UNREAL FUTURES
CAREERS IN FASHION

Careers Guide

UNREAL ENGINE

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Interactive 3D is the future. From virtual reality (VR) to games like *Fortnite*, interactive 3D is sweeping the world. One day, VR and other interactive 3D devices might be as common as cell phones are today. And as the popularity of interactive 3D increases, so does the number of jobs available, from game development to advertising and fashion.

Whether creating a game or a new piece of fashion, it takes a team. A team whose members have different skill sets and strengths. A team with people who focus on the details of the technology while others focus on the design, look, and feel of the game or fashion experience.

Are you a problem solver who loves working with computers? Are you an artist who can take ideas and make them into something beautiful? Or would you rather do a little bit of everything? No matter who you are or what your passion is, there is a job for you in interactive 3D.

In this document you'll find:

1. **A video with interviews of actual people who work in the fashion industry.** They'll tell you more about what they do in their jobs.

2. **Actual job descriptions adapted from company websites or job postings** that reveal what different people do on a daily basis and help you imagine which job might be right for you.

3. **Tips on finding a mentor** to help guide you on your journey of finding a career in fashion or using Unreal Engine.

COSTAS KAZANTZIS
Creative Technologist
Fashion Innovation Agency

▷ **Career Advice Video**

My name is Costas Kazantzis. I am the **Creative Technologist** at the Fashion Innovation Agency within the London College of Fashion.

Summary of the role

My name is Costas Kazantzis. I am the Creative Technologist at the Fashion Innovation Agency within the London College of Fashion.

Creative technology is a broad field that includes a focus on computers, art, and design. I love my job because I get to use technology to be creative. In this role I have fun experimenting, trying out new ideas, and helping lead the creative process. I have a background in fashion media production and computer science. So, I think technology is a powerful tool that will allow fashion to create more exciting, engaging, and immersive experiences.

As a creative technologist, I imagine new digital experiences and create prototypes to help our team visualize and communicate our ideas in-house and with external partners. My goal is to use 3D design and technology to reshape the way that fashion content is disseminated. I spend my days using computers to make beautiful 2D and 3D visuals and environments to help our partners understand what technology can do for their brands.

How I use Unreal Engine in my job

My work is focused around immersive fashion experiences powered by game engine technology. In that context, I use Unreal Engine on a daily basis. Within UE I primarily use environment design, including terrain creation, sculpting and painting, Quixel Megascans integration, modifying master materials and material instances, to name a few.

Furthermore, my practice also requires advanced lighting techniques and post-processing within UE to generate realistic lighting and shadows.

Coming from the fashion landscape, the animation of digital characters and garments is of great importance, so I also use motion capture techniques and cloth simulation.

Job description

- Stay current on various technologies (UE, 3D design, AR, VR) and experiment with new ways that these can be used to create immersive fashion experiences
- Feel comfortable researching, learning, and experimenting with new technology
- Translate findings on new trends in fashion and technology into new concepts and prototypes
- Drive concept development, experimentation, and platform/technology research to create and implement concepts and functional prototypes
- Partner with external design partners to review the design direction
- Manage the direction, pace, output, and overall success of all creative and interactive projects

My name is Sallyann Houghton. I work in **Business Development** at Epic Games.

How I use Unreal Engine in my job

You won't find me at the computer making animations or 3D environments using Unreal Engine, but that doesn't mean I don't need to know what the engine can do. I need to understand how Unreal Engine works, and what its capabilities are, so I can help our partners understand how it can help them. I need to stay on top of the possibilities, so we can work together with artists, animators, and developers to come up with ideas that harness the potential of interactive 3D for our partners and clients.

Summary of the role

My name is Sallyann Houghton. I work in Business Development at Epic Games.

My job is to work like a bridge between what we do at Epic Games and what other companies or industries do. I work with companies and partners to get a sense of what they want to accomplish with a new campaign, communicate these needs to our team, then help our partner harness the power of Unreal Engine to reach their goals. For example, I work with established fashion brands, like Burberry, to help them understand how Epic Games and Unreal Engine can help them design, create, and showcase their collections.

Job description

- Be the voice of Epic Games with major partners like those in the fashion industry
- Maximize the value of Unreal Engine for key partners by helping them meet their needs using UE/Epic capabilities
- Be the subject matter expert on some of Epic's biggest fashion partners: gather critical intelligence and report internally on partner needs, development cycles, concerns, etc
- Determine a plan to build and maintain partner relationships; drive ongoing efforts to educate, train, and keep key partners up to date with everything UE and Epic
- Strategically identify and maximize opportunities to drive further adoption of UE within key accounts
- Serve as key bridge or conduit between (i) key accounts and Epic, (ii) others on the business development and support teams
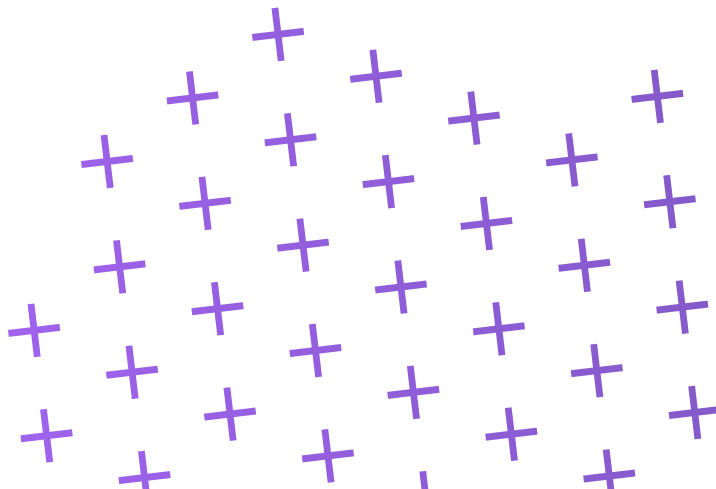
My name is Matthew Drinkwater. I'm the **Head of the Fashion Innovation Agency** at London College of Fashion, University of the Arts London.

Summary of the role

My name is Matthew Drinkwater. I'm the Head of the Fashion Innovation Agency at London College of Fashion, University of the Arts London.

My job is to lead our team, which includes people that focus on technology, business, and creative fashion concepts. At the Fashion Innovation Agency, we merge technology with fashion to change the way that fashion brands make, show, and sell their collections. We work with cutting-edge technologies like virtual reality, augmented reality, and interactive 3D to help solve the challenges that the fashion industry faces. For example, I've built projects that help designers showcase their pieces virtually, including virtual 'try-ons' where consumers can see what the garment looks like virtually before ordering it online. So, we're trying to take fashion into the 21st century and beyond, leveraging the newest technologies along the way. To do that, I have to be creative, come up with exciting new ideas that use technology, be a great communicator, and be an effective manager of people to support my team.

How I use Unreal Engine in my job

Although I'm not a day to day user of Unreal Engine, I need to be very familiar with its capabilities in order to lead our group in projects that push the fashion industry forward in its use of cutting edge technology. The experiences we create demonstrate the exciting possibilities that are just now opening up.

Job description

- Lead the business, technology, and creative teams
- Design and develop plans for new fashion concepts and projects
- Design and develop plans that merge technology with fashion
- Remain up to date with emerging technologies and trends in the fashion industry
- Observe fashion publications and schedule meetings with designers and fashion houses to stay informed on trends and their needs
- Effectively communicate the power and all the benefits of using technology to showcase fashion

My name is Lucy Goodyear. I'm a **Senior Manager** of the **Computer Aided Design (CAD)** team at Burberry.

Job description

- Help steer our CAD projects by identifying the best direction to go and what needs to be done and relaying these responsibilities to our team
- Manage CAD projects to ensure they stay within specified budgets and timelines
- Oversee the creation and presentation of graphic illustrations of garments
- Lead the CAD team to produce highly detailed 3D artwork of Virtual garments, fabrics, and trim details
- Stay up to date on the software used in CAD to understand the "why" and "how" behind each project. It's important to both maintain a vision for the end result, and be familiar with the technical requirements needed to make it happen

Summary of the role

My name is Lucy Goodyear. I'm a Senior Manager of the Computer Aided Design (CAD) team at Burberry.

I love designing, fashion, and conceptualizing new fashion, but I was terrible at drawing. So, I learned how to use computers to create crisp, clean, precise, and beautiful pieces. This process is called Computer-Aided Design or CAD for short. I quickly realized that my passion for technology, and the power it holds, was bigger than my interest in designing the pieces. So, while I embarked on a career as a Computer Aided Designer, I continued learning about technology and how it can be used in fashion. Now, as a Senior Manager at Burberry, I oversee our CAD team and we support multiple areas of the business by providing detailed 3D Virtual samples of our collections.

How I use Unreal Engine in my job

I use interactive 3D tools to create detailed "digital twins" of the Burberry collection which are then used to showcase the collection in our Virtual showroom. We also share these assets with other internal and external teams which they use for a wide variety of marketing and promotion campaigns.

My name is Seema Kukadia. I'm the **Digital Innovation Manager** at Burberry.

Summary of the role

My name is Seema Kukadia. I'm the Digital Innovation Manager at Burberry.

Within my role I work across a range of projects which cover areas like gaming, NFTs, augmented reality and social retail. Our projects predominantly focus on bringing key brand moments to life in new and unexpected ways through the use of technology. Some examples would be; utilising augmented reality to make our retail experiences more social-first and interactive, or building games to bring our brand to life in entertaining ways for our audiences.

A lot of these areas are relatively new to fashion; there is much to learn about how cutting-edge technology can help create, showcase, and promote fashion experiences. So, as a manager of the digital innovation team, I need to think creatively, boldly, and be able to steer and support our team through projects that are truly innovative.

How I use Unreal Engine in my job

Our team uses Unreal Engine in a variety of contexts, including creating virtual, 3D experiences that immerse the consumer in the collection. While I don't use UE directly on a day-to-day basis, I need to understand how it works and how the different pipelines operate. This helps me understand what is possible in UE and helps our team create innovative, but realistic, projects that use UE.

Job description

- Oversee all projects from the Digital Innovation team (which covers gaming, NFTs, augmented reality and social retail) - serving as the team's representative when talking to executives or external partners
- Help the team define clear goals (deliverables), while managing budgets and timelines to keep projects on track. When needed, help the team get back on track
- Seek out new partnerships, including tech firms outside of Burberry, that can help the team deliver a more innovative digital experience for consumers
- Be constantly learning and collaborating with other teams at Burberry to identify new trends in fashion and retail
- Work closely with Digital Product team throughout entire product lifecycle
- Identify needs areas in our end-to-end consumer experience, and be able to quantify opportunities and gaps to resolution
- Stay on top of industry trends. Have an eye, and passion, for the latest technologies and innovations, and be able to identify potential uses for our business and consumers. In other words, you're a business-savvy early

My name is Kerry Murphy. I am the **Founder and CEO** of The Fabricant, a digital-only fashion house. That means we design, sell, and showcase fashion in a purely digital and virtual environment.

Summary of the role

My name is Kerry Murphy. I am the founder and CEO of The Fabricant, a digital-only fashion house. That means we design, sell, and showcase fashion in a purely digital and virtual environment.

As the founder and CEO of a fashion house, you might think I have a long background in fashion and designing clothes. I don't! My background is in creative technology, which is a field that uses cutting-edge technology in creative and immersive ways. To operate in the fashion industry, I have to be a good collaborator and communicator so that I can work with creative technologists, fashion designers, and business developers to help build our company and what it offers. Leading the world's first digital-only fashion house, I need to be creative and use technology to find new ways to solve problems that the fashion industry faces. Also, as the leader of the company, I need to be able to support a diverse array of employees, helping them manage their projects and deadlines while also creating a positive, welcoming culture. While there's a lot on my plate, I love the diversity of tasks that an executive like me is in charge of."

How I use Unreal Engine in my job

My background is in computer graphics and motion design so I'm experienced with Unreal Engine. While I no longer use UE on a daily basis, I manage a diverse team of 3D artists and designers who do. I need to know the capabilities and possibilities within UE so that we can design and execute creative and innovative, but still realistic, projects. So, I use my background in animation and graphics to help our designers and artists with their work.

Job description

- Devise and implement new design strategies. As the lead executive, I help the company identify the best direction to take digital fashion
- Stay up to date on recent trends in fashion and technology to ensure that the team is working on relevant and impactful projects
- Develop a communication strategy that translates the benefit of technology and digital fashion to a variety of partners
- Build a culture of adaptability, experimentation, and innovation throughout the company
- Manage the day-to-day needs of employees, including soliciting and acting on their behalf
- Overseeing day-to-day operations including acquiring funding, partners, and new clients

FINDING A MENTOR AND HOW TO LEARN MORE

As you've learned, there are a lot of different jobs in interactive 3D out there. From the creative to the technical, there's a job for you. You might be asking yourself though: "Where do I start? How can I learn new skills to compete for these exciting jobs?"

Having people and resources to help guide you along the way can make all the difference. Below you'll find some tips for how to find information and mentors.

1. **Listen to advice from a variety of industry professionals.**

2. **Take an online course to learn more about Unreal Engine or fashion.** Online courses are gaining in popularity and offer a convenient way to learn more about specific topics. Companies like Udemy, Lynda, and LinkedIn offer courses on Unreal Engine, coding, and many other topics. Below are a few options:
   - Epic's **Unreal Online Learning portal**
   - Udemy course: "Unreal Engine C++ Developer: Learn ++ and Make Video Games"
   - LinkedIn course: "Unreal Essential Training"

3. **Find more information on YouTube.** There is a lot of great information out there made by people (like Sonali Singh) who are experienced Unreal Engine users, coders, artists, or fashion designers that can help you dive deeper into each phase of digital fashion. While not always as specific or high-quality as the online courses, these resources are free and you can try them out whenever you want.

4. **Reach out to your school's science or art teacher that you trust.** Adults with more experience can help you join clubs, organizations, and learn more of the skills you'll need along the way. You can also ask them to help you contact professionals, like those at Epic Games or the Fashion Innovation Agency to learn more about their jobs and what it took for them to get where they are.

5. **Ask a parent to help you get more info.** Interactive 3D, Unreal Engine, and the use of technology is the future. Share your interest in interactive 3D with a parent and ask them to help you find additional courses, programs, organizations, resources, or contacts to help you grow.