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# BOTTEGA VENETA

## THE METAVERSE: IS THIS THE FUTURE REALM OF FASHION?

1 HOUR AGO IN CULTURE  
WORDS BY RACHEL SLOANE



Designer Stefano Gabbana said the metaverse 'is for a different generation but we are curious'. Photograph: Mourad Balti Touati/EPA

Designers in Paris, Milan, London, and New York Fashion Week introduce their new lines to the Metaverse for FW 2022. Dolce and Gabbana presented their new collection this week in Milan in which the live runway mirrored a Metaverse virtual runway.

This is prior to the first official Metaverse Fashion Week which is scheduled to take place later this month in March 2022. The Metaverse will be the virtual fashion show of the future that anyone can attend. It is said to be everything you could expect from the big fashion weeks but it will just be in the virtual realm. Some potential contenders to showcase their digital Metaverse collections later this month are but are not limited to Gucci, Balenciaga, Ralph Lauren, and Burberry.

Will this new fashion Metaverse stick? The creative director for MANA (a virtual world where users can buy, develop, and sell LAND) says that the command for fashionable clothes in the Metaverse is booming. Balenciaga has hopped on the NFT wave and is known to embrace virtual clothing. They've already begun by releasing its Fall 2021 collection with Fortnite, which reportedly had instant success.

But what does this mean for designers and fashion houses in the future? Covid-19 has made it easier for us as a society to blur the lines between reality and the internet very easily. The pandemic has been a huge motivation for the future of digital fashion as well as the Metaverse. This digital fashion movement has caught the eyes of the younger more sustainable conscious generations, it's an opportunity for designers to still make a profit while aiding in sustainable fashion and creating no physical waste.





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