



## Pressemitteilung

### Second FashionTEX Festival in Riga: Europe's Young Fashion Talents Shape the Digital Future of Fashion

**+++ Students from 11 European fashion schools meet international designers and experts +++ Conference, new technologies and insights into the fashion world of tomorrow +++ Spectacular Digital Fashion Show on a 26.5-metre-long LED wall +++ FashionTEX Festival on 30 September and 1 October in Riga +++**

**Riga, September 2026.** What will the fashion of the future look like? What role will virtual worlds, 3D technologies and new forms of presentation play? And how are digitalisation and sustainability transforming the work of a new generation of designers?

These are some of the key questions explored at the second **FashionTEX Festival**, taking place in Riga, Latvia, from 30 September to 1 October 2026. Following the premiere of the European festival in Chemnitz in 2025, the international FashionTEX network will come together in the Latvian capital this year.

Students and young designers from 11 European fashion schools will meet international experts, designers, universities and representatives of the creative industries in Riga. Over the course of two days, the festival will explore how fashion can be designed, produced, presented and experienced in the future.

The festival combines an international conference at **Riga Makerspace**, the prototyping workshop of the **Art Academy of Latvia**, with insights into new technologies, study visits and an extraordinary digital fashion experience at the **LED Unit Virtual Production Studio** in Riga.

### From Sustainability to Virtual Reality

The festival begins on 30 September at Riga Makerspace with an international conference. Through lectures, discussions and presentations, the programme will explore topics including sustainability and digitalisation in the fashion industry, digital branding and visual communication, 3D design, gaming, virtual fashion and new forms of production and presentation.

The international experts scheduled to participate include **Kristina Szasz, Maarit Kalmakurki, Piret Puppert, Isabel Palumbo and Antonio Lo Presti**. Designers and experts will also provide insights into creative processes, new technologies and current developments in the fashion industry.

The programme will additionally examine fashion as a cultural artefact and a form of historical narrative, as well as the ways in which technology and virtual design can redefine what fashion can be today and in the future.

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The venue itself makes many of these developments directly accessible. At Riga Makerspace, participants will gain insights into innovative laboratories and applications – ranging from 3D printing and laser cutting to body scanning, augmented reality and virtual reality.

The combination of traditional fashion design and new technologies is a fundamental element of FashionTEX. Digital fashion is not intended to replace traditional fashion craftsmanship. Instead, the aim is to combine creative and technical skills with the possibilities offered by digital technologies.

### Riga Itself Becomes Part of the Festival

The programme deliberately extends beyond the conference rooms. Through study visits and excursions, participants will also have the opportunity to discover the creative infrastructure of the Latvian capital.

Visits to selected design studios, creative spaces and innovative institutions are planned. In this way, Riga itself becomes part of the FashionTEX Festival – a place where art, design, technology, film, digital media and new forms of production come together.

### 26.5 Metres of Digital Fashion: Highlight at the LED Unit Virtual Production Studio

The highlight of the festival will be the **FashionTEX Digital Show** on the evening of 1 October 2026 at the LED Unit Virtual Production Studio in Riga.

At the heart of the show is a spectacular **26.5-metre-long curved LED wall**, surrounding the audience with large-scale, high-resolution visual worlds and creating an entirely new way of experiencing fashion.

On the digital runway, virtual models, digital garments and 3D animations come together. Original 3D animations created by the students will also be presented.

This allows the young designers to showcase their work not only as traditional collections, but also within completely digitally created environments. The curved LED wall creates the impression of one continuous digital space. Garments, materials, textures and virtual environments can be staged with an extraordinary sense of depth and scale.

Fashion, movement, imagery, light and music merge into one immersive experience. In this way, the FashionTEX Digital Show demonstrates in a very practical way the new possibilities that digital technologies can offer for fashion shows, presentations and the showrooms of the future.

### Fashion Mini Runway

The Digital Fashion Show will be complemented by a **Fashion Mini Runway**, where designers will present their physical creations.

Over the course of one evening, physical garments and digital fashion designs, real models and virtual worlds, traditional fashion craftsmanship and cutting-edge technology will meet directly on one stage. Afterwards, guests, students, designers and experts will come together for networking and a get-together. The second FashionTEX Festival will conclude with an afterparty and networking event for the students.

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## Young European Talents at the Heart of the Festival

At the centre of the festival are students from 11 European fashion schools. They come from different countries, educational systems and design traditions and work together within FashionTEX as part of a shared European network.

Their work demonstrates that digitalisation is no longer simply an additional tool within the design process. It is transforming creative processes, enabling new forms of collaboration and opening up new forms of expression and professional opportunities.

The festival therefore creates a platform for exchange between young talents, universities, established designers, academia, technology and the fashion industry.

However, the focus is not solely on technological innovation. Equally important are questions about how digital developments can be used responsibly and what role sustainability, cultural identity, accessibility and social responsibility will play in shaping the fashion of the future.

## What is FashionTEX?

**FashionTEX – European Academy for Young Designers to Study Innovative Technologies in Digital Fashion Design** is a three-year European cooperation project aimed at advancing fashion education across Europe.

The project is funded by the **European Union through the Creative Europe programme** and brings together fashion schools and partners from different European countries. Its aim is to prepare young designers for the changes that digital technologies are bringing to the fashion industry.

Today, digital technologies play a role in virtually every area of fashion – from the initial design and development process to production, communication, presentation and sales. FashionTEX therefore aims to integrate digital expertise more strongly into European fashion education and, together with the participating institutions, develop new, future-oriented and sustainable educational content.

The educational modules and curricula developed jointly within the project are intended to contribute to the long-term advancement of digital fashion education beyond the participating institutions themselves.

At the heart of the project is the next generation of European designers. They should not only learn about new technologies in theory, but also have the opportunity to experiment with them, critically question them, use them in their own creative work and develop them further.

The second FashionTEX Festival in Riga brings this European collaboration to life and demonstrates over two days how traditional fashion craftsmanship, creative ideas and digital technologies can come together to shape the fashion of tomorrow.

## FASHIONTEX FESTIVAL 2026

**30 September – 1 October 2026**

**Riga, Latvia**

**Conference:**

Riga Makerspace

Prototyping Workshop of the Art Academy of Latvia

Art Academy of Latvia / Latvijas Mākslas akadēmija

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**FashionTEX Digital Show:**

LED Unit Virtual Production Studio

Riga, Latvia

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