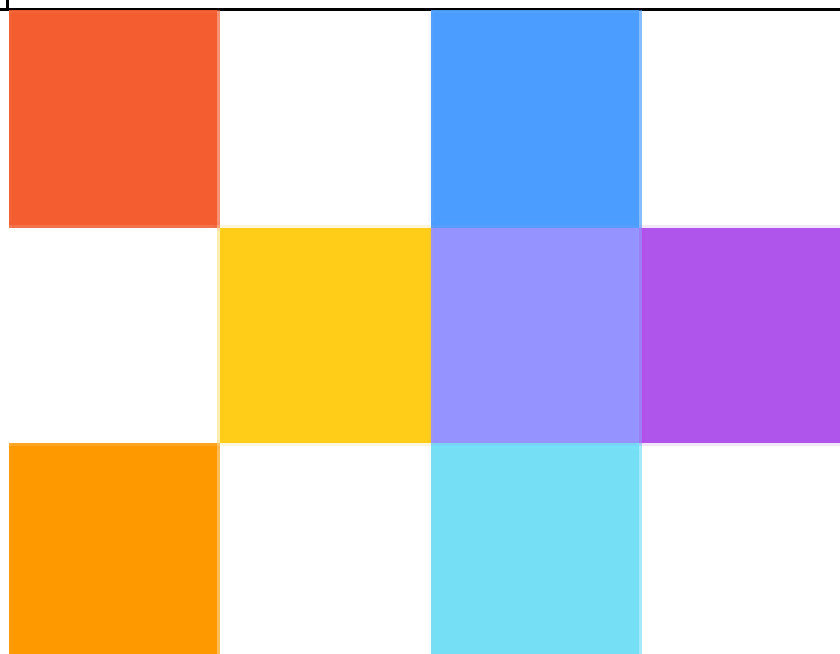


<b>Meta Title</b>	How to Collaborate in Digital Fashion   Invisible Thread
<b>Meta Description</b>	What is digital fashion, and why does it matter? Let's look at the partnership of two artist companies delivering limitless creative possibilities to the digital fashion industry and metaverse.
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## How to Collaborate in Digital Fashion

By Sarah Carpenter

Fashion is one of the purest forms of self-expression. It's not just an outfit – it's an outlook. Something we can touch and feel, a fundamental part of our lives. Our moods, passions, inner selves - how we share ourselves with the physical world. But what if our fashion became fluid, changing from moment to moment? Digital fashion partners [Invisible Thread](#) and [Filta](#) have teamed up to make this possible. So whether you're dressing your avatar in the metaverse or transforming your look on socials – digital fashion can express your values and enhance your brand. It's not just a digital version of what you already wear. It's who you want to be. In this article, we'll look at digital fashion, why it matters, and learn how these two teams are innovating the space.

### What Is Digital Fashion?

Digital fashion is the fusion of art and technology that's flipped the traditional fashion industry on its head. Morgan Stanley estimates the digital fashion industry [could be worth \\$50 billion by 2030](#). What began as virtual clothing and accessories made for humans and avatars using 3D computer software and

other programs has expanded to include fully immersive environments that intuit our movements. Video games have long been the foundation of digital fashion – players could purchase digital clothing in exchange for in- and out-of-game currency. Studios used the trend to engage more players, and players could customize their avatars and immerse themselves in the aesthetic of their choice. Last year, Fortnite, the most-played video game in the world, and [luxury brand Balenciaga announced their collaboration](#), bringing high fashion to the gaming world.

### Why Does Digital Fashion Matter?

Digital fashion matters because of its potential to reach us all. What started as a marketing tactic to entice video game players has become an affordable and sustainable industry practice (the [carbon footprint of a digital garment is 95% lower](#) than a physical garment). Digital fashion offers a democratic design approach, giving artists more power than ever before and putting consumers at the center of the experience. Right now, there are limits to how the tools and technologies used to create digital fashion can rise to meet other societal challenges, preventing more inclusive opportunities for everyone. But Invisible Thread is poised to change that by forging a new, groundbreaking path in the digital fashion world and tech space.

### How Invisible Thread and Filta Are Improving Digital Fashion

Invisible Thread and Filta joined forces in June 2022 to push the bounds of what a digital fashion expression could be. Both teams have experience working on the cutting edge of art and technology to create some of the most iconic visuals out there.

“We wanted to show the potential of the Filta platform in not only its technical possibilities but also its creative flexibility. Some of Invisible Thread’s previous work uses designs and concepts which reveal our connections with the natural world. In designing this filter, we asked ourselves, “what does it look like when you feel one with nature? How could that be expressed in a filter?” says Alex Hessler, Partner at Invisible Thread.

Invisible Thread immediately put their blue-sky vision and technical chops to work. They started by leveraging some of the cutting-edge technologies enabled by the Filta platform and the Unity game engine. They applied physics simulations, advanced lighting, and particle effects to create a one-of-a-kind filter that imitates the organic qualities of nature. The partnership also enabled them to combine their skillsets in cinematography, [virtual](#) and [augmented reality fashion](#), artificial intelligence, and other forms of [interactive media](#) to launch Filta's [Web3 AR Camera](#) in August 2022 to rave reviews.

### Who Are Invisible Thread and Filta?

Invisible Thread, an [award-winning](#) team of visual effects artists, XR designers, and creative curators, set out to improve the digital landscape in May 2018. The startup, based in Portland, Oregon, partners with some of the world's biggest brands in the digital revolution, including Meta, Netflix, Disney, Microsoft, Nike, and Intel. Founded by ex-Pixar, Sony, Disney, and Weta Digital alum, Invisible Thread pushes boundaries and leans into new and burgeoning technology to produce immersive content and virtual worlds that spark change and shift perspectives.

"When someone feels awe or a connection with nature, they become more open. There is a curiosity, a leaning in. You shed your hardened beliefs in these moments. So whenever you have experiences of awe, there is more potential for education and empathy. This is a foundation of our experience design," Hessler says.

Chris Horne, the founder of Filta, shares a background with Invisible Thread in creating high-end content for Meta and Pixar. He also ran several teams working at Oculus.

“I cut my teeth in the face filter space freelancing for major brands. This was when I realized how broken the face filter ecosystem is. Filters are the seeds of the digital fashion and avatar industry, but we need better tools for creation,” Horne says.

## How Can Invisible Thread Help You?

As a leader in augmented and virtual reality, Invisible Thread adds measurable value to the digital fashion landscape, empowering creators and inspiring limitless possibilities. They’re innovating in new spaces and looking to help others create the future of fashion and self-expression.

“Our work proves that you can create transformative experiences using technologies like augmented reality and virtual reality, and we want to help more people express themselves in bigger, better, and more beautiful ways. Creating pieces with deeper meaning excites us, and so does empowering and championing artists in ways never attempted before,” Hessler says.

Ready to start something new? Let’s build something incredible together. [Contact us today.](#)

*Sarah Carpenter is a freelance writer whose portfolio spans the industries of healthcare, higher education, and entertainment. Find out more at [her website.](#)*

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