

## **FUTURE BRANDS- AN ANTHOLOGY OF ASPIRATIONS OF GEN-Z DESIGN STUDENTS**

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### **ABSTRACT**

Gen Z, the true digital natives, flourish in technology-enhanced learning mechanisms. They do not see technology as innovative or revolutionary, but as an information-rich culture which is quick to embrace the challenges of digitalisation with its rapid increase in the generation of data. Constant access to digital environments that this cohort has thrived upon has shaped its distinctive learning attributes and their worldly attitude.

Some digital trends this generation is dabbling with includes usage of AI for image and algorithm generation, reliance on digital tools to work with day to day activities like identifying products and shopping and reliance on short visual format to convey their thoughts. The socialization is through digital format and so is the medium of expression. Their lives are in the dichotomy of expecting their experiences to be technology-driven but relevant to the real world, which is a plethora of smaller digital worlds. This unique behaviour by the Gen Zers, that sets them apart from previous generations, as they are heavily leaned towards technology as a tool and medium of expression.

They value practical and active hands-on learning experiences and have become self-sufficient learners, relying on technology to excavate information and solve problems. They are, however, stunted by the skill of its application in their virtual worlds. This is especially true in the case of fashion design students who create a physical product, but also keep in mind its virtual application.

This study employs an exploratory research using snowballing method to understand what next wave of innovation and disruption in fashion will be accelerated by Gen-Z fashion designers. Inclusion and cooperation factor in with Generation Z's attitude to AI and digital tools, where they see the same as collaborators solving challenges, rather than a dangerous rival.

This paper delves into questioning whether fashion must be viewed as exclusively physical or digital or is the amalgamation of digital and physical 'phygital' the order of the day. The generations point of view towards utilization of AI for a sustainable future, the consumption patterns both digitally and physically of the generation and their point of view as designers for the future. The potential for the fashion industry to revolutionise and simultaneously promote environmental consciousness is vast, and this study explores these opportunities to make a positive impact from the point of view of young designers.