Design Research Methodology RES 60604

TASK1:Research proposal

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1. Your Specialisation

Immersive Design

2. Research Topic

The Influence of Immersive Design on Fashion Shows

3. Research Problem

In recent years, immersive technologies such as Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR) have developed rapidly, and the fashion industry has begun to use these technologies to redefine traditional fashion show presentations. However, despite the potential of immersive technologies to enhance audience experiences and drive innovation in the fashion industry, there is limited research on how these technologies are changing the overall design of fashion shows and influencing audience interaction. The current literature has yet to fully explore the practical applications of immersive design in fashion shows and its profound impact on the relationships between fashion brands and consumers.

4. Problem Statement

Immersive design technologies are revolutionising the experience of fashion shows, offering fashion brands new ways to showcase creative collections. These technologies, through virtual and augmented reality, not only enhance audience engagement but also offer brands more opportunities to attract a global audience. However, despite the clear advantages of immersive design, the specific applications, technical limitations, cost concerns, and actual impact on audience experience in fashion shows have not been thoroughly examined. This research aims to comprehensively analyse the current application of immersive design in fashion shows, evaluate how it enhances audience experience, and examine how it changes the interaction between brands and consumers.

5. Research Objective(s)

To analyse the application of immersive design in modern fashion shows and explore its impact on the presentation and experience.

To evaluate how immersive technologies enhance audience engagement and influence the interaction between fashion brands and consumers.

To explore the impact of immersive design on visual innovation and narrative structure in fashion shows.

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6. Research Question(s)

How does immersive design influence the overall presentation and audience experience of fashion shows?

How do fashion brands use immersive technologies to enhance audience interaction and emotional resonance?

How does immersive design impact visual innovation and influence narrative structures in fashion shows?

7. Reference List (APA 7th Edition)

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Harwood, T., & Jones, M. (2014). Mobile advertising and the consumer response: M-commerce. *Journal of Retailing and Consumer Services, 21*(3), 233–241. https://doi.org/10.1016/j.jretconser.2014.02.003

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