

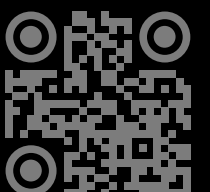


Institute of Digital Fashion  
w/ 2021

# AUROBOROS

AUROBOROS DEBUTING THE FIRST DIGITAL READY-TO-WEAR COLLECTION AT  
LONDON FASHION WEEK IN PARTNERSHIP WITH INSTITUTE OF DIGITAL FASHION.

LIVE JUNE 12th 11:20am – 11:30am BST



# AUROBOROS

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VISUAL ASSETS EMBARGOED UNTIL: 11:30AM 12/06/2021

<https://londonfashionweek.co.uk/schedule/298/discoverylab-presents-auroboros-in-collaboration-with-toniguy>

History in the making; Auroboros debuts the inaugural ‘Biomimicry’ digital ready-to-wear collection at London Fashion Week as part of the DiscoveryLAB supported by British Fashion Council and in an official partnership with the Institute of Digital Fashion, this activation redefines fashion. The showcase headlines Saturday 12th of June at 11.20am – 11.30am BST.

The ‘Biomimicry’ collection is inspired by combining nature with technology - *wear the future and create your sci-fi fantasy*. The purely digital collection will be showcased during London Fashion Week in film, worn by a physical model and styled by Auroboros’ first digital stylist, Sita Abellan.

Auroboros and Institute of Digital Fashion are proud to officially partner for an activation and release of an AR digital garment from the ‘Biomimicry’ digital collection, broadcast across multiple physical billboards and posters throughout the City of London this June. This is a message towards the democratisation of fashion as we know it, allowing for a wider audience to participate within the London Fashion Week schedule.

The ‘Venus Trap’ dress, taken from the ‘Biomimicry’ collection, was transformed by Institute of Digital Fashion into augmented reality, accessible via social media platform, Snapchat. Viewers will have the unique opportunity to experience the piece in real-time after the show; further amplifying how we consume and interact with the digital fashion landscape.

The full collection is available for purchase via [DressX](#) and the Auroboros [website](#).

This innovation sees billboard sites over London house the AR dress, which is unlockable via QR codes, delivering in real-time the collection straight from the LFW schedule to demystify and drive a new era of emotional connectivity to digital fashion.

This partnership pushes the boundaries by presenting a unique immersive experience that explores the future of fashion within the physical and digital landscape.

# AUROBOROS

## ABOUT AUROBOROS

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Auroboros is a fashion house merging science & technology with physical haute couture and digital-only ready-to-wear, housed within the Sarabande Foundation - the charitable foundation set up by Lee Alexander McQueen. Auroboros is known for its high attention to detail and extraordinary design, which has already been featured in the world's top media, such as Forbes, Business of Fashion, BBC, The Guardian, Vogue, Dazed and more.

## THE 'BIOMIMICRY' COLLECTION

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The Auroboros 'Biomimicry' digital ready-to-wear collection features 14 individual pieces, including garments and accessories. With its breathtaking nature-inspired design, the inaugural collection creates a new category of fashion-nature tech; giving everyone the opportunity to fully immerse themselves in the utopian world of Auroboros. Inspired by mythological plants, sci-fi films and personal narratives the collection draws influence from a 21st century experience, creating a new cultural identity built for the metaverse.

The 'Biomimicry' digital collection launch marks the next step for building a digital wardrobe for all occasions, now exploring sustainable innovation and digital virtuosity within the world of luxury fashion. The full collection will be available to purchase from the Auroboros official [website](#) and for a limited time only on [DressX](#).

## ABOUT INSTITUTE OF DIGITAL FASHION

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Institute of Digital Fashion is a new era institute pioneering tech as a democratic tool for change, founded to reframe the system. Providing immersive world-class digital solutions, strategy and innovation, IoDF uses tech to lead the industry towards an inclusive and sustainable IRL x URL future. With digital craftsmanship and technical abilities like no other, IoDF offers innovative solutions as progressive alternatives to old paradigms and worn-out fashion cycles.

IoDF has been noted as the leading voices in digital innovation, artisan and diversity in digital fashion. Notable press includes Forbes, Vogue, BOF, WWD, iD and Dazed.

# AUROBOROS

## QUOTES BY AUROBOROS

“Auroboros’ digital, especially the ‘Biomimicry’ collection, truly reflects the scientific and technological advances of the 21st century, with cultural references that are both personal and universal in their meaning.”

Auroboros Creative Director and Co-Founder, Paula Sello

“By removing the ‘borders’ and ‘guidelines’ of fashion, we had such freedom to build the whole world of Auroboros that is also reflective of today’s society and potentially presenting a solution to many of the fashion industries downfall in unsustainable production and lack of innovation.”

Auroboros Creative Director and Co-Founder, Alissa Aulbekova

“We’re not just using technology to showcase physical garments, but using that as a means to an end in and of itself, made for the metaverse and physical world for limitless new possibilities. Here we partnered with IoDF to bring digital collection to life across London.”

Auroboros Creative Director and Co-Founder, Paula Sello

“It’s a huge milestone for everyone in the digital fashion community, and will be paving the way for a general audience to understand how expressive and emotive digital clothing should be and this is only the beginning for Auroboros.”

Auroboros Creative Director and Co-Founder, Alissa Aulbekova

“Moving away from the cyclical repetition of the past trends, the Auroboros house is pioneering a change in the fashion industry and what can be worn on the body. Presenting a sci-fi fantasy for everyone to immerse themselves in.”

Auroboros Creative Director and Co-Founder, Paula Sello

“We are changing the narrative of the future now and making it hopeful and utopian with our liberating designs and concepts especially with ‘Biomimicry’ where we invite to explore nature through technology and reconnect with one’s own creativity at zero cost of material waste”

Auroboros Creative Director and Co-Founder, Alissa Aulbekova

“Auroboros is changing the mentality and the visual language of sustainability by promoting the beauty of digital collections together with its potential to reduce carbon emissions.”

Auroboros

“Digital fashion by Auroboros represent those human forms that may have previously had limited visibility in the rest of the fashion industry.”

Auroboros

# AUROBOROS

## QUOTES BY INSTITUTE OF DIGITAL FASHION

“In today’s times, the future of fashion is still debatable but with innovation and creativity comes a new conversation and a fresh perspective. What we are delivering collectively within this partnership for LFW is paving the way for a brighter future, one that is obtainable, inclusive, and diverse.”

IoDF Creative Director & Co-Founder, Cattyay

“The ‘Venus Trap’ dress is available to wear, the intricate detailing is wrapped around the body and mapped within AR, this brings the viewer into a collaboration with the garment itself, moving, breathing and existing as one.”

IoDF Creative Director & Co-Founder, Cattyay

“We are excited to work with Auroboros and officially partner as the craftsmanship and artisan of their collections are always mind-blowing and second to none. For us we wanted to amplify the collection and start the discourse that’s been the shadow surrounding digital fashion and fashion weeks, how does it actually get to the consumer and become an experience IRL? Effectively how can we pivot from ‘to view’ to ‘to wear?’ It feels like the energy of LFW that died through lockdown has landed again, IRL x URL is here. It’s a first for LFW in so many ways.”

IoDF CEO & Co-Founder, Leanne Elliott Young

“It’s about releasing something new in a space that’s been abandoned. COVID has changed everything. Big campaign billboard spaces are laying empty, as were streets, now as restrictions are being lightened the streets are alive and populated again, we are delivering retail to these streets but not within the physical restraints of a store.”

IoDF CEO & Co-Founder, Leanne Elliott Young

“The work allows for a wider reach - embedding the garment and the launch within a social media platform using AR and fashion innovation within a space that is usually elitist, with a front row and exclusive tickets. We are traversing that space and building an inclusive reality.”

IoDF CEO & Co-Founder, Leanne Elliott Young

“The collection is alive within this activation in new ways, ones that are beyonds fashions archaic traditions.”

IoDF Creative Director & Co-Founder, Cattyay

## EDITORS NOTES:

This is an official partnership between Auroboros and Institute of Digital Fashion, both parties must be named in all press comms and quotes.

Interviews at request with Co-Founders of both Auroboros and Institute of Digital Fashion.

For images/assets please [click here](#)



FOR FURTHER INFORMATION OR VISUALS PLEASE SEE CONTACT BELOW:

Auroboros | [contact@auroboros.co.uk](mailto:contact@auroboros.co.uk) | [paula@auroboros.co.uk](mailto:paula@auroboros.co.uk) | [alissa@auroboros.co.uk](mailto:alissa@auroboros.co.uk)

Auroboros Press | TLParis [tina@tlparis.com](mailto:tina@tlparis.com) | [jelka@tlparis.com](mailto:jelka@tlparis.com) | [contact@tlparis.com](mailto:contact@tlparis.com)

Instagram: [@auro.boros](#)

Twitter: [@auroboros ltd](#)

LinkedIn: [@Auroboros](#)

Facebook: [@Auroboros](#)

TikTok: [@auro.boros](#)

[www.auroboros.co.uk](http://www.auroboros.co.uk)

Institute of Digital Fashion | Head of Marketing & Communications | [lydia@institute-digital.fashion](mailto:lydia@institute-digital.fashion)

Instagram: [@Institute Digital Fashion](#)

Twitter: [@ IoDF](#)

LinkedIn: [@TheInstituteofDigitalFashion](#)

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