FASHION FORECASTS IN THE CONTEXT OF NEOCONCEPTUALISM IN FASHION

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In the era of digital reality, fashion is rapidly evolving under the influence of new technologies. Virtual and augmented reality (VR and AR), artificial intelligence (AI), and digital models play a key role in shaping the future of the fashion industry. In this sense, neoconceptualism represents a new reality for fashion, where technology and art shape the new fashion landscape. Neoconceptualism is a new movement in fashion that combines traditional conceptualism with the new possibilities offered by technology. It explores new forms of expression and communication in fashion and is characterized by several key principles:

Artificial Intelligence in Design and Production: AI is used to generate new ideas, automate processes, and improve production, leading to innovative and avant-garde fashion designs. Digital expression and aesthetics are achieved through the use of VR, AR, and 3D modeling, creating garments that offer new visual and tactile experiences. Virtual and augmented realities are becoming the new settings where fashion brands increasingly present and market themselves, utilizing VR and AR to create virtual showrooms, fashion shows, and apps for virtual try-ons. This provides unique user experiences and simplifies the shopping process.

Interactivity: Neoconceptualism actively involves viewers as participants in fashion experiences by using digital installations and virtual fashion shows. Interactive and personalized experiences are achieved with the help of AI and interactive technologies, allowing users to receive personalized recommendations and interact with products in new ways, such as through interactive shop windows and digital tags.

Deconstruction of Traditional Models: By using unconventional materials and innovative forms, neoconceptualism challenges established norms of luxury and aesthetics.

Fusion of Fashion, Art, and Technology: Technologies like AI and AR create garments that can adapt and change in real-time. Virtual models and influencers, created through AI and CGI, are gaining popularity. Virtual fashion collections, designed for digital wear in social networks and the metaverse, are also becoming increasingly relevant. Artificial intelligence in design and production is used to generate new ideas, automate processes, and enhance production, leading to innovative and avant-garde fashion designs.

Sustainability and Ethics: The use of digital technologies to reduce waste and carbon footprint is an important aspect of the new era and neoconceptualism. Ethics and sustainability should be the watchwords of our time—digital fashion and technology support sustainability, reduce waste, and facilitate supply chain traceability. Circular fashion and models for renting and resale also contribute to environmental responsibility. Neoconceptualism is changing consumer habits, encouraging new business models, and integrating fashion into other disciplines such as technology and social sciences. This new movement redefines the boundaries between the physical and virtual, between tradition and innovation, and plays an important role in the contemporary cultural landscape. In the age of AI and the metaverse, fashion is becoming a new form of culture that requires in-depth analysis and new conceptual frameworks to understand the interaction between art, technology, and fashion products.

Keywords. *Neoconceptualism, fashion, digitalization, technology, AI, CGI, AI, AR, 3D modeling, VR, sustainability, ethics, design, art, metaverse.*