



Conversations on Digital Fashion Communication

Conversations on Digital Fashion Communication with SO REAL: Digital fashion in/and gaming

**Thursday,
11 March 2021
18.00 – 19.30**

**Free Online
conference**

For more information
and to register:
mdfc@usi.ch

Organized by the
Master in:
Digital Fashion
Communication
www.usi.ch/mdfc

Fashion is undergoing a major digital transformation, which is touching all its facets, layers, and processes. The fashion industry has not been exempted from the impact of digitalization, which has transformed the field through the use of new information and communication technologies (ICTs) – which can be referred to, in short, as “digital fashion”:

- ICTs are used to design, produce, and distribute fashion products;
 - ICTs impact marketing and sales;
 - ICTs are extensively used in communication activities with all relevant stakeholders and contribute to co-creation in the fashion world.
- This conversation will focus on how the gaming industry is shaping and is shaped by fashion.

SO REAL is a Swiss startup at the convergence of entertainment, imaging and physics. By mass-producing cinematic-quality, XR- & game-ready 3D objects and by utilizing its patented (pending) scanning and conversion technology it facilitates access to immersive experiences and it automates the production of digital twins of 3D objects. Its co-founders, Ian Ravenshaw Bland and Charles Flükiger, have more than 50 years' combined experience in intrapreneuring. Among the sectors in which SO REAL is active fashion industry plays a valuable role.

The conversation on Digital Fashion in/and gaming will be held by Erinrose Sullivan, Head of Museums and Cultural Heritage and Amal Jomaa, Head of Fashion at SO REAL. Erinrose Sullivan is a strategy specialist and marketing executive working at the cross section of art and technology. She has been growing businesses in entertainment, media, and technology for over 20 years. She worked and collaborated with companies such as Orange, EA, Ubisoft, CCP and Google and she has been strategy and business coach for HES Pulse Incubator and Creative Hub, as well as a committee member of the newly formed Creatives+, the Swiss creative industries association in Geneva. Amal Jomaa has a background in fashion design and product development. She collaborated with Else Corp. and 3D Atelier Atropiae within their R&D departments, she defines herself as a “lifelong learner, innovation enthusiast, endlessly curious creative problem finder/solver, excited about all the opportunities for digital fashion”.

Università
della
Svizzera
italiana

Faculty
of
Communication
Sciences