Super Fashion Takes the Global Stage at WDCC2026 – College of Fashion and Design, Donghua University

"Design without boundaries, intelligence in creation." Where digital intelligence meets Eastern aesthetics and sustainable innovation, Donghua design releases a new "fashion gravity" on the global stage of the World Design Capital Conference.

The College of Fashion and Design (F&D), Donghua University took part in the 2026 World Design Capital Conference (WDCC2026), co-hosted by the Shanghai Municipal Government and UNESCO, from 28 to 30 September 2026 in Shanghai. For the fifth consecutive year, the university presented a main forum, an avant-garde runway show and a themed exhibition under the thread "Fashion New Gravity: Super Fashion and Future Innovation", showcasing how design empowers industry, culture and everyday life.

Attending were Xiang Yanxun, President of Donghua University, who presented honours to the winners of Shanghai U35 Young Creative Design Talent programme at the opening ceremony; Chen Ge, Vice President; Sun Jie, Dean of the College of Fashion and Design; Helena Hyvönen, former Dean of the School of Arts, Design and Architecture, Aalto University; Troels Degn Johansson, Professor at the Royal Danish Academy; and Yang Dongjiang, Professor at Tsinghua University, together with scholars and industry representatives from around the world.



An Immersive Super Fashion Exhibition



The university exhibition at Booth E1 of the WDCC main venue gathered more than 20 interdisciplinary works from schools across Donghua, spanning industrial upgrading, intangible cultural heritage and digital-intelligent living. Highlights included tech couture uniforms designed for urban traffic-management robots, a digital-twin protective-clothing platform, a miniature silent olfactory display, an AIGC platform for craft arts, the AI audio-visual installation Phantom Mirror East, which translates intangible-heritage pipa music into real-time imagery, and Flowing Light Mirror Rain, a collaboration between artificial intelligence and crystal craft.

AI Runway: 60 Looks by 14 Emerging Designers





The forum opened with the fashion show Intelligence · Sensation – Fashion East. Taking five ripples as its visual motif under the creative concept of computation and romance, the show generated its stage visuals through AI agent co-evolution, weaving rational technology with Eastern romanticism. Presented in three chapters – intelligent construction aesthetics, craftsmanship reborn, and emotional resonance – 60 selected looks by 14 emerging designers fused traditional culture, humanistic thought and digital technology.

Global Wisdom for Sustainable Innovation



At the forum, Chen Ge conferred honorary advisory appointments on Global Strategic

Advisory Committee for Art and Design, bringing top international design expertise into the discipline. The book Designing a Sustainable Future was launched globally by Tongji University Press together with Professor Sun Jie and sustainability expert Dr Joseph Press (MIT), and the Global Fashion Design Multilateral Co-creation Initiative was released on site. Keynotes by Helena Hyvönen on Nordic design and cross-cultural innovation, Troels Degn Johansson on sustainability-driven urban transformation, and Yang Dongjiang on AI-reshaped design education were followed by a roundtable moderated by Sun Jie, joining Wang Min (Central Academy of Fine Arts), Ma Jun (Tongji University), Wang Qian (WWF China) and Zhou Hongtao (University of Macau).



Two projects earned international recognition during the conference: Digital-Intelligent Chinese Costume, led by Professor Liu Hui, was selected as a best-practice case of the UNESCO programme When AI Meets Design, and CHINA COOL, a circular-fashion project co-created by the team of Vice Dean Li Jun with the brand COACH (Tapestry), was named among the global TOP100 of the Shanghai Design 100+ competition. From AI runway shows to multilateral co-creation, the College of Fashion and Design will continue to interconnect Eastern aesthetics, artificial intelligence and green low-carbon design, contributing a Donghua approach rooted locally and connected globally to the transformation of the international fashion industry.