

How does Self-Discrepancy Influences the Creation of Virtual Fashion Avatar in Digital Fashion?

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Abstract

As a growing and emerging field of fashion, digital fashion is a fresh and functional tool to use in fashion industry. The term 'digital fashion' in the study refers to fashion prototypes and simulations of actual garments, that can be worn by customized avatars. Customizable avatars allow consumers to reimagine themselves in 3D clothes. As it is customizable, these avatars act as virtual entities of self that are affected by every individual's behavior as self. This study is an experimental study that investigates Indonesian millennials preferred avatar as how they want to present themselves to public and how they portray their "actual" self through the avatar. This study measures Indonesian millennial's types of self-concept from three different perspectives: Actual self, ideal self, and ought self through customizable avatars in digital fashion.

Keywords:

Biography: