



HARPER'S BAZAAR NEWS

*Fashion Designer Ira  
Langevin On Couture In The  
Metaverse*

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*When fashion becomes the art of the future...*

In the ever-evolving landscape of fashion, Ira Langevin, a European designer, explores how couture adapts to the digital era. Her work does not merely dress the body – it scripts identities, weaving a narrative where craftsmanship meets code, and where fashion experiments with the boundaries between physical and digital form.

“The metaverse is an endless theatre,” Ira Langevin reflects. “Here, garments are not bound by time. They can be created from light, from abstraction, from emotion itself. A woman no longer enters a room in a dress – she enters an entire universe in an image that reflects her creative philosophy.”



## **The Intersection of Fabric and Code**

In this new era, fashion is experiencing a moment of rapid evolution: silk converges with pixels, and virtual aesthetics become a language of art, self-expression, and identity. For Ira Langevin, this is not only innovation but an artistic challenge. Can couture remain art when fabric disappears? Her answer is uncompromising: material may vanish, but emotion never does.



## Digital Fashion as Culture

What began as an experiment has gained international attention. Digital garments are moving beyond novelty, finding a place within contemporary culture, affirming the real-world value of digital couture.

For Ira Langevin, this is liberating: “The metaverse frees designers from borders and traditions. It is creativity without limits, where imagination becomes the only fabric.”





## **Couture with Purpose**

Beyond creativity, digital is more than a garment. It is art, philosophy, and cultural practice. Each design, whether physical or digital, is an act of storytelling – a bridge between reality and imagination.



In her vision lies the future of haute couture: not just what one wears, but how they embody meaning, dignity, and uniqueness across every dimension of our lives.

The fabric of tomorrow, woven today.



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