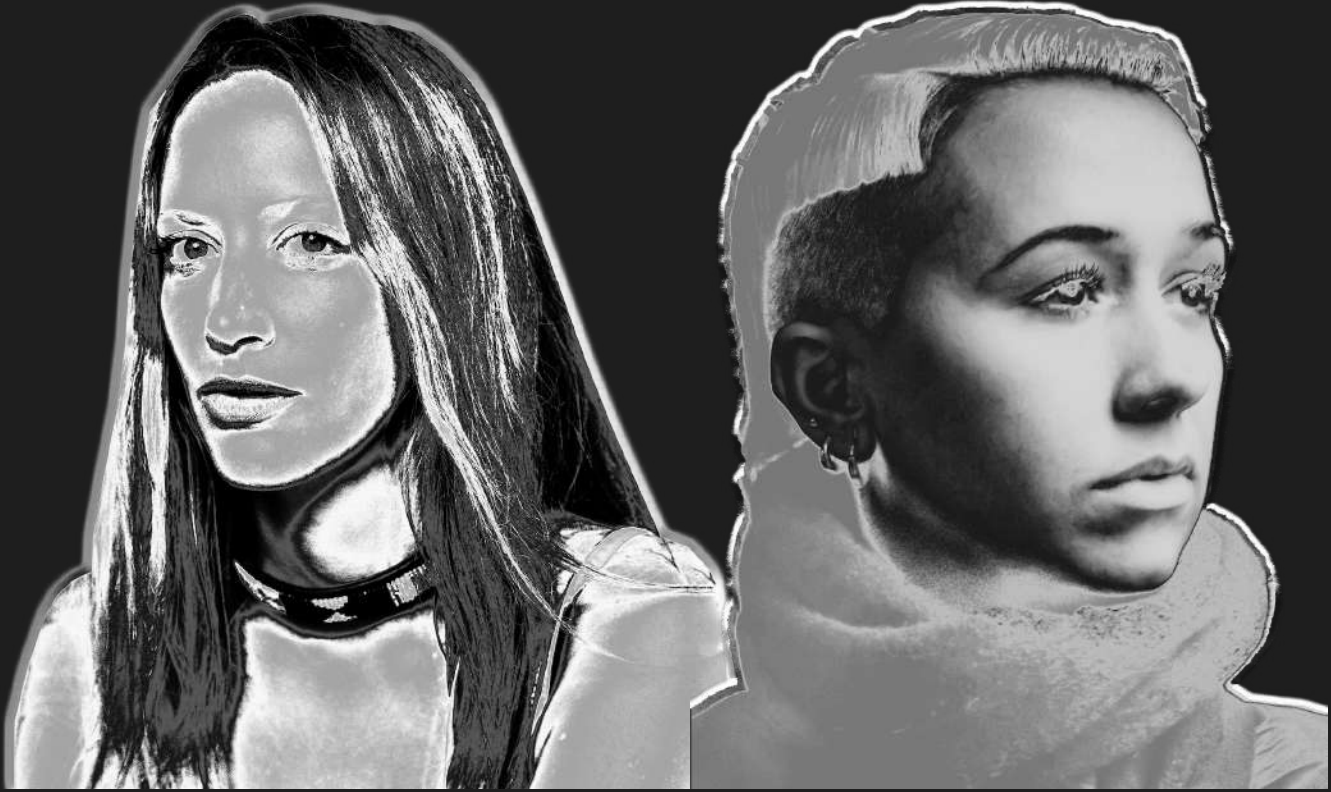


Press Release -----

CommuneEAST

DIG-GXL



THE INSTITUTE OF DIGITAL FASHION: FASHION FUTURES for URL X IRL: *AN EMBLEM FOR CHANGE IN A BROKEN SYSTEM. Bespoke world-class digitalisation for brands, makers and institutions.* CommuneEAST founder Leanne Elliott Young and creative director and founder of community Digi-Gxl Cattytay, today announce a new partnership and business venture, The Institute of Digital Fashion.

Young and Cattytay join together to push tech-use toward a more democratic and sustainable future, offering a platform and manifesto to restructure how technology and digital are used from creation to consumer, building a new future for an unregulated and biased industry,

The global state of crisis provoked from Covid-19 and BLM movements has radically affected every current of the fashion industry and as such, brands are rushing for a quick digital fix and looking at how to deal with the systemic racism the industry incubates. This is an opportunity to re-write the system, go beyond the basics and to digitally reinvent and showcase fashion in new, innovative and democratic ways. Through The Institute of Digital Fashion, Young and Cattytay show that the digitalisation of fashion shows, showrooms, designs and more needn't just be a quick pandemic-ready solution, their world-class global



team and community can create options that not only overcome the restrictions of previous formats but offer expansive, exciting and inclusive alternatives.

THE INSTITUTE OF DIGITAL FASHION is an emblem for change. With Cattytay's highly-applauded intricate skill set, an extended GLO_CAL network of 3D makers, and the strategic industry positioning of CommuneEAST, The Institute of Digital Fashion offers technical ability like no other. Their unique expertise enables them to advise, build and deliver the impossible. Education and support are also delivered both IRL and URL at their LondonHQ with free co-working spaces, career advice, fair representation all for BAME, LGBTQIA+ demographics and typically disenfranchised communities.



THE INSTITUTE OF DIGITAL FASHION: *BESPOKE WORLD-CLASS DIGITALISATION*

The Institution of Digital Fashion is here to work with brands, makers and institutions to innovate and build a more inclusive digitisation of the fashion universe.

They are the go to for talent and innovation, Representing fairly their networks, working 'for' and 'with' them never 'selling' them.

Below, the two industry leaders highlight why their digital offering and services are the answer to rebuilding a more democratic fashion industry.





“The digital fashion products that we create are far greater than just simple 3D models. Not only do we have the craftsmanship to visually imitate garments, but we also have the expertise to produce digital products that actually function, respond and behave as they would in physical spaces. This level of precision is developed through mimicking every detail, such as internal linings, interfacing and stitching. We focus on the specifics, manually adapting fabric properties - shrinkage, density, friction etc - in order to create a truly responsive garment that is second to none in the act of digital replication.

Our digital garments, shows, showrooms and digital environments all have endless possibilities, let's make them inclusive ones. Leanne and I are ambitious about utilising digital advances to drive inclusivity and diversity. The fashion industry as a whole is fixed on tradition: body types, gendered fashion weeks, design processes and the retail sphere. Let's build a different version of that tradition! An important part of this work is paving the way for marginalised gender identities to thrive in the tech sector by amplifying their voices.”

- Cattytay

“Partnering with Cattytay on this vision was a seamless decision. The Institute of Digital Fashion is about pushing the parameters of digital fashion to really explore the language of digital and where it can be used to restructure a broken model, We both believe in building spaces for new digital narratives and championing debate on better futures through IRL & URL.

We've seen the adoption of digital communication within the fashion industry peak due to the pandemic and the global crisis, and with this comes the opportunity to create and showcase engaging and diverse digital strategies that will sustain and inspire post Covid-19. Now is the time to shake things up!

We want to challenge the hierarchical system of a fashion show with augmented reality, support LGBTQIA+ demographics and typically disenfranchised communities, lower production output with alternative digital renders, build digital universes from 3D garments, digitally cast models of all gender, size and race, and much, much more.”

- Leanne Elliott Young

THE INSTITUTE OF DIGITAL FASHION

Are building a new future for an unregulated and biased industry, the projects, teams and strategies are built with a democratic selection from their global roster of world class individuals. Developing future focused, dynamic creative strategies, products and activations which harness the power of the digital landscape through and beyond their versatile and diverse global network.

For brands and businesses looking to elevate the democratic reach of their brand and create a succinct digital narrative, The Institute of Digital Fashion bridges the gap between



on and offline, forging solutions and activations in the worlds of AR (augmented reality) and VR (virtual reality) to real time and digital.

For makers in the digital sphere who want advice, support and representation, join them in their mission to elevate digital making, craft and artisan and to build a new democratic landscape.

SERVICES

WE BELIEVE IN A MORE
DEMOCRATIC INDUSTRY

WE BELIEVE IN A MORE
SUSTAINABLE INDUSTRY

Full digital capabilities and plans for the future of fashion can be found [HERE](#).





DIGI-GXL

[WEB](#) [INSTA](#)

Digi-Gxl is an inclusive, 24/7 global community and support network championing womxn, Intersex, trans folk and non-binary people who specialise in 3D design and animation, digital fashion and 3D clothing, 3D product and accessory design, Spark AR, creative coding, 3D scanning, motion design, augmented reality, virtual reality, creative direction, graphic design and more. As a community, Digi-gxl offer each other technical guidance, industry and business advice, and general creative support. They collaborate, organise meet-ups, skill shares and curate shows together.

Cattytay (Gender Fluid She/they/dyke/boy) [WEB](#) [INSTA](#)

Cattytay, director of Digi-Gxl, has worked as a creative director and an experienced digital garment specialist for five years. Taylor's noted as a world leading 3d Pioneer, the work develops new possibilities surrounding fashion, technology and sustainability, redefining how garments are seen and sold. Taylor has worked with clients as notable as **Alexander Wang, Balenciaga, Chloe, Rick Owens, Raf Simons, Selfridges, Highsnobiety**, and pioneered 3D Fashion Design, as it allows designers to design, sample, customise and produce digitally.

CommuneEAST

[WEB](#) [INSTA](#)

Founded by Leanne Elliott Young and Richard Nicoll in 2015, CommuneEAST is a futures ideas incubator for strategies, relationships, talent and collaborations.

CommuneEAST brings together creative minds from different backgrounds, including art, fashion, technology and science, to help companies and emerging artists work in IRL and URL. The initiative was birthed as a space for questioning, collaboration, and exchange. Known for questioning the status quo, abolishing echo chambers, and asking 'big questions', CommuneEAST exists within the glo-cal public sphere, directing live events, debates and strategic cultural partnerships. Working with the likes of the **BFC, Conde Nast, Samsung, Dazed, Adidas, Nike, Kenzo, Frieze Art Fair, The Selfridges Group and The V&A Museum**.

Leanne Elliott Young (She / Her)

Leanne Elliot Young, founder of CommuneEAST, has spent 15 years inventing, incubating and installing creative concepts for future-facing living. Fusing the established with progressive, youth-centric points, Young creates unique visions for clients and audiences. Young provides strategies and platforms for 360 collaborations via partnerships, events, marketing and design, collaborating with brands, institutes and retail within a g-local market. Additionally, Young is a highly sought-after commentator on the topics of future, sustainability, fashion-tech and industry disruption. Young has worked with **UAL, LCF, Cambridge University, Kyra, PAQ, SHOWstudio, Innovate UK, British Fashion Council, Extinction Rebellion, Dazed, Foundation Fm, Office Magazine and the BBC**.





Leanne Elliott Young: *"Let's sell creativity, not more clothes. We need to change the system. Be brave and reimagine it; change the marketing language, change the influences, the positioning, the press stories, the education. Change the fashion calendar agenda so that as an industry, we are motivated to buy, be, act and become more sustainable and build a new democratic vision."*



Notes To Editors

For interviews on The Institute of Digital Fashion with Leanne Elliott Young and Cattytay, please contact info@institute-digital.fashion

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Further content Images including animation available for publishing on request.



INSTITUTE of DIGITAL FASHION

FASHION FUTURES for



URL X IRL:

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