

Welcome to this exclusive preview of the forthcoming digital art project “Ancestors”, from fashion collective threeASFOUR. The project invites us to conceptualize notions of beauty, technology, and fashion from a “timeless” vantage point that only the digital space allows.

“Ancestors” is a digital wormhole, as it were, linking technologically advanced cultures of our nominal “past” with our own hyper advancing one of the “present”. In this flattened, ever-present “digital now”, threeASFOUR are able to localize avatars that reflect the esoteric technologies and belief systems of the past, with innovative fashion and art of today.

This concept of “no-time” mirrors itself both in transcendent spiritual traditions as well as science-based block universe theories of today.

Each of the sixteen avatars presented here wear replica pieces from previous threeASFOUR collections (such as SS 2021), where for example, a piece that was created in quilted nylon in real life would translate as a translucent voile grid in the digital version. In addition, each of the avatar’s unique morphic appearance reflects ancient - and in some cases current- examples of beauty, societal status or tribal affiliation found across the globe. This includes body scarring, skin painting, and cranial elongation - which specifically has been present in cultures for thousands of years on all continents and continues in parts of Africa and Asia today.

threeASFOUR have always explored science and esoterica in their collections and quickly adopted emergent technologies in fashion such as VR fashion shows and 3D printing. This exciting new project represents the birth of a new era in the digital realm for the design collective continuing their heritage in technology and fashion. In addition to the physical creation of the ongoing seasonal collections, digital fashion will be just an augmented tool to explore textile materials, textures, patterns & colors as well as silhouette geometry, construction, drape & proportion.

Further details on “Ancestors” will be announced later in 2022.

This project is in collaboration with Digital fashion / CG Artist: Shingo Everard