

4 years after the saying of 'Godfather Chanel', technology has really taken the throne in the field of fashion

Technology changes the world of fashion, in a way that it has changed the whole world.

Even if you don't like the idea, you have to admit it: Technology dominates the world because it has changed the world ."-- Karl Lagerfeld, legend of fashion world, bright director Chanel's creators once said that in 2016, the same year he made the world fall in love with a robot masked model striding on the catwalk full of confidence. And after 4 years, until 2020, no one can deny his statement anymore.

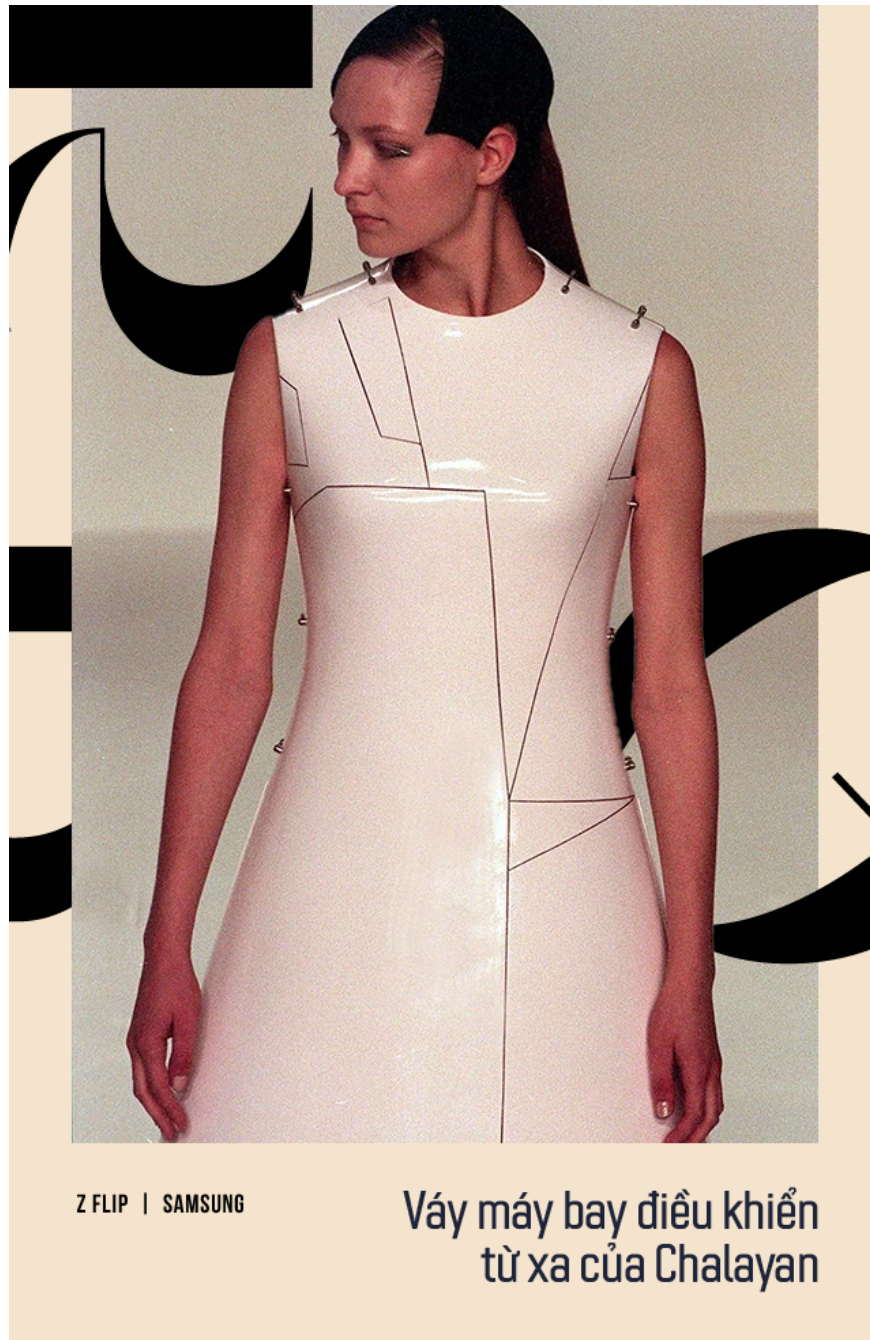
Technology has changed the world, and of course fashion has changed. Machines are ubiquitous in our lives, becoming part of the fashion industry around the world. E-commerce, virtual reality technology has changed the way we shop, look and choose items that fit our taste. You do not need to go to the place to try on clothes anymore. Even fashion designers are experimenting with a series of new acting soil, on different social media platforms. The phones are no longer just a thing to listen to, but also to enter the fashion field, becoming the focus of attention thanks to their distinctive design, personality and appearance associated with brands. famous fashion.



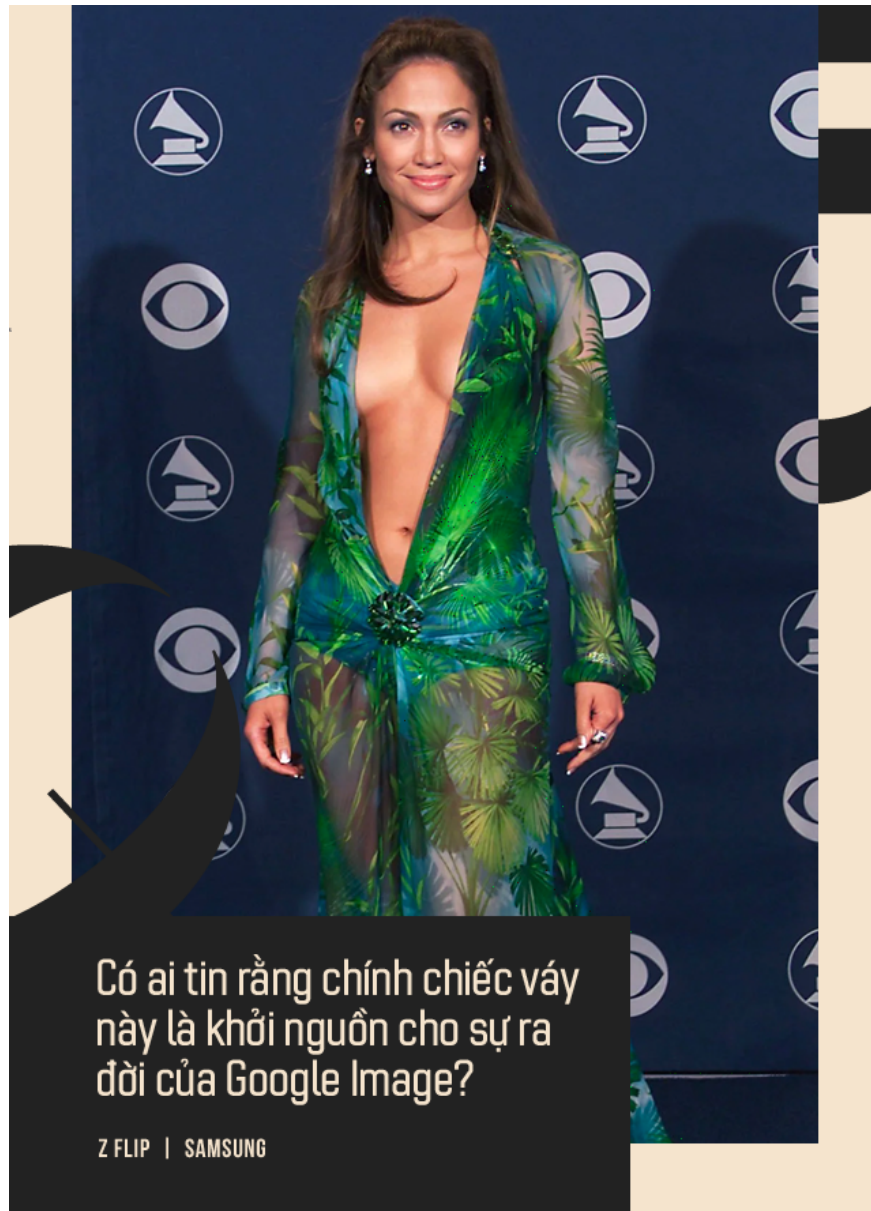
Earlier this year, the world's leading technology group Samsung cooperated with renowned fashion brand Thom Browne to launch a special edition Galaxy Z Flip, priced at up to \$ 2,480, with a Galaxy Watch smart watch Active and wireless buds Galaxy Buds +. All of the accessories that come with this special edition Galaxy Z Flip are also designed, with bold fashion appearance. The handshake of cooperation between two fashion giants - this technology once again confirms the surprisingly strong connection between these two seemingly unrelated fields, and proves the dominance and the widespread influence of technology, as Karl Lagerfeld remarked.

01/ LỊCH SỬ MỐI QUAN HỆ GIỮA THỜI TRANG VÀ CÔNG NGHỆ

In fact, since the late 20th century, technology has begun to appear on the catwalks quietly. In 1998, Helmut Lang launched the Autumn 1998 collection with models wearing CD costumes. In 1999, Hussein Chalayan became one of the first fashion designers to bring technology into costume design and to this day, he still loves to do this. That 2000-year Spring collection impressed with the 'airplane skirt' capable of waving its wings thanks to a remote control, making the catwalk costumes come alive than ever.



Interestingly, even fashion has inspired technology, not just the influence in the opposite direction. In the spring of 2000, Donatella Versace introduced a tropical floral skirt, which was later worn by singer Jennifer Lopez at the 2000 Grammy Awards. The image of J.Lo in this special dress was much sought after, so much so that it inspired the creation of Google Images - the image search engine we are familiar with today.



In 2013, Dutch fashion designer Iris van Herpen completely changed the way we see clothes, using 3D-sewn outfits. But most importantly, in 2015, Misha Nonoo did not use the traditional fashion show format, instead choosing Instagram as the main platform to express. By 2019, Coperni's designers Sebastien Meyer and Arnaud Vailant will continue to use Instagram as their showroom for the Fall 2019 collection.

02/ MẠNG XÃ HỘI VÀ NHU CẦU THỂ HIỆN GU THỜI TRANG KÉO THEO ĐỘT PHÁ CÔNG NGHỆ

The strong development of social networks focusing on images, personal experiences, such as YouTube, Instagram, Tik Tok has led to a change in technology product design, and the expression of gender. fashion. The privilege of showing fashion style is now limited to modeling, which must compete for performance at world-class fashion festivals or hope to appear on the covers of popular magazines. With a smartphone and a strong social network platform, anyone can become a public, can create a completely new fashion trend, just need to prove the ability, personality and originality.



Galaxy Z Flip × HIGH CUT

Ai cũng có thể trở thành người của công chúng với 1 chiếc smartphone

ẢNH: HIGHCUT KOREA

Fashion changes, the way the expression changes lead to the breakthrough in smartphone manufacturing technology. Not only focusing on the ability to take pictures, processing speed and wider screens, smartphones now focus on the ability to adapt, adapt to new fashion trends, new expressions on many platforms. Social Network. One of the most impressive change trends mentioned in the last 2 years is folding screen technology.









Thanks to the foldable screen, the 2019 Galaxy Fold, which is the size when opened, is equivalent to a tablet, now able to transform smoothly in the user's hands. Even more miraculously, the clamshell vertical folding mechanism of the Galaxy Z Flip 2020 also allows the device to be reduced to just the size of a chalk box, perfectly suited to the trend of using small hand bags for women. modern. Not only that, thanks to the hidden hinge mechanism, users can also open and close the Galaxy Z Flip in many different angles, like with a laptop. With Galaxy Z Flip, the Instagrammer, YouTuber can selfie at any angle, make video chat without touching, completely consistent with the trend of showing fashion personality through social networks.

Galaxy Z Flip gập mở giống
như một hộp phấn nhờ cơ chế
bản lề ẩn thông minh

Z FLIP | SAMSUNG



03/ CHẤT LIỆU CAO CẤP TRÊN MỘT SẢN PHẨM ĐẲNG CẤP

High fashion always has a bold, different and never seen design anywhere. This is also why from Karl Lagerfeld to Chalayan are very interested in applying technology to their products. Because of technology, they expanded their creativity and from there, found a completely different from the normal collections in the world.

And that's also why foldable smartphones immediately gain a foothold in the fashion world because of the unique design never seen before. Not only that, but folding smartphones like the Galaxy Z Flip are also impressive because for the first time, the glass material has been applied to the screen, creating a luxurious look and adding durability to the device. Besides, it is impossible to ignore the ability to fold like a chalk box of the

Galaxy Z Flip which is considered as one of the 4 different design elements of the product, according to Taejong Kim, Vice President in charge of the design team. Samsung product design (size, tilt angle, new style and new look). Pulling your phone out of your pocket, flipping it open with your hand, you can get anyone's attention.



In addition, the cooperation with Thom Browne is also a perfect step of Samsung in combining technology products to serve the needs of users with the fashion field that has been hundreds of years old. As a result, users have both useful smartphones in hand, while meeting the needs of showing off their personalities and expressing their style.

Four years ago, at the time Karl Lagerfeld commented on the dominance of technology, no company had really strong hands in combining fashion with smartphones. But when it comes to the era of folding smartphones, at a time when 'old-fashioned' smartphones are going to be saturated, creating fashionable products while still ensuring their usefulness will surely become a trend. new.









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