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COLONII

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First avatar fashion brand COLONII launches at London Fashion Week

London, United Kingdom – 19.09.23 – Designer avatar fashion brand COLONII is launching a digital ready-to-wear collection and exclusive COLONII habitat world preview this London Fashion Week as part of its wider launch, rolling out in 2024.

COLONII is the first avatar designer brand to be recognised by the British Fashion Council and added to the designer profile roster at London Fashion Week. During London Fashion Week, COLONII will be launching a dedicated visual presentation introducing its initial population of 6 indigenous characters and their environment.

Brought together by co-founders Luke Nugent and Aileen Carville, the brand combines a refined aesthetic and diverse subcultural storytelling, touching on digital inspirations and considered collection development.

COLONII is the avatar generation of tomorrow. The ambition is to address an untapped alternative youth culture offering a cast of avatars and habitat inducing affinity with the characters, their lifestyles and world. The individual character personalities are central to keeping the audience engaged and intrigued.

The RTW collection component of the launch will be introduced by one of the six avatars, Änja, the principal inhabitant of the COLONII world. Änja and the other avatars have unique personalities and physical attributes – some are agile and quick-witted, others are more languid. Their subculture-inspired fashion outfits represent their personality, which allows for a new way for users to experience avatar interaction, going beyond current avatar creation.

Season by season, the RTW collection will evolve and grow with the introduction of new avatars, expanding and further diversifying the COLONII population and their capsule collections.

The digital fashion aesthetic of COLONII comes from the collaborative creative process between fashion photographer and AI artist Luke Nugent and his use of generative AI tooling, focusing on fashion, culture and personality.



The initial concept artwork is derived from Luke's AI-generated avatar imagery used for character casting, design storyboarding and inspiration for the RTW collections. It is then reworked into 3D avatars, sketching and programming adjustments. This process is in collaboration with a team of artists including OO Zhang, Arc Justice, Giovana De Bona, David Oldenburg and Callista Lorian.

AI has been used to develop the characters, their personalities and the virtual environment. As the project evolves, it will also be used to help create the gaming environment and its aesthetic development.

“There is a gap for cool, expressive, subcultural avatars,” said Aileen Carville, co-founder of COLONII. “COLONII is offering an alternative to the generic ‘stock’ avatar. Our characters are fully developed, with an evolving lifestyle and a personality that will continue to develop and form.”

“The characters' origin stories felt too compelling for me to just leave them as still images. I started imagining them as characters with their own personalities and a need to socialise. These characters deserve a breath of life to tell us why they exist,” said Luke Nugent, co-founder of COLONII.

The project will be launched on www.colonii.net, featuring a diverse cast of digital avatars. The avatars will be dressed in original designs from the COLONII brand.

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About COLONII

COLONII is the leading brand universe for subcultural avatar creation and fashion. The company was founded in 2023 and operated between London and Dublin.

About the founders

Luke Nugent is a fashion photographer, creative director and AI artist whose work has been called ‘the future of fashion image making’. Luke has demonstrated a unique way of approaching AI generated ideas. He also has successful commercial work using AI in his creative practice, including the AI campaign for the Casablanca Paris brand. His work has been described by i-D and Dazed as a pivotal fashion aesthetic for fashion’s creative applications of AI.

Aileen Carville is an industry luxury and fashion technology expert with over 20 years experience producing Fashion Week runway shows and managing designer showrooms. In 2018 Aileen founded Fashion Tech platform SKMMP, a Virtual Showroom platform for luxury and NEWGEN brands. Pioneering the introduction of AR ‘fit models’ to the virtual showroom experience Aileen has continuously brought innovation and technology to the commercial operations of the fashion industry. Over the 12 months Aileen worked with LFW ‘on schedule’ designers installing and curating their RTW collections in the metaverse.

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