

5G Use Case for Immersive Fashion

Background

Working with The Scotland 5G Centre (S5GC) means unlocking the power of 5G and other advanced wireless communications (AWC) and transforming your businesses. We provide expertise and access to 5G testbeds, enabling organisations to understand how AWC can exceed business needs. We work with Local Authorities, Businesses, and the Public Sector to drive and support the adoption of 5G across Scotland.

We are currently working with Dundee City Council (Tay5G) to support innovation through the application of 5G and related technologies and help create a vibrant, digitally enabled Tayside region. As an impartial, trusted advisor we provide both technical support and assessment, in addition to access to our 5G private network testbeds.

Innovation in the Fashion Sector

As part of our work in Tayside, we supported the social enterprise company Scotland Re: Design (SRD) to deliver the Hidden Floors Project, which focussed on the use of 5G technology to enable innovation in the fashion sector. SRD was also supported by investment from the Tay5G Innovation Challenge Programme.

SRD brought together designers and industry experts to create 3D digital fashion collections within the metaverse¹. Designers were able to collaborate remotely using Gravity Sketch and Clo3D applications, exploring themes of connection, inclusivity, sustainability, and environmental consciousness. Collaboration was underpinned by support from S5GC in providing access to 5G connectivity, that allowed the designers to share ideas and design work in real time, eliminating the barriers of distance and need to travel.

The 5G technology created immersive virtual experiences and facilitated dynamic design processes in the project.

“The 5G enabled virtual environment was an amazing immersive experience. We got to look at each other's design practices up close and work together on this project. It eliminated any travel, costs involved and really showed design and development process and how this could be taken forward.” **Samantha Paton, Isolated Heros**

Designers also benefited from a free and experimental platform for pattern cutting, colour and fabric exploration, leading to innovative outcomes and streamlined product development.

¹ The Metaverse is a shared 3D virtual realm, in which you can socialise, learn, collaborate and play.



5G also provided ability to work remotely while still being able to collaborate within the virtual space, allowing collaboration with no additional costs.

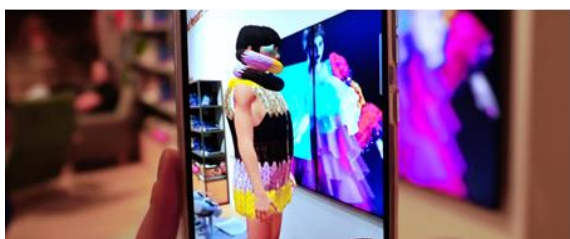
“...using 5G will really enable for a smoother process through the design and production process. I will be working with people that aren't based in the UK, so using 5G will allow us to connect in real time-shared ideas and really get the process moving along at a quicker pace.”
Jolene Guthrie, Designer (Jo-AMI)

Interactive, Immersive Event

The virtual design collaborations were showcased at the annual Scottish Fashion Festival in Dundee, held at the V&A, through an innovative VR/AR 5G powered immersive fashion experience. The digital collection created by the designers was showcased within the ‘Hidden Floors’ virtual environment, a digital replica of the V&A Dundee venue. The Centre both set up and managed the 5G the network and provided the equipment.

The virtual exhibition powered by 5G enabled a greater reach and expanded the levels off participants; increased social media engagement reached over 24k views on reels.

- Collaboration with content creators amplified the event’s impacts, attracting new audiences and driving engagement in the digital space.
- The exhibition had an increase in tickets sales and guestlist visitors on the opening night. The event gained 168 more visitors than the previous year’s opening night.
- In addition, throughout the duration of the installation there were 62,939 visitors.



Find out More

More information on this use case can be found at: <https://scotland5gcentre.org/tay5g-srd/>

To find out how S5GC can support your organisation or your clients, please contact: info@scotland5gcentre.org