

Augmented Fashion

A UK-China AHRC-funded project

with Donghua University, Robert Gordon University and industry partners

Call for creative fashion and textile designs

Call for creative fashion and textile products

This call invites UK fashion, textile and accessory designers to design a product in response to the Augmented Fashion Project's cross-cultural moodboards. Products will be included in the Augmented Fashion immersive fashion event, which will be presented in Shanghai and Scotland in 2023. Creative designs will also be featured on the project website, with full credit and links to the originator's website/social media.



Key information:

- The moodboards can be viewed here: <https://augmentedfashion.co.uk/creative-designs>
- Use the moodboards to inspire shape, pattern, texture and colour for a garment, outfit or accessory
- Email k.a.cross@rgu.ac.uk for further information
- **Completed products required by Monday 31 October 2022**

