

Snapchat X Vogue – Redefining the Body

The highly anticipated exhibition, Vogue x Snapchat: Redefining the Body, made its way to London this February after its debut at Centre d'art La Malmaison in Cannes on 20 June 2022.

Our Fashion Communication and Digital Marketing students had the incredible opportunity to attend the exhibition in London.

Below, you can read an excerpt from the blog of one of our students, Malu, who has studied Digital Marketing with us this year.

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This groundbreaking exhibition was a collaboration between Vogue and Snap Inc, creator of Snapchat. It showcased cutting-edge augmented reality technology to enhance the designs of seven of the world's leading fashion designers. Balenciaga, Dior, Gucci, Kenneth Ize, Richard Quinn, Stella McCartney, and Versace were among the featured designers, allowing exhibition attendees and Snapchatters around the world to interact with their designs like never before.

They were transported to a new dimension by trying on one-of-a-kind dresses and accessories using Snapchat's innovative Snap's Landmarker technology. They experienced installations that explored themes such as mythology, symbolism, and body positivity, gaining invaluable insights into the future of fashion and technology.

Attending exhibitions like Vogue x Snapchat: Redefining the Body is an essential part of our students' education, keeping them abreast of the latest trends in fashion and technology and allowing them to learn from the best in the industry. It's an incredible opportunity for them to see how fashion and technology can intersect in innovative and exciting ways, and we believe experiences like this enrich their education in fashion communication and digital marketing. We will continue to provide them with these opportunities in the future.