

ON OFF THIS IS REAL

On|Off explores the juncture where physical artefacts and their digital representations co-exist to foster creative possibilities. Supporting the transition from reality into fantasy and back again, with the metaverse and its endless possibilities.

On|Off Presents three distinct designers Taskin, Oscar Keene and Valaclava, who are all working between worlds to engage with new technology and fuel our inquisitive minds. The On|Off three are already established talents from the phygital space, who are taking their vision to whole new levels with the support of On|Off, an organisation well known in the industry for pushing boundaries of mixed reality.

For this, On|Off will host a 'real time virtual fashion show' at LFW, exploring new technology generally seen in gaming and broadcast. Held within a studio environment set up in the Swiss Church, to a select live audience, who will join the event and interact with the physical garments whilst they are being beamed live into the metaverse alongside their rigged digital avatar.

The showcase aims to present new perspectives of understanding AR, the metaverse, and boundless approaches to the development of the craft of making. On|Off's Founder, Lee Laphore, also views his creative concept as a tool that has the potential to support sustainable practices and a circular system enabling the exploration of new alternative solutions.

"I am interested in the intersection of hand skills craftsmanship and its representation and construction within advanced technologies. The ways we represent ourselves and exist within digital realms from a fashion context is an area that always fascinates me. I am especially interested in exploring the tools that allow us to do that more seamlessly and with more significant creative potential", says Lee Laphorne, On|Off's creative director.

This is an interdisciplinary project that brings together a number of agencies at the forefront of digital landscapes within the fashion industry. A truly global project that enables designers, tech experts and scientists to collaborate from China and Australia, to multiple countries in Europe. This project allows On|Off and its chosen three the opportunity to test a combination of disciplines and the perception and relationship between craftsmanship with digital fashion technologies.

“We are already the product of a mixed reality: online and offline identities are inseparable (but the fashion industry has not made great efforts to create radical new concepts that reflect this). Therefore, the revolutionary quality of this show is that it makes a truly contemporary proposition: fashion that reflects how we simultaneously live in digital and physical reality.” says Taskin Geoc

“Mo-sys is the industry leader, when it comes to motion tracking and robotics in the film and broadcast industry. We have created a Virtual Production workflow that allows designers/artists to seamlessly integrate their models into a virtual production workflow. This is exciting times, we can now have someone controlling a virtual Avatar in real-time, using motion capture and then incorporate the Avatar into a Virtual Production workflow. This enables us to bring the avatar into the real world, or place real people into the virtual space with the avatar.”, Marcus Masdammer, Mo-Sys

“We believe that the digital transformation of fashion will place the creative centre stage in the data dialogue and a phygital approach has the potential to re-image fashion as a true ‘Force for Good’ for the planet and humankind. We are delighted to collaborate with On|Off showcasing young digital fashion talents”
Leslie Holden, The Digital Fashion Group

“BNV is always keen to support and promote new talent in the digital fashion industry. Working with On|Off, and their designers and partners, to create an immersive and compelling experience during LFW with full links to digital versions we give the designers, and eventual digital asset owners, full access to our BNV World and Fa\$h ecosystem. This is a key part of our mission to bring fashion into the metaverse and web3 and are proud to continue partnering with On|Off, from a physical showcase bringing digital designs to life, to finding said designs worn interoperably across various digital worlds is what makes Metaverse Fashion so exciting”, Richard Hobbs, BNV

Swiss Church
79 Endell Street
London WC2H 9DY
Friday, February 17 at 9 PM

For more information
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NOTES TO EDITORS

Selected designers:

TASKIN GOEC:

Taskin Goec is a digital fashion designer and conceptual artist. Taskin was featured by On|Off in September 2022 at LFW and quickly picked up by Nick Knight's Showstudio as a leader in digital fashion. His background in physical fashion allows him to fuse this technical knowledge with a progressive vision. Goec's latest projects include an AR filter for Samsung, feature in Showstudio and a digital look for Vogue Singapore.

@taskingoec | maisontaskin.de

OSCAR KEENE:

Oscar Keene is a multidisciplinary fashion label that fuses immersive digital content with physical collections. With garments and fabrics designed in-house and made in Melbourne, the studio celebrates bold, original prints and sophisticated tailoring driven by concept.

@oscar.keene.designs | oscarkeene.com

VALACLAVA:

Valaclava is a cyber-physical, stockless gamewear brand, bringing the narrative of gaming world to real life via premium limited clothing. Established through a process of blockchain technology and made to order study, Valaclava examines the codes and language of modern, luxury gamewear through the lens of innovation COM.

@valaclava.eth | valaclava.com

On|Off Presents is a talent support programme, established in 2002 out of Lee Lapthorne's love for discovering, supporting and nurturing raw talent through to success.

Thank you to the Mayor of London and L'Oréal Professionnel for your kind support.

Through this platform, On|Off provides consultancy for start ups and the emerging, via an independent international showcasing opportunity, combined with a dedicated PR and communications team, brand development and key sales strategies.

Successful designers who have graduated from On|Off include Gareth Pugh, J.W Anderson, Roksanda and Peter Pilotto among many others.

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Partners
 Fashion Digital Group (designers and digital avatars)
 Mo-sys London Studios (Virtual production)
 bnv (metaverse)
 Ben Haworth (Graphic Design)
 L'Oréal Professionnel
 Leigh Easthope (Make-up)