



# Digital Fashion Design: Catering to Generation Z's Unique Consumer Psychology

Rufan Lin

Zhejiang Sci-Tech University, Zhejiang China

757122973@qq.com

**Abstract.** This exploration delves into the intriguing world of "Generation Z" and its unique consumer psychology, marked by a strong interest in the appearance economy and a desire for personalized consumption. It further examines the alignment of digital clothing with Generation Z's psychological aspects, including their pursuit of "social dazzling," healing through virtual experiences, and boundless self-exploration. The research also presents a groundbreaking graduation project idea that leverages an anti-gravity environment within the metaverse, fusing futuristic aesthetics with innovative digital fashion design techniques. The result is a captivating digital fashion display that embodies Generation Z's desire for self-expression and escapism, redefining the fashion industry's boundaries.

**Keywords:** Digital fashion, Generation Z, consumer psychology, anti-gravity environments, material exploration, self-expression.

## 1 Introduction

The term "Generation Z" encompasses individuals born between 1995 and 2009, a generation deeply immersed in the digital age. Shaped by the rapid evolution of digital technology, particularly smartphones and online connectivity, they are often referred to as the "two-dimensional generation." Generation Z exhibits distinct consumer patterns characterized by their preference for personalized consumption and a strong emphasis on the appearance economy. In this context, digital clothing has emerged as a compelling avenue for meeting the unique psychological needs and desires of Generation Z. This exploration delves into how digital clothing aligns with the psychological aspects of "social fear," "healing," and "self-exploration" within Generation Z, catering to their distinct preferences and tastes.

## 2 Generation Z

"Generation Z" is a term that has gained significant traction online and refers to the people born between 1995 and 2009. This generation has grown up in the midst of the Internet information age and is heavily influenced by digital technology, particularly smartphones and other communication devices[8]. They are often described as the

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"two-dimensional generation" due to their seamless connection to the digital world. Members of "Generation Z" have distinct consumption patterns [1]. They prioritize personalized consumption and products that express their unique fashion sensibilities and values. For them, consumption is not merely about fulfilling needs; it's also a means of expressing their lifestyles. Their individual preferences, psychological characteristics, and consumer awareness significantly impact the consumption trends of our time. These preferences and concepts are closely intertwined with societal and technological advancements, reflecting the evolving zeitgeist [7].

One notable aspect of "Generation Z" is their strong interest in the appearance economy. They are discerning consumers who value both the quality and price of goods and services. They are particularly receptive to recommendations from celebrities or influencers they follow, and they often make impulsive purchases. Attention to product packaging is crucial for them, as they seek to capture consumers' attention through various means[2].

### **3 Digital Clothing and Its Alignment with Generation Z Consumer Psychology**

Generation Z's engagement with digital clothing can be understood through three key psychological aspects: "social fear" and "social dazzle," "healing," and "self-exploration." These aspects shed light on the appeal and relevance of digital clothing in satisfying the unique preferences and desires of this generation.

#### **3.1 Digital Clothing that Addresses "Social Fear" and "Social Dazzle" Psychology**

Generation Z is drawn to digital fashion characterized by exaggerated shapes and materials. These bold and unconventional designs resonate with their desire for "social dazzling" interactions, where they seek to stand out and express themselves distinctively in virtual and social spaces. The pursuit of products endorsed by celebrities and internet influencers aligns with Generation Z's fascination with social icons and their style choices. This virtual fashion trend also extends to virtual sales events, where celebrities drive sales by offering exclusive digital fashion collections [6]. The conditions for successful virtual fashion sales include exaggerated aesthetics that transcend reality and celebrity-driven promotion, catering to Generation Z's desire for "social dazzle" in virtual networks.

#### **3.2 Digital Clothing that Addresses "Healing" Psychology**

Generation Z, growing up in a period characterized by societal pressures and "involution," seeks solace and comfort in the virtual world. They view the virtual realm as an escape from the stress and expectations of real life. Online games have traditionally served as an outlet for psychological relief. However, digital fashion now provides an additional avenue for Generation Z to experience healing [7]. By immersing themselves

in digital fashion, they find a sense of comfort and escapism. Characteristics such as "inflatable," "plush," and "cute" define the virtual fashion landscape, mirroring real-world trends that offer solace through tangible sensations. These design elements align with Generation Z's pursuit of a complete and immersive virtual healing experience.

### **3.3 Digital Clothing that Facilitates "Self-Exploration" Psychology**

Generation Z is characterized by its unfettered nature, marked by vivid imaginations and a penchant for self-expression. In the virtual world, they can transcend societal constraints and explore their identities freely. "Self-exploration" is a central theme for this generation, and digital fashion serves as a canvas for their creative self-expression. Virtual fashion allows them to break free from the constraints of reality and embody any role or character they envision. The ability to don garments made of lava, dresses fashioned from lightning, or pants adorned with roses fulfills their desire for boundless self-expression [8]. Digital fashion designed with specific images or bionic elements, such as mermaids, cakes, or butterflies, allows Generation Z to engage in imaginative exploration and express themselves in ways that are unattainable in the physical world. For Generation Z, the virtual realm is a realm of limitless possibilities, where they can be anyone they aspire to be [3].

## **4 Digital Fashion Design Application Practice**

### **4.1 Graduation Project Ideas**

#### **4.1.1 Sources of Design Inspiration:**

Building upon previous research and analysis, the author has utilized virtual software to revolutionize digital fashion design by manipulating the concept of "gravity" within the environment. Instead of adhering to the conventional gravitational forces, the author has created an "anti-gravity" environment, completely opposing the real-world conditions. Within this innovative setting, the author has developed a new form of digital fashion, merging this form with futuristic alien-inspired clothing concepts. By combining exaggerated silhouettes with virtual materials, the author aims to craft the image of a "future god." To bring this vision to life, classic basic clothing items have been chosen as experimental subjects, exploring entirely new aesthetic dimensions. The fusion of fabrics and environments results in the creation of unique digital fashion expressions [4].

#### **4.1.2 Design Theme:**

The overarching theme of this application practice is "Ready Player One in the Metaverse." Drawing inspiration from the virtual world depicted in the movie "Ready Player One," this theme caters to the desires of Generation Z, who seek self-exploration and self-imagination. In the world of "Ready Player One," individuals can embody their desired personas, visit imagined places, and possess virtual possessions. In response, the author envisions the digital fashion forms within this virtual world, specifically in

an anti-gravity environment. This project essentially encapsulates the author's imaginative construction of a virtual world and the conceptualization of a futuristic mechanical digital human. On this foundation, basic clothing experiments are conducted to explore the integration of environmental factors with clothing forms, ultimately giving rise to entirely novel digital fashion expressions [5].

## 4.2 Analysis of Design Process and Design Techniques

### 4.2.1 Silhouette Exploration:

#### Changes in Virtual Environment:

The author manipulated the gravity settings within virtual software, transitioning from the default -9800 (normal environment) to 9800, effectively creating an anti-gravity environment in direct contrast to the real world. Throughout this process, the author meticulously observed and documented the transformations in clothing morphology to identify the desired clothing form preliminary [6].

#### Profile Experiment:

The preliminary experiments involved exploring various clothing profiles within the anti-gravity environment, leading to a deeper understanding of how gravity alteration impacted clothing shape.

#### Finalize the Silhouette:

Ultimately, the author selected the anti-gravity experimental form, utilizing a shirt as the basic garment. This shirt underwent a substantial transformation, while retaining the distinctive shirt collar. To accentuate the upward motion, the shirt's length was extended, resulting in more pleats for a visually striking effect. The lower body was adorned with slim-leg suit pants, bridging the gap between digital fashion and reality [7]. Figure 1 shows the Final silhouette.



Fig. 1. Final silhouette

### 4.2.2 Fabric Exploration:

To align with the concept of sustainable design, early-stage experiments revolved around transforming biological fabrics in a real-world environment using detergent, gelatin, and glycerin to create biodegradable materials. Subsequently, the patterns and

textures of these biological fabrics were scanned and applied to virtual NFT clothing fabrics, embodying both sustainable future technology and rich fabric textures in digital fashion.

#### 4.2.3 Final Fabric Selection:

The chosen fabric was gauze, known for its reflective properties in reality, lending itself well to the anti-gravity concept. To enhance fabric complexity, scratched paper was integrated into the fabric as a distinctive material. These fabrics were scanned and produced in virtual software, facilitating various forms of artistic expression through layering and spatial considerations. Figure 2 shows the Fabric combination experiment.



**Fig. 2.** Fabric combination experiment

#### 4.2.4 Color and Details:

In terms of color, silver dominates, employing different shades of silver to evoke a futuristic ambiance within the virtual world. Fabric transparency was manipulated to allow faces to see through each other, refracting and reflecting light, creating a cohesive virtual garment image. Mechanical patterns and conduit elements were incorporated on the back of the pants, providing a three-dimensional effect that emerges from the mechanical gear pattern. This design element serves to convey the essence of future mechanical biological beings, while also enhancing the overall layering and fashion-forward aesthetic. Figure 3 shows the Back design.



Fig. 3. Back design

## 5 Design Display



Fig. 4. Design display

Figure 4 showcases the final design display, offering a visual representation of the innovative digital fashion concepts developed through the simulation of anti-gravity environments and the thoughtful selection of materials. This display highlights the

unique silhouettes, reflective elements, and captivating visual effects that characterize the author's digital fashion creations.

## 6 Conclusion

In conclusion, the fusion of digital clothing with the consumer psychology of Generation Z represents a significant cultural and technological convergence. As the "two-dimensional generation," Generation Z's inclination toward digital fashion is rooted in their desire for social engagement, healing, and boundless self-expression. Digital clothing addresses these needs through exaggerated aesthetics, comforting designs, and limitless creative possibilities. The "Ready Player One in the Metaverse" theme exemplifies how digital fashion can transcend the boundaries of reality, offering an immersive experience that resonates with the desires of this generation. As technology continues to advance, the relationship between Generation Z and digital clothing is poised to evolve further, shaping the future of fashion and self-expression in the digital age.

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