

Exploring the Digital Body in Fashion Design: A Theoretical Inquiry into New Aesthetics and Form

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The advent of digital technologies has profoundly reshaped fashion design, introducing the concept of the "digital body" as a flexible and customisable entity beyond the physical constraints of the human form. Unlike traditional approaches rooted in anatomical proportions and physical draping, digital fashion allows for the creation of bodies that transcend conventional norms, serving as canvases for innovation and experimentation.

This study examines the digital body as a conceptual and theoretical framework for rethinking the relationship between body and garment in virtual spaces. It discusses how the digital body challenges traditional design principles, enabling new forms of expression, structure, and movement. Key themes explored include the flexibility of digital avatars, the deconstruction and reconstruction of garment structures, and the implications for sustainable and inclusive design practices.

By synthesising current literature, this study aims to provide a comprehensive understanding of how digital tools and platforms can redefine the boundaries of fashion design, illustrating the transformative potential of the digital body in expanding the possibilities for creativity and expression in the digital age.

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