

Demonstrate the perception of Metaverse fashion market in-to Gen-Z and its impact on retail stores' design

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Abstract:

The fashion market in Metaverse requires different designs to accommodate a new retail strategy. This study investigates the main requirements needed for a metaverse fashion market, as virtual market requires different design elements compared to the physical one. The research used an exploration case study method, students (Gen-Z) from both majors fashion and interior design departments have to collaborate for 12 weeks to demonstrate the perception of VR fashion retail platforms and the engagement of users with their own avatar's appearance. The study result has revealed that virtual environments can enhance users' spatial perception by enabling spatial design activities and providing more visual information for the user to reach a wider audience and offer customers a unique and personalized shopping experience. The study provides several theoretical and practical implications that would enhance spatial perception by enabling spatial design activities and providing more visual information for the user to reach a wider audience and offer customers a unique and personalized shopping experience.

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