
THOUGHT-STARTER: HOW WILL BLOCKCHAIN TRANSFORM OUR FUTURE WARDROBE?

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Through the lens of a fictional future scenario, we ask: what happens when we place caveats on where, when and how often we can wear virtual fashion?

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Sara, a digital investment broker, spends a quarter of her salary on virtual couture from the day's leading designers. Her loyal spending gives her access to new collections for the forthcoming London Fashion Week. Today, she was viewing Gareth Pugh's final collection, which had a 24-hour use span and blocked anyone else from wearing the item simultaneously. The design she chose was transferred directly to her blockchain-secure crypto vault. She'd sit on it until all other nine iterations had been consumed before selling it on, potentially tripling her investment.

Sara's virtual wardrobe could easily become a reality considering the way in which the fashion world is changing in 2018. Avatars are the new fashion models and younger consumers are already collectively spending millions on virtual outfits for their Fornite characters.

To discover the truth behind this speculation and how to prepare for this Far Future, read our latest scenario [here](#).