

# *Future+*

*New Codes*  
**Insights report**  
*December 2023*

# *Connecting creative culture to technology.*

In the constantly evolving nexus of technology and business, Generative AI (Gen AI) has emerged as a revolutionary force, transcending traditional artificial intelligence paradigms. Similarly, in the dynamic world of fashion, sustainability in supply chains has risen to the forefront, challenging traditional brands to adapt and evolve.

This report offers a deep dive into how emerging technologies are not just enhancing but also transforming these sectors. It delves into the intricate weave of Gen AI in augmenting human creativity, revolutionizing supply chains for sustainability, and reshaping education to blend creativity with commercial acumen.

We also explore the burgeoning realm of gaming, emerging as the new frontier of social media and commerce, and the rise of digital identity in technology and fashion, marking a paradigm shift in self-expression and consumer engagement.

We hope you find this report informative and insightful.

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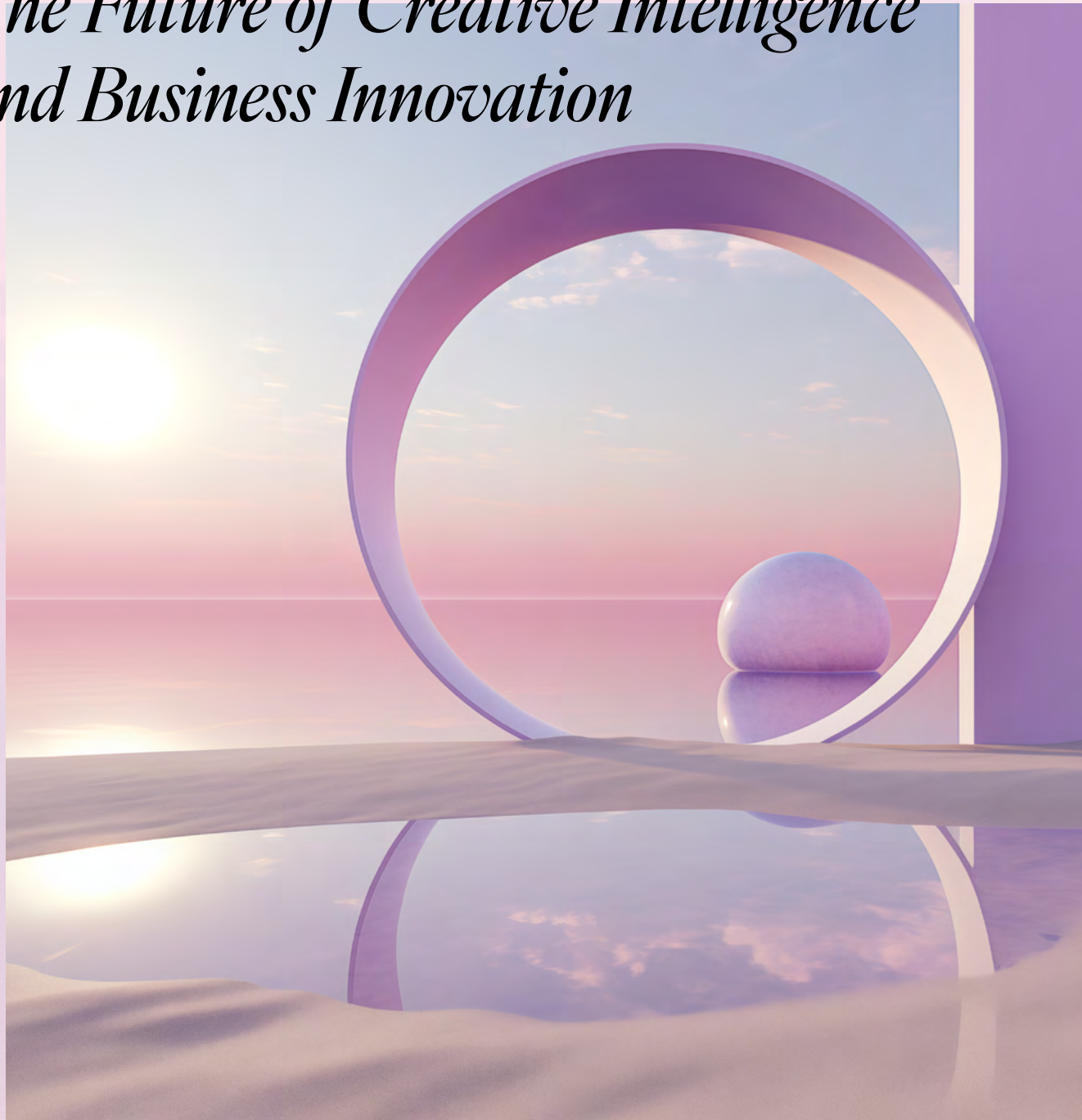
# Content

<i>Part 1</i> <b>Generative AI: The Future of Creative Intelligence and Business Innovation</b>	<i>Page 4</i>
<i>Part 2</i> <b>Sustainable Fashion Supply Chains</b>	<i>Page 10</i>
<i>Part 3</i> <b>Integrating Emerging Technologies in Education: Bridging Creativity and Commerce</b>	<i>Page 16</i>
<i>Part 4</i> <b>Gaming: The New Social Media and Commerce Frontier</b>	<i>Page 24</i>
<i>Part 5</i> <b>Identity &amp; Brand</b>	<i>Page 32</i>

# 01

## Generative AI:

### *The Future of Creative Intelligence and Business Innovation*



*In the evolving landscape of technology and creativity, **Generative AI (Gen AI)** has emerged as a pivotal force, redefining the boundaries of what's possible. Gen AI represents a fusion of technology and human ingenuity, offering unparalleled opportunities for innovation in business and creativity.*



## The Essence of Generative AI

Generative AI transcends the conventional scope of AI, weaving in human creativity and guidance. This hybrid intelligence model ensures that AI enhances rather than replaces human input. The magic of Gen AI lies in its ability to augment and amplify human creativity, transforming days of laborious work into streamlined, efficient processes. By generating thousands of creative possibilities, it challenges designers to hone their editorial skills, selecting the best from a vast array of options.

## The Nuances of Creative Output

Gen AI's role isn't about eliminating the creative process; it's about elevating creativity with finesse. To achieve high-end results, a deep understanding of artistic craft and cultural references is crucial. It's about enabling creators to explore diverse possibilities with minimal effort, thereby fostering divergent creativity. The technology's power lies in aiding humans to visualize and iterate rapidly, making the creative process more efficient and expansive.

## Challenging Biases and Enhancing Diversity

A critical aspect of Gen AI is its ability to challenge and overcome inherent biases. Gen AI, with thoughtful prompting and intention, can shift these stereotypes, ensuring a more diverse and inclusive representation.

## Reimagining Roles in the Creative Process

While Gen AI redefines job roles, the essence of creativity remains unchanged. No system can replicate the unique creations born from the human mind. This distinctive human element ensures that the most innovative and compelling ideas come to life. The clearer the creative brief and end goals, the more effective the collaboration between human and machine.

## The Future of Digital Craftsmanship

Understanding and recognizing digital craft as a high form of artistry is essential. Education around the complexities and nuances of digital creation is vital to appreciate the effort and skill involved in this domain.



***“Creativity is taking experiences, drawing from information, drawing from inspiration and producing new things, taking data and producing new things. And that’s exactly what generative AI models do.”***

*Oliver Yonchev - Keynote “AI is changing everything: Pay attention or die!”*



*Personalization and the Generative Era*

The future of Gen AI is marked by a profound shift towards personalization. Imagine real-time customization of products and online experiences, where the distinction between real and virtual becomes increasingly blurred. This new era is not just about creating but generating unique, never-before-seen content in real time.

***“Within a digital environment, there’s no matrix, there’s no code. You can do whatever you want; you can create your own codes.”***

*Matt Sypien, Digimental*



**Storytelling and Human Creativity**

At its core, storytelling remains an inherently human art form, unreplicable by technology. Using Gen AI in the creative process means integrating technology into the narrative, enhancing storytelling and the overall experience. This approach reinforces the unmatched power of human creativity in producing compelling stories and experiences.

**Rationalizing Data and Generating Insights**

Gen AI has revolutionized our ability to interpret vast amounts of data. By providing actionable insights, it empowers even small teams to achieve what previously required extensive resources. This paradigm shift places powerful data analysis tools in the hands of individuals, democratizing the ability to glean meaningful information from data.

*Conclusion:*  
**Embracing the Potential of Gen AI**

Hybrid intelligence, where technology is shepherded by humans, is the cornerstone of responsible AI development. This approach ensures that Gen AI serves as an ally to human creativity, rather than a replacement. Through thoughtful prompting and continuous learning, hybrid intelligence models become more nuanced and effective.

By embracing AI’s potential collaboratively and responsibly, we unlock new realms of possibility. This journey is about more than just technology; it’s about shaping a future where human creativity and digital intelligence coalesce to create a world rich with personalized, compelling, and meaningful experiences.



***“There is a beauty in surrendering to our human limitations and actually rising to the responsibility of building something healthy, collaborative, and embracing AI’s potential for the better.”*** *James Joseph, Cybr Magazine*



# 02

## *Sustainable Fashion* **Supply Chains**

*In a world where fashion dictates trends and consumer behavior, **the sustainability of supply chains has become a critical issue.** Traditional brands, often predicting trends six months in advance, are faced with challenges around sustainability, particularly in supply chain management.*

**Emerging technologies, especially Artificial Intelligence (AI), can revolutionize these supply chains, making them more efficient, cost-effective, and environmentally sustainable.**



## *The Sustainability Challenge in Traditional Supply Chains*

For over half a century, fashion supply chains have operated in a set pattern, driven largely by brand dictates from fashion weeks, campaigns, and magazines. The quest for lower costs led to the shift of production to Asia, with typical go-to-market strategies spanning 6 to 18 months. However, this approach has a significant environmental impact, particularly in terms of overproduction and waste. Implementing AI in supply chain management can be a game-changer, enabling the creation of more productive systems that are both economically and environmentally sustainable.

### **The Role of AI in Transforming Fashion Supply Chains**

AI can play a pivotal role in reinventing fashion supply chains. By analyzing offshore and inshore connectivity and other relevant data, AI can optimize supply chain components. This optimization is crucial, considering that most brands don't own their supply chains and face inefficiencies in their operations. AI can model probabilistic uncertainty, helping brands make decisions based not just on cost, but on a holistic view of the risks and potential rewards. By implementing AI-driven frameworks, brands can better understand and predict market trends, reduce unnecessary production, and align their output more closely with actual demand. This shift to a more risk-based decision-making model can significantly reduce waste and contribute to sustainable practices.



***“A buying decision is no longer just about costs. It’s about the holistic cost of ownership. And that’s where things like AI become more useful, where machine learning is great at modeling probabilistic uncertainty.”***

*Ahmed Zaidi – Hyran Technologies*

### **The Importance of Transparency and Authenticity**

Consumers increasingly demand transparency from brands regarding their sustainability efforts. AI can aid brands in clearly communicating their sustainable practices and progress. This transparency not only builds trust with consumers but also aligns with the growing emphasis on corporate social responsibility.

### **Digital Fashion as a Sustainable Alternative**

Digital fashion presents an exciting opportunity to reduce overproduction and overconsumption. It offers new business models and propositions, such as using digital alternatives for testing markets or creating digital wearables for virtual environments. Furthermore, digital product passports can provide provenance and establish a beyond-transactional relationship with customers.





*Panel ‘Next-Gen supply chains’ - Zofia Zweiglinska (Glossy), Sasha McFarlane (Future Proof Fashion), Ahmed Zaidi (Hyran Technologies), Scott Walton (Kornit Digital) & Alan Hunt (Lewis Silkin)*

# Conclusion:

## A Call for Action in Supply Chain Innovation

The fashion industry is at a crossroads, where embracing emerging technologies like AI is no longer optional but essential for supporting more sustainable operations. This requires a fundamental change in how supply chains are structured and operated. It calls for the involvement of entire companies & departments in rethinking operations and embracing digital transformation. By doing so, the industry can not only become more sustainable but also unlock new avenues for creativity and entrepreneurship. The future of fashion sustainability lies in the intelligent integration of technology with traditional practices, paving the way for a more responsible and responsive industry.



# 03

## *Integrating Emerging Technologies in Education:* **Bridging Creativity and Commerce**

*The landscape of education, particularly in creative fields like fashion, is undergoing a significant transformation. Traditionally, fashion education has focused heavily on aesthetics and visuals.*

The current focus lies in finding the right equilibrium between creativity and commerce. This involves seamlessly integrating emerging technologies into the educational framework and embedding digital tools into curriculums. The goal is to equip students for a rapidly evolving industry, where the realms of technology and creativity intersect.



## The Need for a Digital-First Approach in Fashion Education

Fashion education, as it stands, often lags in incorporating the rapid advancements in digital technologies. The reliance on traditional methods fails to equip students with the skills needed for the jobs of the future, many of which are still evolving. The integration of technologies such as AI and digital fashion tools is crucial in shaping a curriculum that is responsive to the industry's changing demands.



*The Education Panel with MicolAP, Yao Yao, Karina Ochoa De Baker, Michael Chun, Penelop Norman*

## Overhauling the Traditional Education System

The majority of traditional education systems have remained unchanged for decades, focusing on predictable, well-established job roles. However, with over 65% of future jobs for Gen Z and Alpha generations yet to be created, there is an urgent need to revamp the educational framework. This involves integrating content about emerging technologies not just as guest lectures but as core modules in creative degrees. Education should focus on the practical application of manual and digital tools, enabling students to handle both aspects effectively. As the hierarchical state of fashion collapses under the weight of technology, it's essential for students to learn how to collaborate globally, leveraging online platforms to connect with artists, digital fashion companies, and potential mentors.



“

***It's always the application across use cases that has found quite a large dissonance as to the research that happens within academia versus real life use cases for consumer facing brands and products. There has to be a way to merge, to have real life applications to take these technologies to wider audiences.***”

*Ashumi Sanghvi, Founder and CEO, MAD Global and Future+*





## Bridging the Accessibility Gap

A significant challenge in the fashion industry is the limited access to education for aspiring artists, designers, and creators, especially those unable to attend universities. By integrating digital technologies into curriculums, educational institutions can democratize access, allowing a broader range of talents to participate in the fashion ecosystem.

## *Preparing Students for the Future of Work and Talent*

In the next 10 to 20 years, AI integration will become a critical skill in the workplace. Educators have a responsibility to teach students how to use AI and other emerging technologies effectively. This includes providing a strong foundation in STEM from a young age, as seen in the educational systems of some Soviet countries, which have produced a significant number of creators in 3D and immersive tech spaces.

### **The Role of Platforms in Education and Skill Development**

Platforms like SYKY are paving the way in providing tools and guidance to brands and creators, enabling them to scale and monetize their work. Such platforms play a pivotal role in educating emerging creators about the nuances of digital fashion, creating and commercializing digitally-native collections and the importance of sustainable supply chain practices.



***“It’s understanding how we use the manual and the digital together and honing that. We have a responsibility as educators to be educating students how to handle both of these things together. There is a brick wall coming quite fast, there’s legislation coming quite fast at us. And education is going to hit that same wall if we don’t start to adopt these practices.”***

*Penelope Norman, Course Leader, Arts University Bournemouth*

## **Adapting to Consumer-Driven Demand in Fashion**

The future of fashion lies in responding to consumer demand in real-time. Brands must adapt their supply chains to be more efficient and demand-responsive. This shift requires an education system that teaches students to understand the complete cycle of products, from creation to circularity.



## *Conclusion:* **A Call for Evolution in Education**

As the fashion industry gradually embraces digital tools, the education system must keep pace, preparing graduates for the realities of a tech-driven marketplace. This involves a comprehensive overhaul of curriculums, incorporating practical applications of AI and digital fashion, and fostering global collaborations. Ultimately, the goal is to create an education system that is as dynamic and forward-thinking as the industries it aims to serve.





# 04

## *Gaming:* **The New Social Media and Commerce Frontier**

*The gaming industry is rapidly* transforming into a vital social media platform for the future, with a massive base of 6.6 billion daily active users on platforms like Roblox. This evolution of gaming into a social and commercial hub presents unique opportunities for luxury companies and brands to connect with younger generations in novel ways.



## Gaming as a New Social Media

Gaming is increasingly being recognized as a significant form of social media, particularly for younger generations. The immersive nature of gaming worlds offers a new frontier for brands to engage with their audiences. Brands are now targeting these online worlds and virtual spaces to connect with the next generation of fans, capturing data and analyzing consumer behavior in these 3D environments. Games are becoming spaces where individuals can exist in different forms, manifesting varied personalities across platforms. A key trend in gaming is the customization of characters, allowing players to spend hours crafting their digital personas. This process of creating digital twins and personal avatars has been democratized, enabling anyone to do at home what once required professional production studios. As gaming continues to grow, it represents a fertile ground for brands to engage with a diverse and dynamic audience where digital personas offer players a chance to explore and express their identities in virtual worlds, often becoming as important as their real-world selves.



*Balenciaga x Fortnite*



*Burberry x Roblox*

## The Role of Emerging Technologies in Gaming

AI is playing a crucial role in revolutionizing the gaming experience by simplifying design decisions and fostering the creation of new concepts, producing visual content and marketing materials more efficiently, and improving virtual try-ons, allowing users to project garments onto their avatars and customize them to their preferences. Blockchain technology is being integrated into gaming, enabling players to mint their digital personas and assets, thus retaining a sense of ownership and authenticity.

## The Convergence of Fashion and Gaming

There is a significant overlap between the fashion industry and gaming, particularly in the creation and success of avatars and digital products. Fashion brands are seizing the opportunity to bring their collections to these virtual platforms, engaging with a vast audience in more interactive and purposeful ways. The gaming space provides a compelling narrative journey where players are part of a community, enhancing the potential for brand storytelling and product discovery.







“

**Gaming is exciting because it's interactive and engaging, it has a purpose. You're there to play and engage. There is a purpose and a journey. You're there to be a part of the community.**”

*Lucy Yeomans, founder of DREST in conversation with Zofia Zweiglinska, Editor at Glossy*





**Case Study:**  
*The Rise of DREST in the Gaming Industry*

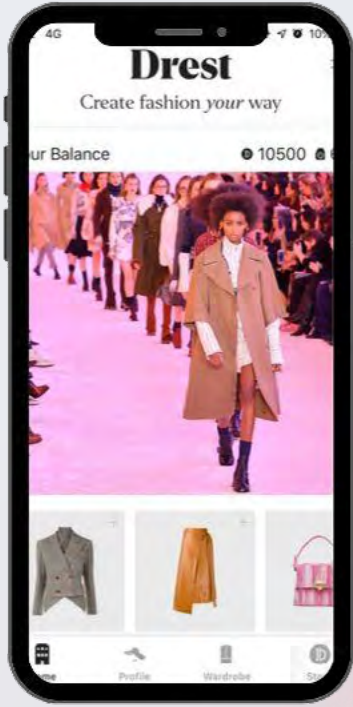
In a rapidly evolving digital landscape, DREST has positioned itself as a pioneering force, especially in the realm of mobile gaming. As the global gaming market surges towards an estimated value of \$214 billion by 2025, DREST's influence and reach within this space are undeniable. This mobile gaming platform, predominantly catering to a female audience, has experienced exponential growth over the years, becoming a key player in the intersection of gaming and fashion.

**Interactive Storytelling and Brand Engagement**

DREST's platform has revolutionized how luxury brands connect with younger audiences. With its compelling combination of interactive gaming and fashion, DREST enables brands to not only showcase their collections but also engage with an expansive audience in an immersive and interactive manner. This unique approach to conversational commerce within the gaming space has proven effective in capturing and retaining the attention of users, who spend significant time customizing characters and exploring virtual fashion worlds. Artificial Intelligence (AI) plays a crucial role in DREST's ecosystem, simplifying design decisions and creating innovative concepts. With AI, DREST offers personalized shopping assistants, enhanced virtual try-ons, and the ability to project garments onto digital avatars.

**Engaging a Qualified Audience with Fashion Challenges**

DREST's approach to gaming involves real-life inspired fashion challenges, allowing players to engage with the latest collections and trends actively. "Our editorial team are always putting up challenges that are reflective of what's happening in fashion," Lucy Yeomans quotes, illustrating how DREST keeps its content fresh and relevant. Brands have the opportunity to sponsor challenges or take over the game entirely, thus augmenting their activations and connecting with a highly engaged and qualified audience. DREST's success in the gaming world is a testament to the power of innovative thinking and adaptability in the face of evolving market trends.



*Conclusion:*

Gaming is not just an entertainment platform but has evolved into a new social media and commercial landscape. It offers luxury brands and designers a unique opportunity to engage with younger audiences through interactive storytelling, digital fashion, and personalized experiences. The integration of AI and blockchain technologies in gaming is paving the way for innovative approaches to design, identity, and commerce, making gaming a critical space for future brand engagement and consumer.





# 05

## *Identity* & Brand

*The intersection of technology and fashion* **has ushered in a new era of digital identity, offering unique avenues for self-expression and escapism. “Technology is identity expression,” a key notion that underlines the shift towards digital personas and the monetization of these virtual selves. As technology startups focus on offering utility, they also provide a platform for individuals to express their identities in new and imaginative ways.**



## *Avatars: The Gateway to Alternate Realities*

The concept of avatars has become central to this digital transformation. For many, it's about creating an alter ego, a fantasy lifestyle that transcends the limitations of the physical world. "People want to have creative freedom to explore digital worlds," creating more idealistic versions of themselves. This leads to developing new relationships based on common interests in these virtual spaces.



Lacoste in  
The Sandbox



Valentino x META  
Avatars



Tommy Hilfiger x  
Ready Player Me

## *Brands and Digital Risk-Taking*

The adoption of these technologies by brands is a mix of caution and innovation. While luxury brands are taking small steps, emerging brands and fashion school graduates are more willing to embrace cutting-edge digital tools. "The bigger roadblock is the brands themselves," indicating a need for flexibility in adopting technologies that are still in development.

## **The Shift in Creative Dynamics and Customer Segmentation**

The rise of digital platforms is altering the traditional dynamics of the fashion industry. Creative expression is becoming more decentralized, moving away from a top-down approach to a more organic, community-driven model. This shift necessitates a more agile and flexible approach to creativity. Understanding different customer segments is crucial, as not everyone is equally engaged with digital products and experiences. Brands need to identify and cater to the right audiences, showing them the value of intertwining digital assets with their lives. Most importantly, brands must ensure that technology is invisible enabling customers to become immersed in the brand experience.



“

***It's a very wide range of technologies and all of it is locked together. So we start with strategy, we then think creatively about how to unlock that strategy and if we do that, the right technology starts to reveal itself.*** ”

*Jonathan Chippindale - CEO & Co-founder at Holition*



## Digital Worlds: The New Frontier of Self-Expression

Digital spaces offer limitless potential for self-expression and breaking traditional norms. “Within a digital, there’s no matrix, no code” (Matt Sympien), allowing individuals to be architects of their future, shaping and being shaped by the technology they interact with. The future envisions a world where every surface becomes an opportunity for creation and communication and commerce.



Image - Karlie Kloss x Roblox

## Conclusion

This report underscores the transformative power of technology across various domains, from the creative arts to commercial ventures. Generative AI stands as a beacon of innovation, driving new forms of storytelling and business strategies, while AI’s application in fashion supply chains heralds a new era of sustainable and efficient practices. The integration of digital technologies in education signifies a necessary shift towards a future where creativity and commerce coalesce seamlessly. Gaming’s evolution into a social and commercial hub redefines how brands engage with younger demographics, fostering a new breed of digital commerce. Moreover, the emergence of digital identity in fashion and technology reflects a deeper societal shift towards diverse self-expression and virtual experiences. As we embrace these changes, the challenge lies in balancing the hype of technological advancements with practical, consumer-centric approaches, ensuring authenticity and personalization remain at the core of these digital transformations. The future is brimming with opportunities for those who can skillfully harness these technologies while preserving the essence of human creativity and experience.

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