

**EXTENDED-REALITY FOR FASHION**  
**DAMARA INGLÊS**

**- KERING AWARDS 2020**

**- FABRIC OF REALITY**



# **KERING AWARDS 2019**

GUCCI



EQUILIBRIUM

CLIENT



# BRIEFING

PEOPLE / ENVIRONMENT / NEW MODELS

COMMUNICATING EQUILIBRIUM

## CHALLENGE

Sustainability-focused messages (especially related to the social or environmental impacts of products) can be seen to conflict with the traditional essence of luxury and consumers' expectations. The challenge asks – is it possible to transform this mindset? How can you create a smart, effective way of conveying these messages? How can you change sustainability-related messages into a value proposition?

# BRIEFING

How can you change sustainability-related messages into a value proposition?

**1<sup>st</sup> THOUGHT**

# TAMAGOTCHI

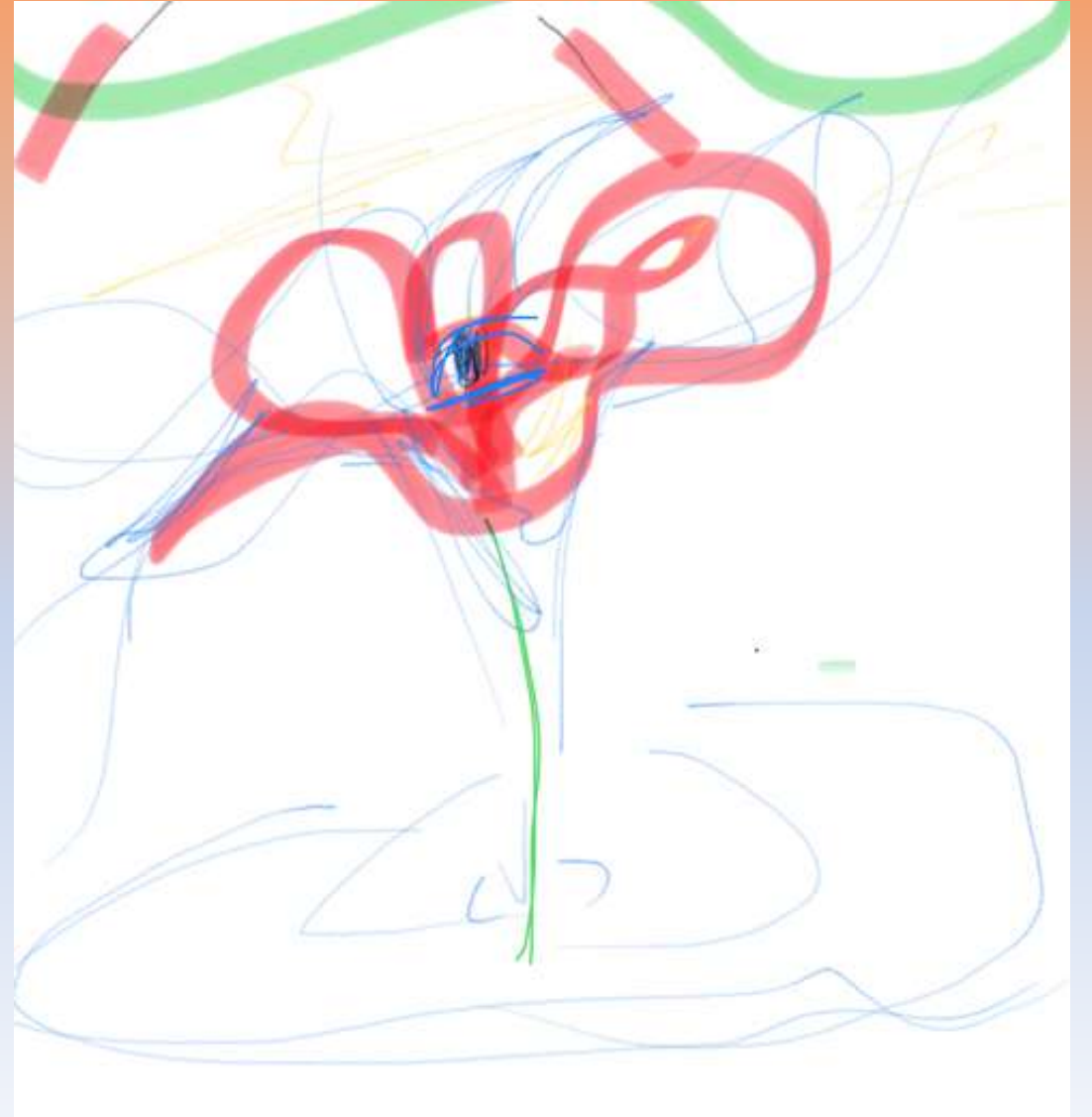
- ❑ 90's Iconic toy that taught young Millennials to care for objects by forging a virtual bond between children and virtual pets
- ❑ Growth via Engagement
- ❑ Re-create the virtual bond between Millennial/Gen-Z consumers and their goods
- ❑ Augmented Reality inspired by Tamagotchi
- ❑ Plant Based Gotchi inspired by Gucci garden themed silk scarves.



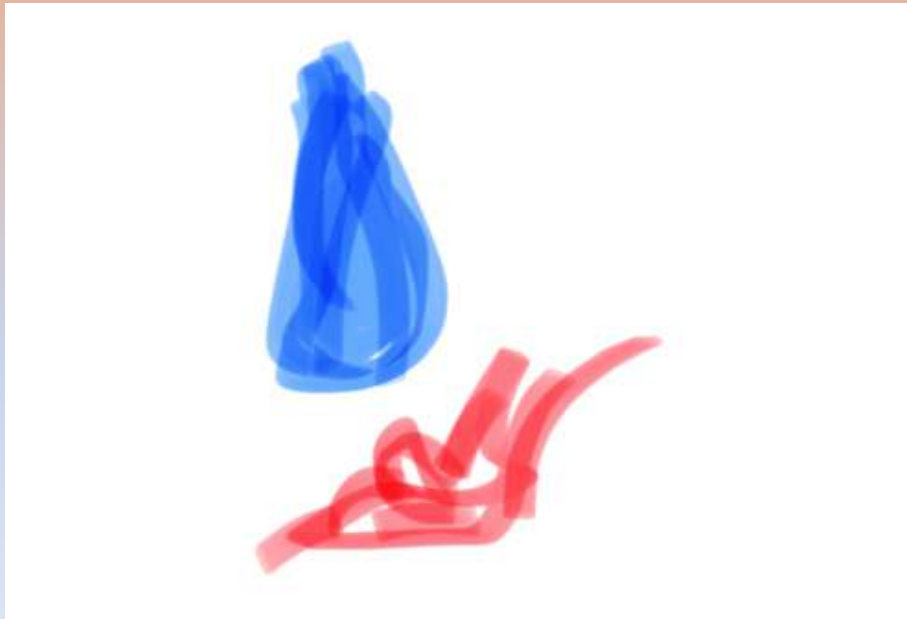
**1<sup>st</sup> SKETCH**



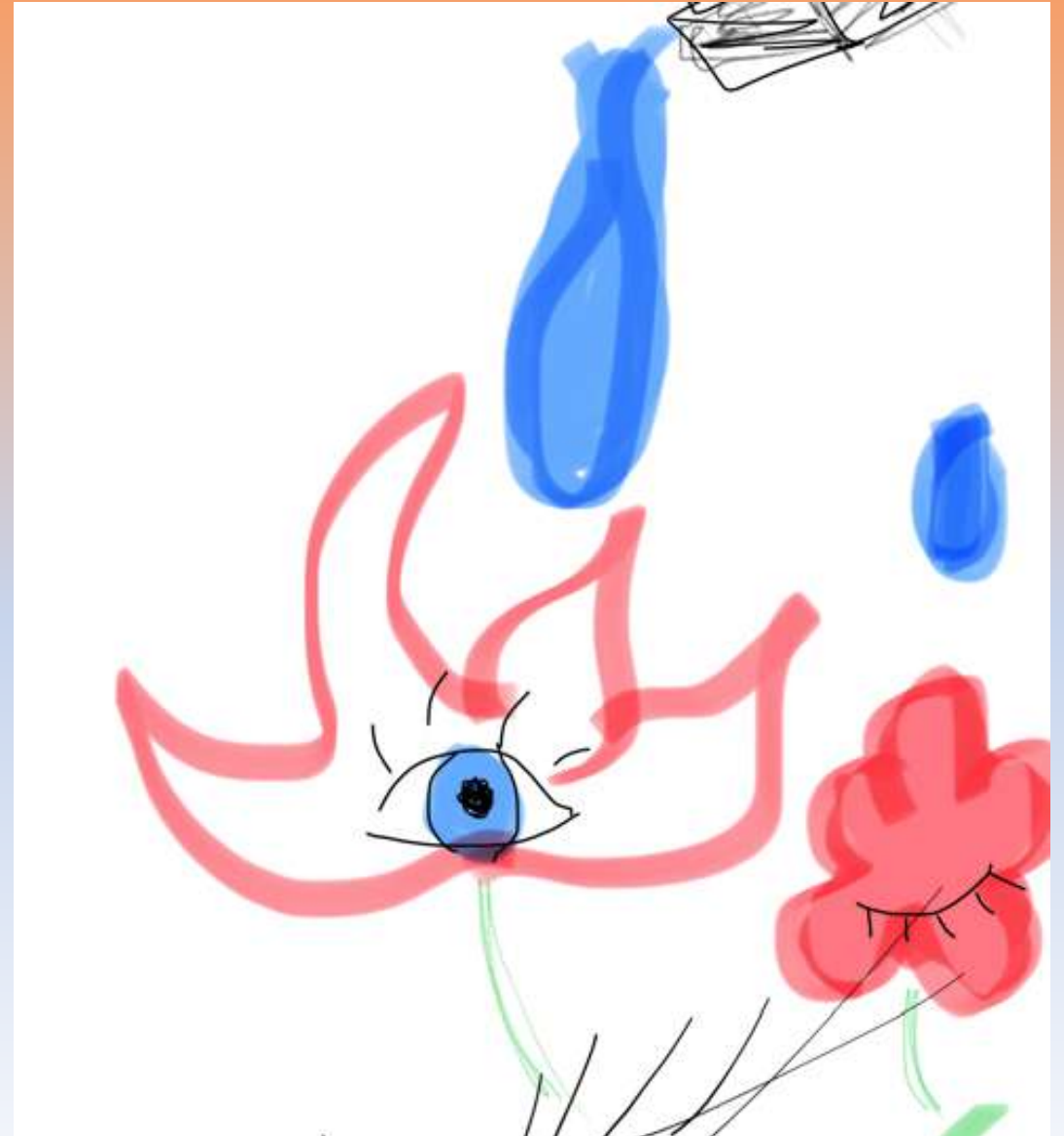
❑ Seed with Gucci logo is planted...



...Grows into a flower, via engagement.



- ❑ After the 1<sup>st</sup> drop of water and a little flower grows...

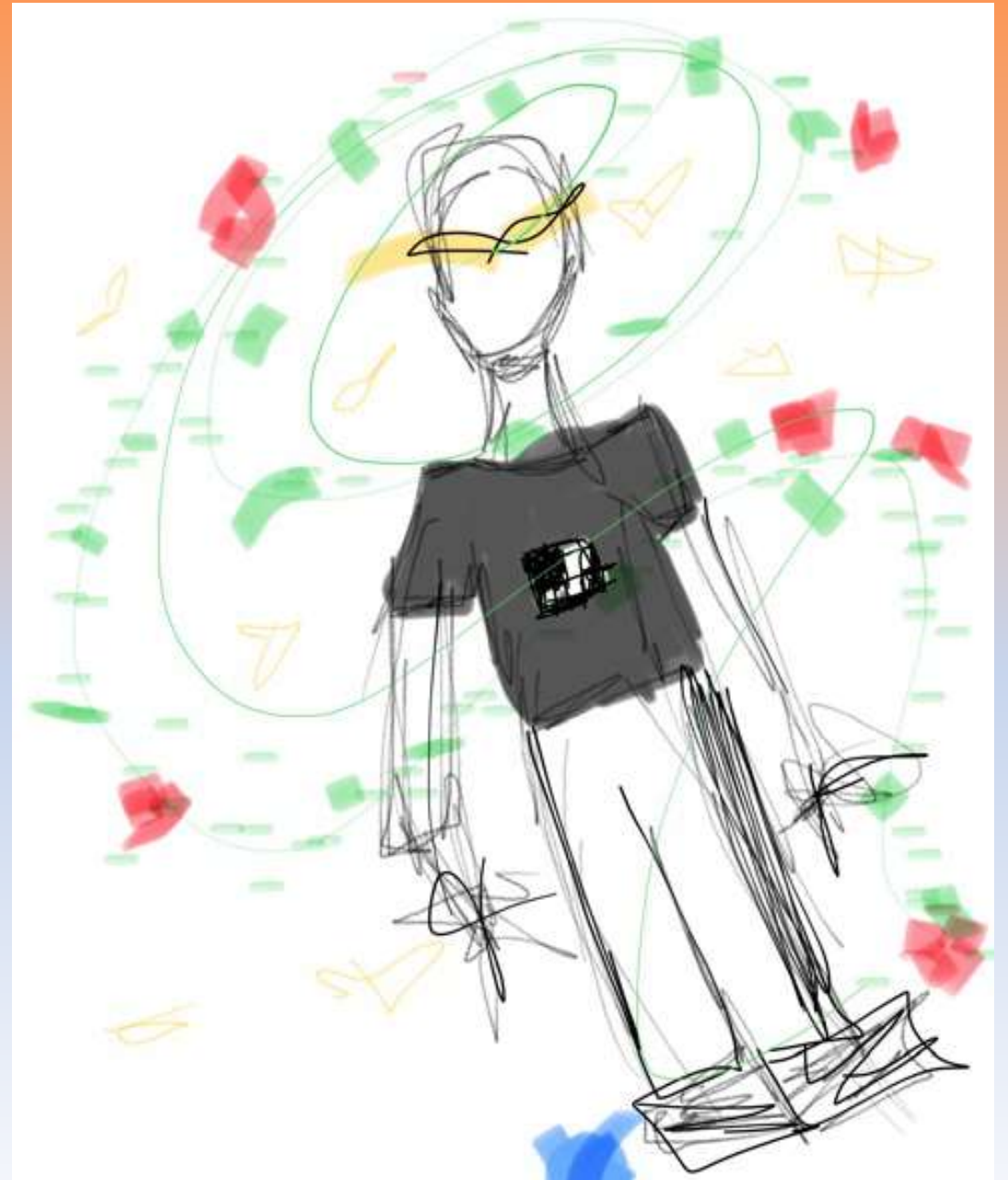


...the flower grows vines and even an 👁.



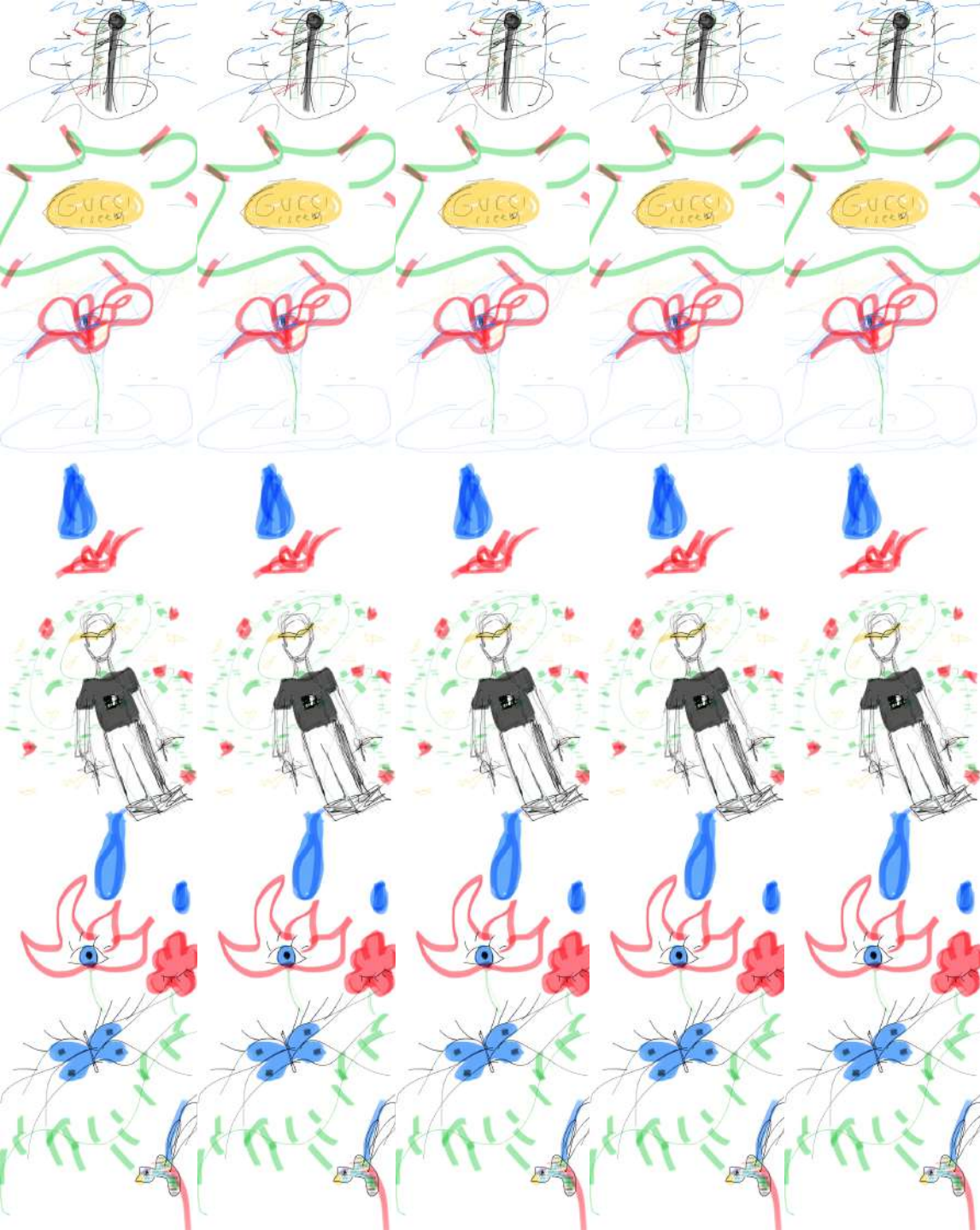


- Until it grows into a sheer veil of AR flora...



... with butterflies and roses and everything Gucci.





□ The more the user wears the garment, the faster they unlock all levels...

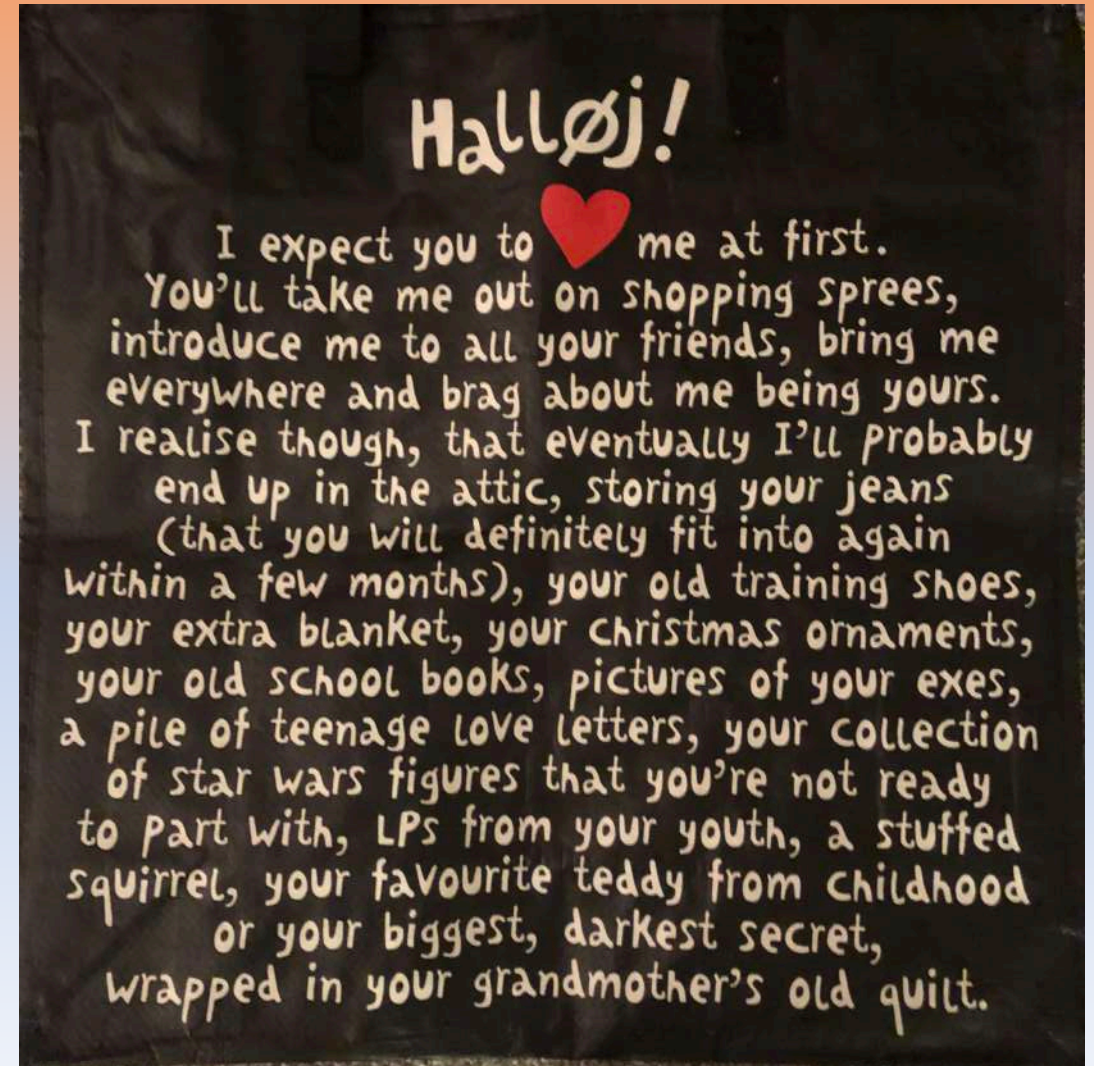


... Gucci Seed says: " I WILL GROW WITH YOU".

**RESEARCH**



- ❑ Personal Space – Everyday Utopias trend, where you find beauty in simplicity/surroundings.

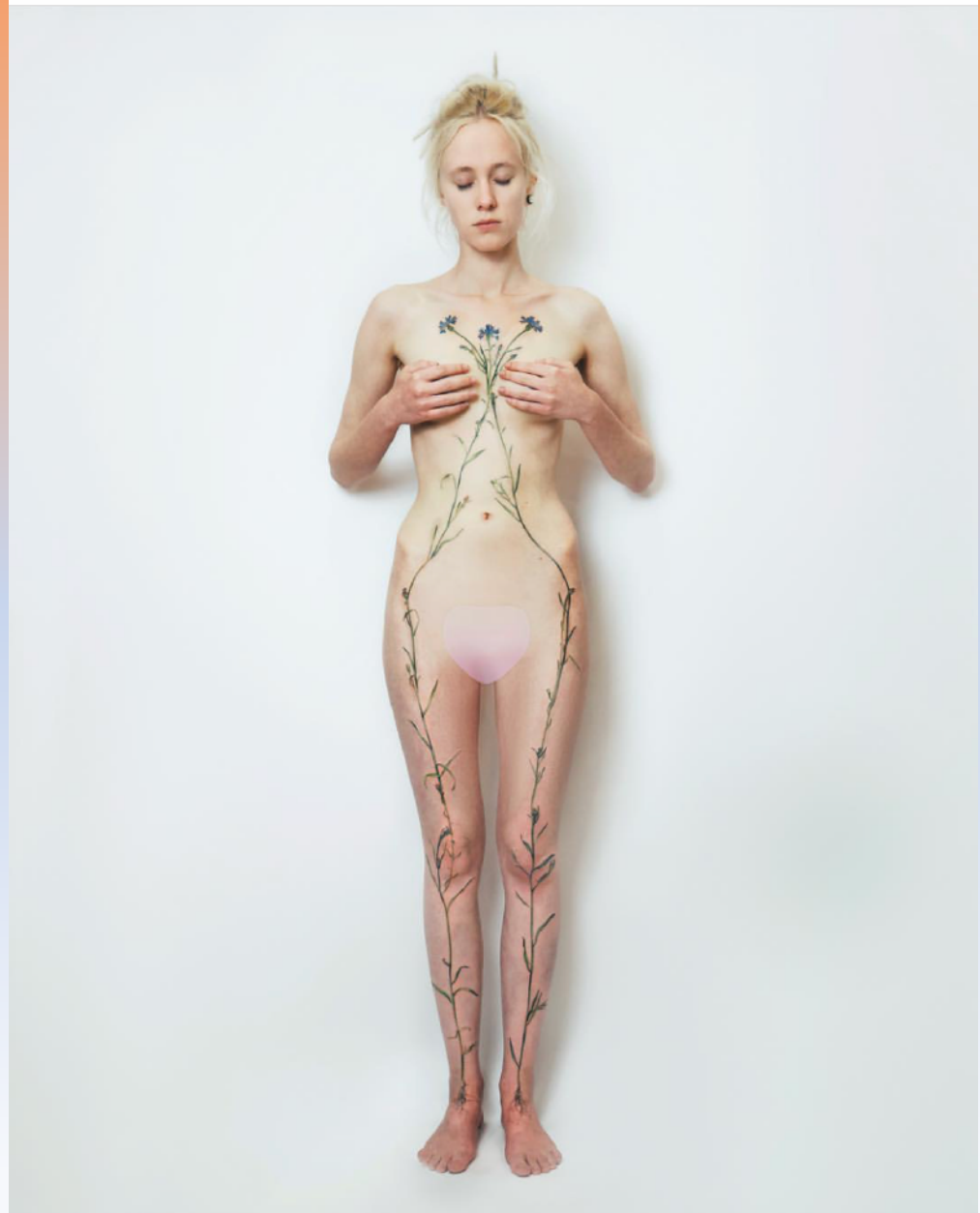
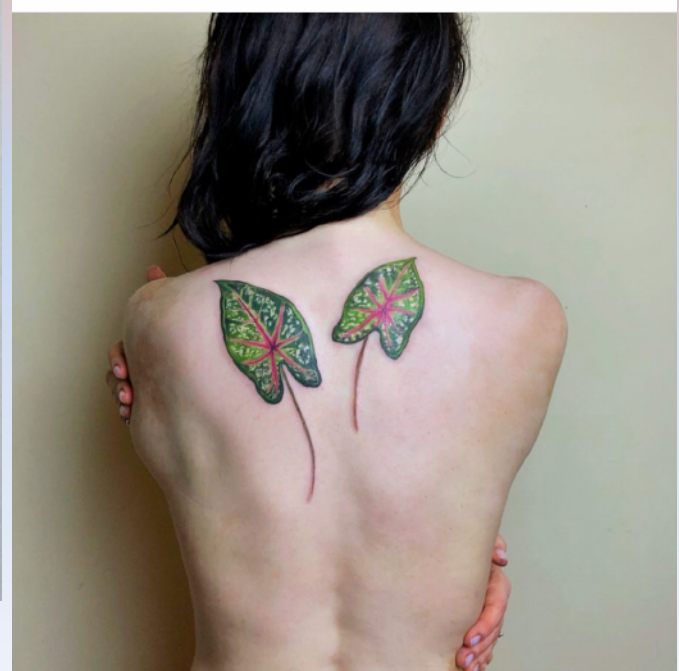




















## Theories, critical ideas that frame project in terms of...

Audience:

WGSN 'High Velocity Consumer' (report, 2018)

"Today's high-velocity consumer is challenging current retail models; evermore demanding, with new values..." – ethics.

"The rise of the sharing and experience economies, combined with a more financially uncertain younger consumer" – How will this consumer affect the ways fashion is produced and consumed?

Between 2015 and 2017 80% rise in Google searches for "best", these consumers are: hyper connected, overwhelmed by choice, quality vs budget, aware on environmental impact.

"Trustenomics" Brands as community

**Personalised** = digital  
recommendations of  
products based on  
an algorithm

**Personal** = human  
interaction that  
evokes emotion

---

 **mariasslima** ...



 Liked by **yvessaintlorryne** and 71 others

**mariasslima** 🐾🐾 #aidanei

View all 6 comments

**brunomssilvaa** 🔥🔥🔥 

27 OCTOBER 2018

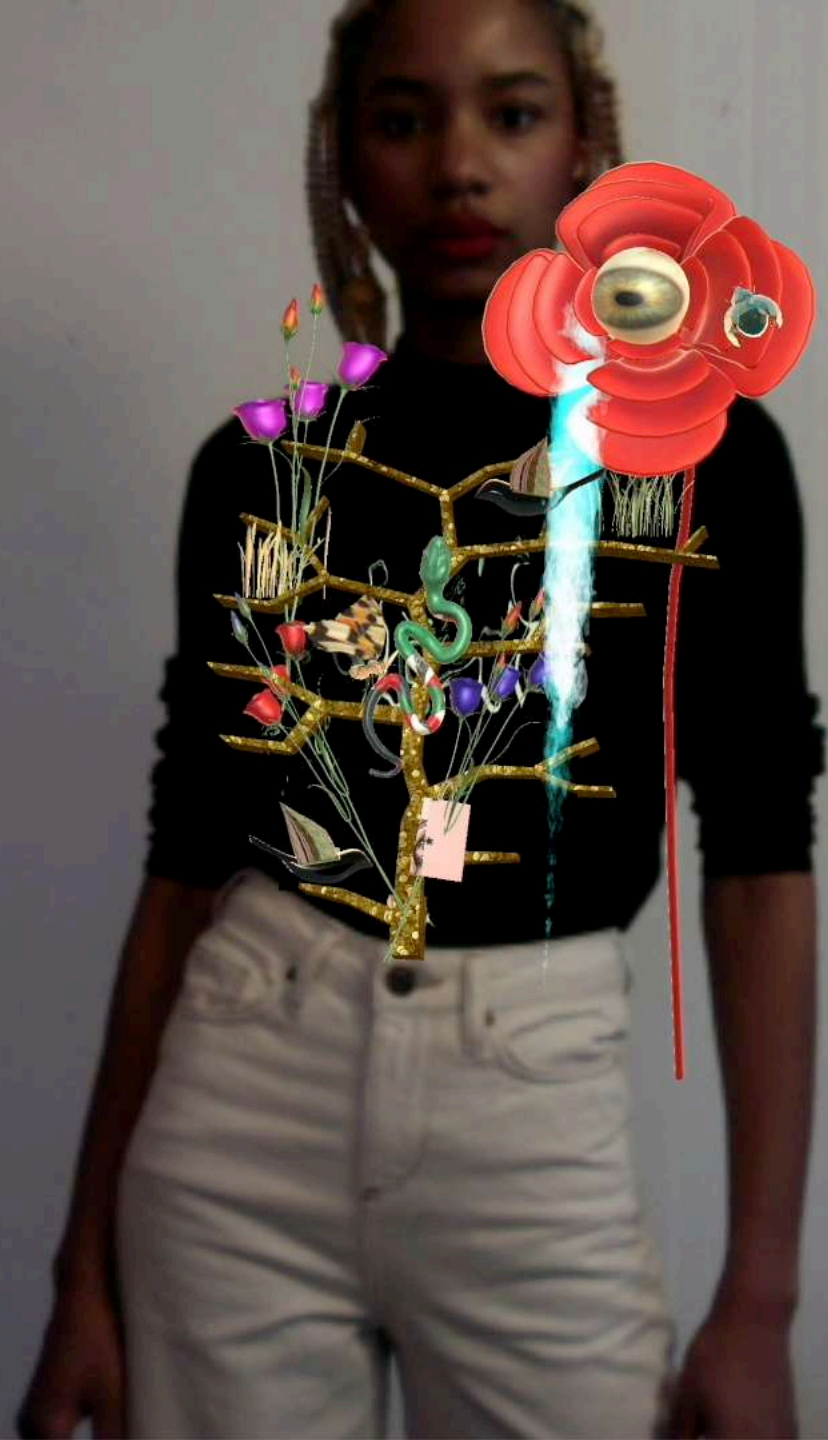
 **mariasslima**  
Porto, Portugal ...



 Liked by **brunomssilvaa** and 73 others

GLASS







**BRAND**



## GUCCI

Gucci deeply apologizes for the offense caused by the wool balaclava jumper. We can confirm that the item has been immediately removed from our online store and all physical stores.

We consider diversity to be a fundamental value to be fully upheld, respected, and at the forefront of every decision we make. We are fully committed to increasing diversity throughout our organization and turning this incident into a powerful learning moment for the Gucci team and beyond.







# PROCESS

- ❑ ISSUE/OPPORTUNITY REVELANT TO GUCCI EQUILIBRIUM

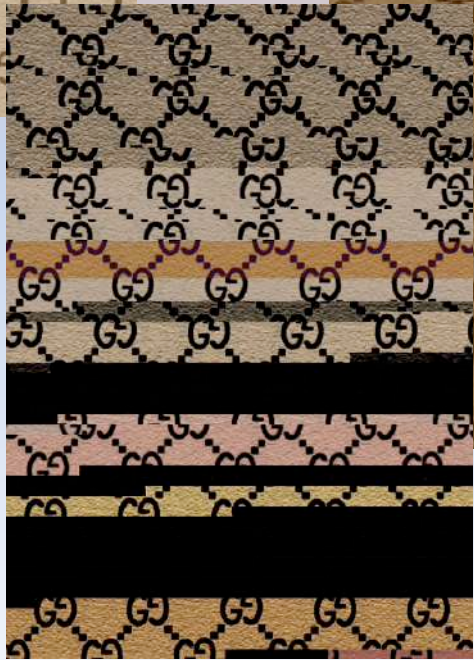


- ❑ ZEITGEIST/GUCCI DNA

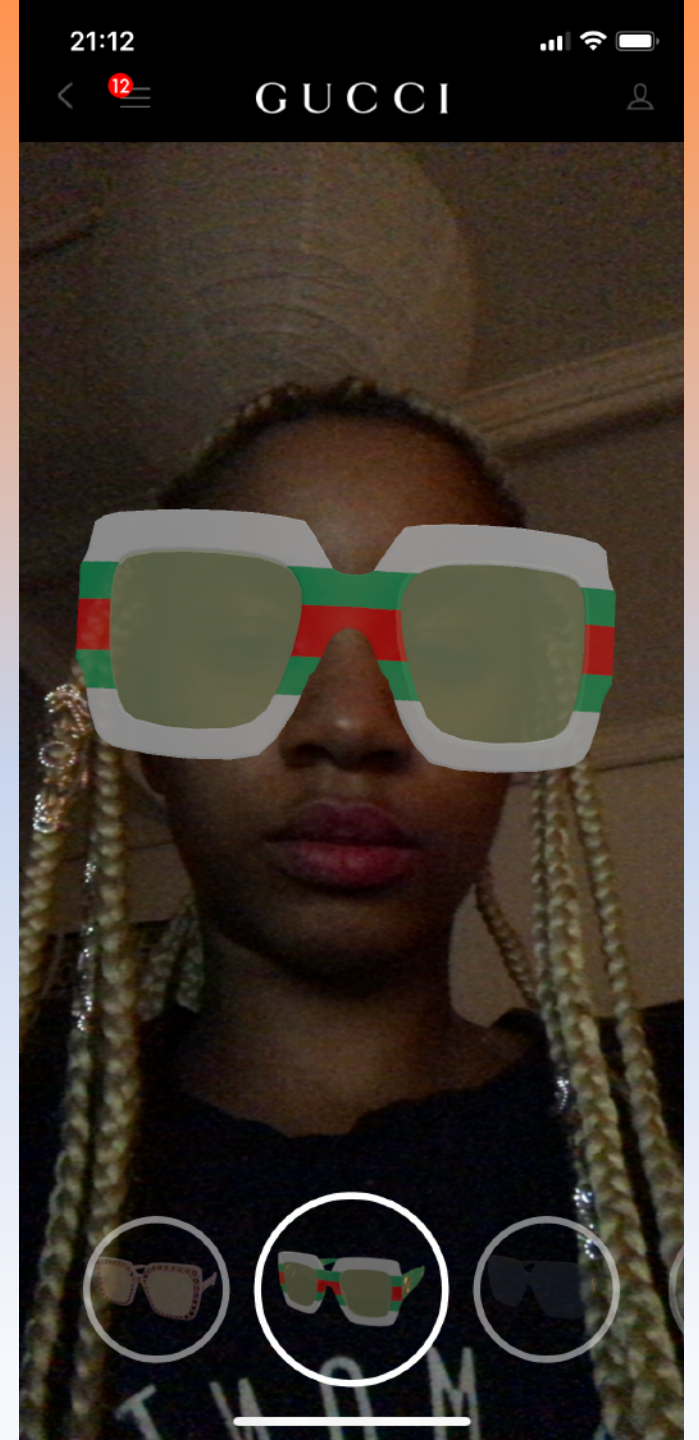
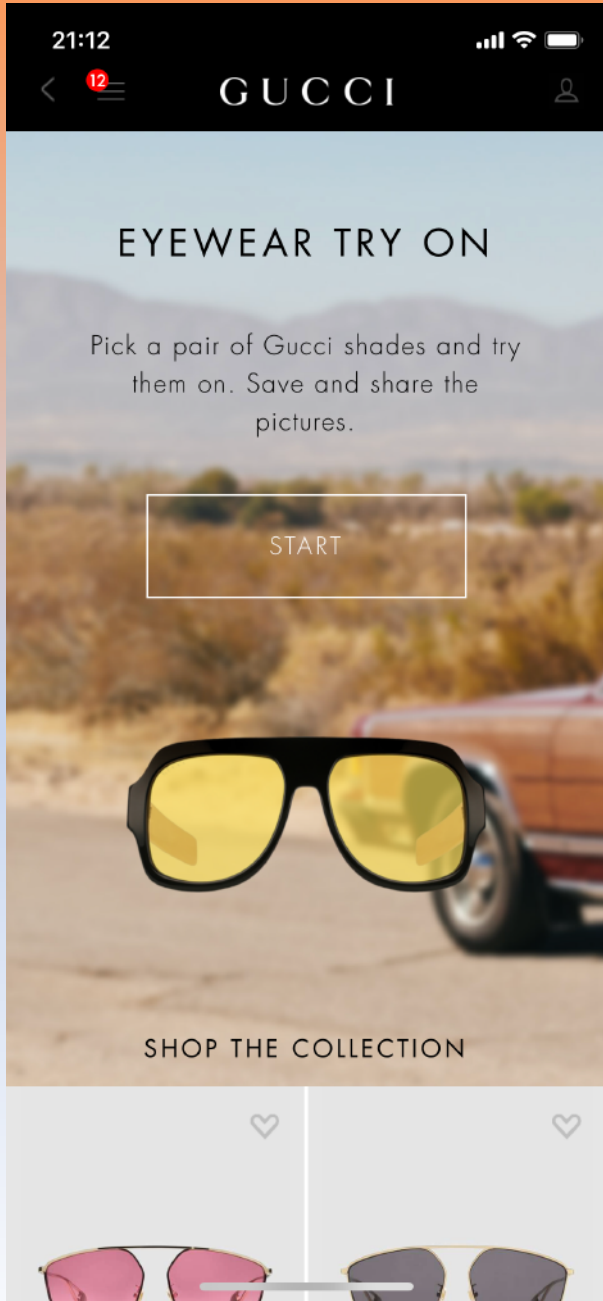


- ❑ ENGAGEMENT










GUCCI

## DÉCOR



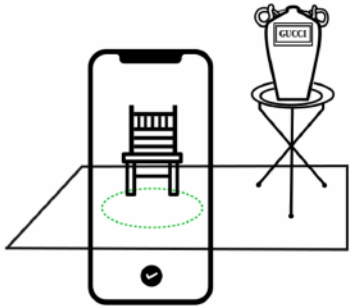
● ○ ○ ○

Navigate the map's locations to discover Gucci Décor products as virtual sculptures on screen. The furniture and decorative pieces will appear together with a story about the piece and location.

[TRY THE VIRTUAL SCULPTURES](#)

GUCCI

### GET READY TO DECORATE



Place the product

○ ○ ●

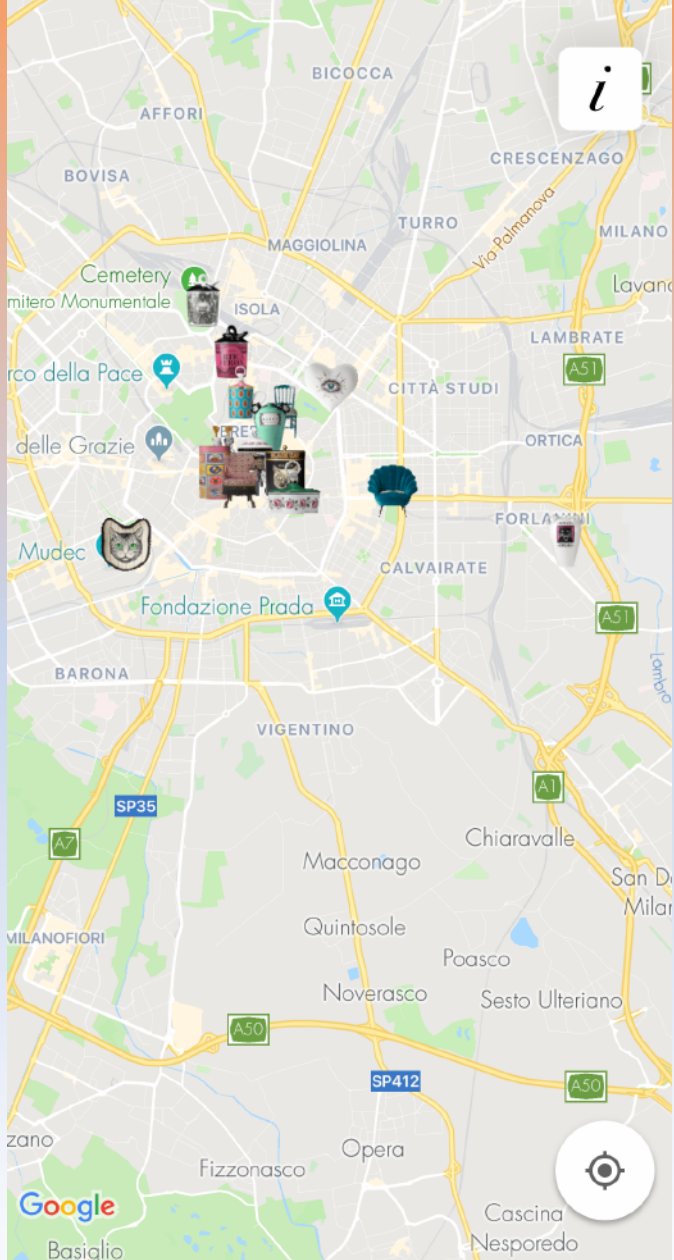
GUCCI

### EXCLUSIVE FEATURES

PLEASE SIGN IN TO YOUR ACCOUNT OR CREATE A NEW ONE TO DISCOVER MORE.

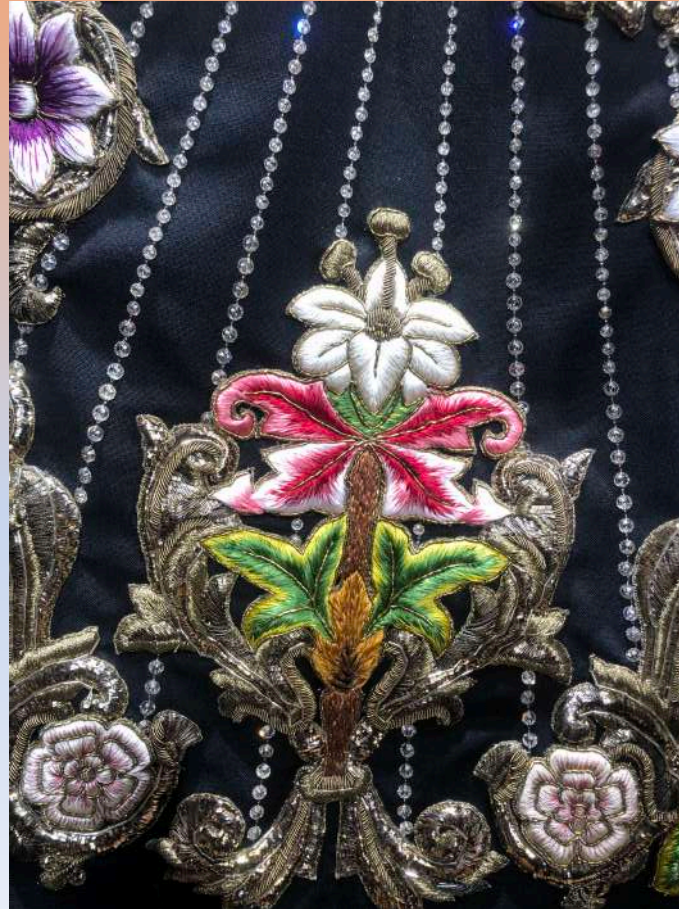
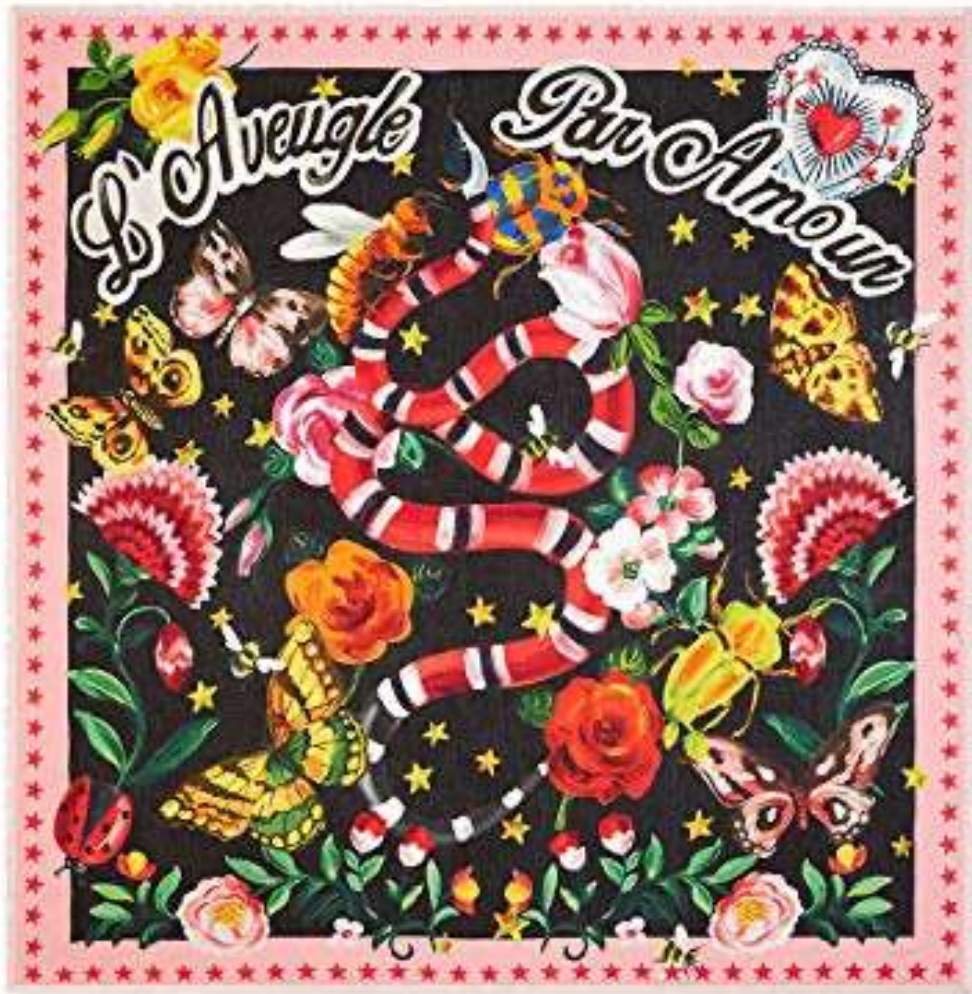
[LOG IN OR CREATE A NEW ACCOUNT](#)

GUCCI



Google









## Images for lotus flower 3d model

beautiful

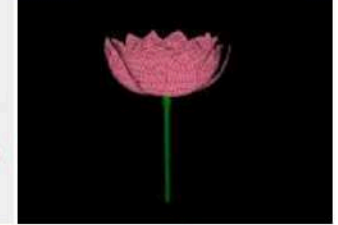
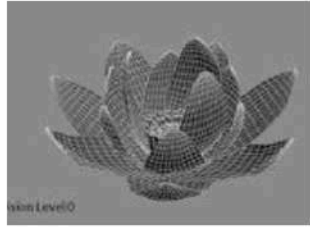
glowing

water lily

white lotus

3d printed

natural



Report images



# communication



Gucci Cruise 2020 Catwalk Show



A smartphone screen is shown against a black background. The screen displays a survey in Chinese. At the top, the name 'Chuweiluo' is written in a white, elegant cursive font. Below this, there are three white rectangular boxes containing survey questions in a simple black font. The first question is 'What is culture to you?', the second is 'Which represents you?', and the third is partially visible as 'What would you deem'.

*Chuweiluo*

What is culture to you?

Which represents you?

What would you deem





foria™

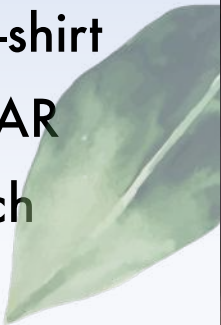




# FREE USERS



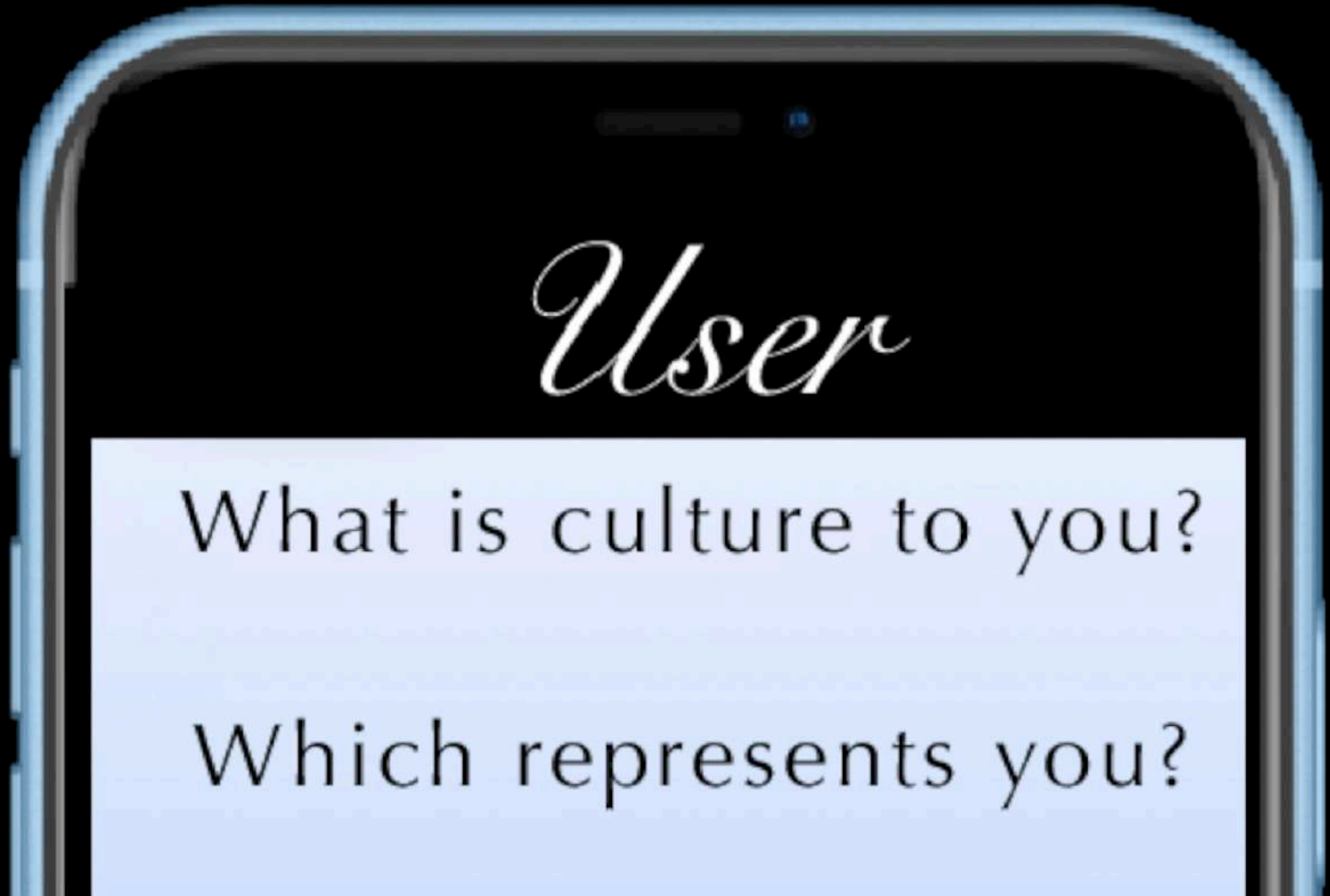
- Don't have t-shirt
- Able to see AR
- Able to watch interaction



# PREMIUM MEMBERS



- Have t-shirt
- VIP access to content and experiences
- Interacts with others users / engage in dialogue





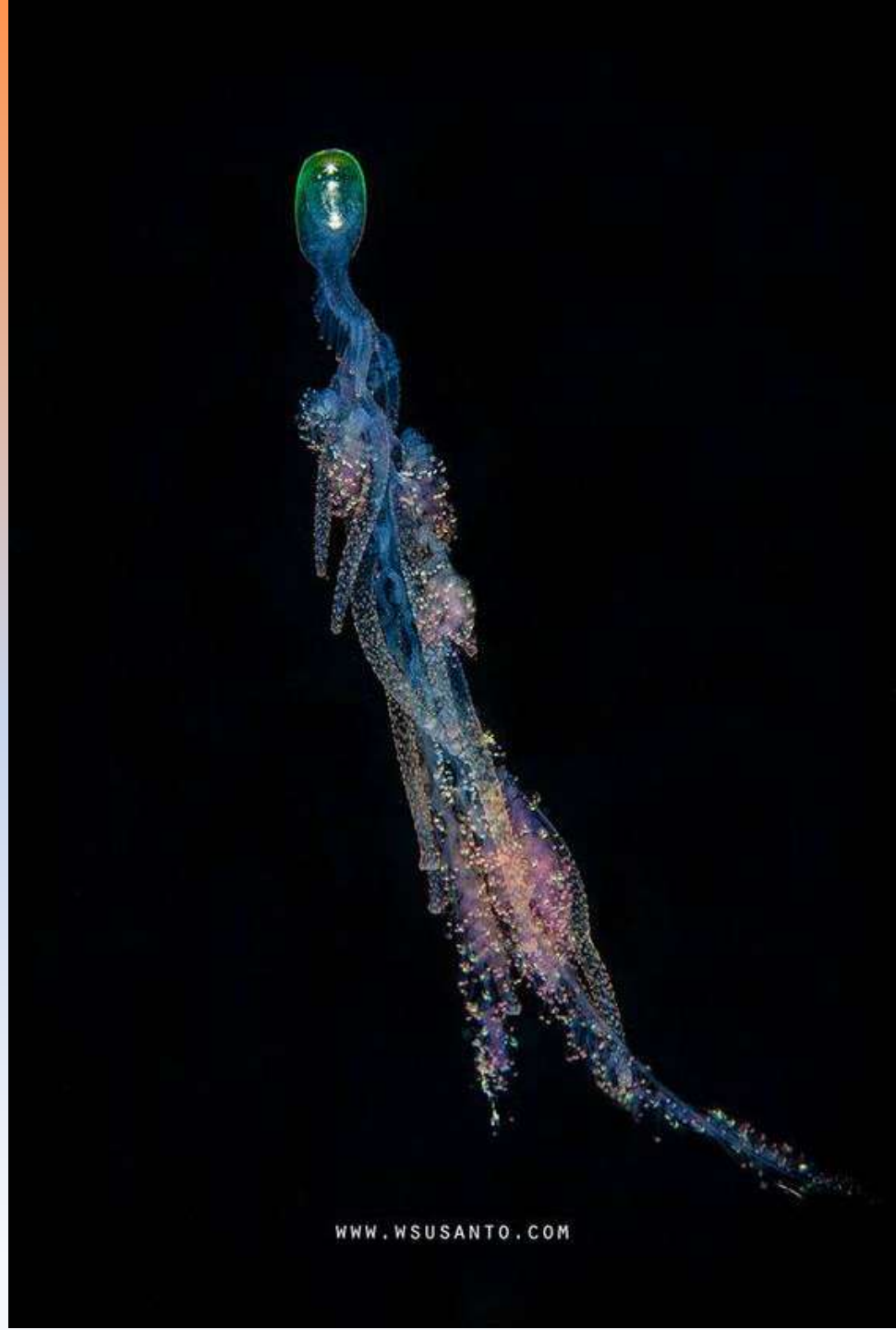


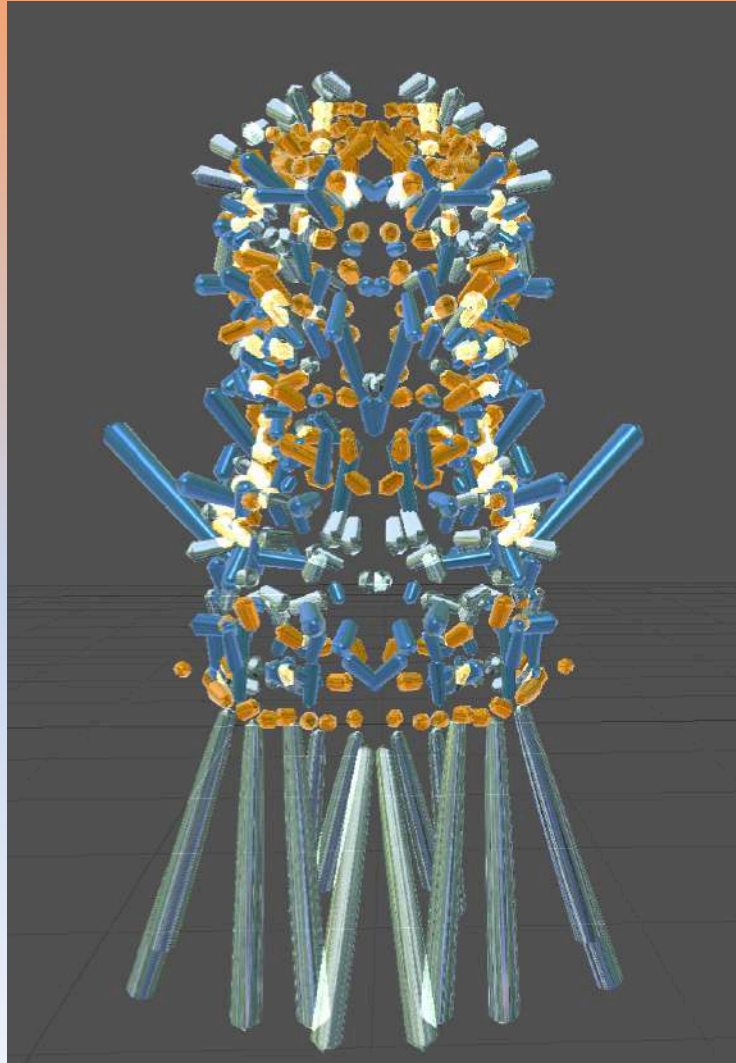
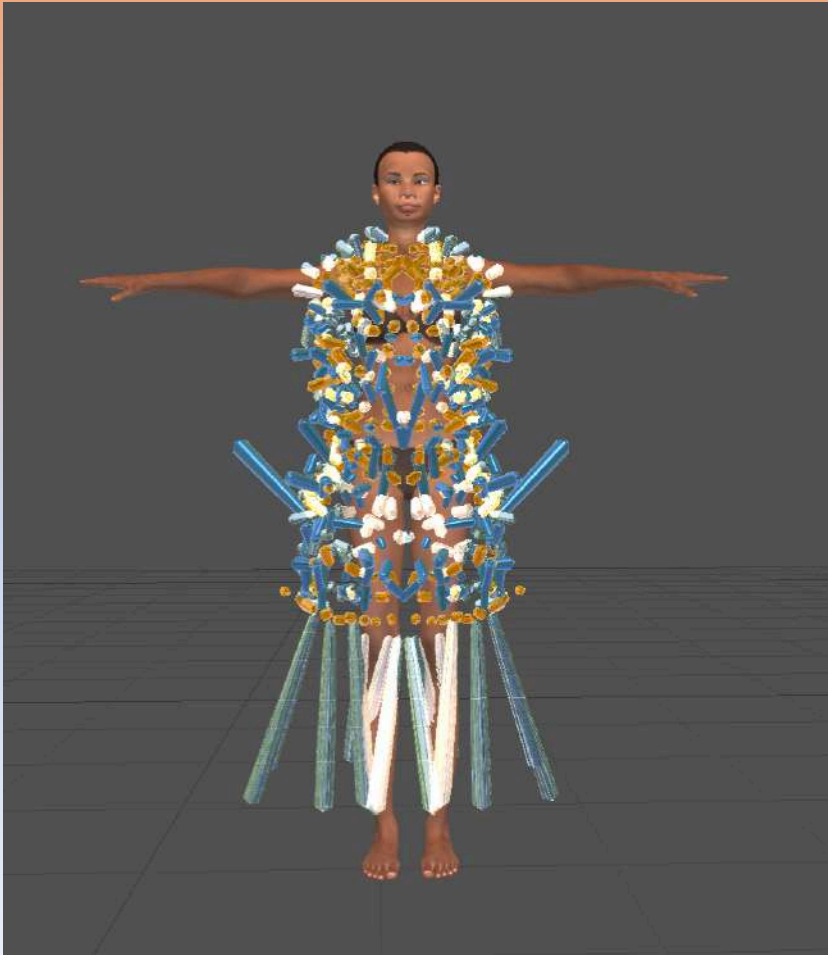
**FABRIC OF REALITY**  
-  
**MUSEUM OF OTHER REALITIES**  
-  
**VERIZON MEDIA**

**MOODBOARD**

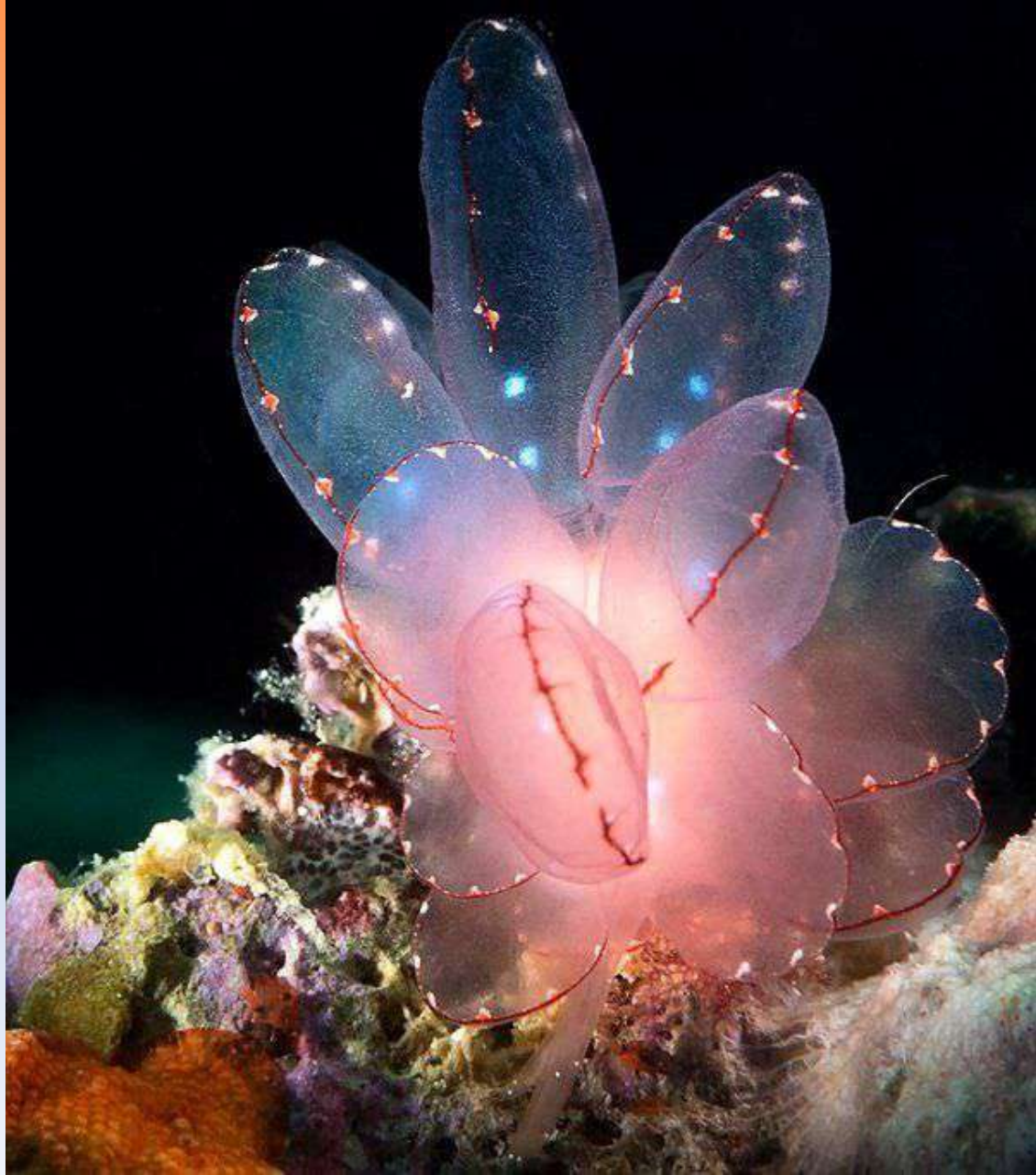


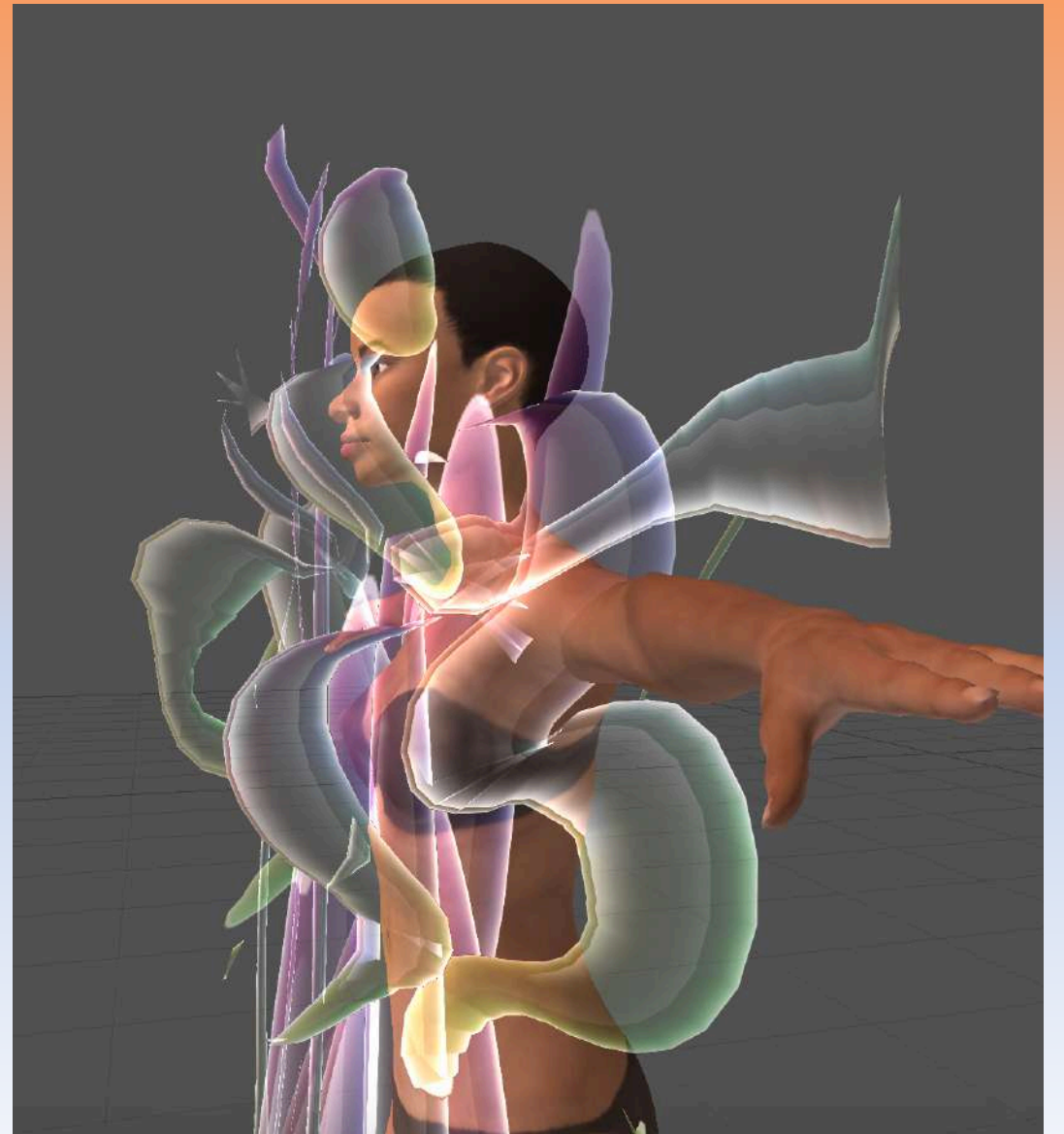








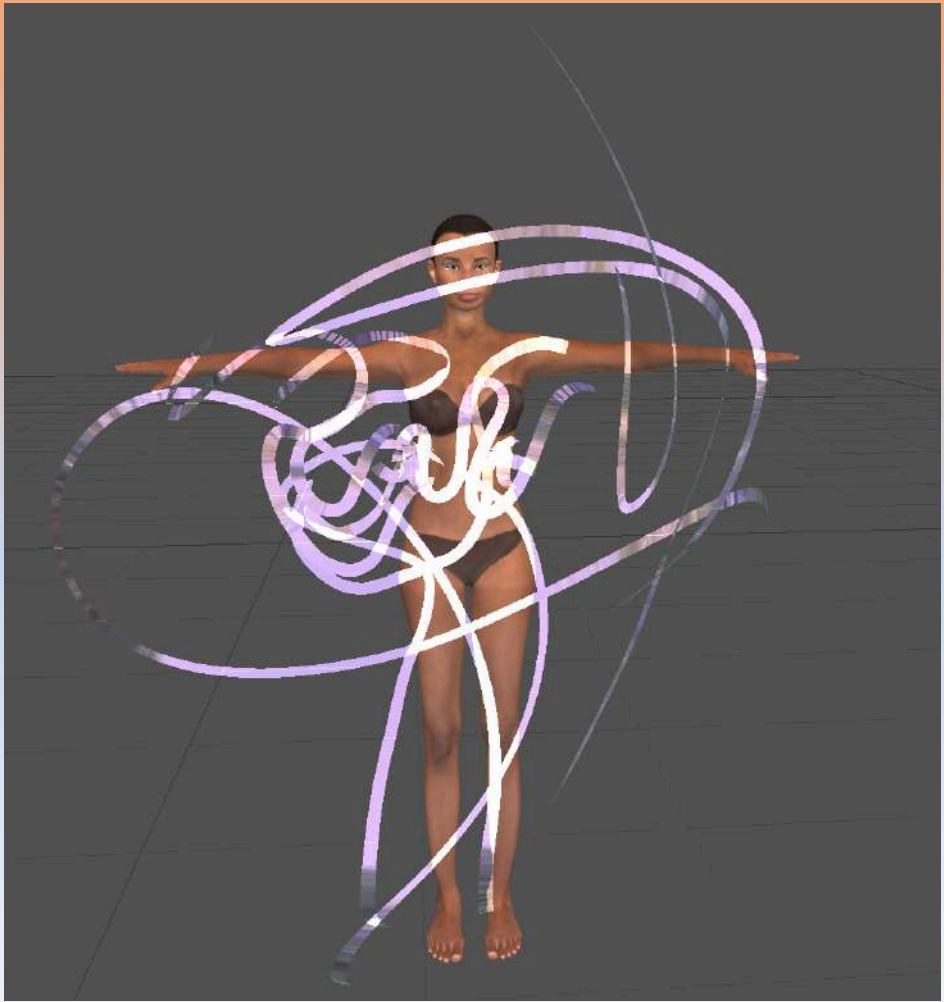


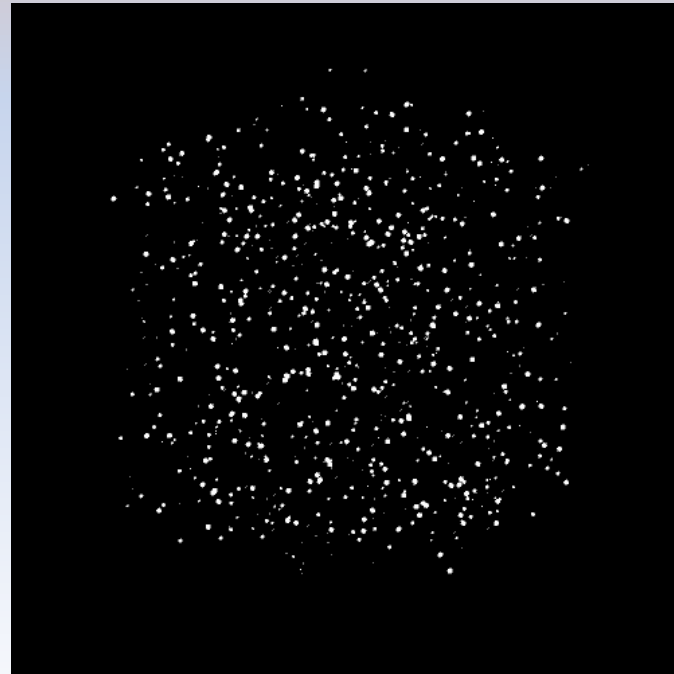
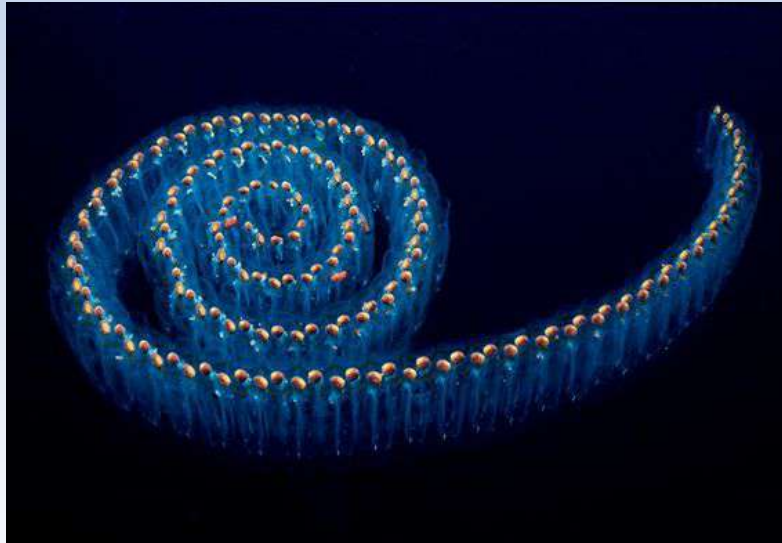




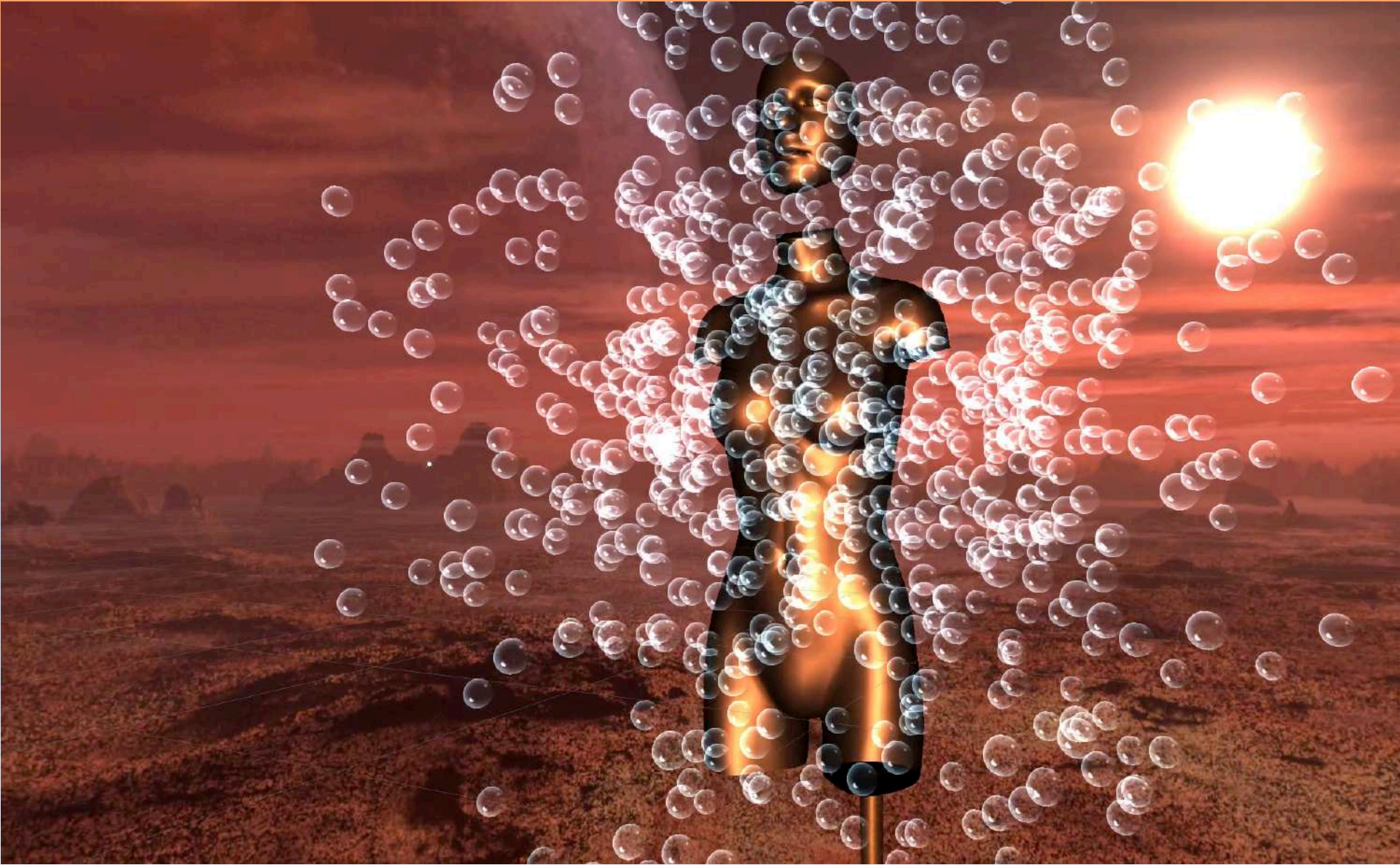














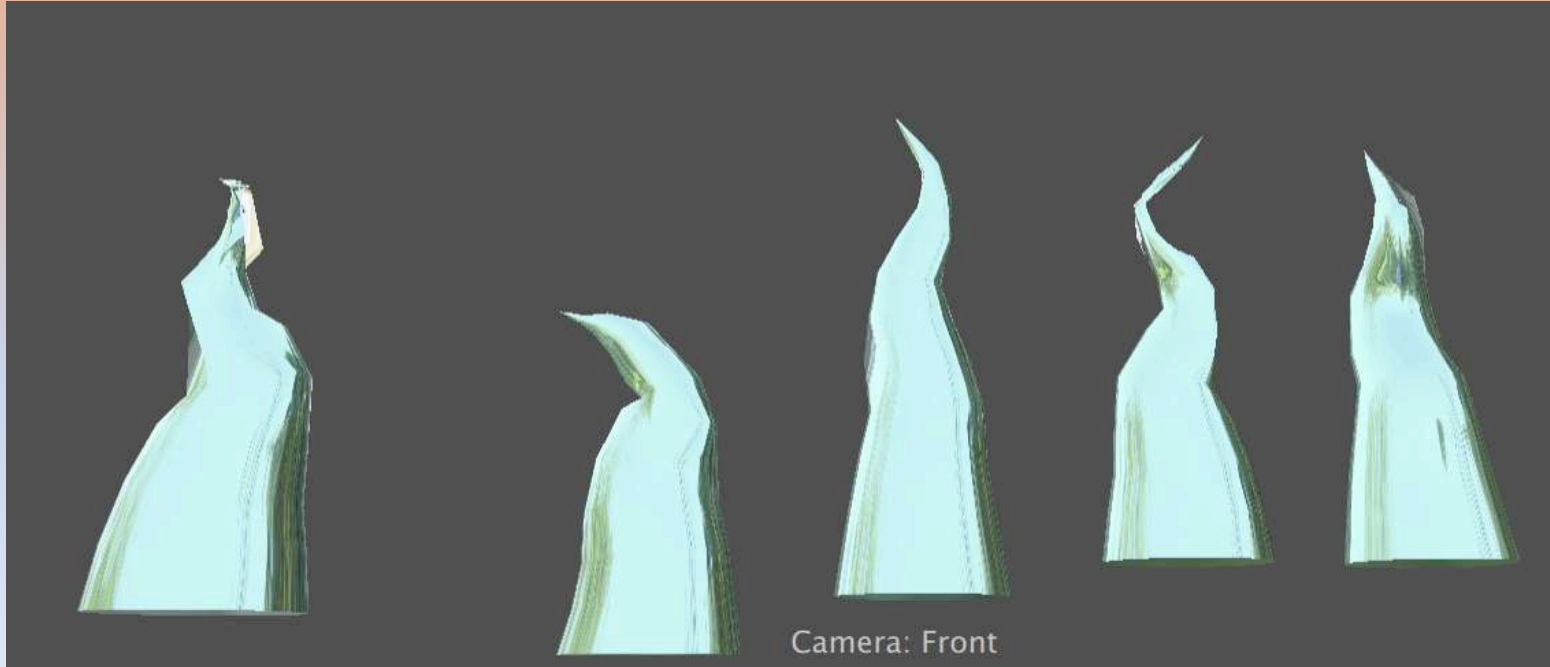


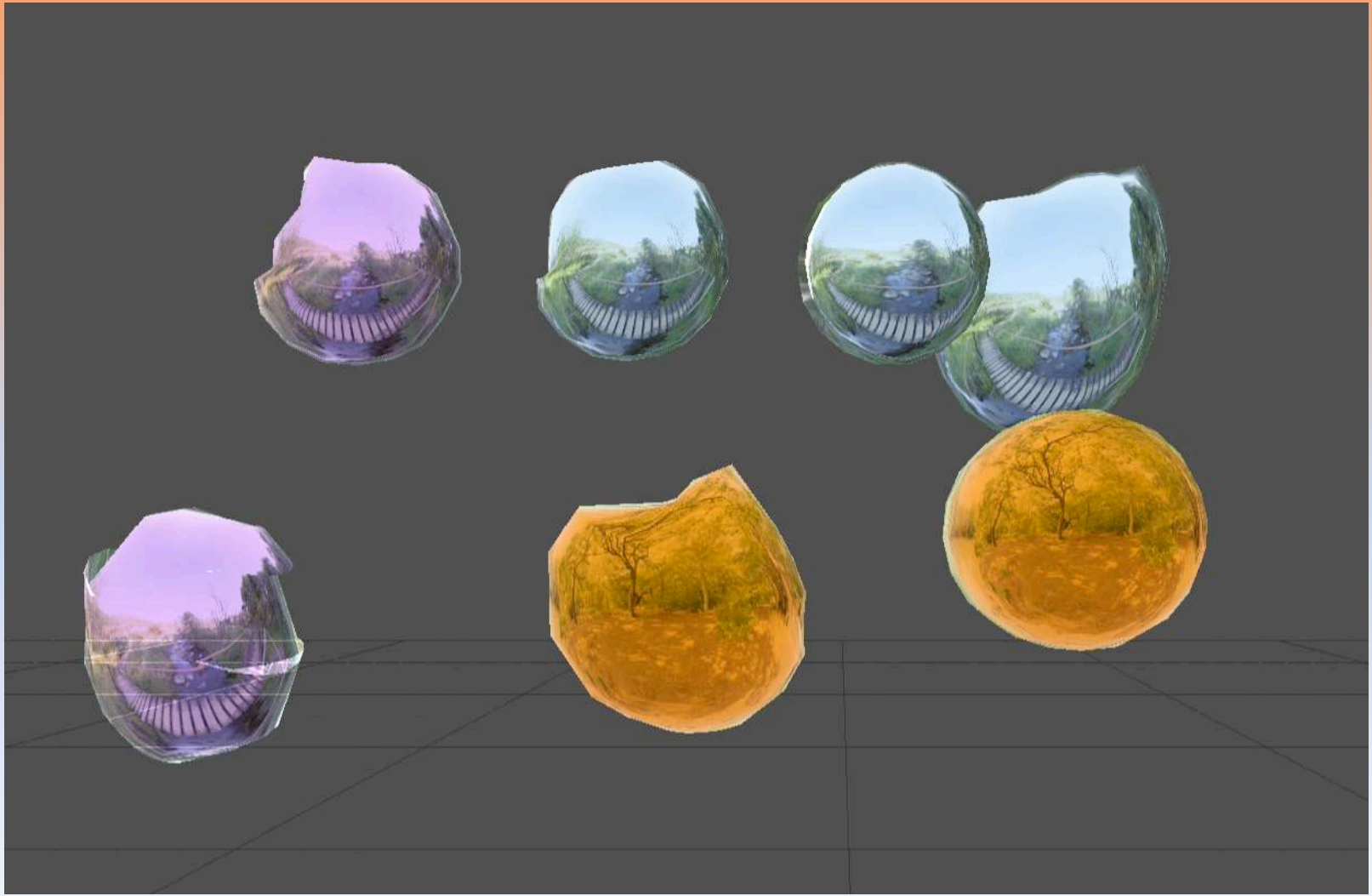


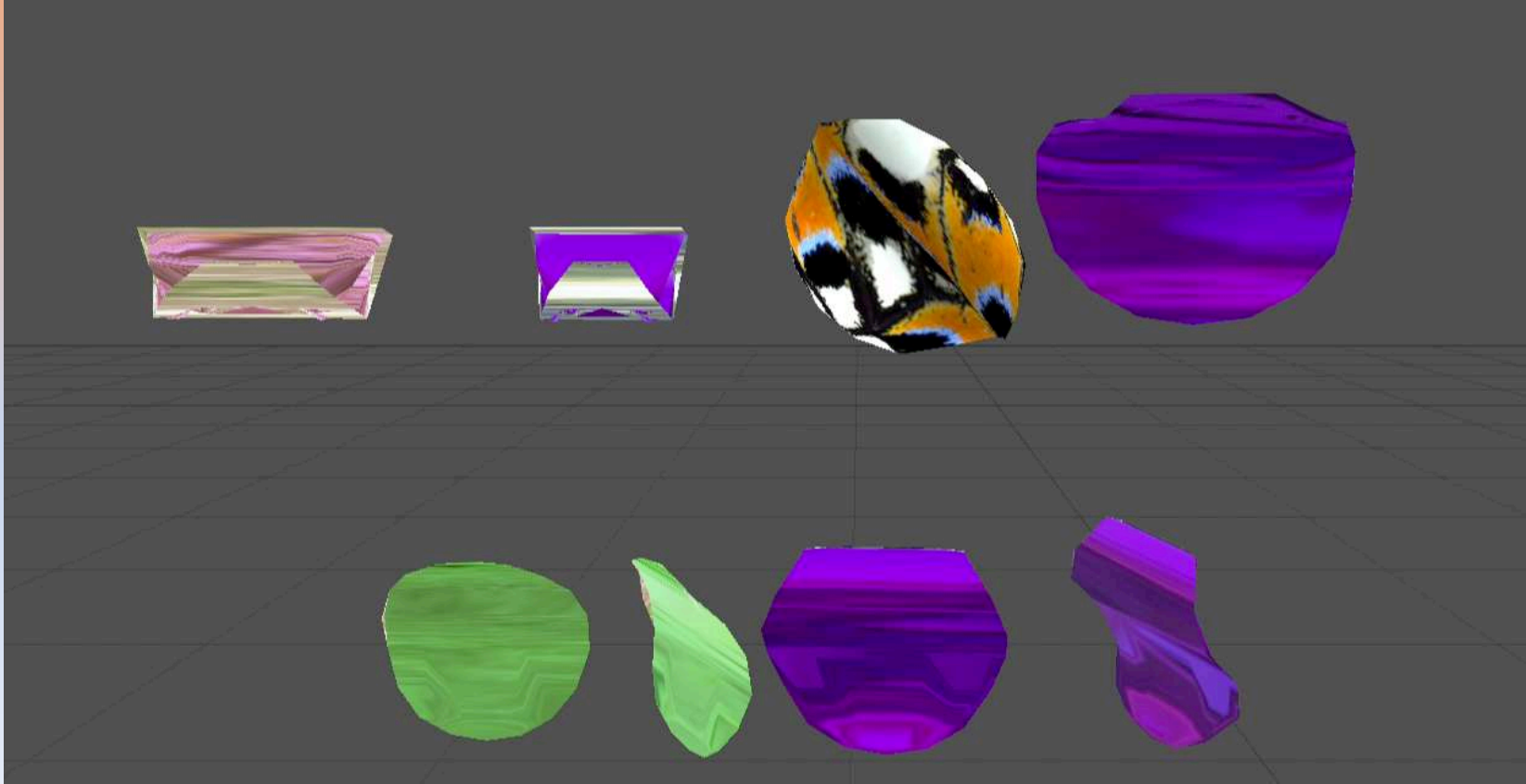








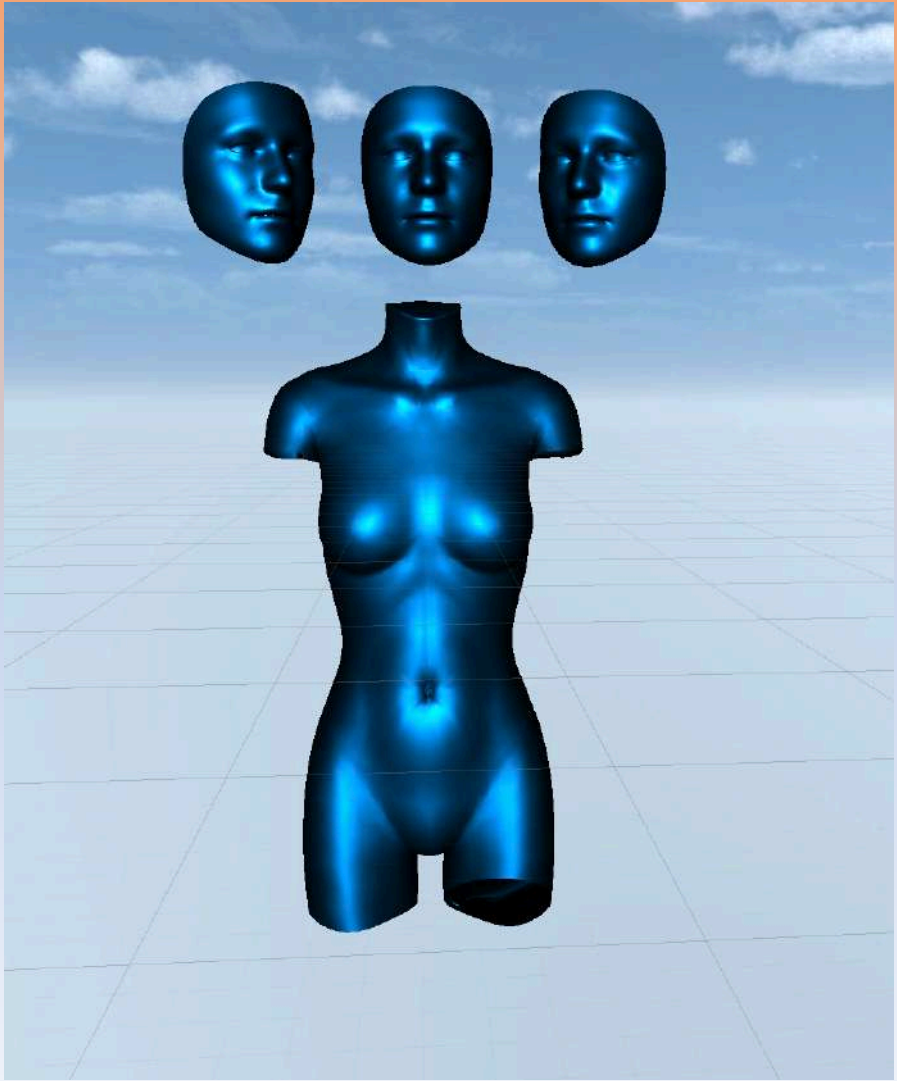




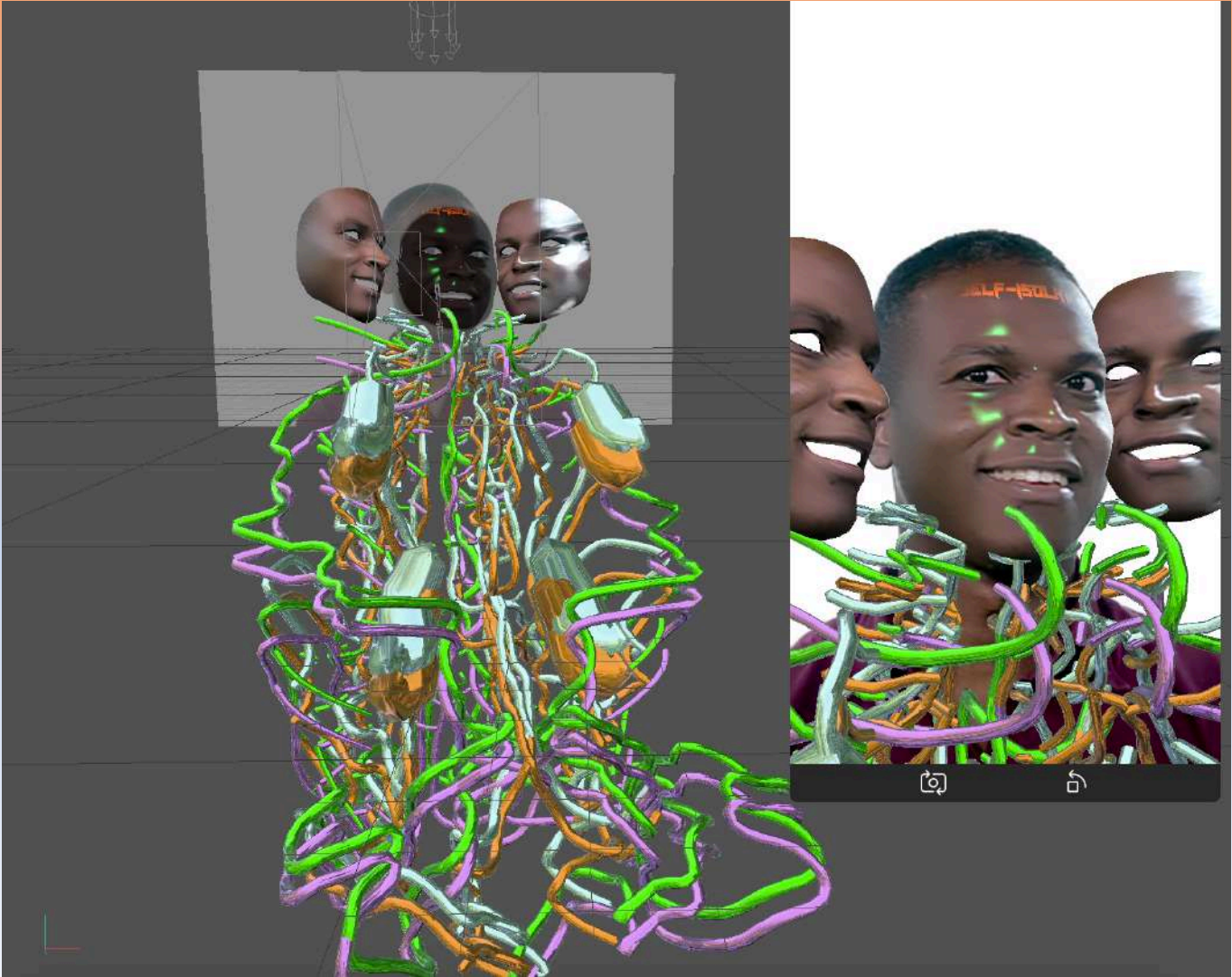


**AVATAR**



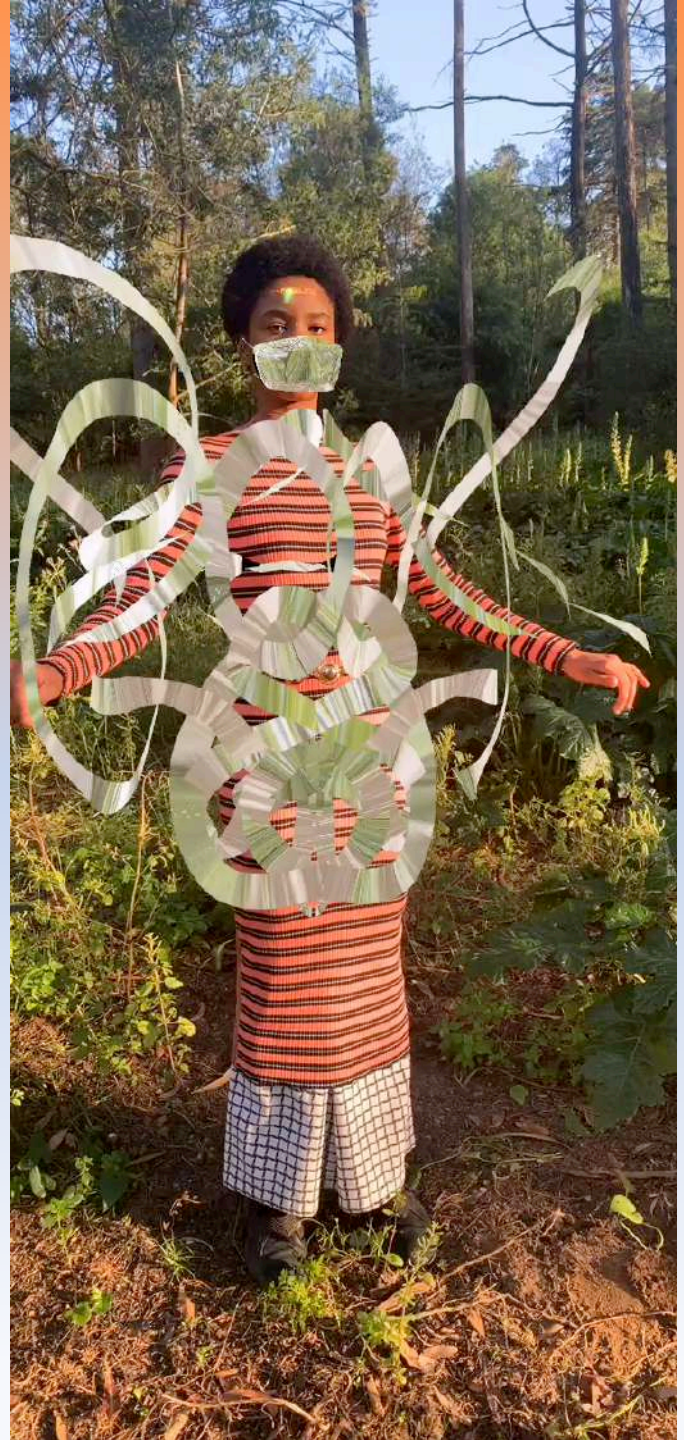
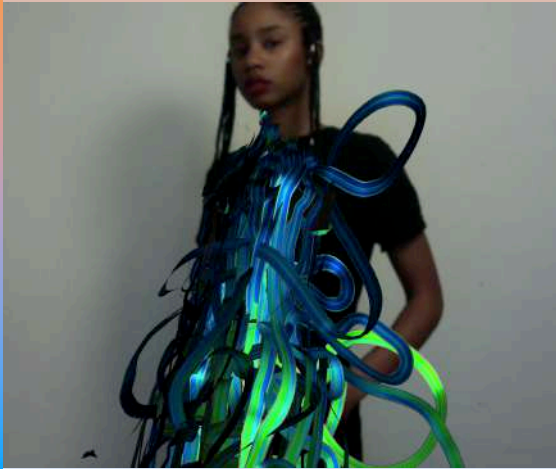












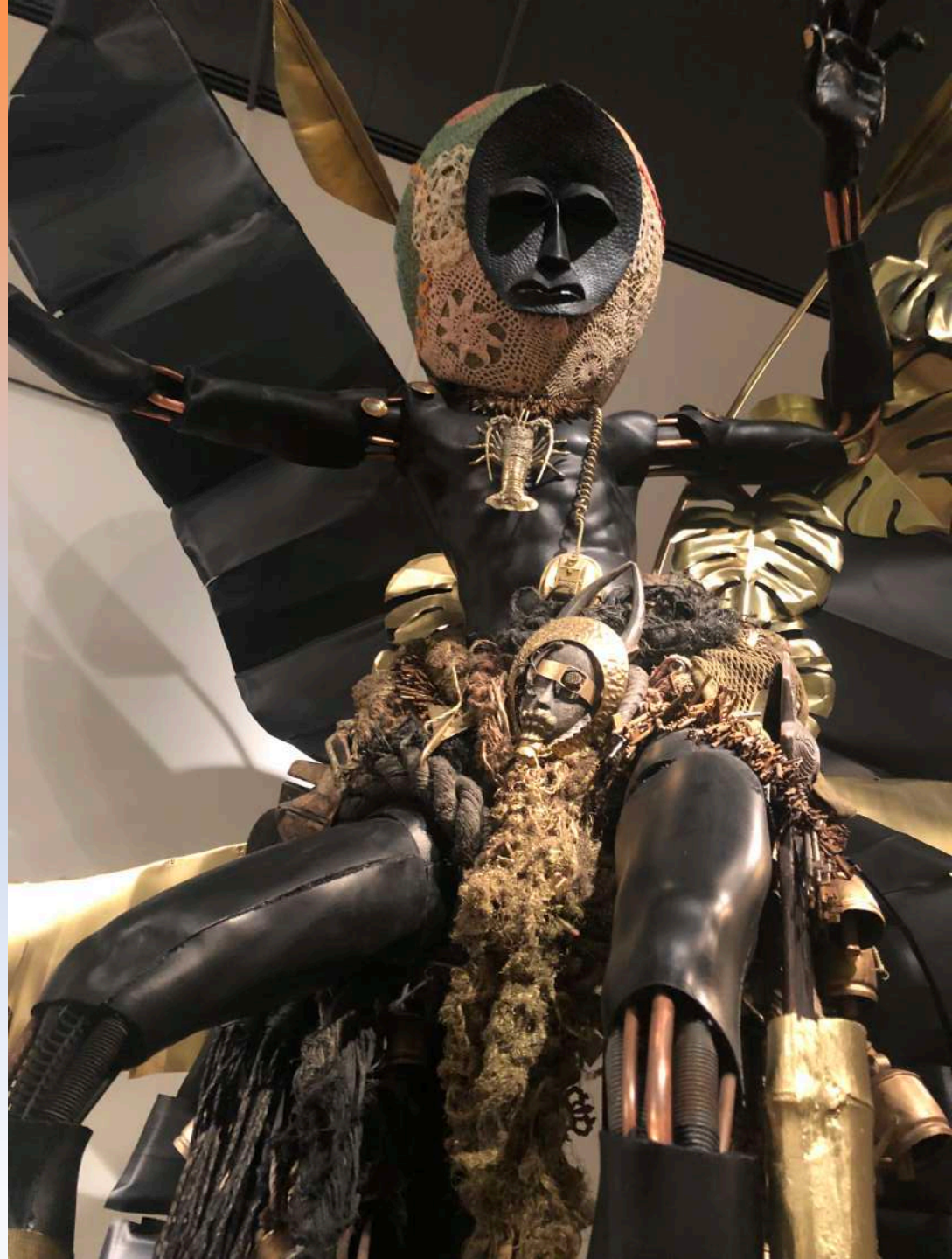




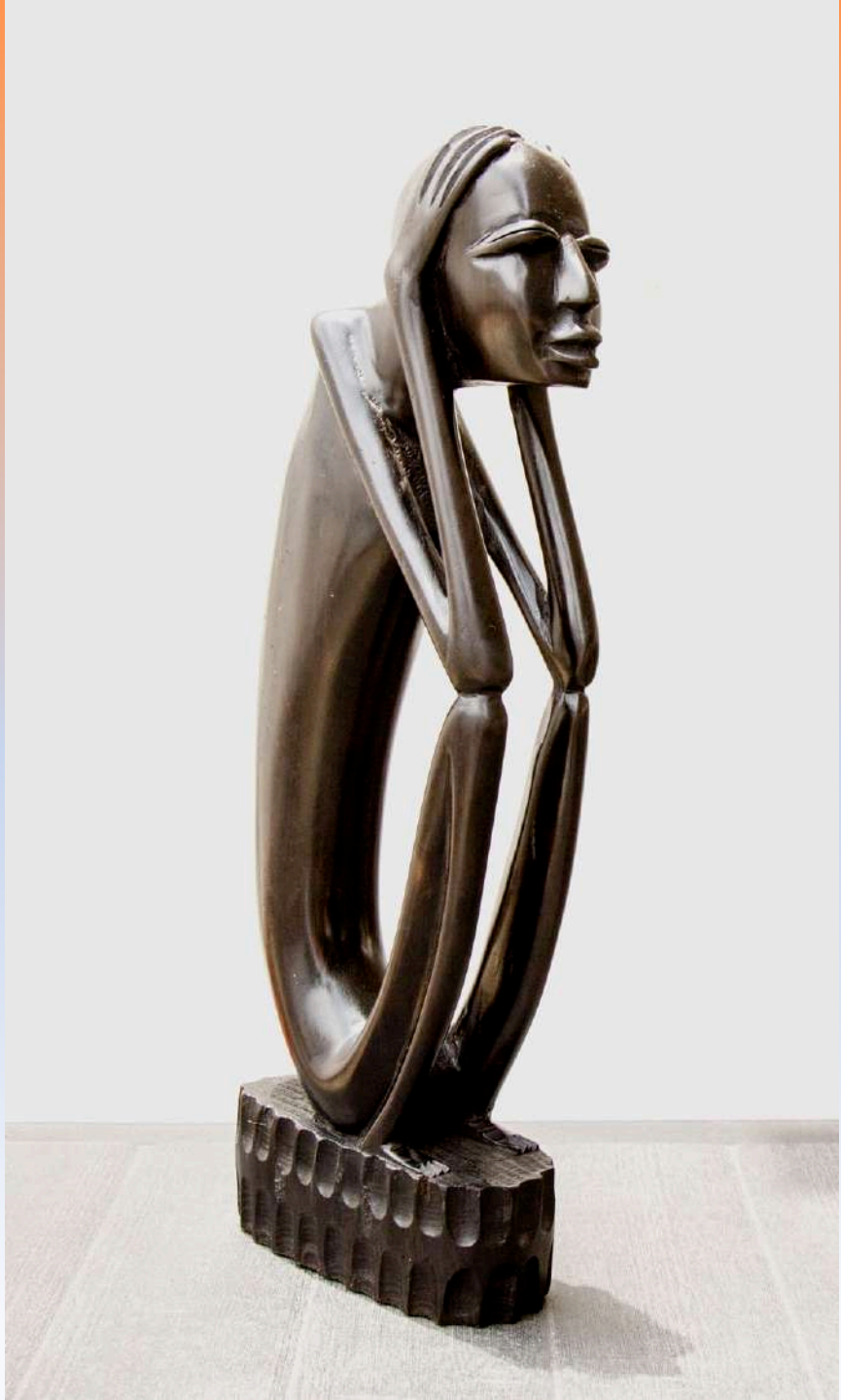












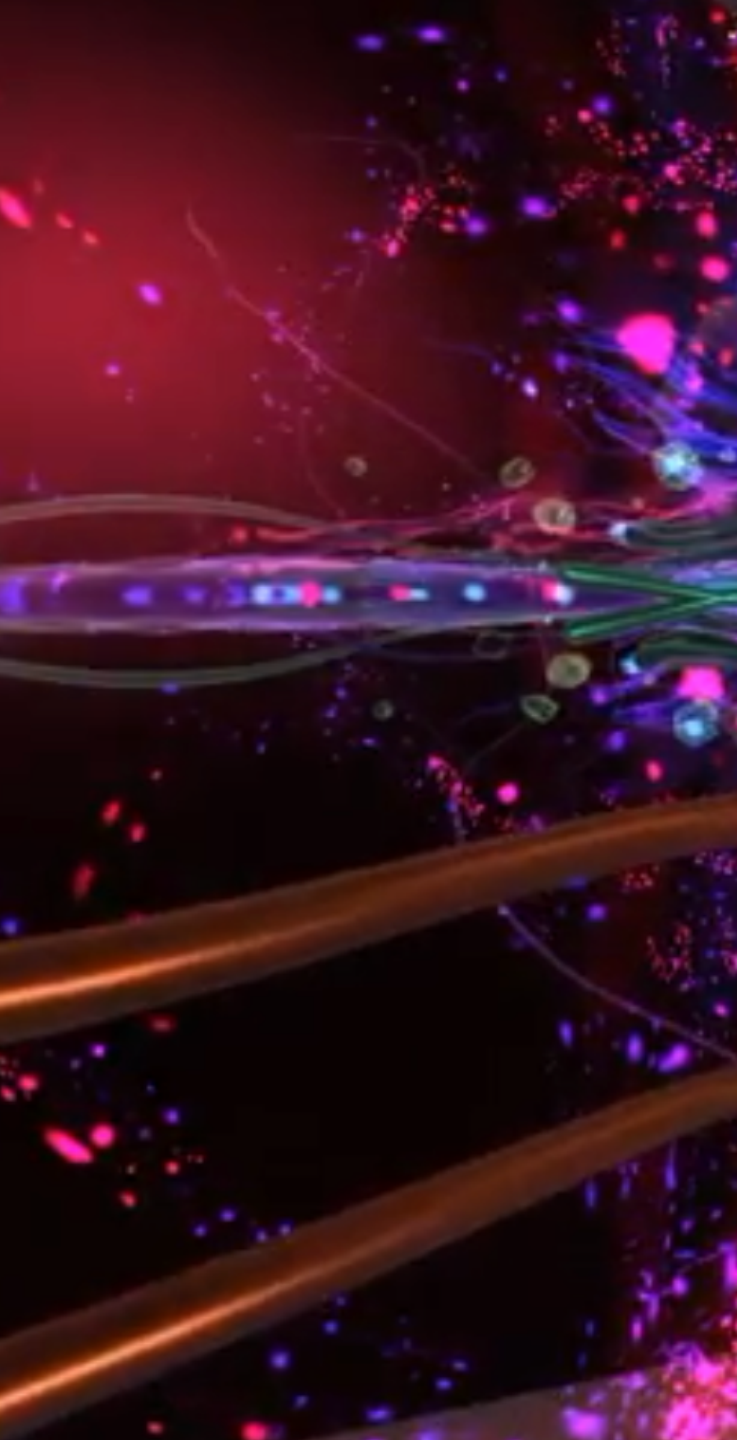
**SKETCH**







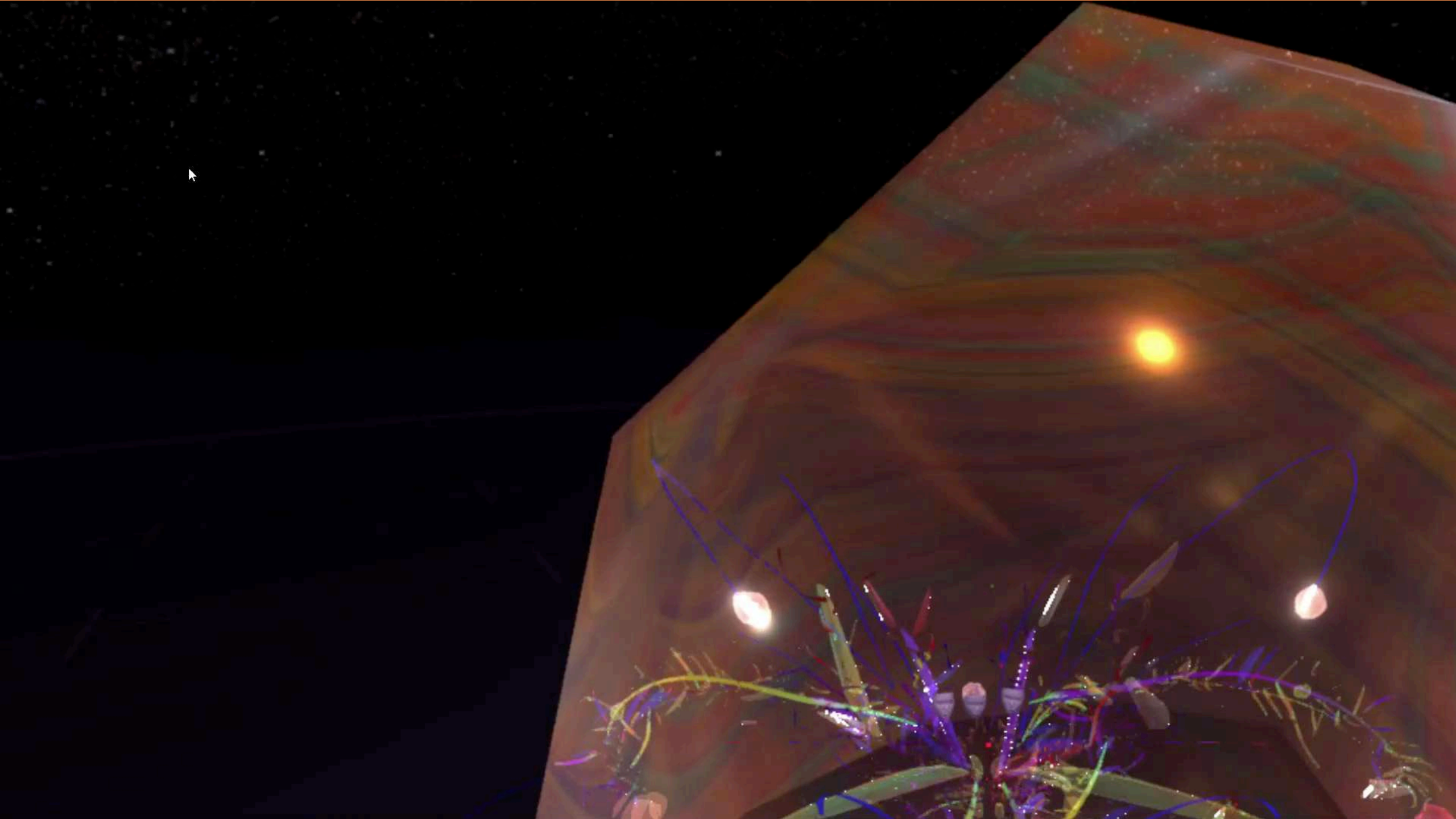


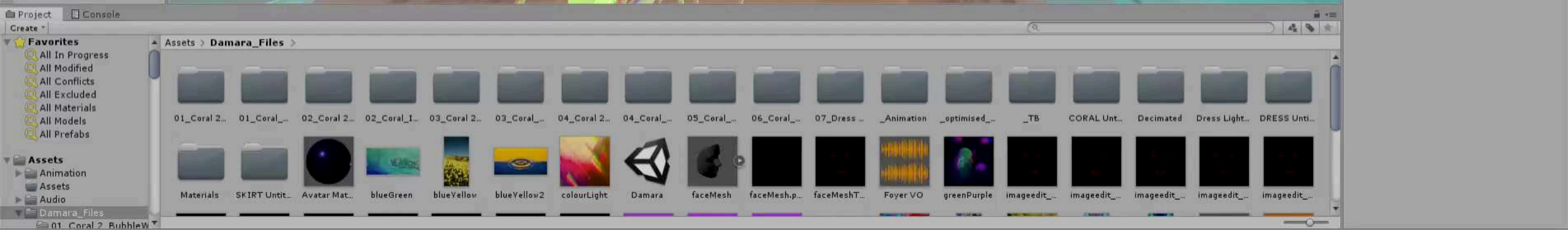
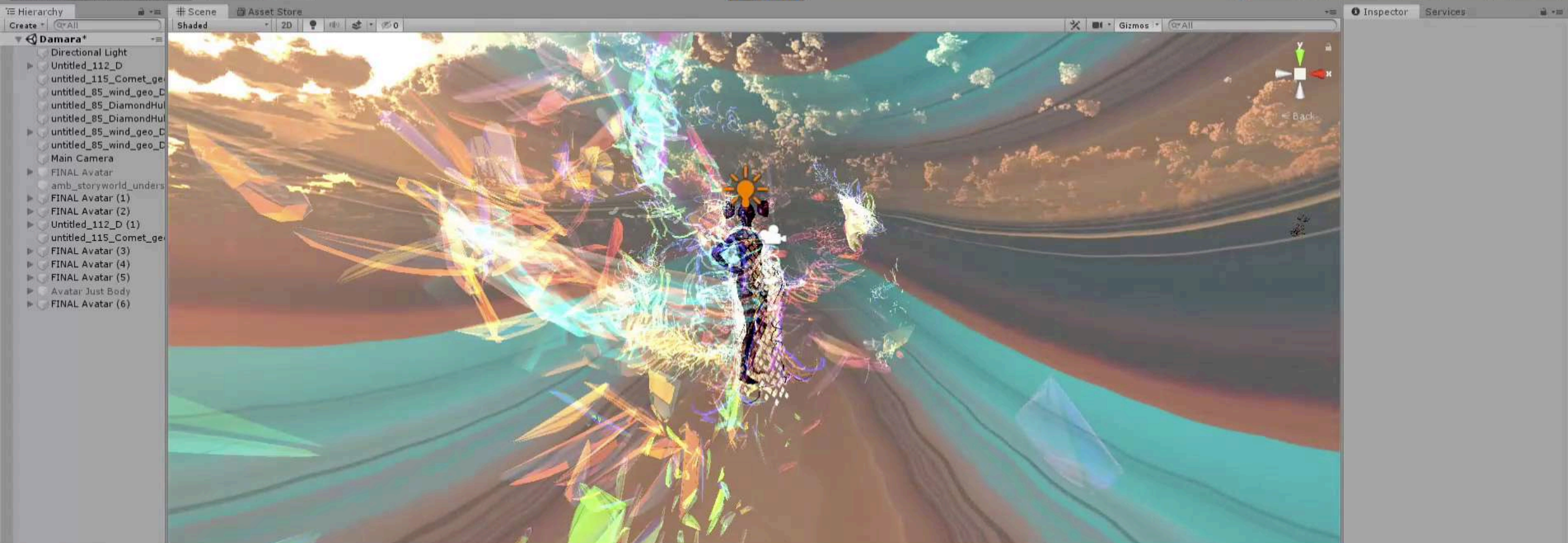




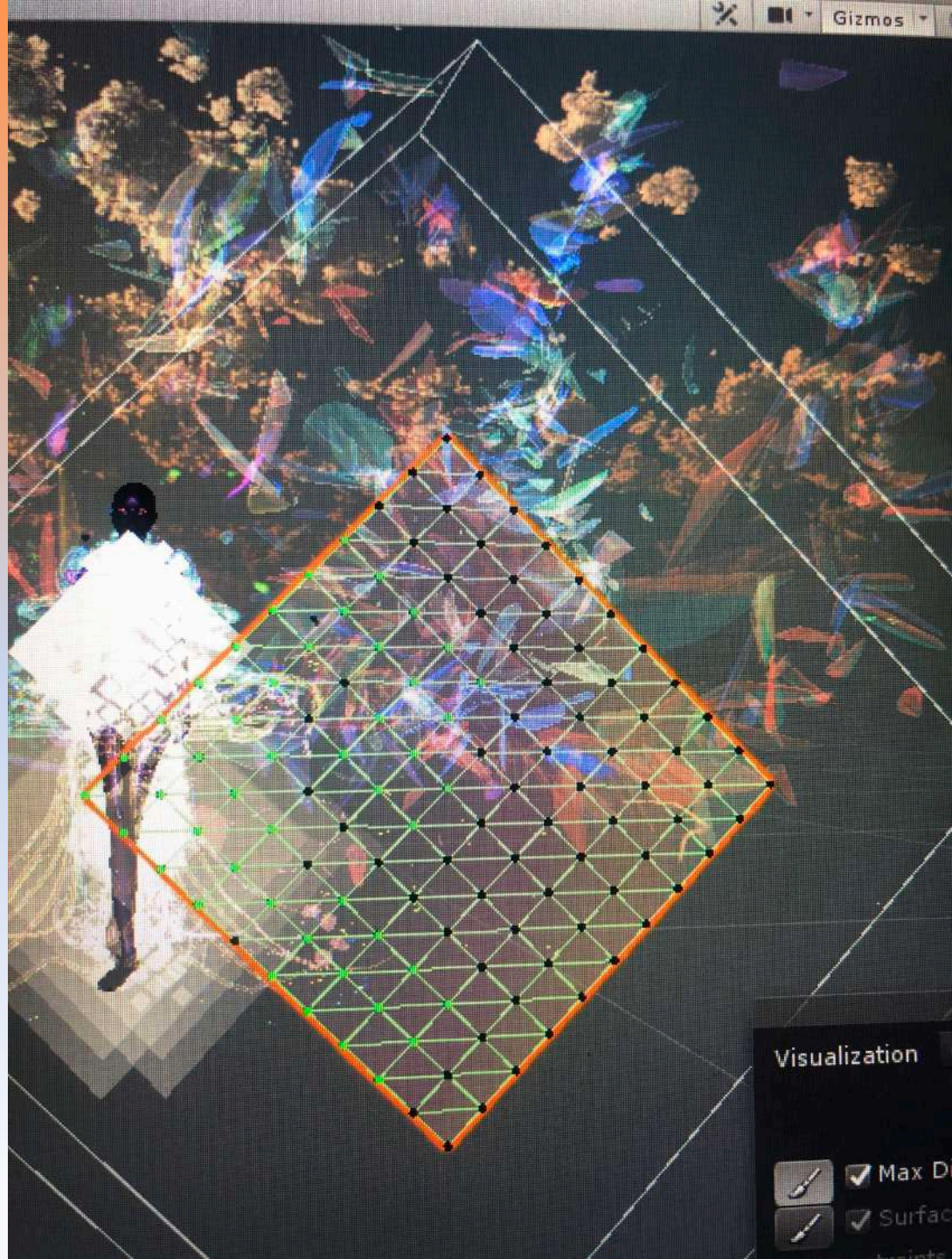
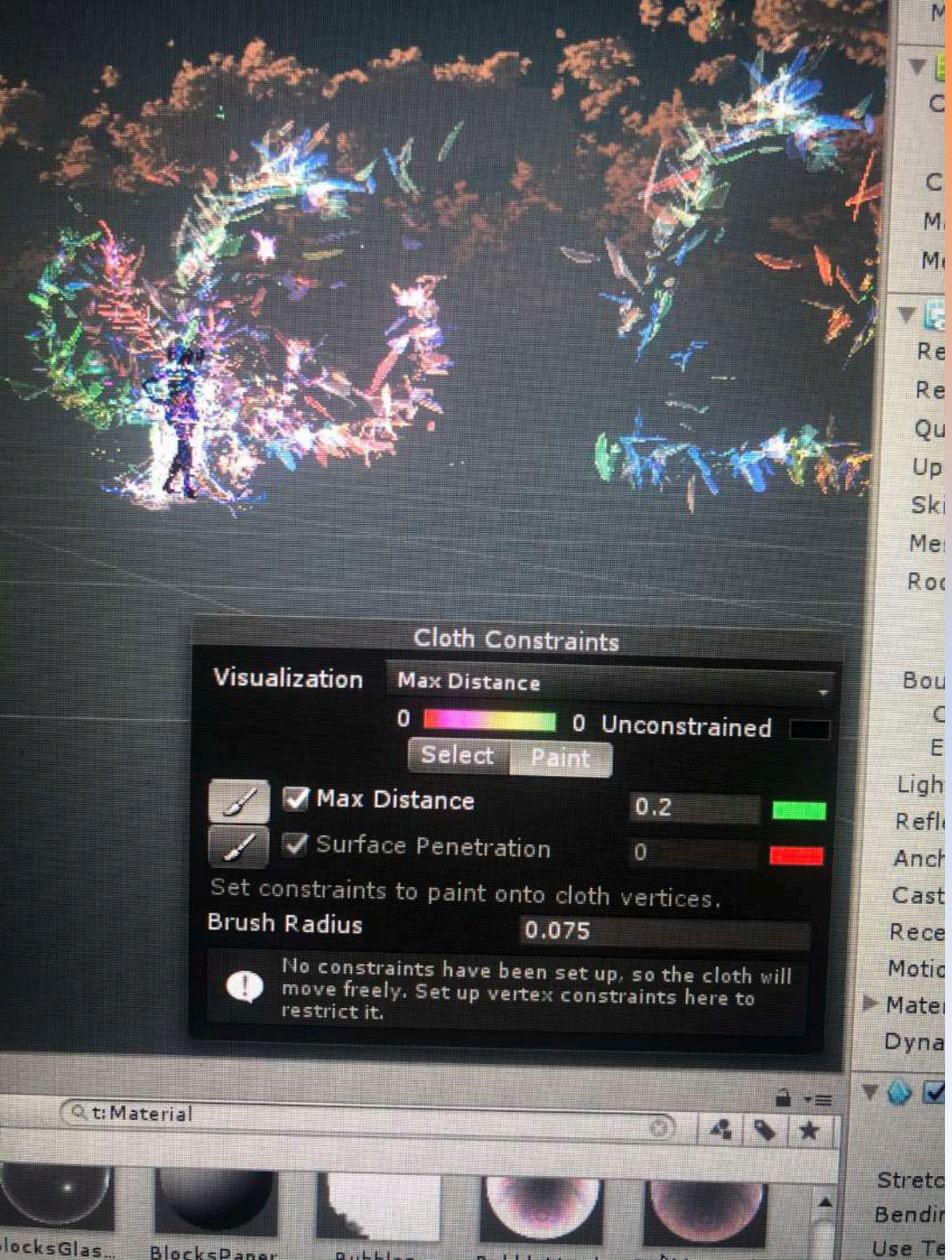






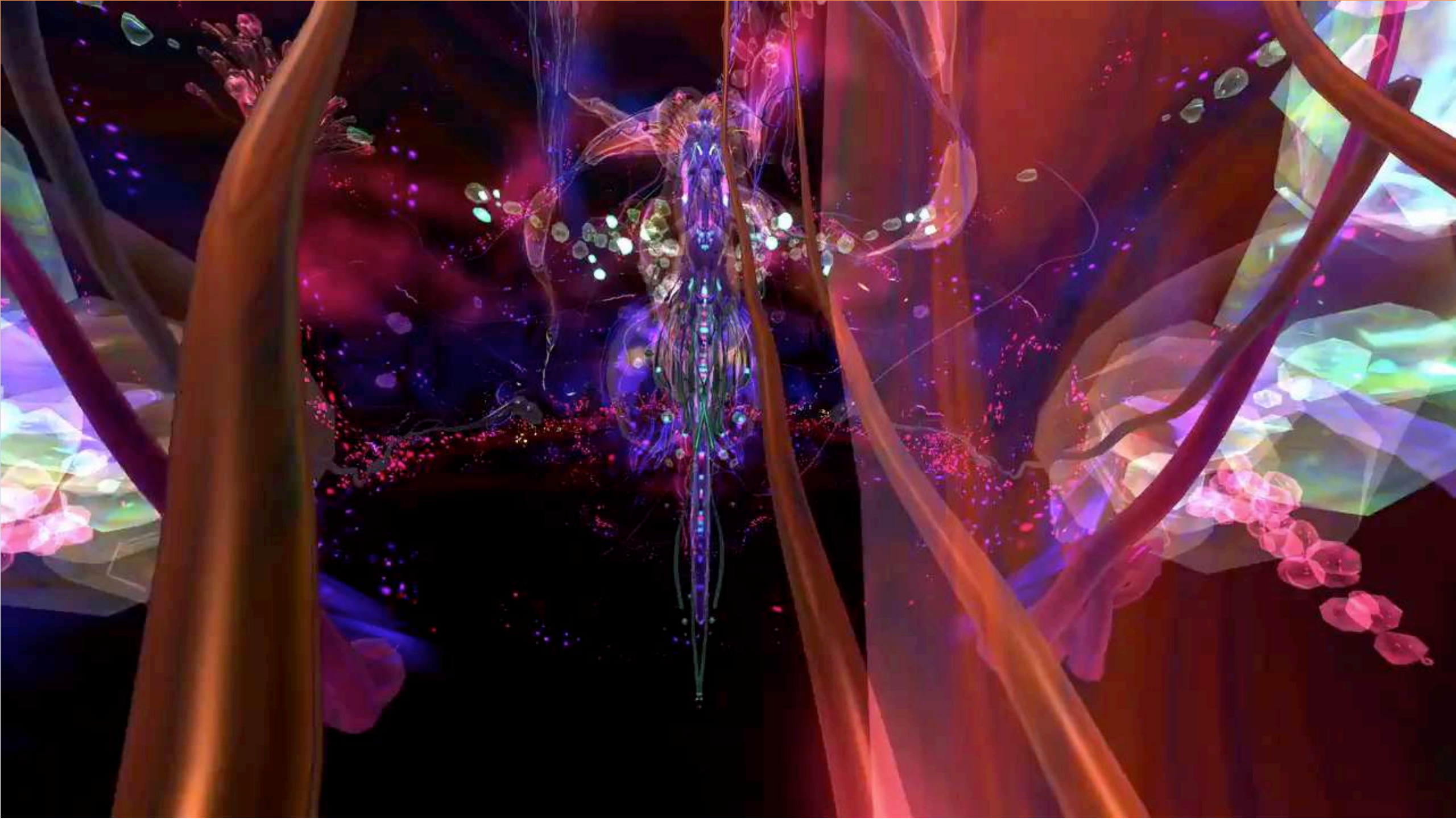








**FINAL OUTCOME**

















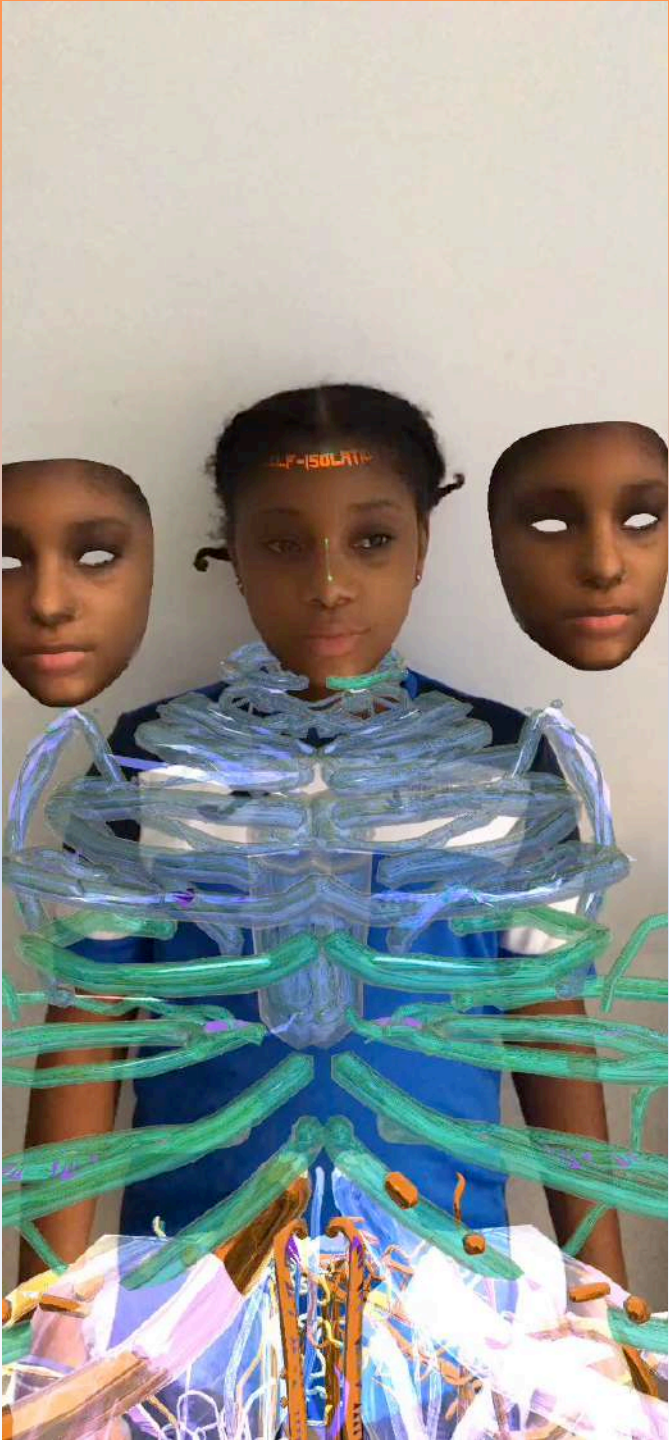
**NEVER ENDING  
CREATIVITY**



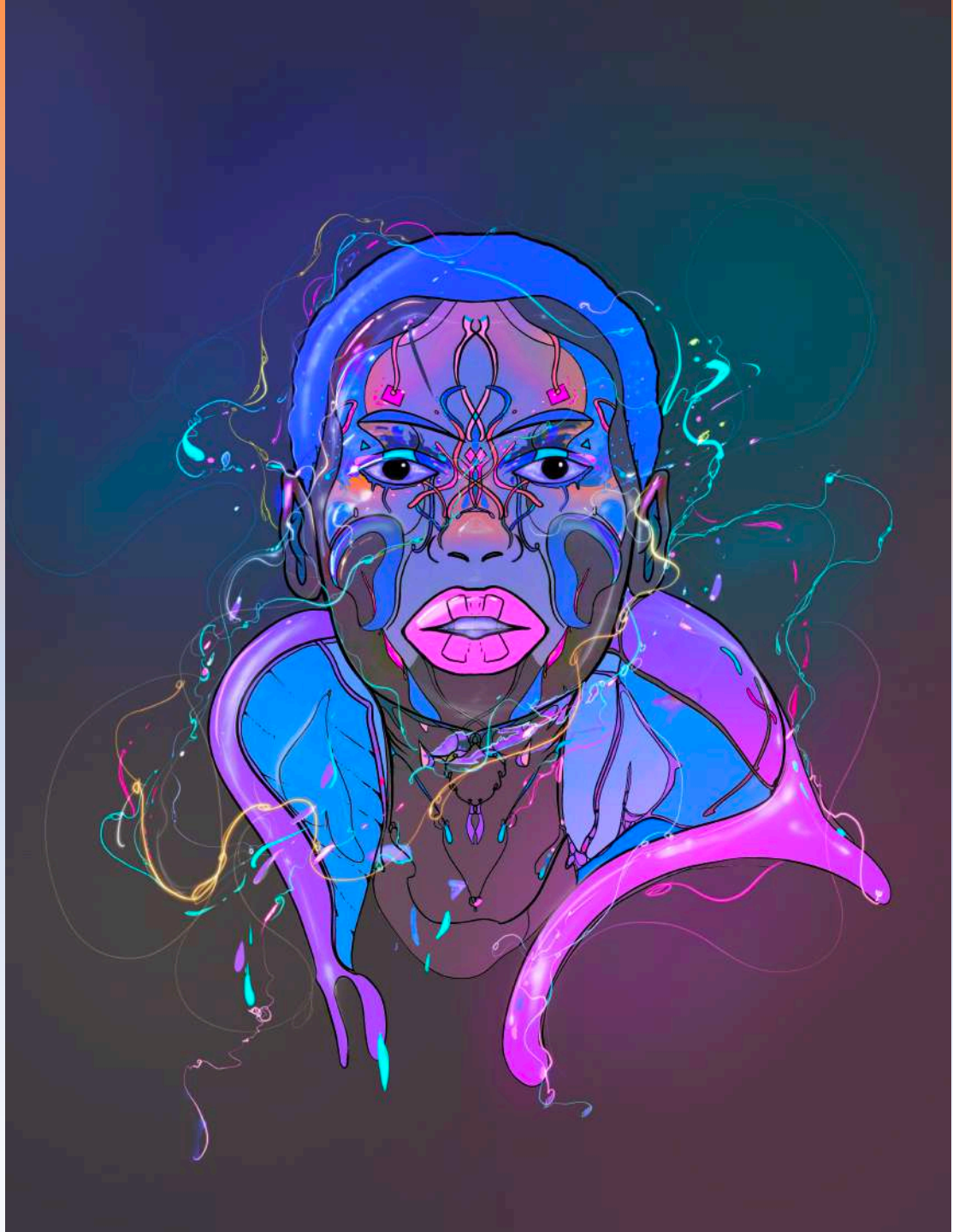


Symbiotic Wear - Damara Ingles









**THANK YOU 😊**