Question-Answer with Emma-Jane MacKinnon-Lee

Are there more fashion weeks and runways coming up?

Definitely. The first Web3 Fashion Week I hosted was back in 2021, followed by the NYC Realm Runway in 2022. Both were totally groundbreaking for the space.

So yes, more are coming. But these aren't your typical venue-and-vogue productions. The next wave of fashion weeks and runways I've been designing and building are created entirely from my local workstation. A full blend of generated models and generated runways—crafted using the latest genAI + web3 tooling, running locally after a lot of error debugging. And the production quality genuinely goes head-to-head with what corporate studios are pushing with multi-million dollar budgets. Except this isn't brand-backed or committee-cleansed.

This is pure indie punk.

Total creative control, from prompt to output. No gatekeepers, no approvals, just a new kind of runway experience, built from nothing, and stitched together through real experimentation.

It'll be dropping under F3M soon, you can already get a taste at the link below.