



Press Release

AI Meets Fashion: The First FashionTEX Festival for Digital Fashion in the European Capital of Culture Chemnitz

+++Program Announcement +++ The festival will take place on November 6 and 7 from 11 a.m. to 6 p.m. at “fabrik” Chemnitz +++ Highlight: Fashion Show on November 7 at 8 p.m., with a public dress rehearsal the day before at 6 p.m. +++Tickets available now

Digitalization, sustainability, innovative textiles, and artificial intelligence are rapidly transforming the fashion world. With the FashionTEX Festival on November 6 and 7, 2025, Chemnitz’ “fabrik” will host, for the first time, a platform that makes these developments visible. The international university project FashionTEX builds on the city’s rich textile heritage while showing that fashion is not only an economic factor but also a cultural expression of innovation and change. Chemnitz, once known as the “Saxon Manchester” for its textile and mechanical engineering industries, offers the perfect setting to connect historical roots with future-oriented themes such as digital transformation, sustainability, and AI. Under the motto “Phygital instead of Analog,” visitors will experience how analog fabrics and digital technologies merge into new forms of design – from AI-driven processes and smart materials to virtual and augmented reality.

Two Days – Two Stages – Countless Ideas

The FashionTEX Festival brings together creativity, technology, and sustainability. International speakers, students, and companies from across Europe will present innovative approaches in Artificial Intelligence, Digital Fashion, Smart Textiles, and 3D Design.

Visitors can have themselves scanned on-site, create their own avatars, and try on virtual fashion an interactive experience that redefines how we perceive clothing. Exhibits will show how virtual prototypes save resources, digital pattern development revolutionizes fit, and sustainable production methods set new industry standards.

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The project is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. The European Union can't be held responsible for them.



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A highlight is the presentation by 24 fashion students from eleven European countries, showcasing their visions of tomorrow's fashion – from virtual designs and 3D models to physical garments developed within the EU-funded FashionTEX Project.

"The festival demonstrates how much our network has grown and how important digital fashion, textile innovation, and European collaboration have become," says Annett Reeder, Project Director of the European Cultural Forum and initiator of the FashionTEX Festival.

Thursday, November 6, 2025 – Inspiration & Innovation

The festival kicks off at fabrik *Chemnitz* with exciting panels on AI in education and design. The exhibition "*Threads of Unity*" connects textile memories with visions of the future. Keynotes from Hohenstein Laboratories, Botspot, Vizoo, and CLO 3D will highlight how digital material simulation, 3D printing, connected fabrics, and AI workflows are reshaping the path from idea to production. The panel "AI Between the Atelier and the Algorithm" brings together leading fashion schools, tech partners, and companies to discuss education, responsibility, and new business models. In the evening, the FashionTEX Show rehearsal offers an exclusive preview of how physical, digital, and smart fashion merge. During the rooftop networking event, Europe's creative community will meet and mingle

Friday, November 7, 2025 – Shaping the Future

Day two focuses on practice, research, and vision. From digital pattern making with CLO 3D and AI as a creative partner to Plauen lace in the digital age, the program explores how Saxony's textile traditions, smart technologies, and sustainable innovation can create new value chains. Panels with industry experts such as Carl Tillessen (German Fashion Institute), Luca Strehle, Jan Jassner (CEO of bruno banani), and Modespitze Plauen offer valuable insights into innovation, branding, and digital transformation. The highlight of the day is the FashionTEX Show at 8 p.m., featuring the presentation of the European "Next Generation Fashion 2025" Award a stage for young talents, creative visions, and European collaboration. The evening continues with an After Show Party in the rooftop bar for networking and celebration.

Innovation Exhibition & Smart Partners

Alongside the program, leading companies, startups, and research institutes will showcase their latest developments in textile technology, digitalization, and sustainable design:

- Deutsche Telekom – Driving innovation in digital education & AI competence
- Hohenstein Laboratories GmbH – Textile testing, sustainability & smart textiles
- Vizoo GmbH – Pioneers in material digitization with xTex technology
- Botspot Berlin – High-end 3D scanning for fashion, fit & avatars
- CLO 3D / Cloo3D – Real-time 3D visualization & virtual prototyping
- Modespitze Plauen GmbH – Craftsmanship meets AI in embroidery

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The exhibition lets visitors experience digital transformation up close from interactive avatars and intelligent fabrics to virtual runways and sustainable production solutions.

Key Information

Festival: November 6–7, 2025, daily from 11:00 a.m. – 6:00 p.m.

Dress Rehearsal: November 6, 6:00 p.m.

Main Show: November 7, 8:00 p.m.

Venue: fabrik Chemnitz – European Capital of Culture 2025

Tickets: from €6 at www.fashiontex.eu/festival/#tickets

About FashionTEX

FashionTEX is a university project funded by the European Union, focusing on digital transformation in fashion education. Eleven universities from ten countries – including Germany, Italy, Portugal, Croatia, Poland, Latvia, Estonia, Lithuania, the Netherlands, and Ukraine – are developing new curricula, digital tools, and hybrid learning environments.

The focus areas include 3D design, virtual collaboration, sustainability & circular economy, and critical reflection on technological developments.

A key component is the Makerspaces, where students work hands-on with tools such as CLO3D, AR/VR, 3D scanning, and AI-based design.

The annual FashionTEX Festival showcases these results and fosters exchange between industry, politics, and education.

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