

Hybrid Re/Couture: Forming fashion phygital futures through hybrid methodologies morphing artisan craft with digital integration and AI Innovation

Jens Laugesen¹, Jose Teunissen²

¹Central Saint Martins College of Art and Design and Cambridge School of Visual and Performing Arts. j.laugesen@arts.ac.uk

²Amsterdam University of Applied Sciences. j.g.l.teunissen@hva.nl

ABSTRACT

This practice-based workshop submission, "HYBRID COUTURE," explores the innovative intersection of traditional artisan craft and cutting-edge digital and AI tools in fashion design practice and academia. Developed by Jens Laugesen, a UAL Central Saint Martins MA alumnus, award-winning conceptual design practitioner and thinker, glitch film artist, and digital/AI fashion innovator, the project aims to redefine contemporary fashion methodologies by integrating physical craftsmanship with digital innovation, resulting in a unique "phygital" hybrid couture experience.

OBJECTIVE

The "HYBRID COUTURE" masterclass and workshop aim to demonstrate how traditional artisan craftsmanship can seamlessly integrate with advanced digital tools and AI to enhance creativity and efficiency in fashion design. Participants will explore Jens Laugesen's hybrid design philosophy through hands-on sessions that showcase innovative methodologies blending physical and digital techniques. The workshop will also highlight collaborative approaches, including hackathon-style projects, and feature practical demonstrations of interactive AI tools and STYLE3D's digital fashion platform, offering a tangible experience of full-scale digital draping and fitting.

WORKSHOP/RESEARCH METHODOLOGIES

The research methodology includes establishing a creative physical/digital couture approach by exploring 3 new digital and AI design tools presented in the workshop's first part, where Jens Laugesen will present his innovative approach to digital integration in the creative and technical design process. Additionally, AI will be utilised to interpret and integrate classical and avant-garde pattern-cutting techniques into digital formats, preserving and enhancing the artisan craft through technology. The workshop aims to inspire the participating academics to experiment and explore

advanced digital fashion tools alongside conventional design practices.

ALIGNMENT WITH CONFERENCE THEMES

"HYBRID RE/COUTURE" aligns with the IFFTI conference theme "Forming Futures" by illustrating how technology can drive democratic change in established fashion systems. By integrating AI and digital tools into traditional fashion processes, the project democratizes access to high-fashion techniques, enabling designers worldwide to innovate without the constraints of physical atelier resources. By blending physical and digital realms, this project challenges conventional ideas of reality, ethics, and sustainability in fashion, promoting new, sustainable, and collaborative ways of designing and producing garments.

MASTERCLASS/WORKSHOP THEMES COVERED

Phygital Craft/Technology Fusion

The immersive workshop offers an immersive experience that combines traditional artisan crafts with advancements in digital technology. The workshop explores creative and ethical themes and aligns with current educational practices that drive transformative change in the fashion industry.

Oscillating Between Craft and Technology

The workshop highlights the potential for harmoniously integrating traditional craft with digital innovation. Participants will develop hybrid skills, learning to respect and preserve the rich heritage of artisan craftsmanship while embracing the efficiencies and possibilities of digital technologies.

Hybrid Methodologies and Impact

This workshop exemplifies the shift towards interdisciplinary collaboration and hybrid methodologies in fashion education. It fosters an environment where traditional craft techniques and digital tools are seamlessly integrated, showcasing and demonstrating various digital tools. Thus, it prepares participants to lead in an evolving fashion landscape.

Forming Metamodern Reality

Advancements in digital fashion are reshaping our perceptions of reality, ethics, and sustainability. The workshop incorporates AI design tools and a 360-degree digital fashion platform, enabling participants to experiment with innovative design processes while considering their work's ethical and sustainable implications.

WORKSHOP CONTENT

The workshop aims to demonstrate how to innovatively fuse artisan craft and digital tech tools, exploring future opportunities for interdisciplinary collaboration in artisan

craft and academic application. The workshop fosters a collaborative work environment that nurtures new hybrid craft skills by placing artisan craft students alongside womenswear designers. These skills will merge specialist craft traditions with METAMODERN fashion design development processes, oscillating between low-tech artisan craft and high-tech digital methodologies

- A 45-minute presentation by Jens Laugesen about his journey in conceptual hybrid design practice, which integrates digital glitches into his design thinking and video-film collaborations, ultimately leading to incorporating digital tools and the latest AI conceptual and creative design prompting into his design practice.
- A 45-minute interactive workshop where academic participants will receive demonstrations of digital tools from representatives of participating companies, either in person or online. They will then explore 3-4 digital workstations equipped with computers to test various scenarios, enabling hands-on engagement with cutting-edge digital tools and traditional techniques.

WORKSHOP COLLABORATING BRANDS

STYLE3D X JENS LAUGESSEN CO-LAB

An interactive demo/workshop will demonstrate how digital pattern cutting can now be integrated with AI design tools and 3D try-ons through digital screen tools that the participating IFFTI academic members can use and manipulate. This interactive design / AI atelier will serve as a research and development hub for experimenting with digital pattern cutting, AI-driven design processes, and virtual garment simulation. The Style 3D team will provide a virtual try-on screen and IPADS for the participating academics to experiment with customising Jens Laugesen Designs with the different tools.

The Style3D team will have technical support during the workshop to guide academics and answer any relevant questions.

- STYLE 3D will develop a full demo featuring JENS LAUGESSEN's design to illustrate how creative pattern-cutting and advanced AI tools can support the creative design and communication process.
- An interactive workshop presentation by a STYLE3D digital artist will explore the full possibilities of STYLE3D, from digital fashion to AI patterns. The workshop will include try-ons and promotional AI-supported images and videos.
- Interested Academics are invited to try easy-to-test and apply applications on lab-top or iPads provided by Style 3D
- A full-scale Jens Laugesen silhouette will be demonstrated on a STYLE3D Mirror screen to show the interactive side of digital fittings

https://drive.google.com/drive/folders/19_Dn3_fkmUFNJexwG3UwVoVaKGJB_SvjP

- The STYLE 3D assets will support the upcoming Digital Residence at ARTOTEL during Digital Art Week in Paris in 2025.
- The STYLE 3D x JENS LAUGESEN collaboration will be presented at Digital Art Week in April 2025 and London Fashion Week in September 2025 as a self-standing event.

GENESIS-ONE: AI fuelled Creator digital design, sales, gallery and marketing platform

GENESIS-ONE is a new leading digital platform launched by VIRTUAL TOUCH. It enables designers to create digital fashion prototypes on the platform and design garments that can be showcased in a customised showroom and sold through the designer's platform.

Founder KC Man will deliver a short platform demonstration to academics in 10 minutes.

During the workshop, the participating academics can customise existing Jens Laugesen designs and develop new design proposals for upload to the showroom.

- The platform employs traditional digital fashion tools alongside AI to generate try-ons in a BETA testing environment. GENESIS-ONE plans to conduct more extensive beta testing with designers and has initiated a digital collaboration with HKDI.
- Participants can also explore the digital galleries that VIRTUAL TOUCH has developed for the digital events during London Fashion Week.
- Founder KC Man will also be available for online support to participating academics, answering any questions and guiding them through the process.

Midjourney: Hybrid Design Prompt Workshop

We will deliver an interactive demonstration and workshop station where academics are invited to be inspired by the HYBRID RECONSTRUCTION philosophy by Jens Laugesen to prompt their creative proposal of hybrid design thinking in terms of garments, object design and other hybrid concepts.

Newarc Ai Hybrid Collage Prompting Tool

NEWARK AI is a sketch-to-image AI tool. Academics will be invited to co-create on existing design sketch collages to generate new experimental sketch iterations that explore how hybrid design thinking can interact with conventional AI tools. Academics will be provided with college sketches or can produce their own to prompt different colour, textile, and material explorations from hybrid couture silhouette ideas.

VZNZ AR experience

Participating academics will be invited to download the VZNZ app to experience the AR (augmented reality) sculpture in an augmented experience on their phones or iPads.

RESOURCES NEEDED

- I prefer the space on the second floor as it is more airy and allows for a more immersive experience with three large digital screens, along with room for STYLE3D to bring their digital mirror screen for academics to view.
- The workshop area includes working tables for the hackathon, featuring computers and high-speed Wi-Fi to ensure participating academics have a seamless experience.
- Four to five mannequins to display the design from the collection. Additionally, computers are set up for a digital fashion demo fitting workshop, and digital screens are available for online fittings and collaboration.
- STYLE 3D provides a full-scale interactive digital fitting screen for digital draping.

PROSPECTIVE PARTNERS

- STYLE 3D – they can bring laptops and iPads for people to use after the demo.
- MIDJOURNEY.AI – you probably have the licenses.
- NEWARC.AI – they offer educator licenses – I can ask and introduce them.
- GENESIS-ONE – no need for a license; KC Man will do the demo, and we just need to test that the platform works on your laptops in the space.
- VZNZ AR App – There is an app for participating academics to download.

WORKSHOP PHYGITAL EXHIBITION

- Display 5-6 silhouettes of conceptual clothing related to the digital galleries showcased during the event.
- Three digital screens – one for the main presentation and two others for the continuous exhibition of the digital galleries and film.