

Local 3D & AI in Fashion Events

Results and experiences from local events
in North Macedonia



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Executive Summary

Between 27 and 29 March 2026, the Macedonian Fashion Association (MFA) organised Activity A5.3, the “3D & AI in Fashion” Exhibition and Public Talk, in Skopje as part of the Erasmus+ project Green DigiFashTech Manager. The event was implemented within Work Package 5 (WP5): Campaign and Dissemination of the Green DigiFashTech Manager & Best Cases and contributed directly to project dissemination, stakeholder engagement, knowledge exchange, and the presentation of pilot results developed throughout the project.

The three-day event explored the intersection of local fashion, digital technologies, and sustainability, demonstrating how 3D fashion design, artificial intelligence, virtual prototyping, and digital visualisation are transforming fashion education, design practices, and more sustainable production processes. The programme combined a curated exhibition, immersive installations, public talks, practical demonstrations, panel discussions, open dialogue, and networking activities, creating an interactive environment for knowledge exchange among designers, educators, students, technology providers, creative professionals, companies, and the wider public.

The exhibition presented digital fashion collections, AI-assisted visual projects, holographic presentations, student work developed through structured mentoring activities, and examples of digital design applied to sustainable fashion practices. A dedicated section highlighted the collaboration between Fashion Weekend Skopje and Semos Education Center, through which students developed more than 33 AI-generated visual proposals for the visual identity of Fashion Weekend Skopje Season 32 under professional mentorship. The exhibition also showcased regional practices and emerging creative approaches at the intersection of fashion, technology, sustainability and innovation.

The public discussion programme addressed key topics related to digital transformation in the fashion sector, including artificial intelligence in fashion design, 3D garment development, digital skills for the creative industries, sustainable product development, and new business opportunities enabled by emerging technologies. The programme featured a series of five public talks involving representatives from academia, fashion design, technology companies, and the wider creative sector. These discussions encouraged dialogue between education and industry while highlighting the growing importance of interdisciplinary collaboration and digital competencies.

Overall, the event directly involved 31 contributors and participants across the exhibition and public talk programme. It attracted approximately 3,000 exhibition visitors, while around 100 participants attended the public discussions. The activity successfully engaged students, educators, designers, technology experts, creative professionals, companies, and representatives of the wider fashion and textile ecosystem, generating strong public interest and encouraging dialogue around the future of digital and sustainable fashion.

This report provides comprehensive documentation of the results, experiences, stakeholder engagement, and community response generated through the local event in North Macedonia. It highlights the regional relevance of the initiative, demonstrates the project's impact at the local level, and showcases how the Green DigiFashTech Manager project's objectives and results were communicated to diverse target groups.

The activity demonstrated how the methodologies and educational approaches developed within the Green DigiFashTech Manager project can be applied in practice through interdisciplinary collaboration, mentoring, co-creation, and public dissemination. It also increased awareness of the opportunities created by digital transformation in fashion and promoted the project's educational objectives and potential long-term impact on the European fashion and textile ecosystem.

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1. About the Event

The “3D & AI in Fashion” Exhibition and Public Talk was organised by the Macedonian Fashion Association (MFA) as part of the Erasmus+ project Green DigiFashTech Manager. The event took place from 27 to 29 March 2026 at Diamond Area Space, Skopje, North Macedonia, within the official programme of Fashion Weekend Skopje – Season 32.

The three-day event was designed as a public dissemination and knowledge-exchange activity, presenting practical applications of digital technologies in the fashion and textile sector. It brought together fashion designers, educators, students, digital artists, technology providers, researchers, creative professionals and representatives of the wider public to explore how 3D design, artificial intelligence and digital tools are transforming fashion design, product development and creative practice.

The programme combined a curated exhibition with public talks, presentations, demonstrations and networking sessions. Rather than separating presentations from the exhibition, contributors presented their work within immersive installations, creating opportunities for direct interaction and dialogue between exhibitors and visitors.

The exhibition showcased a diverse range of digital fashion projects, including 3D-designed collections, AI-assisted creative concepts, holographic fashion presentations, digital visualisation, virtual prototyping and sustainable design solutions. Featured exhibitors included Angela Donevska × Neonflex.mk, Emilija Slavkova × Berna Ahmed, Nikola Eftimov, Aleksandra Filipova × BlackBello, Cvetanka Garevska Janevska, Lirka, Bastet Noir, and a collaborative student exhibition developed through the partnership between Fashion Weekend Skopje and Semos Education Center.

A significant component of the programme highlighted the role of education in developing digital competences. Through a structured one-month mentoring process led by professional fashion photographer, AI visual artist from Semos Education Center and Fashion Weekend Skopje, 17 students and alumni from the Academy of Graphic Design developed more than 33 AI-assisted visual identity proposals for Fashion Weekend Skopje Season 32. All submitted works were presented as part of the exhibition, demonstrating the creative potential of AI-supported design processes.

The public discussion programme complemented the exhibition by addressing topics such as artificial intelligence in fashion design, 3D garment development, digital transformation, sustainability, circular fashion, creative entrepreneurship and the future skills required within the fashion industry. Speakers represented higher education, the creative industries, technology companies and professional fashion practice, encouraging interdisciplinary dialogue and knowledge exchange.

In addition, the programme included the promotion of the book “Clothing and Fashion: From History to the Present” by Prof. Zorka Todorova-Mladenovikj. This activity connected discussions on digital innovation with the preservation and dissemination of fashion heritage, highlighting the importance of combining technological advancement with cultural knowledge.

Over the three days, the exhibition attracted approximately 3,000 visitors, while around 100 participants attended the public talks and discussion sessions. The event successfully created a collaborative platform for presenting project results, engaging stakeholders and promoting digital and sustainable innovation within the fashion ecosystem.



2. Purpose and Objectives

The event was designed to disseminate the results and promote the educational outcomes of the Green DigiFashTech Manager project while demonstrating practical applications of digital technologies within the fashion and textile sector. It provided a platform for presenting innovative local practices, fostering interdisciplinary collaboration, and engaging key stakeholders in discussions on the digital and sustainable transformation of the fashion industry.

The Skopje event successfully delivered the local DigiFashTech Exhibition and Public Talk, showcasing innovative applications of digital technologies in fashion, including AI, 3D design, digital prototyping, and virtual customisation. The event engaged 9 local designers, 18 students, 1 university, 1 technology partner, and the wider public, raising awareness of the project's outcomes while fostering collaboration among education, research, and industry in line with project objectives.

The activity also strengthened project visibility and recognition, communicated project progress through a live and interactive format, and supported wider dissemination efforts.

Specifically, the activity aimed to:

- present local case studies, creative practices, and project outcomes developed through the Green DigiFashTech Manager methodology;
- demonstrate the application of AI, 3D design, digital prototyping, and digital visualisation in fashion design and manufacturing;
- showcase the collaborative pairing projects and highlight the value of interdisciplinary co-creation;
- promote collaboration among fashion designers, educators, students, researchers, and technology providers;
- strengthen digital, green, and sustainability-related competences among emerging fashion professionals;
- encourage dialogue and knowledge exchange among education, industry, research, and the wider creative sector;
- showcase innovative approaches to circular fashion, sustainable design, and responsible product development;
- engage the wider public through accessible exhibitions, practical demonstrations, public talks, and interactive discussions;
- disseminate project results and increase the visibility of Erasmus+ activities at local and regional levels.

3. Methodology

All this methodology directly reflects the educational philosophy of the Green DigiFashTech Manager project.

a. Project-based learning

The exhibition presented practical outcomes developed through real design challenges and collaborative projects. Participants demonstrated applications of AI, 3D design, digital visualisation and sustainable fashion practices, allowing visitors to experience how digital technologies can be integrated into the fashion design process.

b. Interdisciplinary collaboration

The event promoted cooperation between fashion designers, textile engineers, digital artists, educators, technology providers, students and creative businesses. By bringing together professionals from different disciplines, the exhibition demonstrated how innovation emerges through cross-sector collaboration.

c. Mentoring and capacity building

A central methodological element was mentoring. Students and emerging designers worked under the guidance of experienced professionals to develop creative solutions using AI and digital design tools. The collaboration between Fashion Weekend Skopje and Semos Education served as a practical example of mentoring that strengthened digital competences and encouraged experimentation.

d. Learning by doing

Rather than relying on theoretical presentations alone, participants presented tangible outputs including:

- five 3D fashion collections;
- AI-assisted visual concepts;
- holographic fashion presentations;
- digital branding projects;
- virtual garment development;
- sustainable fashion prototypes.

e. Knowledge exchange and public dialogue

The exhibition was complemented by public talks, moderated discussions and networking activities that encouraged dialogue between education, industry and the

wider public. Speakers shared practical experiences and discussed challenges related to digital transformation, sustainability and future skills in the fashion sector.

f. Dissemination and stakeholder engagement

The event functioned as a dissemination activity under WP5, making project results accessible to a broad audience. By presenting pilot projects in a public setting, the exhibition increased awareness of digital fashion innovation while encouraging interaction between project partners, industry representatives, students and visitors.

g. Reflection and community engagement

Visitors were encouraged to engage directly with exhibitors through immersive installations, demonstrations and discussions. This interactive format generated feedback, facilitated knowledge exchange and strengthened connections between education, creative practice and industry.

4. Exhibition Overview

The 3D & AI in Fashion – Skopje exhibition showcased local innovative applications of digital technologies within the fashion and creative industries. Organised as part of the Erasmus+ Green DigiFashTech Manager project, the exhibition presented examples of 3D fashion design, AI-assisted creative processes, immersive visualization, digital branding, and interdisciplinary collaborations. During 3 days, through interactive installations, physical prototypes, digital collections, and public presentations, visitors explored how emerging technologies are reshaping fashion education, design practice, and sustainable production.

4.1. Featured Exhibits

Exhibitor / Collaboration/ Pairing	Theme	Digital & Circular Value Demonstrated
Angela Donevska × Neonflex.mk	Deep Within – Hologram Collection and Parallel Universe	3D fashion design, holographic visualization, collaboration between fashion and technology sectors
Emilija Slavkova & Berna Ahmed	From Clay to Code	Digital-to-physical design workflow, heritage reinterpretation through 3D fashion design, academic collaboration between Professor and student
Semos Education Center × Fashion Weekend Skopje	Future Design Meets Style × FWSK32	AI branding competition, student innovation, education-industry collaboration. 17 students, 33 proposals, official FWSK32 identity, educational impact
Nikola Eftimov	The Vein of Light	AI-generated fashion artwork exploring digital reinterpretation of cultural identity
Aleksandra Filipova × BlackBello	2D → 3D → Garment → AI	Integrated digital product development process. Pattern as a foundation. Form as transformation. Fashion as intelligence.
Cvetanka Garevska Janevska	Oversized maternity garment	3D pattern development and material optimization: Inspired by her pregnancy experience and the lack of well-designed maternity clothing, she developed an oversized



5. Exhibition Results

The three-day “3D and AI in Fashion – Skopje” exhibition successfully showcased the outcomes and practical applications of the Green DigiFashTech Manager project, demonstrating how digital technologies are transforming fashion design, education, creative practice, and sustainable production. The exhibition presented innovative work by 29 participants, including students, fashion designers, 3D designers, a garment manufacturer, a design studio, digital artists, a technology company, and an educational centre.

Through interactive installations, digital presentations, immersive visual experiences, and project-based outputs, the exhibition highlighted innovative applications of 3D design, artificial intelligence, digital visualisation, virtual prototyping, and digital fashion. The showcased projects demonstrated how emerging technologies can support creative experimentation, improve design and production processes, strengthen collaboration, and contribute to more sustainable approaches within the fashion and textile sector.

The event brought together students, educators, designers, researchers, industry representatives, policymakers, and members of the wider public, creating an inclusive platform for knowledge exchange, networking, and interdisciplinary collaboration. Visitors had the opportunity to explore practical examples of digital fashion workflows, engage directly with exhibitors, and discuss the opportunities and challenges associated with the integration of emerging technologies into the fashion and textile industries.

The exhibition increased awareness of digital transformation within the creative industries, promoted the skills and achievements of emerging digital fashion professionals, and strengthened dialogue among education, industry, research, and public stakeholders. The event attracted more than 3,000 visitors and contributed to the dissemination of key project results, including the Green DigiFashTech Manager occupational profile, educational resources, methodologies, and innovative approaches to sustainable and digital fashion.

The exhibition attracted more than 3,000 visitors over the three-day programme.

Visitor engagement included:

- direct interaction and knowledge exchange with exhibitors;
- exploration of physical, digital, and immersive installations;

- discussions on the use of AI and 3D technologies in fashion;
- networking among students, designers, educators, technology experts, industry representatives, and creative professionals;
- informal discussions and audience engagement within the exhibition installations.

The exhibition achieved the following key outcomes:

- demonstrated practical applications of artificial intelligence, 3D design, digital visualisation, and virtual fashion technologies;
- strengthened collaboration between education, research, creative industries, and the fashion sector;
- showcased collaborative designer–student pairing projects, illustrating the complete creative process from inspiration and concept development to digital and physical realisation;
- presented a combined digital and physical fashion collection developed through the collaboration between one designer and one student, demonstrating the integration of digital technologies throughout the design and production process;
- promoted innovative approaches to sustainable, circular, and digitally enabled fashion;
- increased the visibility and practical relevance of the Green DigiFashTech Manager methodology;
- disseminated the project’s educational resources, methodologies, and key results to a broad and diverse audience;
- promoted the skills, creative achievements, and professional development of emerging digital fashion practitioners;
- strengthened public awareness of the opportunities and challenges associated with digital transformation in the fashion and textile sector.

6. Public Talks and Knowledge Exchange

A one-day public talk programme titled “3D and AI in Fashion” was organised as part of the wider event. The programme brought together approximately 100 attendees, 6 speakers and contributors, and 2 moderators through a series of five discussion sessions.

The programme served as a platform for local knowledge exchange, bringing together fashion designers, educators, technology experts, students, researchers, and industry professionals to explore the intersection of fashion, 3D technologies, artificial intelligence, and sustainability. Through presentations, project showcases, panel discussions, and open dialogue, participants examined regional practices, emerging digital tools, innovative approaches to fashion design, and the skills required for the future development of the fashion and textile sector.

6.1. Programme

The public talk programme addressed the following topics:

1. AI Transforming Fashion: Technology, Imagination, and the Designer

Fashion designer Nikola Eftimov presented “AI Transforming Fashion: Technology, Imagination, and the Designer,” exploring the role of artificial intelligence in reshaping creative processes, expanding design possibilities, and redefining the relationship between technology, human creativity, and artistic expression.

The presentation highlighted the potential of AI as a creative tool that can support experimentation, accelerate concept development, and open new possibilities for fashion design while maintaining the central role of the designer’s vision and creative authorship.

2. Digital Fashion, 3D Design, and Holographic Visualisation

Angela Donevska, Textile Engineer and 3D Fashion Designer, demonstrated innovative applications of digital fashion through her projects “Deep Within – Hologram Collection,” developed in collaboration with technology company Neonflex.mk, and second collection - “Parallel Universe.”

The presentation illustrated how 3D technologies, digital garment development, and immersive visualisation can support new forms of creative expression and expand the possibilities for presenting fashion beyond traditional physical formats. It also

demonstrated the potential of digital design to support experimentation, visual communication, and more resource-efficient creative processes.

3. Digital Competencies and Innovation in Design Education

Angelina Kanchevska, Design Academy Manager and Quality Manager at Semos Education Center, discussed the growing role of 3D technologies and artificial intelligence in design education. The presentation emphasised the importance of developing digital competencies among students and emerging professionals and highlighted the potential of technology-enhanced education to support innovation, employability, and more sustainable design practices.

The session also showcased the collaboration between Fashion Weekend Skopje and the Academy of Graphic Design at Semos Education Center. Seventeen students and alumni, under the professional mentorship of visual and digital artist Bojan Budzarovski and fashion photographer Erina Bogoeva, developed more than 33 AI-assisted visual identity proposals for Fashion Weekend Skopje Season 32.

The selected official key visual, designed by Edita Zekjirovikj, together with all submitted proposals, was presented in a dedicated exhibition. The showcase demonstrated the creative potential of AI-supported design processes and highlighted the value of mentorship and collaboration between education and the creative industries.

4. Virtual Customisation and Digital Prototyping for Sustainable Fashion

Designer Daniela Milosheska, Creative Director of Bastet Noir, presented the application of virtual customisation and digital prototyping within made-to-measure fashion. Developed through the Just Fashion project, this approach demonstrated how digital technologies can support more sustainable, circular, inclusive, and customer-oriented fashion production.

The presentation explored how digital tools can improve communication between designers and customers, support more accurate product development, reduce material waste, and enable more personalised production models. The audience also had the opportunity to explore the Bastet Noir pilot capsule collection presented as part of the exhibition.

5. From Digital to Print: Fashion Heritage, Knowledge, and Contemporary Practice

The programme concluded with a public discussion and book promotion titled “From Digital to Print,” organised in support of the publication “Clothing and Fashion: From History to the Present” by fashion and costume designer Zorka Todorova-Mladenovikj.

The intergenerational discussion brought together fashion and costume designer Zorka Todorova-Mladenovikj, Professor Lidija Georgieva, fashion designer and Professor of Design at the Ss. Cyril and Methodius University in Skopje, and Angela Donevska, Textile Engineer and 3D Fashion Designer, who moderated the discussion.

Representing three generations of fashion professionals, the speakers reflected on the evolution of fashion design, education, and creative practice. The discussion highlighted the importance of preserving fashion heritage and historical knowledge while connecting traditional expertise with contemporary digital technologies and emerging approaches to fashion education and design.

6.2. Public Talk - Overall Results and Impact

The public talk programme strengthened dialogue and knowledge exchange among education, industry, research, and the wider creative sector. It promoted the development of digital and green competencies, encouraged interdisciplinary collaboration, and provided a platform for presenting practical examples of AI, 3D design, digital prototyping, virtual customisation, and technology-enhanced fashion education.

By bringing together experienced professionals, emerging designers, students, educators, technology experts, and members of the wider public, the programme contributed to increased awareness of the opportunities and challenges associated with the digital transformation of the fashion and textile sector. It also supported the dissemination of the Green DigiFashTech Manager project's objectives, methodologies, educational outcomes, and key results at local and regional levels.



7. Impact and Outcomes

The 3D & AI in Fashion event successfully promoted the Green DigiFashTech Manager project and increased awareness of the role of digital technologies in the fashion and textile sector. It strengthened collaboration between higher education institutions, industry, creative professionals, and policymakers while encouraging dialogue on digital transformation and sustainable innovation.

The event provided participants with practical insights into 3D design, artificial intelligence, and digital fashion applications, highlighting emerging career opportunities and the growing importance of digital and green skills. By presenting successful regional case studies and innovative projects, the programme inspired young designers, students, and emerging professionals to explore new career pathways and embrace digital technologies as tools for creativity, sustainability, and entrepreneurship.

The event also contributed to raising awareness of the rapidly evolving digital fashion ecosystem, strengthening connections within the digital fashion community and encouraging greater collaboration between educators, technology providers, designers, and industry stakeholders. Through exhibitions, public talks, and networking activities, participants exchanged knowledge, shared experiences, and established new partnerships for future cooperation.

An important long-term outcome of the collaboration between Fashion Weekend Skopje and Semos Education Center has been the integration of AI into formal design education. Building on the successful collaboration showcased during the event, Semos Education developed dedicated educational modules focused on the application of AI in design. Furthermore, one of the programme's mentors, Bojan Budzarovski, was invited to serve as the course coordinator and instructor, ensuring that the expertise and practical knowledge demonstrated through the project continue to be transferred to future generations of designers. This represents a tangible example of the project's lasting educational impact and its contribution to strengthening digital skills within the creative sector.

Quantitative Results

- 9 designers engaged (gender-balanced);
- 41 original sustainable digital fashion and art pieces produced;
- 1 public talk organized/ 6 speakers involved;
- 1 Fashion Industry representative company involved;

- 1 tech company involved;
- 1 educational institution represented;
- 3 exhibition days delivered;
- 3.100+ exhibition and Public Talk visitors (D4.3, D4.4);
- 18 students and pupils directly engaged;
- 35 Press-clipping
- 92.310+ individuals reached through social media.

Qualitative Results

- Strengthened cross-industry collaboration (universities, students, designers, technology partners, and industry);
- Increased knowledge and application of sustainable and digital design practices;
- Enhanced visibility of circular fashion approaches (Bastet Noir case - made-to-measure approaches) and Digital innovation (AI, 3D design, digital prototyping, virtual customization);
- Improved awareness among youth and the general public regarding sustainability and digitalization in fashion;
- Creation of new professional networks and opportunities for future collaboration;
- The event effectively disseminated the results of the Erasmus+ Green DigiFashTech Manager project.



8. Lessons Learned and Recommendations

The Skopje exhibition demonstrated strong interest in the application of digital technologies within the fashion sector, particularly among students, designers, and creative professionals. The combination of a public exhibition and expert talks proved to be an effective format for knowledge exchange and stakeholder engagement.

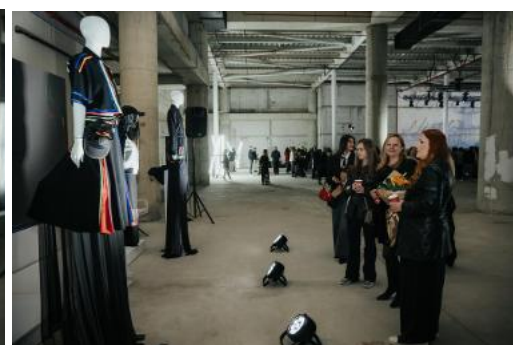
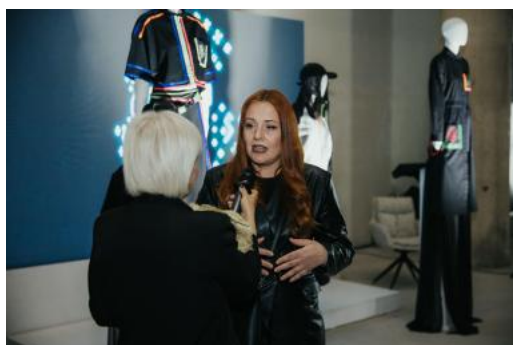
Key lessons learned include:

- Practical demonstrations of AI and 3D design significantly increased audience engagement and understanding of digital fashion technologies;
- Collaboration between universities, technology providers, designers, and industry representatives created valuable networking and knowledge-sharing opportunities;
- Presenting real prototypes and digital workflows helped translate theoretical concepts into practical applications.

8.1. Food for Thought (future):

- Expand hands-on workshops to provide participants with practical experience using digital fashion tools;
- Increase the involvement of technology companies and industry partners to showcase a broader range of digital solutions;
- Encourage greater participation from fashion SMEs and additional higher education institutions to strengthen knowledge transfer and innovation;
- Continue organizing public exhibitions as an effective platform for disseminating the Green DigiFashTech Manager concept.





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