

Lynn Students transform the fashion experience with Surreal

Smithsonian Craft Optimism Designer's



SURREAL
VIRTUAL FASHION SHOW

2nd Annual
VIRTUAL FASHION SHOW

04.22.2021
6 PM • EST

Scan the QR Code
to join the show.
youtube.com/lynnuniversity

**SURREAL = A MIX OF
FANTASY, UNUSUAL,
& THE BIZARRE.**
WHERE FASHION MEETS ART

JCB

Florida, Boca Raton, Apr 8, 2021 ([Issuewire.com](https://www.issuewire.com)) -

Lynn students transform the fashion experience with Surreal

From holograms and digital mapping, the show brings new creativity to the runway

Who: Students in Lynn University's fashion and retail program

What: Lynn students are reimagining how fashion is presented in the age of COVID-19. How does one have a fashion show when the designers, models, design team, and logistical crew aren't in one place? This was the challenge facing students in Lynn's College of Business and Management.

Over the course of the spring semester, students went behind the scenes and spoke to some of today's hottest fashion designers to gain insight into what makes fashion sustainable and purposeful for today's consumers. They discovered a new concept, "PHYGITAL," that defines where physical space and digital technologies meet in the fashion show of the future.

In partnership with Lynn's College of Communication and Design, fashion and retail students used digital mapping, BEEM holograms, and new virtual presentation techniques to bring the virtual fashion show, *Surreal*, to life.

The show features designs and inspiration from Smithsonian Craft Optimism, Boca Raton Bridal, JC Beach (Bali), Maceoo, Private Collection Couture (Martha Phillips and Lynn Manulis Foundation), Bob Mackie, Christian Francis Roth, Jeannette Kastenbergl (Platinum Collection), Patrick Kelly, Saints Valley (Art to Wear), Anouk Wipprecht, Illusions Lab, Amy Nguyen Textiles, Ana Ester Soued, and JCB Media Productions.

When: April 22, 6 p.m.

Where: youtube.com/lynnuniversity

For interviews with students or the professor, email Malorie Snitil at MSnitil@lynn.edu.

About Lynn University

Lynn University is an independent college based in Boca Raton, Florida, with approximately 3,000 students from nearly 100 countries. *U.S. News & World Report* has recognized Lynn for its innovation, international students, and value. Lynn's NCAA Division II Fighting Knights have won 25 national titles,

its Conservatory of Music features a world-renowned faculty of performers, and its nationally recognized Institute for Achievement and Learning empowers students with learning differences. The school's Dialogues curriculum and award-winning iPad program help Lynn graduates gain the intellectual flexibility and global experience to fulfill their potential in an ever-changing world. For more information visit lynn.edu.

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Media Contact

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Source : Lynn University

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