufacturers with trend reports and predictions for upcoming seasons.

- **How It Works:** These forecasting agencies analyze consumer behavior, global events, social shifts, and cultural movements to predict what colors, materials, styles, and silhouettes will be in demand months or even years ahead. Designers and brands use these forecasts to shape their collections, making them the unseen drivers of fashion trends.

Conclusion: The Complex Ecosystem of Fashion Trendsetters

Fashion trends are not dictated by a single entity but rather by a combination of forces including designers, celebrities, influencers, cultural movements, and retail giants. Designers and fashion houses may introduce new concepts on the runway, but it's the combination of media exposure, celebrity endorsement, and cultural relevance that elevates certain trends to mainstream popularity. The advent of social media and the democratization of style through influencers has made the process of dictating trends more inclusive, allowing a wider range of voices to have an impact on what's fashionable. Ultimately, fashion is a living, breathing industry that responds to societal influences, making it both a reflection of the current moment and a projection of future possibilities.





AI
ARTIFICIAL INTELLIGENCE

A dramatic, monochromatic blue-toned image. In the foreground, a small, dark boat with a person inside is navigating through turbulent, churning water. The person is seen from behind, holding a long pole or oar. The water is splashing and creating white foam. Above the boat, the sky is filled with dark, heavy clouds. Numerous bright, jagged lightning bolts are visible, some striking down towards the water. The overall atmosphere is one of intense storm and adversity.

FIND YOURSELF

Who Controls Vanity and Vogue Magazine

Vanity Fair and Vogue are both prestigious magazines published by Condé Nast, a global media company renowned for its influential brands in fashion, culture, and lifestyle. Founded in 1892 as a weekly high-society journal, Vogue was acquired by Condé Montrose Nast in 1909. Under his leadership, it transformed into a leading women's fashion magazine, emphasizing beauty, composure, and etiquette. Today, Vogue operates under the umbrella of Condé Nast Publications, which Nast established in 1922. Anna Wintour has been the editor-in-chief of Vogue since 1988 and currently serves as Condé Nast's global chief content officer. The title "Vanity Fair" has been associated with several publications over the years. The current iteration began in 1983 when Condé Nast revived the magazine, focusing on pop culture, fashion, and politics. Radhika Jones has been the editor-in-chief of Vanity Fair since 2017, steering the magazine to capture contemporary cultural moments and spotlight influential figures. Established in 1909 by Condé Montrose Nast, Condé Nast Publications has grown into a global media powerhouse, owning and operating numerous esteemed brands, including Vogue and Vanity Fair.

CONDÉ NAST

The company is a subsidiary of Advance Publications, owned by the Newhouse family. Donald Newhouse, son of the late Samuel Irving Newhouse Sr., inherited and expanded the publishing empire, which encompasses Condé Nast and various newspapers across the United States.

Why do magazines such as Vogue and Vanity refuse to publish urban designers' clothing as high-end. Magazines like **Vogue and Vanity Fair have historically been gatekeepers of the high-fashion industry, often favoring European luxury brands and well-established designers over emerging or urban fashion labels.** There are several reasons why urban designers may struggle to receive the same recognition as traditional high-end brands:

1. Historical and Industry Bias

- High fashion has long been associated with luxury houses like Chanel, Gucci, and Louis Vuitton, which have deep-rooted relationships with major fashion publications.
- Vogue and Vanity Fair cater to audiences that have traditionally aligned with these brands, reinforcing the perception of what qualifies as "high-end."

2. Advertising Power and Influence

- Major fashion houses spend millions on advertising in magazines like Vogue. In return, they receive editorial coverage, front-page features, and runway exclusives.
- Many urban designers don't have the same financial backing, making it harder to secure high-profile features in these magazines.

3. Fashion Industry Elitism

- The fashion world often upholds a traditionalist view, where certain aesthetics— typically associated with European couture and heritage brands—are seen as the pinnacle of luxury.
- Urban fashion, which often originates from streetwear and hip-hop culture, is sometimes seen as too “commercial” or “mass market” despite its influence on trends.

4. Shifting Perceptions

- While urban fashion was once dismissed as “not high-end,” perceptions are shifting. Brands like Off-White (founded by Virgil Abloh), Fear of God, and even sportswear collaborations with luxury labels have blurred the line between streetwear and high fashion.
- Vogue has slowly adapted, featuring figures like Kanye West, Rihanna, and A\$AP Rocky, who champion urban luxury.

5. Limited Access to High-Fashion Gateways

- Many urban designers struggle to be accepted into prestigious fashion weeks (Paris, Milan, etc.), making it harder to gain industry validation.
- Without endorsements from major fashion institutions, their work is often overlooked in high-fashion editorials.

However, with the growing demand for diversity and authenticity in fashion, urban designers are gaining more recognition. Brands like Balenciaga and Louis Vuitton have embraced streetwear aesthetics, and mainstream publications are gradually opening their pages to designers outside of the traditional luxury sphere.

VANITY FAIR



JULY ISSUE

BO HUGO



BOSS BOSS

The Life Of A Demonized Designer





Bottega

OLD RETURN TRENDS WITH FLAVOR

Several designer brands are reviving old trends but adding a fresh, modern twist to make them relevant today. Here are some standout brands bringing vintage aesthetics back with a unique flavor:

1. Gucci – Retro Maximalism with a Modern Edge

Under the influence of both Alessandro Michele (previously) and Sabato De Sarno (now), Gucci has been a leader in reinventing vintage styles. From '70s bohemian glamour to '90s logomania, Gucci infuses classic designs with bold colors, contemporary silhouettes, and unexpected styling. The brand's revival of vintage monogram prints, oversized tailoring, and horsebit loafers keeps heritage alive while making it fresh.

2. Miu Miu – '90s & Y2K Revival

Miu Miu has mastered the art of bringing back late '90s and early 2000s fashion, but with an elevated, refined feel. The brand's micro-mini skirts, low-rise pants, ballet flats, and cropped cardigans scream Y2K, but they're tailored and styled in a way that feels modern and sophisticated.

3. Prada – '90s Minimalism with a Contemporary Vibe

Prada is at the forefront of reviving '90s minimalism with clean lines, structured tailoring, and sleek monochrome looks. Under Miuccia Prada and Raf Simons, the brand has updated classic sheer slips, boxy blazers, and nylon accessories with futuristic fabrics and subtle innovations.

4. Diesel – Y2K Streetwear Reimagined

Diesel has successfully reintroduced grunge-inspired denim, low-rise jeans, and deconstructed fashion while making them more relevant for the Gen Z audience. Under Glenn Martens, the brand has taken Y2K aesthetics and infused them with distressed details, exaggerated silhouettes, and avant-garde washes.

5. Balenciaga – '80s & '90s Oversized Power Dressing

Balenciaga is reinventing the power dressing of the '80s and '90s, emphasizing boxy blazers, exaggerated shoulders, and oversized silhouettes. While still maintaining a futuristic edge, the brand references vintage sportswear, baggy jeans, and even dad sneakers (reviving chunky shoes like the Triple S).

6. Jean Paul Gaultier – Corsetry & Nautical Throwbacks

JPG has leaned into '80s and '90s couture revival, particularly with the comeback of his corset dresses, cone bras, and sailor-inspired prints. Collaborations with designers like Y/Project and KNWLS have made these vintage styles feel fresh.

7. Bottega Veneta – Quiet Luxury with a '90s Feel

Matthieu Blazy has taken Bottega Veneta back to its roots, incorporating '90s-inspired leather craftsmanship, woven accessories, and understated luxury. The brand's revival of sleek leather tailoring, maxi coats, and vintage-inspired bags aligns with the current "quiet luxury" trend.

8. Loewe – Surrealism Meets Vintage Elegance

Jonathan Anderson has reintroduced '50s and '60s silhouettes but with a modern, artistic twist. The brand plays with cinched waists, exaggerated shapes, and surrealist textures to give old-school elegance a contemporary edge.

9. Tommy Hilfiger – Preppy Nostalgia with a Streetwear Spin

Tommy Hilfiger is bringing back classic Americana, varsity jackets, oversized rugby shirts, and '90s color blocking, but with a streetwear-friendly vibe. Collabs with KITH and Gigi Hadid have helped modernize these iconic looks.

10. Chanel – '80s Tweed & Feminine Power Dressing

Chanel continues to breathe life into classic tweed suits, '80s-inspired pastel color palettes, and ladylike accessories, but with a youthful, edgy feel seen in crop tops, sheer layering, and bold styling. These brands are proving that old-school fashion never really dies—it just gets reimaged, restructured, and modernized to fit the current cultural moment.

Why are these brands bringing back these trends

Fashion operates in cycles, and designers bring back old trends for several key reasons:

1. Nostalgia Sells

People love the familiarity of past trends, especially when they evoke memories of a specific era. Many luxury brands capitalize on this by reintroducing vintage aesthetics with a modern twist. Millennials and Gen Z, in particular, romanticize the '90s and Y2K era, driving demand for brands to revive those looks.

2. Social Media & Pop Culture Influence

Platforms like TikTok, Instagram, and Pinterest have fueled the resurgence of vintage styles. Viral trends such as “old money aesthetic,” “Y2K fashion,” and “'90s minimalism” have pushed brands to dig into their archives to recreate these styles. Celebrities and influencers further amplify these trends by wearing throwback looks from past collections.

3. Sustainability & Archive Resurgence

As sustainability becomes a priority, brands are looking at their heritage pieces and classic designs instead of constantly producing new ones. Re-releasing iconic styles, vintage silhouettes, and reworked archival pieces helps brands stay relevant while embracing a more circular approach to fashion.

4. Reinventing Heritage & Brand Identity

Luxury brands often reference their archives to reinforce their identity. For example, Gucci's logomania revival and Chanel's tweed comeback remind consumers of the brand's legacy. It's a way to maintain authenticity while modernizing signature pieces for new audiences.

5. Blending Retro with Modern Innovation

Brands don't just copy old trends—they reinterpret them with modern craftsmanship, futuristic fabrics, and tech-driven elements. Diesel, for instance, has revived distressed denim and low-rise jeans but made them more avant-garde. Balenciaga's oversized '80s power suits feel fresh due to bold proportions and streetwear influence.

6. Demand for Individuality & Personal Expression

Fashion today is less about following strict trends and more about self-expression and mixing eras. By reviving past aesthetics, brands give consumers the freedom to curate their own unique looks, blending vintage influences with contemporary style.

7. The Resale Boom & Vintage Popularity

The rise of platforms like Depop, The RealReal, and Vestiaire Collective has made vintage fashion more accessible, fueling interest in retro styles. Seeing demand for past collections, luxury brands have started reissuing and reinterpreting their classic designs to meet the growing appetite for vintage aesthetics.

8. Fashion's Natural Cycle

Trends historically repeat every 20-30 years. We saw '70s boho revival in the 2000s, '80s power dressing in the 2010s, and now '90s and Y2K fashion dominating the 2020s. Brands follow this natural rotation, updating past trends to fit the present-day style landscape.

Conclusion

By reviving and reworking past styles, luxury brands tap into nostalgia, sustainability, and social media-driven trends, ensuring they stay relevant while appealing to both new and old generations. It's not just about looking back—it's about bringing the past into the future in a way that feels exciting, fresh, and wearable today.





AI
ARTIFICIAL INTELLIGENCE





D' Amalfi Limoncello Supreme

£27,000,000.00

Category: Luxury Liquor

Description

Bottle designed by Stuart Hughes of Liverpool U.K. content invented by ANTICA DISTILLERIA RUSSO from Italy. The bottle itself is home not only to a beautiful liquor it also houses at the neck 3 single cut flawless diamonds totalling 13 cts , the body contains one of the worlds rarest diamonds , a mammoth rare single cut at 18.5 cts , truly the most stunning gemstone !Only one other is to be made ! GENERAL Features Typical Liquor of the old tradition of Campania region, made by infusion in alcohol of peels of lemons from the stunning famous Amalfi Coast. SMELL Features aromatic ,it expresses completely the wonderful fragrance of this unique fruit. TASTE Features Liqueur with a clear taste .It confirms the characteristic smell. VISUAL Appearance Yellow in the colour with greenish reflections it takes the characteristics of essential oils present in the lemon peels. Therefore any possible sediment in it indicates only the naturalness of the product.

The Battle for Fashion Supremacy: High-End Designers vs. Urban/Upcoming Designers

A Clash of Ideologies

Fashion has long been ruled by luxury houses—Chanel, Louis Vuitton, Gucci, and Prada—controlling trends, narratives, and industry standards. However, the last two decades have witnessed an uprising from urban and independent designers who disrupt the traditional hierarchy. This battle for supremacy is reshaping the industry, challenging the monopoly of legacy brands, and redefining what it means to be fashionable.

The Luxury Monopoly and Its Grip on Fashion Trends High-end designers have historically dictated fashion through exclusive runway shows, editorial endorsements, and celebrity collaborations. The aura of exclusivity and craftsmanship has allowed them to command exorbitant prices while maintaining an image of prestige. These brands thrive on heritage, legacy, and their ability to craft a narrative that makes their products aspirational and timeless. From haute couture to ready-to-wear collections, high-end designers have cultivated a sense of untouchability. Their marketing strategies, often steeped in mystique and limited accessibility, create artificial scarcity, further solidifying their dominance.

The Rise of Urban and Upcoming Designers

On the other side of the spectrum, urban and independent designers have disrupted traditional fashion structures through innovation, relatability, and direct-to-consumer engagement. Streetwear, once dismissed as a subculture, has evolved into a dominant force, propelled by brands such as Supreme, Off-White, Fear of God, and countless independent creators who blend luxury aesthetics with street sensibilities. These designers operate differently, utilizing social media, digital platforms, and unconventional marketing techniques to create hype and demand. They eschew traditional fashion calendars, opting instead for limited drops and surprise releases that resonate with a younger, more connected audience. The internet has democratized fashion, allowing unknown designers to reach global markets without gatekeepers like fashion editors or luxury buyers.

Power Shift: The Erosion of Traditional Hierarchies

Luxury fashion houses have recognized the threat posed by urban designers and have sought to integrate their aesthetics through collaborations and acquisitions. Louis Vuitton's appointment of Virgil Abloh as artistic director of menswear in 2018 marked a pivotal moment where luxury openly embraced streetwear. Similarly, Dior's collaboration with Travis Scott, Gucci's partnerships with Dapper Dan, and Balenciaga's adoption of exaggerated streetwear silhouettes all indicate the shifting landscape.

However, this adaptation is a double-edged sword. While it allows high-end brands to remain relevant, it also exposes them to dilution. Consumers, particularly Gen Z and Millennials, are more inclined to support authentic, grassroots designers who embody cultural movements rather than established names that simply capitalize on them.

The Future: Will Luxury Adapt or Be Overthrown?

The future of fashion lies at an intersection where heritage brands must evolve or risk obsolescence. While luxury houses still wield significant influence, their ability to maintain a stronghold on trends is weakening. The new wave of designers, armed with digital tools, community-driven branding, and fresh perspectives, are proving that exclusivity is no longer confined to the gilded walls of haute couture.

In this ongoing battle, the balance of power is in constant flux. Will high-end designers continue to dominate by assimilating urban influences, or will they ultimately be replaced by the very disruptors they seek to co-opt? The answer lies in the ability of the fashion industry to embrace change without losing its essence.

One thing is certain—fashion is no longer dictated from the top down. The streets now have a seat at the table, and they're not leaving anytime soon.

Can Mainstream Fashion Houses Stop Urban Designers?

No—not completely. Mainstream luxury brands have historically tried to suppress or absorb urban fashion movements, but urban design (from streetwear to underground designers) thrives on cultural relevance, grassroots influence, and social media. While high fashion has power, it cannot dictate culture in the way it once did.

However, big fashion houses can and do attempt to slow down urban designers by:

- Legal action (trademark lawsuits, cease-and-desist orders).
- Cultural appropriation (absorbing urban aesthetics into luxury lines, like Louis Vuitton x Supreme).
- Exclusive gatekeeping (controlling distribution channels, retail spaces, and press coverage).

That said, urban designers have more power than ever, thanks to direct-to-consumer ecommerce, influencer marketing, and independent manufacturing.

Can They Stop the “Invasion of AI” in Fashion?

AI is inevitable, and fashion houses know it. The real question is whether they will embrace it or resist it. Some key ways AI is already disrupting fashion:

- AI-Generated Designs: Tools like CLO 3D and MidJourney allow AI to design clothing, reducing the need for human designers.
- Automated Production: AI-driven factories (like Sewbo's robotic sewing tech) could replace traditional craftsmanship.
- Personalized Fashion: AI can generate real-time fashion recommendations based on user data, shifting power away from traditional trendsetters.
- Counterfeit AI: AI can replicate designer styles, making high fashion easier to fake. Fashion houses may resist AI in certain areas (like high-end couture), but they're also adopting AI behind the scenes for efficiency, marketing, and logistics. Some brands are already using AI for trend forecasting and personalized shopping experiences.

The Bigger Picture: The Battle for Control

Fashion houses thrive on exclusivity, heritage, and brand identity. Urban designers and AI threaten this in different ways:

- Urban designers democratize fashion by making it accessible, culturally relevant, and rebellious.
- AI threatens the creative control of human designers and disrupts the production model.

Can the old guard stop these forces? Unlikely. Instead, they'll co-opt what works and fight what they can't control. Expect collaborations, lawsuits, and technological advancements as the industry adapts.





Butterfly Sunglasses

Acetate & Metal

Black. Lenses: Gray, Gradient
\$910

Big designer companies are taking a multi-pronged approach to combat the AI-driven advantage that urban designers are gaining. Since AI is democratizing fashion—giving smaller designers the ability to create, market, and sell without the traditional barriers— **legacy brands are responding in the following ways:**

1. Legal Warfare & IP Protection

Big brands are aggressively ramping up their legal strategies to protect their intellectual property (IP) from AI-generated fashion.

- Copyright & Trademark Enforcement: Lawsuits against AI companies and urban designers who use AI-generated versions of luxury designs.
- AI Content Restrictions: Some brands are lobbying for legislation that restricts AI's use of copyrighted materials in training datasets.
- Digital Watermarking:

Implementing blockchain and AI-detecting technologies to track and take down unauthorized AI-generated designs. Example: Hermès sued Mason Rothschild over “MetaBirkin” NFTs, setting a precedent that AI-generated fashion knockoffs won't be tolerated.

2. AI Weaponization—Using AI Themselves Rather than just fighting AI, luxury brands are also leveraging it to their advantage:

- AI-Assisted Design: Instead of replacing human designers, AI is used as a co-pilot (e.g., Balenciaga experimenting with AI in futuristic collections).
- AI in Supply Chains: Automation to speed up production while maintaining quality control.
- AI-Powered Personalization: High-end brands like Gucci and Prada use AI to deliver hyper-personalized online shopping experiences that urban designers struggle to match. Example: LVMH (Louis Vuitton's parent company) launched AI-driven fashion forecasting tools to stay ahead of trends before AI-generated streetwear brands can go viral.

3. Limited Collaborations & Co-opting Urban Aesthetics Rather than fighting urban fashion head-on, many brands absorb its energy into their own collections through:

- Luxury x Streetwear Collaborations: Partnering with urban designers to remain relevant (e.g., Louis Vuitton x Supreme, Dior x Travis Scott).
- Hype-Controlled Drops: Adopting streetwear-style “limited edition” drops to create artificial scarcity and hype.
- Influencer Hijacking: Aligning with major influencers (who once backed urban designers) to shift attention back to luxury. Example: Nike and Adidas have aggressively collaborated with urban designers like Virgil Abloh (Off-White) and Fear of God, effectively controlling their reach while benefiting from their cultural impact.

4. Exclusive AI Fashion & Digital-Only Collections

Since AI allows urban designers to create digital clothing without a big budget, legacy brands are countering this with:

- Luxury Digital Fashion: Brands like Gucci and Balenciaga are launching AI-designed digital fashion (NFTs, metaverse wearables) that urban designers struggle to replicate at scale.
- Tokenized Ownership: High-end brands are using blockchain to create exclusive digital fashion collections that only a select few can access. Example: Gucci's digital sneakers sold for more than real ones—showing how big brands can dominate AI-generated fashion if they control the ecosystem.

5. Hyper-Exclusive, Human-Made Couture as a Countermove:

While AI fashion is gaining traction, big brands are doubling down on what AI can't replicate:

- Handcrafted, One-of-One Pieces: Exclusive designs that no AI can generate, making human craftsmanship the ultimate luxury.
- Celebrity-Centric Design Strategy: Dressing A-list celebrities in custom, nonreplicable outfits to maintain status exclusivity.
- High-Touch Brand Experiences: VIP services that AI-driven urban brands can't offer (e.g., personalized in-store experiences, concierge-level fashion services). Example: Chanel and Hermès are avoiding AI in their designs and instead emphasizing handmade, artisanal craftsmanship as the pinnacle of luxury.

The Future of the Battle: AI vs. Tradition vs. Urban Designers

Big fashion houses are using a mix of legal pressure, AI integration, strategic collaborations, digital exclusivity, and high-end craftsmanship to fight back against the AI-led advantage that urban designers are gaining. However, AI-driven fashion is unstoppable—so luxury brands will have to adapt rather than eliminate this wave. The real question: Will urban designers outpace the luxury brands before they can fully co-opt AI's power? Or will AI make luxury brands even more dominant by supercharging their control?

What's your prediction—do you think AI will completely level the playing field, or will luxury brands always find a way to stay on top?

Why do they have to use these methods.

That's exactly the paradox—if these luxury brands are so powerful, why do they have to resort to these tactics? The answer lies in control, survival, and evolution in an industry that's shifting faster than ever. Let's break it down.

1. Power is Not Invincibility – It's About Maintaining Control Luxury brands dominate the market, but they rely on a carefully crafted illusion of exclusivity to justify their high prices. AI and urban designers threaten that exclusivity by making fashion cheaper, more accessible, and trend-driven at an unprecedented speed.

If AI allows independent designers to create high-fashion looks instantly, why pay \$5,000 for a designer jacket? If streetwear can influence the culture faster than traditional fashion cycles, why follow legacy brands at all? Luxury brands aren't fighting for survival yet, but they are fighting to stay at the top. And they know that if they ignore these shifts, they risk becoming irrelevant, just like how Kodak ignored digital cameras or how Blockbuster ignored Netflix.

2. AI and Urban Designers Threaten the Traditional Fashion Hierarchy

High fashion has always operated on top-down control:

- The brands decide what's "in."
- The fashion weeks dictate seasonal trends.
- Magazines and elite influencers shape public perception.

But AI and urban designers have flipped this:

AI allows ANYONE to generate stunning, high-fashion designs without needing a million-dollar brand. Social media (TikTok, Instagram) spreads trends instantly instead of waiting for fashion week. Urban designers connect directly with consumers, bypassing traditional gatekeepers. This is why luxury brands need to fight back—they don't want to lose control of the narrative.

3. Fear of Becoming the Next "Dinosaur" Brand

Fashion is littered with brands that were once untouchable but failed to evolve: Gap was dominant in the '90s but lost relevance when fast fashion took over. Abercrombie & Fitch was the king of teen fashion but ignored streetwear culture and collapsed. Brooks Brothers (the oldest American clothing brand) was once a powerhouse but failed to adapt to modern trends and went bankrupt. Luxury brands don't want to be the next irrelevant giant. They know that staying on top requires constant reinvention. They use these aggressive methods because power doesn't mean staying still—it means evolving faster than the competition.

4. Luxury is an Illusion—AI and Urban Designers Are Exposing That, The entire luxury market is built on perceived value, not actual cost:

A \$500 Gucci T-shirt isn't inherently better than a \$50 one—it's the brand name that makes it valuable. A Louis Vuitton bag has craftsmanship, but it's also priced high because of status signaling, not materials.

AI is a problem for luxury brands because it democratizes high-end aesthetics.

- When anyone can generate a luxury-level design in minutes, exclusivity becomes harder to justify.

- When urban designers drop cutting-edge collections at a fraction of the cost, it exposes the markup of legacy brands. This is why big brands don't just compete on design anymore—they compete on perception and status.

5. They're Powerful, But the Game Has Changed

Being a dominant player in fashion doesn't mean they can just ignore AI or urban designers. The market is shifting, and even the biggest brands have to adapt or lose influence. They have money, influence, and legal teams—but they lack speed and cultural agility.

Urban designers and AI don't have their money—but they have innovation, youth appeal, and disruption on their side. This is why luxury brands use these tactics of suppression, co-opting, and reinvention—because power isn't permanent, and they know it.

Final Thought: The Power Struggle is Just Beginning

Big brands aren't immune to disruption. Their power is real, but it's also fragile in the face of AI, digital fashion, and streetwear's rapid rise. The real question isn't whether they'll stop AI and urban designers—it's whether they can adapt fast enough to keep their status. So, do you think luxury brands will successfully absorb AI and urban fashion into their empire, or will we see a total collapse of traditional high fashion as we know it?



The Christian Louboutin x Maison Margiela

The Christian Louboutin x Maison Margiela collaboration represents a fusion of two avant-garde forces in the fashion world, blending the luxurious, red-soled artistry of Louboutin with Margiela's deconstructed, boundary-pushing aesthetic. This partnership is particularly intriguing as it marries Louboutin's signature sensual elegance with Margiela's rebellious and conceptual approach to design. While Christian Louboutin is known for his meticulous craftsmanship and high-glamour footwear, Maison Margiela, under the creative direction of John Galiano, thrives on challenging conventions through techniques like trompe-l'œil, repurposing, and an almost anarchic take on haute couture. If such a collaboration were to materialize, it would likely manifest in a bold reimagination of classic silhouettes—perhaps featuring Louboutin's iconic red lacquered soles on Margiela's Tabi boots or a hybrid of sculptural heels infused with raw, unfinished edges and deconstructed elements. The synergy between the two houses would blur the lines between excess and restraint, tradition and subversion, resulting in an artistic collision that speaks to collectors and avant-garde fashion enthusiasts alike. Whether through the reinterpretation of footwear, accessories, or even ready-to-wear, a Christian Louboutin x Maison Margiela collaboration would undoubtedly push the boundaries of what luxury fashion can be, challenging perceptions while celebrating craftsmanship at its most experimental.



Maison Margiela



Maison Margiela



Maison Margiela



Maison Margiela



THE MILLENNIUM
STORM



THE MILLENNIUM STORM

A New Era in Male Modelling

The fashion industry has always been a space dominated by larger-than-life personas—models with household names, elite agency signings, and decades-long careers. However, a significant shift has emerged in recent years: the rise of the unknown male model. No longer is the industry reliant solely on well-established faces; instead, a new generation of anonymous yet striking men is making waves on the runway.

From Celebrity Faces to Fresh Talent

For years, luxury fashion houses and streetwear brands alike have favored male models with notable public recognition, including actors, influencers, and legacy industry figures. This was driven by the idea that familiarity sells—a recognizable face could bolster brand credibility and create instant media buzz.

However, with the rise of digital fashion weeks, AI-generated campaigns, and the oversaturation of influencer marketing, the runway has become a proving ground for fresh, unknown faces. Designers and brands are increasingly turning to newcomers with unique, unconventional looks, embracing authenticity over celebrity appeal. This change has been fueled by several key factors:

- **Diversity & Inclusivity:** The demand for varied representations of masculinity is at an all-time high. Fashion houses are scouting models with distinctive, nontraditional aesthetics that challenge the stereotypical “male model” look.
- **Social Media’s Power:** Instagram, TikTok, and independent modeling agencies have made it possible for unknown male models to be discovered without the need for traditional representation.
- **Brand Authenticity:** Consumers, especially Gen Z, are drawn to brands that feel “real” rather than manufactured. An unknown model embodies a sense of raw, untouched artistry, allowing the clothes to be the primary focus rather than the personality wearing them.

The Role of Street Casting & Digital Discovery

One of the biggest contributors to this shift is street casting—the practice of scouting models in everyday locations rather than through agencies. Major designers such as Balenciaga, Vetements, and Prada have utilized street casting to find faces that exude a natural, effortless charm.

Additionally, digital modeling platforms and AI-generated scouting have democratized the industry, enabling unknown male models to get runway bookings without traditional gatekeepers. Now, a model with striking features and the right aesthetic can be booked for a show based purely on their online portfolio, Instagram feed, or even AI-enhanced virtual test shots.

The Changing Aesthetic of Male Models

Fashion is no longer centered around the stereotypical “tall, muscular, chiseled-jaw” male model archetype. The modern runway embraces a wider variety of aesthetics:

- **Androgynous & Non-Binary Looks:** As gender fluidity becomes more widely accepted, many unknown male models are gaining traction for their ability to transcend traditional masculinity.
- **Unconventional Beauty:** Scars, freckles, asymmetrical faces, and unique features are now desirable rather than dismissed.
- **Raw, Real-World Appeal:** Models that look more like everyday individuals—rather than unattainable ideals—are walking the runways of brands that prioritize storytelling over perfection.

The Impact on the Fashion Industry

The rise of unknown male models has redefined the very purpose of the runway. Instead of being a place

reserved for famous faces, it has become a platform for discovery, authenticity, and artistic expression.

- **Designers Benefit:** By using fresh faces, designers can shift the audience's focus to the clothes, ensuring the collection speaks for itself.
- **Models Get More Opportunities:** Unknown male models now have greater access to high-profile gigs without requiring years of industry connections.
- **Consumers Relate More:** Fashion becomes more inclusive when the people wearing the clothes reflect a broader spectrum of real-world beauty.

Conclusion: **The Future of the Unknown Male Model**

The unknown male model is no longer an anomaly; he is a mainstay on the modern runway. As fashion continues to break barriers, the presence of fresh, non-traditional talent will only expand. Whether discovered through street casting, Instagram, or AI-driven platforms, these new faces are shaping the future of men's fashion, proving that mystery, individuality, and authenticity are the new hallmarks of success in modeling. Fashion's message is clear: it's not about who you are—it's about what you bring to the runway.





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