London – Designer Clement Balavoine makes our list of the Top 20 Disruptors for next month’s Global Futures Forum.

- Balavoine uses techniques from the video game and film industries to update the fashion design process
- The project takes the form of a digital-only fashion label, complete with campaign and look book

Clement Balavoine originally trained as a product designer, but it was a stint working in the fashion industry that inspired Neuro, his most successful project to date. Shocked by the slow and costly way in which fashion designers prototyped their work, Balavoine took inspiration from the video game and film industries to create a new software workflow that would not only expedite the process but also question the very nature of fashion in the digital age.

The outcome was a fashion label, complete with autumn/winter 2017 collection, campaign and look book, that has no physical manifestation, instead relying on hyper-realistic avatars. Balavoine’s project acted as a case study to show how fashion designers could innovate more quickly and tailor their pieces to consumers’ individual requirements on the fly, all using existing technology. Using this system, the designer could, for instance, integrate user feedback from a catwalk show in almost real time before sending the clothes to manufacture with a single click.

Balavoine’s work is a comment on the industry’s continuing shift towards ready-to-wear collections, the future of personalisation and what constitutes a fashion label in the 21st century.

The Big Picture

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