

# AMORPHOUS

*2024 spring/summer collection*

*Philautia Opus*

Amorphous studio is a virtual tech fashion company creating NFT fashion wearables in metaverse and social platforms, focusing on digital production of fashion, but also building technology to make virtual fashion universally wearable between virtual worlds.

Our design concept is incubated in the post-epidemic era of thinking about the traditional fashion industry, with virtual fashion as the keynote, rooted in Chinese oriental culture and oriental philosophy, and dedicated to creating China's first metaverse virtual fashion house. we hopes to use digital virtual technology to reinvent the shape of fashion and explore the possibilities of interactive integration between the public and the virtual world through fantastical virtual clothing design, and thinking about the relationship between fashion and humans.

The team members are pioneers and leaders in virtual fashion around the world, and our mission is to create the future of technological fashion, adhering to the concept of sustainability and using it at the intersection of fashion and technology to create the latest digital fashion experience.

The 2024 Spring-Summer collection "*Amorphous*" will revolve around the theme "*Philautia Opus*" uniquely interpreting the essence of self-love through a digital aesthetic. Presenting a fresh perspective on the concept of love, this season will take inspiration from the growth journeys of female characters in the classic novel "Jane Eyre," using a fashion animation film format. Through a female perspective, the collection will delve into the core of love, subtle human connections, and self-identity.

Speaking of love, what comes to mind? Loving others, self-love, self-identity, self-fulfillment? Love takes on numerous expressions and forms. In line with the philosophy of Confucianism, "Know yourself, love yourself, and others will love you," the core concept of the "Amorphous" collection, and the reason for choosing self-love as its focal point, is highlighted. Using fashion as a medium and virtual presentation methods, the collection aims to explore the theme of "self-contentment in love."

The macroscopic topic of love has perennially been a subject and source of inspiration for artists, with interpretations ranging widely. Yet, love is not an innate skill; it's a skill that needs practice or artistry. Often, within emotional relationships, people gradually lose their sense of self and judgment. From a gender perspective, Simone de Beauvoir expressed hope that women could love with their strength rather than their vulnerability. It's about not evading the self but finding it, not sacrificing the self but affirming it. At that point, love for her and him will become a source of

vitality in life, rather than a deadly peril.

The spring-summer collection's clothing styles draw from night dresses and wedding dresses, delving into their historical and cultural significance and social attributes. Breaking away from traditional perceptions and visual conventions, the unique brand features of "Amorphous" are integrated. The variations in each outfit will better align with the main female character's growth trajectory and the characteristics of each individual character, giving them a more profound fashion definition.

In the accompanying short film, specific clothing styles will be combined with romantic and dark, mysterious imagery and ambiance to depict the overall storyline and scenes. Elements like water and fire emphasize the irresistible force of personal emotions, while enclosed spaces portray early emotional suppression and self-denial in relationships. The growth of butterflies and other creatures symbolizes the transformation of women within relationships. The inclusion of beautiful fireworks represents inner joy and liberation.

Of note is the virtual release of this spring-summer collection. Amorphous has invited the men's clothing brand "*Permu*" as a sponsor for men's styling and the hyper-realistic virtual digital persona "*Aihui2.0*" as a special guest. Collaborating with numerous 3D digital artists and virtual reality creators, the collection aims to offer fashion enthusiasts an unparalleled sensory experience, presenting a visual feast.

## *Credits*

### ***Fashion Designer***

Chen Zheng

### ***Film Director***

Yang Hu

### ***Digital Artists***

Sylvain Girard, Cyano Li

### ***Casting***

Aihui Cui

### ***Make-up***

Cyano Li, Yimiao Dai

### ***Hair***

Sylvain Girard, Cyano Li

### ***VR & AR***

Xuan Liu

### ***Music***

Jiacheng Li

### ***Assistant***

Yimiao Dai

### ***Styling Sponsor***

Permu\_official

### ***3D Print***

Guangdong 3D Art Printing Factory

### ***PR***

Huangju Gao

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