



AN IMPACT OF TECHNOLOGY IN THE FIELD OF FASHION AND PHOTOGRAPHY

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Abstract: "Fashion is the field where we create dreams" And " Photography is something that inspires dreams". To get along with the dreams , we are in a time span where we get technological support the most.The technology is playing a major role in our everyday lives. With this technological development, big opportunities are being created for many industries to grow economically in a short span. When coming to the world of fashion and photography, after the debut of the digital era there is a huge decline in the use of old production methods. We are living in the period where time values more than money and the people are progressing behind technology. This helps in the frugality of both money and time. Currently, most of the people prefer online platforms rather than face to face meet ups. Especially,the ongoing pandemic has constructed a great path to this digitalism. In such a manner that an individual can connect worldwide with the concept of networking. This clearly indicates that the future of fashion and photography depends on technological advancements like 4.0.

Keywords: Fashion, Photography, Technology, Future

INTRODUCTION:

The term Technology has become the creator of revolution in all sorts of industries. Nowadays, the growth of the industries are mainly dependent on these technological interventions. This technological intervention is the main factor for the growth of industries mainly in the field of fashion and photography. Technology has created a great platform for the fashion brands and photography to reach a wider audience. It is useful for both consumers and business persons.

At the time of introduction of computers, it was not aware that the operating systems would be the salient features of the hardware companies. With the introduction of this system, the fashion industry and photography can connect with its customers or makers easily. It turns out to be an efficient way in the production process by reducing the wastage of materials. It helps in managing the time efficiently.

In those days, stitching of a single garment would take much time and there were not many designs in the market. Decorative designs came into existence in a large number only after the introduction of the machinery. The same way these textile products reached a huge market place, after the growth of online platforms which made the customers feel comfortable by getting ready to access softwares for their products. So, from stitching of fabric through hands to machineries, creating decorative fabrics for long days to a few hours, using bricks and mortar stores to online stores making biodegradable clothes are the achievements of the technological innovations.

There are a lot of new technologies that are evolving in this world. In that, the entry of digital cameras has shocked the whole world and created a huge impact in the field of photography.In early days the photographers struggled a lot because in those days the image captured was not instant and they had only limited storage. So they need to be well knowledgeable in their camera settings. After the entry of digital cameras, it changed everything. The image was also instant and we can fix it accordingly. Not only this, the digital innovation has created a big platform for the photographers, they can easily store large numbers of files and it is now easily shareable too.

TECHNOLOGY IN THE FASHION INDUSTRY:

Technology has impacted many business models and the fashion industry is one of them. Many popular renowned fashion brands are utilizing this advancement to get benefits in this field. This created the need for custom softwares and development of these softwares has become the emerging trends for the industry of fashion. Because of this softwares, replication of designs is being stopped. Bricks and mortar shops are popular largely as they can give full visualisation of the product in real life. But nowadays the online platform took steps more forward in reaching the eyes and ears easily.



They are not only acting as a sales platform but also assists the brands in cost structures and bringing out the best in the fastest and cheapest methods.

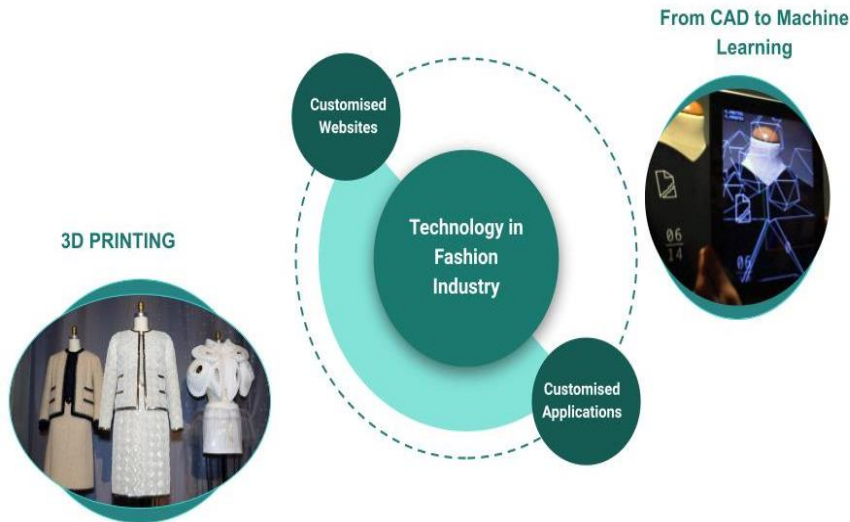


Fig:1 Technological development in Fashion

The term augmented reality plays a vital role in satisfying the customer needs as provided by the bricks and mortar stores. The development of technology in the fashion industry made many customised mobile applications and websites. On the other hand, Operating systems are stepping beyond software and are applied to the Internet of Things.



Fig:2 Augmented Reality

Technological upgradation is helping the brand owners and designers to set up and fabricate a digital communication with the customers for the company's growth. Especially during the pandemic, the individuals with the ability to invest have utilized this chance for the acceleration of their business.

AUGMENTED REALITY:

The reality of the retail industry is that they create stories and sell dreams. Most of the customers go for trial before buying. In order to retain the position in the market, retailers are applying the technique of augmented reality and virtual reality. These types of features make shopping further more enjoyable. They provide thrilling environment like a virtual trial room, where it is in the concept of trying a product before buying it.

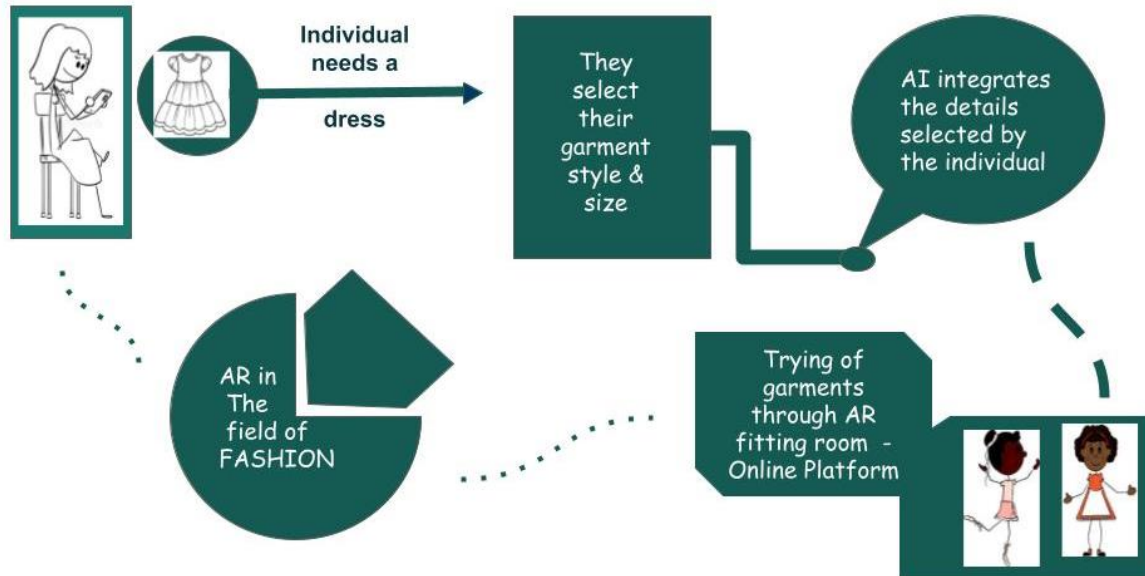


Fig:3 Human life through Augmented reality

OTHER DIGITAL PLATFORMS:

In this digital era, there are wide chances in creating new things, reducing the bulkiness of work and making it easily viable to customers. These functions can be performed by many features like 3D Scanning, mobile trafficking, social media marketing, etc.

3D scanning in the textile industry gives a perfect fit to the customer while they shop online. This technology scans the user through an app and they can select and dress their avatar with different garments to see the fit of the garment. Mobile trafficking for business has its own space in industrial growth. Mobile phones play a major role in the field of online business. Here, the customers choose their market easily online with digital payment methods. In the view of increasing interest in e-commerce, the fashion industry has started focusing on the development of apps for mobiles. This helps the customer to access easily and purchase through online. This present world is deeply into social media. It offers more of the consumer's data to the luxury and fashion brands. A survey on social media by analysing various images of designs, silhouettes and patterns, gives the detail of trends adopted by various consumer groups. Social media like Instagram plays a vital role by ensuring a huge marketing area for the fashion business.

And there is another innovation in the textile industry, that apart from printing designs on the fabric. That is creating 3D printed fabrics or garments using the latest technologies. This provides more choice of creating customized sizes in a perfect manner. Rather than using 3D printing only for haute coutures, present day innovations made it possible for creating casual wear also. These 3D printing methods are adopted to produce regular clothes in a biodegradable manner, where the wastage of textiles can be minimized. Some of the 3D printing garments are Spider dress, Multi colour 3D printing for the garments & 3D print Knits. The top brands like Adidas and Futurecraft 4D are creating shoes with a midsole, as an initiative of creating innovative beneficiary products.

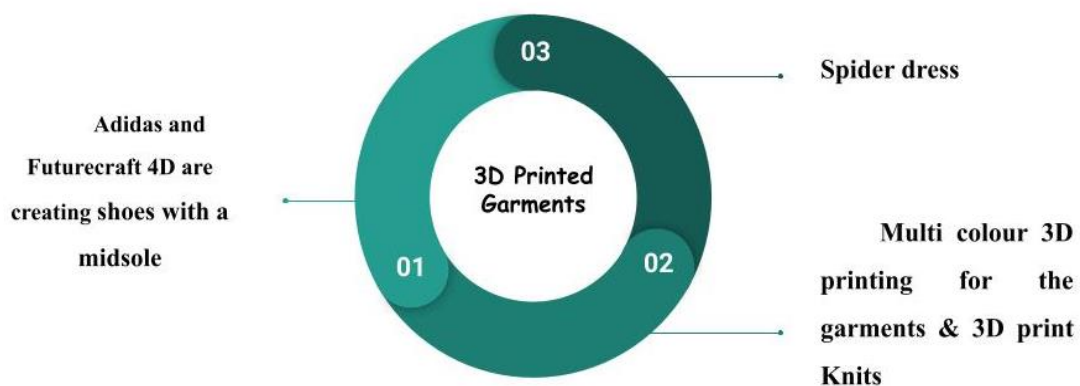


Fig:4 3D Printing Garments



DIGITAL TECHNOLOGY AND PHOTOGRAPHY

Digital technology has created revolutionary changes in photography. The innovation of digital cameras brought a shift from film to digital to this world. In the film camera the light will pass through the lens and hit the film once the shutter is released, but in digital it is replaced by sensors and storage devices like memory cards. After this innovation in the field, photographers are able to click 100's of images before learning all the proper settings in camera. But in the early days we were able to capture only 24 photos in one film roll and also needed to wait to see the final output.

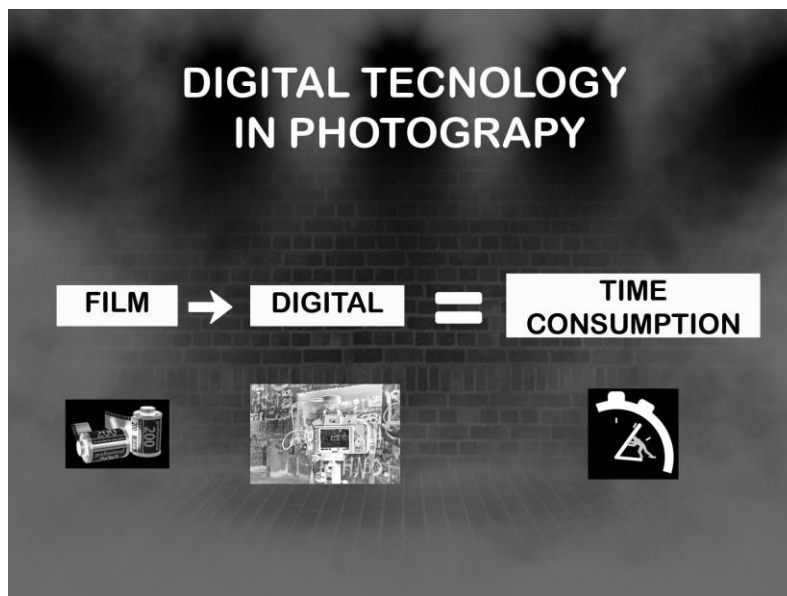


Fig:5 Benefits of digitalization

Digital photography is immediate and instant. Here we can see and capture the target by getting instant results. This made a huge time consumption in the field of photography. The captured image can be easily transferable to computer devices and we can work on it immediately. The camera in the current generation also has inbuilt wi-fi options, where we can connect smartphones, laptops etc , and share the images very easily. This innovation brings a good improvement for the younger generation and the photographers are easily able to attract the customers.

The high end cameras have good image quality and there are good options in it and can be used for many occasions. With the help of continuous capturing images we are able to freeze all the actions and the moments instantly. The innovation of image editing softwares helps the photographers to work digitally in the computer devices. On those days, they will work on images in the dark room which are captured on film. These all were replaced by the invention of digital technologies. Here all actions are instant and mainly there is more time consumption.

DSLR TO MIRRORLESS CAMERAS:

There was a big controversy on mirror less cameras for a long period, many people in the field were working more on this at some particular period. The entry of MIRRORLESS camera stunned everyone in the world. It replaces the mirror which is placed at 45° in the DSLR cameras. Instead of that they have used this translucent material which directly sends the light to the sensor without going up once the shutter button is released. This technology has increased the camera Life and also there is more space consumption. With this less weight we can use this camera for many video making purposes too. So we can easily use this camera in gimbal so that we are able to get good video clips. Sony was the company who worked more on this and they have introduced it to the market. In this mirror less camera there are good presets which enhance the picture and give beautiful output without any editing work.

ARTIFICIAL INTELLIGENCE AND ITS INVASION ON CAMERA:

We Are living in a period where artificial intelligence has crept into every single page of Technology We own. It is the same as in the case of cameras as well. The possibility of artificial intelligence in machine learning refers to having a machine that has its own Operation rates based on the fedded information. For example autofocus systems, the contrast Detector etc come under The same Rule .The first camera that has come out with artificial intelligence Olympus OM DE MIV. The technology Of artificial intelligence is used to get images of motor cars, air craft, train



Whale moving on its full speed.nowadays these ai is working at its best which focus on objects which are hard to get its focus at.for example to catch the eye of a tiger or to shoot formula 1racig. also the purpose ofAI is to boost the image quality as well.

The future of cameras is truly based on the advancement of AI and also by the updatio of technological development.These Techniques are applied for cameras of smartphones to increase camera quality and the picture quality so that new openings can be developed in the field of photography in the upcoming years.

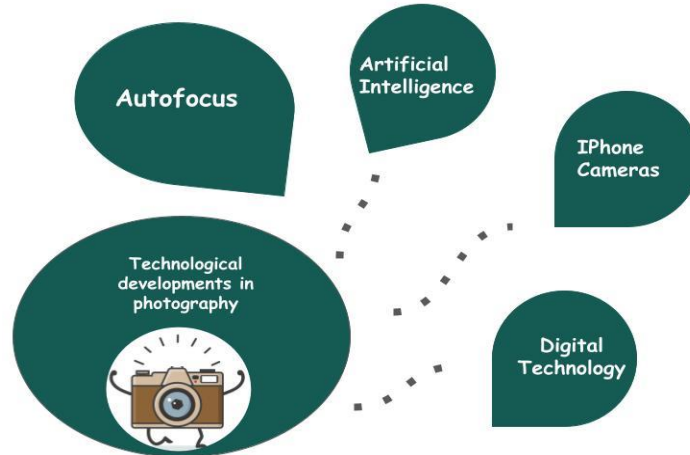


Fig:6 Technological development in photography

MASSIVE E-COMMERCE PLATFORM:

Nowadays, photographers have a huge platform called online,where they can easily do promotion for their photographs,they can also sell their photographs online,store their works and a lot more online because we are in a digital world. This will create some passive income for the photographers. How can they sell their photographs? There are some platforms called gettyimages, Shutterstock etc., With these websites the photographers are able to sell their photographs. The photographers are able to fix the price range according to the usage purpose of each photograph. Some of them will buy photos for their websites,some for magazines, so according to the usage photographers can fix the rate. These photo websites will take upto 50-80% commission and the photographers will get 15-50%. It may seem quite difficult, but the good side is if we do our copyright and with proper negotiations we can be licensed multiple times. If a client needs the photograph only for his company,he needs to pay more. In other situations we can sell photographs for multiple purposes.

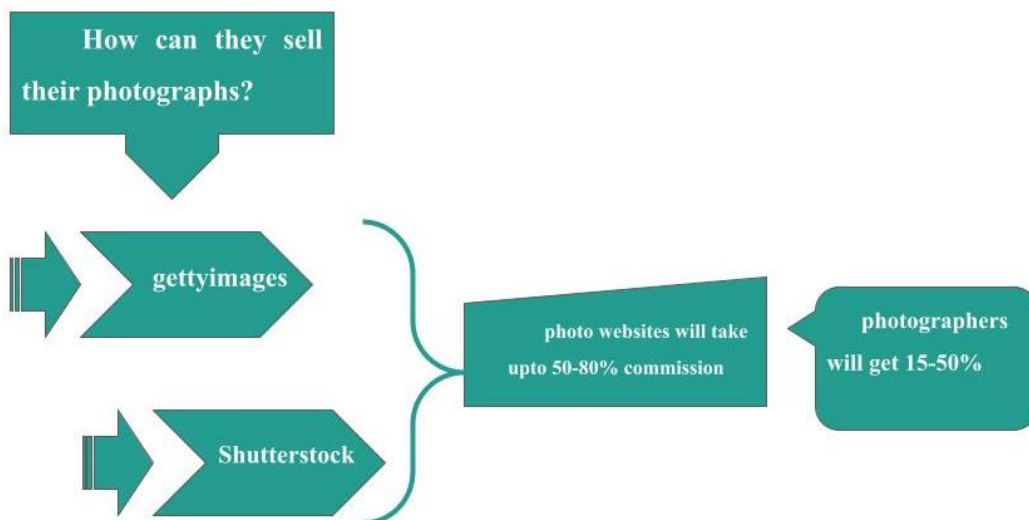


Fig:7Selling Photographs Online

Not only this there are a lot of social media platforms for photographers. Ello,Fstoppers, Instagram,Pinterest,Behance etc., Here they can get more clients and possibilities of getting more opportunities in the field. "Ello" is the platform where they can share their portfolio. So that different people can admire your work. This platform is easy to use and it is



free. Fstoppers, where we are able to get knowledge of new gears that have been introduced to the market, here also we can share our portfolio in our profile. Instagram is one of the best platforms to attract local clients, so that we can get work opportunities. Like this there are many uses for the photographers in online platforms. The younger generation people can make use of it very effectively.

CONCLUSION:

Technologies are getting upgraded day by day in the fast growing universe. Technologies have been utilized by both developed and developing countries. Hence, in the near future a drastic change will be observed in the field of fashion and photography. The innovations in the technology not only makes the work easier but also helps in the reduction of material wastes during production. The future is mainly dependent on this technological upgradation and adopting this will be beneficial for both the producer and the consumer on a large scale.

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