2023 BRANDS & LUXURY FASHION RECAP

WEB3 & IMMERSIVE EXPERIENCES REPORT

✳ EXCLUSIBLE RED•EYE

INDEX

INTRODUCTION

Welcome to the forefront of innovation within the luxury and fashion industry, where the convergence of Web3, Augmented Reality·(AR), and Artificial Intelligence (AI) creates a dynamic trifecta that's reshaping the very essence of this sector.

Within the confines of this document, we aim to provide comprehensive definitions, unraveling the intricacies to demystify the profound impact of these technologies in the past year and uncover their potential impact in the coming future.

This report is the result of an unprecedented alliance between Exclusible and RED-EYE Magazine, driven by a shared vision to explore and illuminate the endless possibilities of technology. The future of fashion and luxury isn't just on the horizon—it's here, and it's digital. So, get ready as we guide you through a chic, cutting-edge, and interconnected universe where avant-garde concepts seamlessly merge with high-end technology, resulting in a harmonious fusion of style and substance.

Source: Radomir Shostak for AI FREEDOM challenge

THE TRIFECTA OF

WEB3, AI & AR IN FASHION AND LUXURY

Source: Guillaume Sauzey

Web3 is fostering immersive, interconnected, and personalized luxury experiences, blurring the lines between physical and digital fashion. We'll examine how luxury brands are capitalizing on this evolution to engage with consumers in novel ways.

Augmented Reality (AR) - AR is breaking down the barriers between the physical and digital realms, creating interactive and engaging experiences for fashion enthusiasts. Augmented reality is giving consumers the ability to virtually try on clothing, attend interactive fashion shows, and enhance their shopping experiences. We'll delve into the world of AR and see how it's redefining the retail landscape, from e-commerce to in-store experiences.

In an era where change is constant, the worlds of luxury and fashion have embraced four powerful forces that are reshaping the industry. Sustainability, Web3, Augmented Reality (AR), and Artificial Intelligence (AI) have come together to create a new landscape where style, ethics, technology, and innovation coexist. Let's dive into how these four pillars are driving unprecedented changes in luxury and fashion.

Web3 - The concept of Web3 encompasses blockchain, NFTs, and decentralized technologies. This transformational shift is turning fashion into a digital frontier, where the ownership of unique fashion items is represented by digital tokens. This innovation is redefining what it means to own, trade, and experience fashion.

Artificial Intelligence (AI) influence on luxury and fashion is far-reaching, from optimizing supply chains to providing personalized product recommendations. Machine learning helps detect counterfeit products, preserving brand trust and authenticity. AI streamlines operations, enhances customer experiences, and empowers brands to make data-driven decisions. We'll explore how AI's integration into the industry is transforming customer interactions, marketing strategies, and more.

Sustainability isn't just a trend; it's a revolution. Luxury and fashion brands are under growing pressure to adopt eco-conscious practices, ensuring that their products align with the values of today's consumers. The impact of sustainability can be seen in ethical sourcing, eco-friendly materials, and transparent supply chains. Fashion is shifting towards a more sustainable future, with a reduced environmental footprint and a commitment to ethical production.

These four pillars aren't just supporting an industry —they're propelling it into a sustainable, tech-forward, and incredibly responsive realm, tailored to meet consumer needs. Picture the **luxury** and **fashion** universe transforming into a haven where ethical practices, digital ownership, immersive engagements, and data-powered insights steal the spotlight. Embracing sustainability, Web3, AR, and AI isn't just a nod to staying hip—it's a pioneering move, setting the stage for a whole new fashion era that's all about substance and style.

Source: @chrryt

WEB3 TECHNOLOGY IN LUXURY AND FASHION

NFTs serve as digital certificates of ownership for exclusive digital creations, extending their application beyond art, music, and images. In the realm where exclusivity and authenticity hold sway, NFTs act as a digital seal of genuineness, preserving the rarity and value of digital assets through blockchain's smart contracts.

These tokens inject a sense of rarity and individuality into an otherwise open and shareable digital space, infusing each creation with an exclusive essence. The burgeoning trading volumes of NFTs in sync with cryptocurrency fluctuations underscore the deepening bond between NFTs and fashion, driven by aspirations for long-term value and community involvement.

Source: Louis Vuitton VIA Tile Trunk

BLOCKCHAIN AND NFTs

In the dynamic interplay of digital innovation and high fashion, the fusion of Non-Fungible Tokens (NFTs) and blockchain technology is reshaping the norms. These advancements wield significant influence within the fashion and luxury sectors, transcending mere digital assets to embody a prized quality: digital uniqueness.

Within the fashion landscape, NFTs are evolving into platforms for luxurious experiences, sparking innovation in business models, creativity, co-creation, and community engagement. Positioned as the currency of an immersive and interconnected world, NFTs captivate the attention of younger demographics.

At the heart of **NFTs** lies **Blockchain**, a decentralized, secure digital ledger ensuring transactional security and transparency. When an NFT is created, it generates a distinctive digital token, securely embedding its specifics into the blockchain, thereby guaranteeing its authenticity. In the following pages we will navigate through diverse case studies and insights, unraveling the transformative impact of NFTs and blockchain in fashion and luxury, showcasing how brands harness these innovations for strategic advantage.

METAVERSE AND VR

WHAT DRAWS THE LUXURY AND FASHION INDUSTRIES TO IMMERSIVE VIRTUAL WORLDS?

Beyond a mere buzzword, the **Metaverse** emerges as a tangible reality, intertwining virtual and real experiences. The virtual space transcends immersion; it epitomizes the future of digital existence, offering fresh avenues for social interaction, productivity, entertainment, and commerce.

SOURCE: MACYS MSTYLE LAB BY JOURNEE

It's not merely the ephemeral trends of NFTs, digital fashion, social gaming, and digital platforms. The Metaverse isn't just a concept within fashion; it's a transformative force that extends its influence far beyond, shaping entire industries.

With **digital fashion** and **NFTs** leading the charge, luxury brands teeter on the edge of a profound reinvention within this digital terrain. Its impact transcends boundaries, disrupting realms like entertainment, education, and commerce. This evolution revolutionizes our modes of engagement, establishing connections between physical and digital domains to pioneer an era of innovation and connectivity.

EXCLUSIBLE

RED·EYE

AUGMENTED REALITY

HOW IS AR REDEFINING THE FASHION & LUXURY LANDSCAPE?

Augmented Reality (AR) stands as a game-changer in the ever-evolving fashion landscape, seamlessly intertwining the digital and physical realms to redefine the consumer experience. It's a transformative force, altering how we interact with fashion, catapulting us into an era where trying on outfits extends beyond dressing rooms into the digital space.

Revolutionizing consumer engagement, AR try-on experiences eliminate the guesswork associated with online purchases. This isn't just visual; it's an immersive encounter, fostering a personalized connection between consumers and brands.

In this era driven by Augmented Reality (AR) in fashion, it's not merely about the garments; it's about the immersive experience they provide. This signifies the impending future of fashion, where the lines between reality and imagination blur, crafting a bespoke journey for each modern consumer.

Source: AR filter by CHANEL

Artificial Intelligence (AI) seamlessly intertwines with the world of fashion and luxury, revolutionizing how we explore, craft, and immerse ourselves in style. Think AI-powered fashion suggestions leading the charge, completely changing how we navigate the overwhelming options in the fashion cosmos. By delving into a trove of data—from individual tastes to global trends—AI algorithms craft personalized recommendations, transforming shopping into an experience that's uniquely tailored to each person's desires. These genius suggestions not only simplify decision-making but also delight customers by pinpointing precisely what they seek.

Yet, AI doesn't stop at consumer aid—it's a powerhouse for creativity in fashion and luxury circles. Designers tap into AI's capabilities to supercharge their creative process, using its immense potential for inspiration. AI-generated designs, fueled by data and algorithms, spark fresh ideas and push the boundaries of traditional design. By merging human creativity with AI's analytical prowess, designers venture into uncharted territories, crafting avant-garde collections that blend contemporary tastes with heritage and craftsmanship.

Source: @brik.work

AI IN FASHION & LUXURY

DAOS AND WEB3 COMMUNITIES

DECENTRALIZED AUTONOMOUS ORGANIZATIONS

Decentralized Autonomous Organizations (DAOs) are the heartbeat of Web3, revolutionizing the landscape of fashion and luxury industries. In simple terms, DAOs are self-governing entities operating through smart contracts on a blockchain, making collective decisions without centralized control. These digital communities empower stakeholders, including creators, consumers, and investors, to participate in decision-making processes, eliminating traditional hierarchies.

Yet, AI doesn't stop at consumer aid—it's a powerhouse for creativity in fashion and luxury circles. Designers tap into AI's capabilities to supercharge their creative process, using its immense potential for inspiration. AI-generated designs, fueled by data and algorithms, spark fresh ideas and push the boundaries of traditional design. By merging human creativity with AI's analytical prowess, designers venture into uncharted territories, crafting avant-garde collections that blend contemporary tastes with heritage and craftsmanship.

Source: HOL STUDIO AND DQK3R COURTESY OF MAISONDAO

Source: GUCCI COSMOS on THE SANDBOX

The fusion of fashion and the metaverse hinges on gaming and online communities, pivotal forces driving a decentralised fashion revolution. Gaming, once seen as mere fun, now serves as a vibrant platform for self-expression and interaction. In the metaverse, fashion breaks free from the physical realm, inviting individuals to craft digital personas and explore avant-garde styles through their avatars. Digital fashion's rise in gaming has birthed a new era of self-identity, allowing players to personalize avatars, experiment with diverse outfits, and connect with like-minded fashion aficionados.

Online communities, central pillars of our digital era, are equally crucial. These hubs pulse with creativity, fostering collaboration among fashion enthusiasts, artists, and designers. Here, shared passions converge, pushing the boundaries of conventional fashion. These communities act as trend accelerators, influencing the fashion scene's trajectory. They're the architects of the digital fashion landscape, steering the democratization of creativity in the metaverse.

Through gaming and online communities, individuals carve out unique digital identities and navigate fashion in exhilarating ways. They catalyze the evolution of fashion into a collective, decentralized experience, inviting everyone to partake in this groundbreaking journey. Together, they shape vibrant and diverse realms within the metaverse, offering a tantalizing peek into the industry's decentralized future.

GAMING AND ONLINE COMMUNITIES

DIGITAL OWNERSHIP AND TOKENIZATION

LUXURY ASSET TOKENIZATION

Source: PORSCHE NFT

In the ever-evolving realm of luxury and fashion, a profound revolution is underway, reshaping the way we perceive and interact with high-end assets. At the heart of this transformation lies Luxury Asset Tokenization, a groundbreaking concept that extends the notion of digital ownership and tokenization into the domain of opulence and exclusivity.

But what exactly is Luxury Asset Tokenization? In essence, it's the process of converting tangible, real-world luxury assets into digital tokens that represent ownership. These assets can range from exquisite jewelry and rare watches to iconic fashion pieces and prestigious real estate. These tokens, based on blockchain technology, are digital certificates of ownership, akin to the deeds and certificates that prove ownership in the physical world. They hold within them a world of exclusivity, authenticity, and investment potential.

Luxury Asset Tokenization is intrinsically linked to the concept of digital ownership. In a world where physical assets are increasingly digitized, these tokens offer a new way to interact with luxury goods.

DIGITAL WARDROBES AND COLLECTIBLES

In the Web3 world, Digital Wardrobes and Collectibles change how we think about fashion and luxury. They allow us to explore who we are in the digital world, experiment with how we look, and make connections with others in this vast digital universe. It's a future where our fashion choices, collections, and creations are no longer bound by the physical world but exist entirely in our imaginations.

Digital Wardrobes are like virtual wardrobes, where you can store digital fashion items that come to life on your screen. These aren't just ordinary digital clothes; they represent your unique style and identity in the digital world. They're much more than just images; they become a part of your digital personality.

In the captivating intersection of fashion and luxury, a digital revolution is underway, and it's transforming the way we perceive and engage with style and opulence. This transformation is brought to life by the innovative concept of Digital Wardrobes and Collectibles, ushering in a new era in the realms of fashion and luxury within the immersive world of Web3.

Source: DRESS X

MOST RELEVANT

CASE
STUDIES.

PRADA

CAN PRADA'S FUSION OF NFTS AND AR REDEFINE FASHION'S FUTURE?

Prada's really been making waves, haven't they? The Italian fashion house has been turning heads lately, and they kicked off the luxury sector's NFT game this year. Picture this: owning a shirt's digital twin gets you not just a limited-edition tee but also a golden ticket to exclusive events. It's the Timecapsule NFT magic. The brilliance here is the fusion of exclusivity with accessibility. Owning the NFT doesn't just mean you're in an elite club; it means you're part of a conversation, an experience-driven movement. Prada's not just offering a shirt; they're offering a lifestyle, an immersion into their world.

Now, onto the fusion of tech and beauty where Prada and FFFACE.ME have done something truly magical. Imagine the Paris Opera as your backdrop. You walk up, your reflection morphs into an enchanting AR experience, and voilà! You've got a keepsake to cherish from this digital rendezvous.

Prada's ventures into the NFT realm with the Timecapsule collection and their enchanting AR collaboration with FFFACE.ME mark a paradigm shift in luxury. By bridging exclusivity with inclusivity through NFT ownership and offering immersive AR encounters, Prada redefines luxury's essence. This strategy isn't just about today's sales; it's a beacon guiding the future of fashion and beauty. Prada sets the standard, illustrating that luxury isn't confined to the material but resides in the digital narratives and experiential journeys it crafts.

Dmytro Kornilov, the brain behind FFFACE.ME, hit the nail on the head. Their approach. It's like a multifunctional Swiss knife, serving up Instagram content, sparking offline awe, and even aiding in retail purchases – all through one clever AR filter. The cherry on top? You get to try them out in-store, effortlessly discovering the fragrance that speaks your language. It's like a self-discovery journey with scents as your guide.

PRADA TIMECAPSULE
ITEM 35/50

SERIAL N 0000003

GUCCI

IS GUCCI'S FUSION OF LUXURY AND DIGITAL ASSETS REDEFINING REWARD SYSTEMS AND METAVERSE ENGAGEMENT?

In the vast realms of Gucci, an innovative evolution takes shape, offering tangible rewards to holders. This fusion of luxury and digital assets marks a pioneering step, where the value of virtual holdings translates into physical opulence. The strategic approach to reward structures is evident. Offering a choice between a Gucci bifold wallet or a co-branded Gucci x 10KTF duffle bag, Gucci highlights the significance of these tokens, prompting holders to exchange them for luxury items.

Gucci's foray into the metaverse doesn't stop at tangible rewards. The brand extends its immersive experiences across multiple gaming platforms, democratizing access to its Milan Fashion Week show. The inclusive nature of the metaverse experiences—presented on Roblox, Zepeto, and QQ—embodies Gucci's commitment to embracing diverse audiences, fostering a sense of community across virtual realms.

Overall, Gucci's multifaceted approach—from rewarding NFT holders with luxurious physical items to creating immersive metaverse experiences and engaging digital art auctions—underscores the brand's commitment to innovation, inclusivity, and redefining luxury in the digital age. This comprehensive strategy reinforces Gucci's position as a pioneer at the forefront of the intersection between luxury, technology, and creative expression.

LOUIS VUITTON

DOES LOUIS VUITTON'S VIA INITIATIVE SIGNAL A NEW ERA IN THE FUSION OF LUXURY AND TECHNOLOGY?

In the evolving landscape of luxury, Louis Vuitton has crafted a compelling narrative, intertwining art, technology, and exclusivity to redefine the essence of opulence. The VIA project encapsulates the Maison's forward-thinking approach, transcending the conventional boundaries of luxury by bridging the physical and digital worlds.

Louis Vuitton's VIA initiative takes luxury into uncharted territories, melding physical and digital craftsmanship. The VIA Treasure Trunk and VIA Speedy 40 serve as gateways to a new era, by blending tangible exclusivity with digital artistry. The VIA Speedy 40, a collaboration with Pharrell Williams, epitomizes this evolution, offering a phygital masterpiece that merges historical significance with cutting-edge technology.

This project manifests Louis Vuitton's commitment to pushing the boundaries of creativity and craftsmanship. The combination of digital and physical forms—offering a digital collectible entitling holders to a physical counterpart—represents an innovative paradigm shift in luxury retail. By intertwining the historical significance of iconic pieces with contemporary digital art, Louis Vuitton VIA creates an engaging and immersive experience that resonates with tech-savvy fashion enthusiasts and art connoisseurs alike.
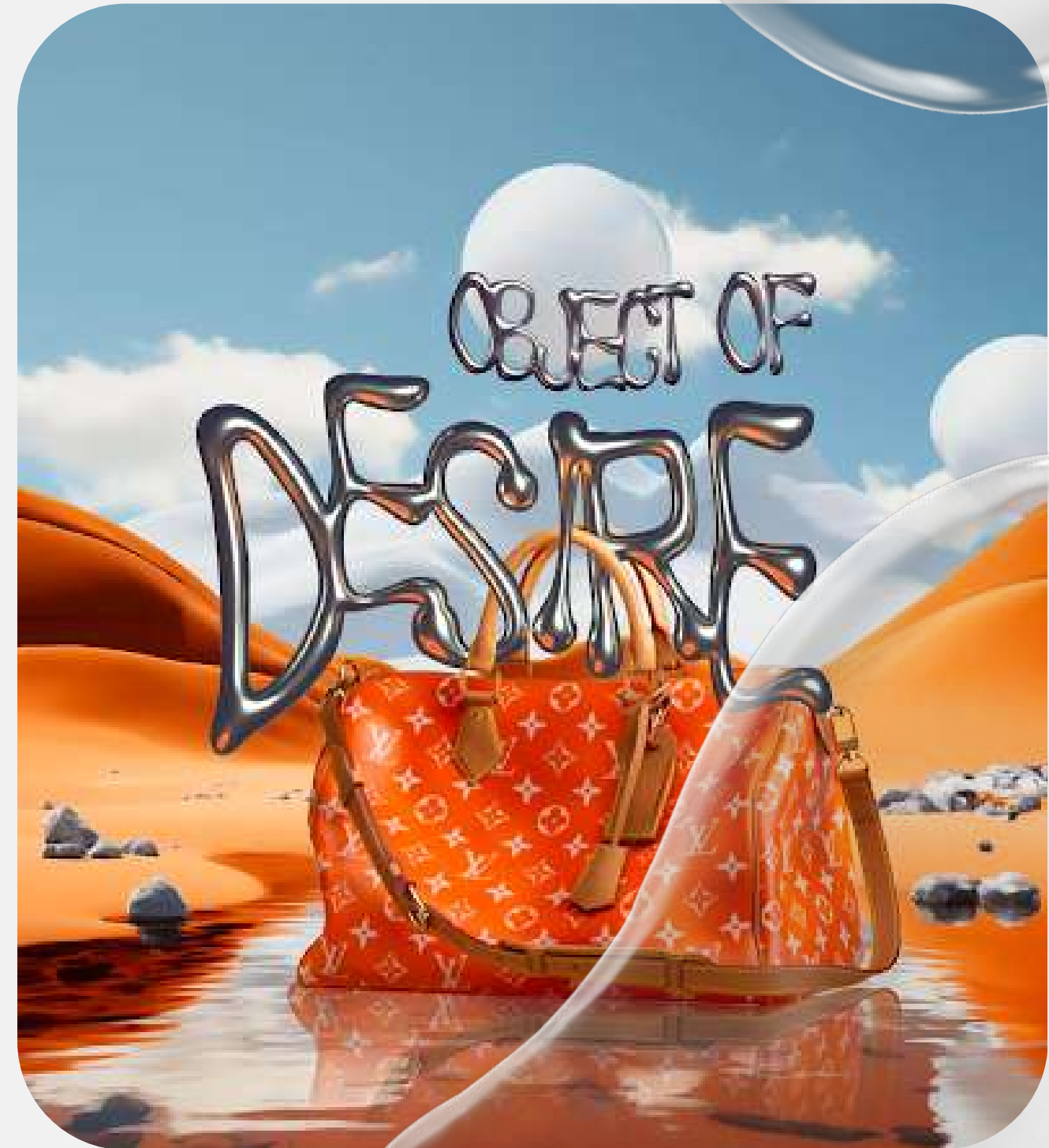
DOLCE & GABBANA

HOW DOLCE&GABBANA'S FUTURE REWIND COMPETITION REDEFINES FASHION COMPETITION NORMS?

Dolce&Gabbana, in collaboration with UNXD and Decentraland, are spearheading an avant-garde shift in the fashion industry through the Future Rewind competition, marking a revolutionary embrace of digital fashion within the metaverse. This competition transcends conventional boundaries, establishing a pioneering synergy between established luxury brands and emerging digital creators.

The initiative embodies a holistic approach, inviting aspiring talents to amalgamate Dolce&Gabbana's iconic design elements into full digital looks, blending traditional craftsmanship with digital innovation. Domenico Dolce and Stefano Gabbana's personal involvement in the selection process emphasizes their commitment to mentorship and fostering intergenerational exchange.
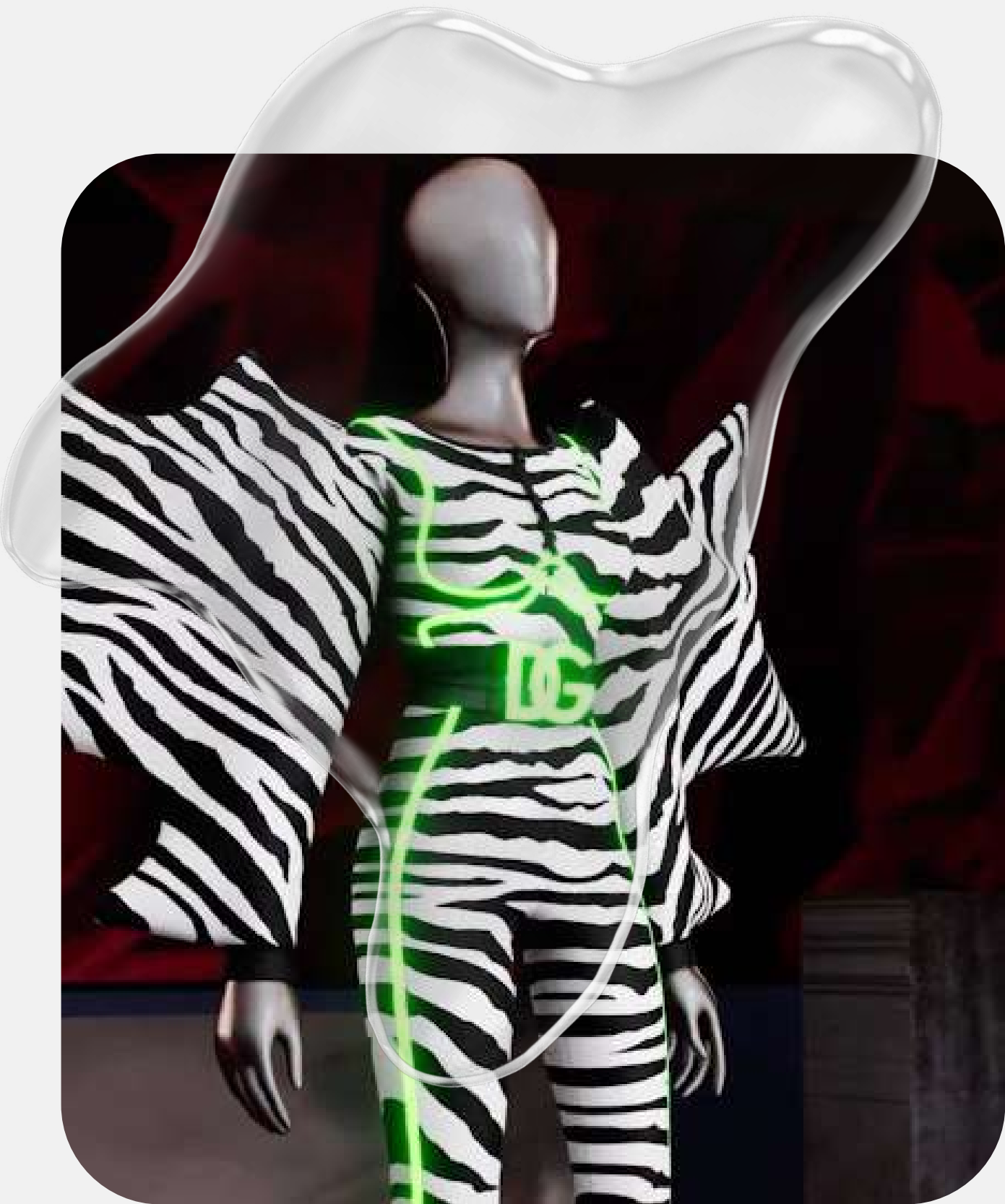
The competition's integration of a jury and a public vote from DGFamily NFT holders for selecting winners underscores a democratic approach to recognizing talent. Moreover, the prospect of a co-branded digital wearable collection, exclusively airdropped to NFT owners, demonstrates the brand's dedication to rewarding and engaging their community in the metaverse.

By extending their mentorship philosophy into the metaverse, Dolce&Gabbana isn't just creating a platform for emerging talent but is redefining fashion's future. This competition stands as a testament to their commitment to innovation and inclusivity, inspiring industry players to rethink the trajectory of fashion in an ever-evolving digital landscape.

BALMAIN

HOW DOES BALMAIN'S UNICORN SNEAKER REDEFINE FASHION IN THE METAVERSE?

Balmain's strategic foray into the metaverse with its iconic Unicorn sneaker marks a bold move toward Web3 engagement, solidifying the brand's position as an avant-garde pioneer in the fashion industry. The collaboration with Space Runners for this venture showcases their dedication to exploring the fusion of physical and digital realms, unveiling a novel collection of NFT sneakers paired with real-world counterparts.

The Unicorn Phygital Wearable Collection's launch, comprising limited NFTs tethered to exclusive physical sneaker editions, demonstrates Balmain's commitment to innovating within the digital wearables market. The price range of $1595 to $2095 for each NFT bundle, payable in traditional currency or ETH, signifies the brand's strategic approach to inclusivity within the crypto space.

In the spotlight, this collaboration with Space Runners, a digital fashion company backed by prominent investors, underscores Balmain's strategic partnership decisions to enter this burgeoning arena.

The perks offered to NFT holders, including early access to future Balmain releases, exclusive products, and additional digital wearables for metaverse platforms, enhance the collection's value proposition and incentivize ownership.

The response across social platforms and the substantial engagement with the waitlist for this drop underline the brand's resonance with audiences eager to explore the convergence of fashion and technology. As Balmain continues to evolve and expand its digital footprint, this initiative reflects its readiness to seize new frontiers in the fashion metaverse.

CARTIER

CAN CARTIER AND SNAP'S AR LENS REWRITE LUXURY BRAND STORYTELLING?

The collaboration between Cartier and Snap to introduce an AR lens showcasing the evolution of the Tank Watch series is a testament to the innovative strides within the luxury industry. The AR lens offers an immersive journey through time, allowing users to explore the historical milestones of the iconic timepiece, starting from its inception in 1917 to the latest 2023 iteration. By overlaying AR onto the Alexandre III bridge in Paris, users are transported through significant years in the Tank Watch's history, witnessing both the changing landscape of Paris and the evolving design of the watch.

This immersive experience provided by the Snap lens not only highlights Cartier's rich heritage but also aligns with modern technological advancements, bridging the gap between heritage and innovation.

The lens's global accessibility on iOS and Android devices signifies Cartier's aim to engage a wider audience, leveraging Snap's extensive user base of over 250 million daily AR interactions.

Cartier's initiative with the AR lens underscores the brand's adaptability in leveraging cutting-edge technology to elevate its brand storytelling and engage consumers in a visually compelling and interactive manner. This innovative approach reaffirms Cartier's commitment to embracing digital innovation while preserving its timeless elegance and heritage.

MAISON MARGIELA

HOW DOES MAISON MARGIELA'S WEB3 GAMIFICATION REDEFINE FASHION'S NARRATIVE?

Maison Margiela breaks ground in Web3 by launching "Numbers" on OpenSea, a gamified experience centered around its iconic numbering system. Using 24 token-linked digits, players compete to mint these tokens within a specific timeframe, aiming to progress through various stages. Rarity, from abundant zeros to extremely scarce 23s, adds a thrilling element to the game, enticing participants into the challenge.

The brand strategically allocates tokens on the Polygon network as non-transferable, ensuring fairness and stimulating strategic thinking among participants. Early movers gain an advantage, infusing urgency into gameplay. This move taps into the rapid growth of the gaming industry, aligning well with projected market value increases according to IPSOS.

PLAY

00 : 15 : 32

17

Try to mint as many collectibles as possible to access the next stage of the Maison Margiela Web3 Roadmap.

Connect Wallet

Maison Margiela's innovative approach merges its heritage with technological evolution, symbolized by its iconic numbered garment tags. This connection highlights the brand's commitment to embracing Web3's decentralized nature while preserving its legacy. Additionally, the integration of on-chain certificates of authenticity earlier reinforces the brand's dedication to transparency and community trust, signaling a forward-thinking approach in fashion-tech synergy. The Numbers initiative represents a pioneering step in engaging a forward-thinking community in Web3, rooted in the brand's heritage and values.

0 1 2 3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
Maison Margiela
PARIS

DIESEL

HOW IS DIESEL EMBRACING WEB3 TO TRANSFORM FASHION?

Diesel's metamorphosis into the metaverse and Web3 technologies manifests through two key ventures: integrating virtual fashion into Meta-owned platforms and creating an immersive experience with their Vert timepiece collection. Partnering with DressX and the Meta Avatars Store underscores Diesel's push to blend physical and digital wearables. By reflecting their physical clothing line, Diesel aims to engage digitally native consumers while keeping competitive pricing in line with the market. This initiative echoes Diesel's prior strides, such as establishing the Brave Virtual Xperience (BVX) unit and launching D:Verse, highlighting their unwavering commitment to virtual pursuits.

Concurrently, the Vert project spotlights Diesel's Web3 entry via the Metamorph initiative, coupling physical watches with evolving NFT avatars. Teaming up with Artificial Rome to craft an immersive digital environment aligned with Vert's aesthetic reinforces Diesel's fusion of product design with digital realms. Adding a musical dimension through a virtual concert with artist Lil' Dre enhances engagement within this digital world.

Diesel's inclusive stance within the Vert project is notable, offering a base avatar experience to non-buyers, aiming to broaden Web3 adoption. The collaboration with Fossil Group further emphasizes Diesel's commitment to innovative partnerships in the Web3 domain. Together, these dual initiatives signify Diesel's holistic approach to Web3 integration, merging fashion into the metaverse and intertwining physical products with digital experiences. These efforts align with their BVX division, indicating a sustained dedication to exploring and expanding within the evolving realms of virtual fashion and Web3 technologies.

DESIGUAL

IS DESIGUAL REDEFINING FASHION WITH AI-DRIVEN COLLECTIONS?

Desigual's leap into an on-demand collection, a fusion of human creativity and artificial intelligence (AI), showcases their commitment to fashion industry innovation. This exclusive collection, available solely through their website, disrupts traditional production timelines, promising transparency with a 90-day estimate for creation. This approach invites customers into the production journey, fostering a transparent connection between buyer and item, enhancing engagement, and reinforcing Desigual's commitment to transparency.

While initially limited to specific markets, Desigual aims to expand globally, emphasizing Thomas Meyer's pursuit of innovative strategies. This move not only fosters co-creation with customers but also positions Desigual at the forefront of customer-centric fashion, reflecting a dedication to experimentation and reducing product stock. Moreover, their collaboration with startups through the Awesome Lab program highlights a commitment to continuous innovation, merging technology, creativity, and customer satisfaction.

Desigual's pioneering on-demand AI-driven collections signal a strategic evolution in response to industry shifts, setting a precedent for brands to explore customer-centric, technology-infused approaches on a larger scale.

COPERNI

HOW DOES THE HUMANE-COPERNI ALLIANCE SHAPE FASHION'S FUTURE?

The partnership between Humane Inc. and Coperni at Paris Fashion Week for the Spring Summer 2024 show introduces a groundbreaking fusion of high fashion and advanced AI. The debut of the Humane AI Pin during this event marks a transformative leap, blurring the lines between fashion and technology. This innovation heralds a futuristic lifestyle where accessories become sophisticated statements of tech-infused elegance, redefining their role in our lives.

Pioneered by Imran Chaudhri and Bethany Bongiorno, Humane Inc.'s vision for wearable AI reimagines our interaction with technology. The AI Pin's premiere on supermodel Naomi Campbell highlights its accessibility and marks a significant milestone in its public adoption.

Its design, showcased at the Coperni show, showcases its adaptability for daily life, boasting privacy-focused features and diverse functionalities driven by Qualcomm Technologies' Snapdragon platform.

The collaboration between Humane and Coperni, led by Sébastien Meyer and Arnaud Vaillant, embodies a joint commitment to merging design, creativity, and technology. This partnership echoes Coperni's dedication to technological integration in fashion and signifies a cultural shift. The immersive showcase at the Coperni Spring Summer 2024 show and subsequent detailed presentations by Humane Inc.'s co-founders offer a glimpse into a future where AI-driven wearables redefine our relationship with fashion and technology.

RAYBAN

ARE RAY-BAN META SMART GLASSES THE FUTURE OF EYEWEAR?

The Ray-Ban Meta Smart Glasses, a collaborative effort between Ray-Ban and Meta, represent a groundbreaking fusion of iconic style and cutting-edge technology. Beyond traditional eyewear, these glasses emerge as a statement of futuristic elegance and functionality, embodying a revolutionary leap in smart eyewear.

These AI-equipped glasses feature a sophisticated design and enhanced camera functionality. The advanced audio system, intuitive app, and stylish charging case enhance the user experience, while the live-streaming feature seamlessly integrates with popular social media platforms like Instagram Live and Facebook Live, empowering content creators to share real-time experiences effortlessly.

The Ray-Ban Meta collection, resembling classic Wayfarers, conceals advanced technology within its familiar appearance. Boasting a 12 MP camera, high-quality open-ear headphones, and a robust microphone system, these glasses prioritize privacy with visible LED indicators, notifying users of camera activity. Luxottica's Chief Wearables Officer, Rocco Basilico, expressed pride in the collaboration with Meta. With 21 variations across models, colors, and lenses, the Ray-Ban Meta collection is accessible through Ray-Ban.com's Remix service, offering over 130 color and model combinations. The enhanced Meta View app, available on iOS and Android, further enriches the user experience. Available at various outlets, including Ray-Ban stores, Ray-Ban.com, Meta.com, LensCrafters, and Sunglass Hut, the Ray-Ban x Meta collection stands as a pinnacle in tech-savvy fashion statements, catering to diverse style preferences and visual needs.

MUGLER

HOW ARE DIGITAL PASSPORTS CHANGING THE LUXURY FASHION GAME?

Mugler's collaboration with Arianee for digital passports with its Spiral Curve 01 and 02 handbags marks a pioneering move in luxury fashion, addressing forthcoming EU transparency laws and meeting evolving consumer expectations. Under Casey Cadwallader's guidance, Mugler's traditional themes blend seamlessly with contemporary elements, revitalizing the brand's feminine essence for today's fashion. These digital passports transcend bag status, morphing them into interactive digital gateways that offer exclusive perks. Blockchain integration ensures authenticity, fights counterfeit products, and enriches transparency, providing buyers with comprehensive product lineage.

Beyond technological innovation, these passports signal Mugler's dedication to sustainability, innovation, and enhanced consumer relations. Granting exclusive access to design narratives strengthens Mugler's bond with clients, transforming the bag into a storytelling platform. Moreover, they facilitate responsible product management, encouraging reuse and recycling, promoting circular economy practices.

Mugler's foray into digital passports anticipates a secure secondary luxury market, safeguarding pre-owned items' value and legitimacy, showcasing a forward-thinking blend of tradition and technology. This milestone respects Mugler's legacy while embracing a visionary future, staying true to Manfred Thierry Mugler's disruptive spirit and Casey Cadwallader's vision for intelligent, provocative, and empowering fashion.

CAN CAROLINA HERRERA & AUROBOROS REDEFINE EMPOWERMENT WITH NFTS?

Carolina Herrera joins forces with Auroboros, renowned digital artists, for an exclusive NFT collection showcased at select airport locations. The artwork draws inspiration from the brand's new fragrance and their ongoing advocacy for female empowerment. Crafted by Auroboros, the NFTs encapsulate the essence of Carolina Herrera's Good Girl line, embodying modernity and finesse while championing women's empowerment as a transformative movement.

This collaboration's focus on uplifting women globally resonates strongly with Carolina Herrera's legacy of celebrating femininity and strength. The NFT collection aims to inspire, connect, and support women worldwide, aligning with the brand's commitment to empowerment. The partnership symbolizes a bold step in Carolina Herrera's dedication to championing diversity and empowerment, merging their ethos with Auroboros' shared commitment.

This groundbreaking collaboration not only offers exclusive NFTs but also grants holders access to a Beauty Travel Discord Channel and a private Web3 Masterclass led by the visionary designers. It represents the unity of two powerful entities striving for a more inclusive and equitable world.

CAROLINA HERRERA X AUROBOROS

The addition of gamification within the virtual showroom amplifies user engagement. The interactive quest-like exploration, encouraging users to collect objects, creates an engaging narrative and offers incentives for discovery. Providing a digital fashion item as a reward, directly linked to the Ready Player Me platform, expands the brand's presence into multi-game avatar environments, captivating users beyond the initial showroom encounter. Furthermore, the "Be Your Own BOSS" immersive experience within Fortnite Island extends the brand's outreach to gaming audiences, integrating the fragrance universe into gaming contexts, promoting brand awareness and engaging diverse consumers. These initiatives underscore BOSS's commitment to innovation, utilizing technology and digital spaces to create immersive experiences that go beyond traditional retail settings.

BOSS's venture into the Metaverse via the Metaverse Fashion Week post their Miami Fashion Show marks a strategic and innovative approach to connecting with their audience in a digital realm. Their immersive virtual showroom not only extends the brand's physical runway experience but also employs Artificial Intelligence to gamify the shopping platform, translating the event's creative essence into a digitally engaging space.

HOW IS BOSS REDEFINING LUXURY IN VIRTUAL SPACES?

This seamless integration of physical and digital worlds by BOSS provides consumers an interactive glimpse into their design universe. The direct link between the Metaverse showroom and the online store enhances user experience, showcasing key pieces and styles that reflect BOSS's design language within the digital landscape.

TOMMY HILFIGER

FASHION'S FUTURE: HOW IS TOMMY HILFIGER EMBRACING THE METAVERSE?

Tommy Hilfiger's bold leap into the second Metaverse Fashion Week signifies their pioneering approach in uniting fashion's digital and physical realms. Teaming up with Emperia across multiple virtual platforms, the brand showcases a dedicated embrace of the metaverse as a credible retail space. Their introduction of both physical and digital clothing options at the event marks a significant stride, empowering consumers to choose between real-life or virtual wear and exemplifying a deeper acceptance of metaverse fashion's potential. Tommy Hilfiger's iconic presence in virtual spaces, notably the central hub spotlighting the "TH" monogram, acts as a gateway for users to explore the brand's website and other virtual commerce opportunities.

Integrating digital fashion pieces, AR experiences, a photobooth, collaborations with artists like Vinnie Hager, and an AI fashion competition enhances user engagement, offering a multifaceted virtual journey.

By offering exclusive items in both physical and digital forms, such as the varsity jacket available for real-life and virtual wear through DressX and Ready Player Me, Tommy Hilfiger demonstrates an adaptive response to the diverse demands of the metaverse. This strategic move aligns with evolving consumer behaviors, catering to traditional retail shoppers alongside those immersed in digital fashion experiences. Tommy Hilfiger's active involvement in Metaverse Fashion Week, alongside collaborations with pioneering platforms like Emperia, sets a high standard for luxury brands navigating the metaverse terrain, showcasing their dedication to leading the digital retail revolution.

CLINIQUE

This approach not only educates consumers on product details and application techniques but also extends exclusive in-store offerings to a wider digital audience.

Michelle Freyre's recognition of the Clinique Lab as an expansion of their retail strategy underscores the brand's dedication to merging consumer experiences with accessible retail, catering to a global audience seeking personalized skincare solutions.

Additionally, their collaboration with NFT creators to offer diverse virtual makeup looks showcases a proactive approach to inclusivity within the metaverse. Clinique's move signifies not just a response to digital trends but a proactive stance in maintaining progress within the luxury beauty industry, emphasizing personalized experiences and global accessibility in this evolving retail landscape.

WHY IS CLINIQUE EMBRACING THE VIRTUAL RETAIL SPACE?

In 2023, Clinique ventures into the metaverse with its virtual Clinique Lab, a strategic shift aimed at creating a more immersive and accessible retail encounter. Through web and mobile platforms, the brand extends its storefront globally, inviting consumers to explore their flagship products via avatars and tailored shopping experiences. This move mirrors the successful blend of interactivity and detailed insights Clinique has achieved in its physical Labs across China and the US.

The focal point remains on hero products like the Moisture Surge 100H Auto-Replenishing Hydrator, emphasizing Clinique's commitment to showcasing product benefits through compelling storytelling and interactive features.

Source: The Clinique Lab by JOURNEE

FENTY

DID FENTY BEAUTY'S ROBLOX VENTURE REDEFINE VIRTUAL MARKETING FOR BEAUTY BRANDS?

Fenty Beauty took a groundbreaking step by diving into Roblox for its Fenty Beauty + Fenty Skin Experience, an immersive marketing venture. This virtual space provided engaging activities like scavenger hunts and mazes, letting users interact with Fenty Beauty, Fenty Skin, and Fenty Fragrance products in unique ways. The star attractions were the Fenty Skin Melt Awf Jelly Oil Makeup-Melting Cleanser, Fenty Eau de Parfum, and Fenty Beauty Gloss Bomb Universal Lip Luminizer, which users could explore virtually.

A standout feature was the 'create-your-own' option for the Gloss Bomb lip gloss, where users could personalize ingredients, effects, bottle design, applicator, and shade name. Rihanna's involvement added a personal touch as she selected the winning shade, set to launch in 2024, bridging the virtual and real-world experiences. The scenic elements like orange groves and whipped shea butter mountains added to the immersive feel, perfectly reflecting Fenty's brand identity.

Fenty Beauty's Roblox campaign was a hit, evident in its engagement levels, interactive elements, and community participation. This move set a precedent for beauty brands to explore new marketing avenues within virtual realms, showcasing innovation in engaging their audience.

NIKE

IS NIKELAND REDEFINING BRAND ENGAGEMENT IN THE METAVERSE?

Nikeland, a micro metaverse within Roblox, aligns with the platform's ethos of empowering creators and uniting users in immersive spaces. Nike constructed this environment using Roblox Studio, offering sports and gaming enthusiasts a 3D space resembling the original Nike headquarters. Within Nikeland, users can try on virtual products, access NFTs, engage in mini-games for rewards, and even design Nike-branded accessories.

This venture presents an opportunity for Nike to deeply engage with its community. Plans to integrate major competitive events linked to global sports like the Olympics are in the pipeline. Nike's exploration of hybrid experiences, such as the AR feature in its New York store allowing users to try on Nikeland clothing through Snapchat, marks an innovative connection between the physical and virtual worlds.

The success of Nikeland has been remarkable. With nearly 7 million visitors from 224 countries within a short period, Nike views this metaverse as a crucial component of its future marketing and branding strategies. Notably, high-profile visits, like LeBron James during NBA All-Star week, have boosted user engagement. Nikeland's triumph has spurred other companies, from Gucci to HSBC, to explore their metaverse presence, setting a standard for digital success in the corporate landscape.

IS PUMA REVOLUTIONIZING RETAIL AND GAMING IN THE METAVERSE?

Puma teamed up with Wonder Works to create "Puma and the Land of Games" on Roblox, a May 2022 launch that whisked players into a vibrant virtual world of sports mini-games and training. Avatars could don hyper-realistic Puma clothing using Roblox's Layered Clothing tech, unlocking new zones and sportswear as they progressed. The game featured Puma Coins as in-game currency, fostering creativity while merging physical and digital realms.

Concurrently, Puma expanded its Black Station metaverse with Black Station 2, redefining shopping by melding digital and physical experiences. Users could purchase 'phygital footwear' inspired by Shibuya and Berlin's club culture. The Fast-RB debut incorporated nitrogen-infused foam tech for a unique running experience. Puma Pass NFT holders gained exclusive access to collectibles tied to future products and digital NFTs in Black Station 2.

Puma's foray into the metaverse showcases its dedication to innovative retail experiences that merge digital and physical domains. These strides position Puma as a digital pioneer while ensuring dynamic engagement across diverse platforms.

PUMA

ADIDAS

CAN ADIDAS DOMINATE ROBLOX FASHION WITH EXCLUSIVE COLLABORATIONS?

Adidas strategically enters Roblox, leveraging the platform's creativity and user-generated content to fuse virtual and physical fashion. Partnering with Roblox creator Rush Bogin ensures exclusive, limited-edition content, aligning with the community's preferences and building anticipation through scheduled releases in December. Virtual pop-up stores within Roblox immerse millions in Adidas' digital apparel, bridging the real-virtual gap by featuring diverse designs inspired by both Adidas collections and Roblox-centric styles.

This collaboration introduces Adidas to a new digital audience while engaging longtime fans in an innovative way. The approach of weekly updates matches Roblox's dynamic nature, sustaining interest. Adidas' foray signifies a fusion of fashion, tech, and user experience, embedding its style within Roblox's imaginative world to expand its market reach and reinforce brand identity.

Success hinges on maintaining momentum, consistently delivering quality, exclusive content, and adapting to Roblox users' evolving tastes. Upholding relevance and appealing to Roblox's diverse community will be key for Adidas to maximize this innovative collaboration's potential.

2023 PROJECTS

TIMELINE

JANUARY - FEBRUARY 2023

PRADA CAPSULE NFT
01/09/2023

NATIONAL GEOGRAPHIC
01/17/2023

PORSCHE (VW GROUP)
1/23/2023

HUBLOT (LVMH)
1/23/2023

YVES SAINT LAURENT BEAUTÉ (L'ORÉAL)
1/30/2023

DIESEL
2/15/2023

CARTIER
2/22/2023

SPOTIFY
2/23/2023

VALENTINO
2/28/2023

MARCH - APRIL 2023

GQ
3/1/2023

MCLAREN
3/3/2023

ASTON MARTIN
3/5/2023

DOLCE & GABBANA
3/12/2023

THE NORTH FACE
3/13/2023

CULT&RAIN
3/15/2023

MARCH - APRIL 2023

BALMAIN
3/21/2023

ADIDAS - MFW
3/28/2023

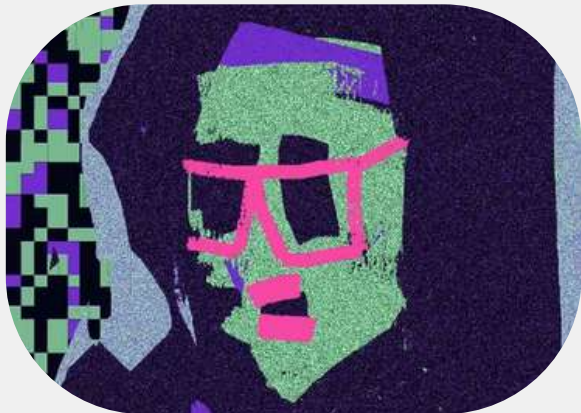**HUGO BOSS**
3/28/2023

TOMMY HILFIGER
4/2/2023

ABSOLUT VODKA
4/4/2023

CUPRA
3/3/2023

SOTHEBY'S

5/1/2023

CIPRIANI

5/17/2023

RENAULT

5/17/2023

COACH

5/22/2023

PHILIPP PLEIN

5/24/2023

LOUIS VUITTON VIA TRUNK

6/6/2023

PUMA

6/19/2023

FOOT LOCKER

6/20/2023

NIKE

6/20/2023

HIGH SNOBIETY

6/21/2023

FENTY BEAUTY

6/27/2023

CAROLINA HERRERA X AUROBOROS
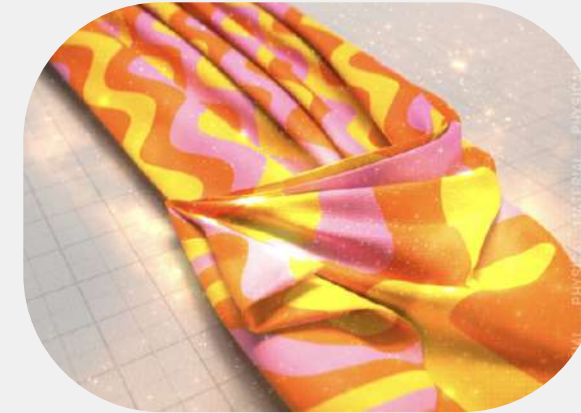
6/29/2023

DIOR

6/30/2023

JULY - AUGUST 2023

DESIGUAL
7/17/2023

L'OCCITANE
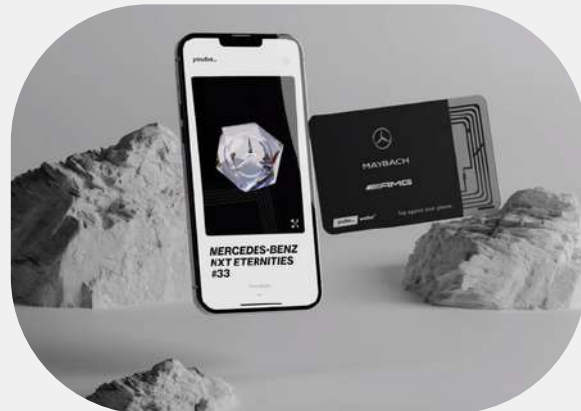7/20/2023

GUCCI MATERIALS NFT
7/21/2023

RALPH LAUREN
8/3/2023

LULULEMON
8/22/2023

SEPTEMBER - OCTOBER 2023

MERCEDES-BENZ
9/5/2023

L'ORÉAL
9/6/2023

KARL LAGERFELD X BOSA
9/12/2023

PINKO
9/13/2023

LACOSTE FACTORY DROP
9/21/2023

MONCLER
10/2/2023

SEPTEMBER - OCTOBER 2023

L'OREAL
10/6/2023

MACY'S
10/18/2023

UGG
10/19/2023

MANOLO BLAHNIK
10/22/2023

MAISON MARGIELA
10/24/2023

NOVEMBER - DECEMBER 2023

GIVENCHY BEAUTY X ROBLOX
11/9/2023

ADIDAS X BUGATTI
11/13/2023

HENNESSEY COMMUNITY DESIGNED BOTTLE DROP
11/13/2023

FIAT
11/21/2023

GUCCI ANCORA ROBLOX
11/24/2023

LOUIS VUITTON VIA TILE TRUNK
11/27/2023

LEARN FROM THE EXPERTS

INTERVIEWS

DRESS X

DIGITAL FASHION FRONTIERS: DRESSX'S EVOLUTION & IMPACT IN METAVERSE INTEGRATION

Julien Rosilio, Head of Growth and Web3 Lead

Q: Can you share some insights into the growth and evolution of DRESSX's digital fashion initiatives and how they've been integrated into real-world events and metaverse platforms like META, Roblox, and Decentraland?

Our transition from traditional fashion to digital fashion, referred to as 'metafashion,' has been a natural progression reflecting evolving digital engagement. Digital assets, initially prominent in gaming, have expanded into our daily digital presence across social media, messaging, and streaming platforms. This trend is increasingly recognized among tech and gaming circles, gaining broader attention.

In 2020, we showcased the seamless integration of digital fashion in photos, proving its potential to replace physical attire. Since then, DRESSX has extended this capability to real-time wear in videos via our app, and wearable digital fashion collectibles. Our digital garments transcend platforms, from Meta and Roblox to Decentraland, Ready Player Me, Zepeto, and beyond.

In three years, our growth is noteworthy:

- Over 1.5 million DRESSX digital looks sold
- More than 315,000 global meta closets created
- Over 9,000 unique collectors' wallets registered on onchain.dressx.com
- 9,800 digital fashion collectibles created on onchain.dressx.com
- Collaborations with 400 digital fashion designers, offering 4,000 off-chain 3D fashion looks on dressx.com
- Introduction of 500 AR looks via the DRESSX app
- Over 4.3 million instances of AR looks worn via the app
- Sales of over 120,000 DRESSX digital looks on Roblox

Additionally, the DRESSX full-size AR mirror has been utilized during real-life events of popular brands such as adidas Originals, BOSS, Drunk Elephant, Bershka, and more. These instances have showcased a new way to engage with the audience and demonstrate fashion products in this new realm, further emphasizing the innovative nature of digital fashion's integration into real-world experiences.

Wearable digital fashion, in our opinion, stands at the forefront of the metaverse economy, and DRESSX is dedicated to pioneering this transformative journey in fashion's digital evolution.

Source: DRESSX

Q: As a curator of web3 brands and creators on the http://onchain.dressx.com marketplace, what trends or innovations have you observed in the web3 fashion space in 2023?

As curators of web3 brands and creators on the onchain.dressx.com marketplace, we observed several main trends in the space, which we have integrated in the DRESSX long-term strategy. One notable trend is the growing influence and impact of the community in digital fashion collectibles. Recognizing this, we've prioritized fostering vibrant communities on our Discord and Twitter platforms, ensuring to reward, support, and keep our followers and supporters updated.

Moreover, within the realm of on-chain items, usability reigns supreme. DRESSX has been at the forefront of pioneering wearable on-chain garments, continuously expanding the utility of our collectibles for buyers. We've introduced various use-cases, starting from digital dressing on photos and exclusive AR garments on the DRESSX app, to wearables in platforms like Decentraland and Roblox. Additionally, our collectibles offer exclusive access to private events, and soon, users will have the ability to wear these items in real-time during Zoom calls through the DRESSX camera.

The innovations in the web3 fashion space are centered on enhancing user experience and engagement, leveraging the potential of blockchain technology to offer functional and interactive digital fashion experiences. At DRESSX, we're committed to driving these advancements, creating a seamless and immersive connection between fashion, technology, and community within the evolving web3 landscape.

Q: How has DRESSX leveraged AR and AI to enhance user experiences and engagement in the digital fashion world, and what have been the key challenges and opportunities?

Source: DRESSX

DRESSX has embraced AR and AI technologies to redefine user experiences and drive engagement within the digital fashion world. Our pioneering efforts in leveraging AR technology have positioned us as leaders, boasting the largest library of digital fashion in AR. Notably, our full-size AR mirror has graced major fashion weeks this season, featuring brands like Drunk Elephant, Hugo Boss, Fabrix, and more. These initiatives have brought these brands into the metaverse, offering a novel way to engage with their customers, marking a significant shift in consumer-brand interaction.

In the realm of AI, DRESSX is integrating this technology for digital dressing in photos, remarkably streamlining the process of editorial photo dressing, a service that we are renowned for. What previously took hours now only takes several minutes, transforming the efficiency of our iconic service. Looking ahead, we are dedicated to further enhancing and refining DRESSX's performance by integrating AI at multiple levels within the upcoming year.

KPMG observed that there was a 30% return rate on Fashion eCommerce websites, our DRESSX AI technology aims to reduce this, providing a dynamic and intelligent styling for brands to populate their eCom catalog with dressed images and for the customers to make better purchasing decisions.

Challenges and opportunities always go hand in hand in the digital landscape. While advancements in AR and AI have greatly enriched user experiences, refining their integration presents an ongoing challenge. Additionally, continually improving the realism and seamlessness of AR experiences, as well as building new products, upgrading production and usage of the digital fashion items remains a focus for the DRESSX team. However, these challenges are accompanied by significant opportunities to innovate and create more immersive, efficient, and user-friendly digital fashion experiences.
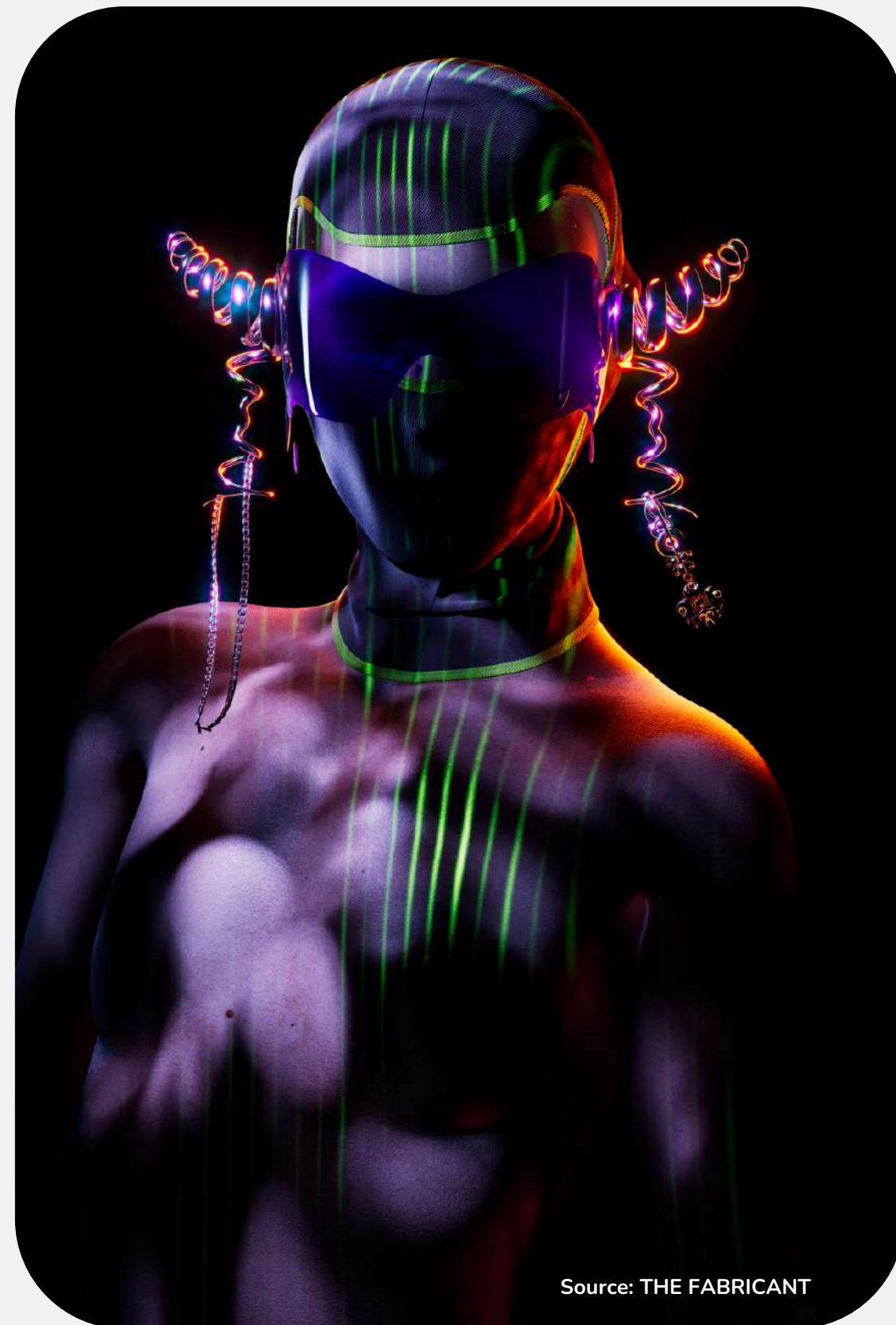
THE FABRICANT

DIGITAL THREADS UNRAVELED: THE FABRICANT'S CO-CREATION REVOLUTION

Adriana Hoppenbrouwer-Pereira, Co-Founder & CMO

Q: Could you elaborate on The Fabricant's co-creation platform and its role in shaping the wardrobe of the metaverse? How has this platform transformed the fashion industry?

Since 2018, The Fabricant has been leading the Fashion industry towards a new sector of digital clothing, challenging the status quo of the existing physical fashion model. By building our fashion platform on blockchain, we are able to create new business models, involving and rewarding consumers in the creative process. Through the co-creation tool, consumers can customize items and receive an equitable part of the royalties on resale. In this way, brands can learn what consumers want, reward their fanship and exponentially increase the brand's revenue through collaborative design.

Source: THE FABRICANT

Q: What do you see as the most significant impact of decentralized digital fashion on the metaverse, and how has it influenced the way people interact with fashion?

Digital fashion reduces the barriers of entry, enabling independent designers to launch their own collections without the need to invest in stock and logistics. New labels are emerging, connecting with their fans in authentic manners and developing new unique aesthetics. Our identities can be explored more freely, defying the trends imposed by the physical fashion model.

Q: As a pioneer in decentralized fashion, how has The Fabricant embraced sustainability and circular economy principles in the digital fashion space, and what has been the response from the fashion industry?

The Fabricant mission is to lead the fashion industry towards a new sector of digital clothing that is more sustainable, equitable and creative. Our vision is to dress 100 million people in digital clothing by 2025. We are creating new business models that will enable the sector to flourish, new creators to start their labels and physical brands to expand to this new paradigm. From our early days, we have been committed to promoting and educating the sector. Currently, we encounter several leading brands with strong digital agendas, extending their brand expression and business model to the digital realm.

JOURNEE

METAVERSE COUTURE: FASHION'S EVOLUTION IN JOURNEE'S LENS

Jordan Robinson, Global Partnerships Director

Q: Journee Technologies enables advanced, stylized, and accessible metaverse solutions. In your role, what notable advancements in the metaverse industry have you observed in 2023, particularly in connection to fashion, and how is Journee contributing to this evolution?

We've continued to see the Fashion, Luxury and Beauty sector leading the innovation charge around all things immersive web. Specifically, strong heritage brands like Macy's have launched immersive commerce experiences with Journee to both increase sales and engage with a younger audience through beautiful, interactive, gamified experiences. This particular project has reached close to 1 billion earned media impressions across our major markets: Europe, the US, MENA and APAC. Journee has also been building industry-leading generative AI functionality within our experiences, where the only limit to creating beautiful garments is your imagination! Check out our thought leadership on these topics for more information: Luxury 3.0: Bringing Designer Brands into the Immersive Web & Digital Threads - Generative AI and Immersive Fashion.

Q: Global partnerships are integral to Journee's success. Can you highlight key partnerships that have shaped fashion and luxury experiences within the metaverse this year, and what role do you anticipate partnerships playing in the near future?

Our Partner Ecosystem is thriving and we love to collaborate with fellow industry leaders. Our Partnership with Exclusible has been very exciting and fruitful - watch this space very soon for some exciting project announcements! We also enjoy working with players like The Fabricant and DressX who are strong in the digital fashion and AR spaces - great for linking and virtual experiences with physical components. In the fashion space, we're especially proud of our partnerships with H&M, Macy's, Vogue Business & Epic Games - with plenty more to be announced. You can learn more here.

Source: JOURNEE

Q: Looking ahead, what are the most promising trends and innovations in the metaverse that you believe will redefine fashion experiences in the coming years?

I think both Generative AI and blockchain in general hold an enormous amount of potential across the full fashion value chain - from the supply chain to product design to ownership to resale - touching on the topics of sustainability, identity and loyalty. We'll see a huge focus on these topics continue, but if I had to choose one I would say loyalty will be a focus in 2024. It's a significant task, but being able to link web2 and web3 experiences together in the physical and digital sense is going to be key. Loyalty use cases we are seeing already include digital passports, NFC chips to track authenticity and provenance, physical rewards and benefits and the ownership of zero-party data (i.e. data owned by the customer that they can choose to share with a brand for perks).

SYKY

REIMAGINING LUXURY: SYKY COLLECTIVE'S FUSION OF CRAFTSMANSHIP AND DECENTRALIZATION IN FASHION

Roxanne Iyer, COO of **SYKY**

Q: Luxury and fashion are traditionally associated with exclusivity and craftsmanship. How is SYKY collective utilizing Web3, AR, and AI technologies to maintain the essence of luxury while also making it more accessible and engaging for a broader audience? (you can mention about your programmes for key stone holders and events.)

At SYKY, our commitment to the core tenets of luxury fashion — exclusivity and craftsmanship — remains unwavering, even as we navigate the exciting potentials of Web3 and AR technologies. We're not just preserving these values; we're enriching them by bringing a new dimension of interactivity and accessibility to the luxury experience, ensuring that it resonates with a wider audience without compromising its essence.

The real craftsmanship behind The SYKY Collective's designs is profound. Our designers, deeply versed in both luxury fashion and web3-enabled technology, meticulously craft unique collections for physical, digital, and augmented worlds. This fusion of traditional skill and innovative technology is evident in the work of designers like Fanrui Sun, whose Sunw collection debuted at London Fashion Week in collaboration with the British Fashion Council. Sunw's digital fashion collection featured a 1:1 physical bag, valued at nearly $3K, competing with traditional luxury price points. The response to this piece was extraordinary, culminating in a bidding war that highlighted the market's recognition and appreciation of her intricate craftsmanship.

Through the web3-enabled SYKY platform, we're not just showcasing digital fashion; we're setting a new standard for how luxury can be experienced and valued in a decentralized, digital age. It's about translating the meticulous attention to detail and quality from the physical world to the digital and augmented realms, thereby crafting a new narrative in luxury fashion.

✳ **EXCLUSIBLE**

RED•EYE

Q: The concept of Decentralised Fashion Communities is gaining traction as a new way for fashion enthusiasts to engage and collaborate. How does SYKY envision the role of decentralized communities in shaping the future of fashion, and what initiatives have you undertaken to create or support your innovative fashion network?

The emergence of decentralized fashion communities marks a transformative shift in the fashion industry, fostering a more democratic and collaborative ecosystem. At SYKY, we're not just observing this shift; we're actively shaping it. In January 2023 we launched our community, through the creation of our Keystone membership pass.. Our Keystone community is a vibrant microcosm of this change, bringing together traditional fashion editors, CEOs, and influential figures alongside individuals curious about digital fashion and web3. This decentralized mix creates a rich tapestry of ideas and perspectives, fueling innovation and co-creation in fashion, but also allows for disparate groups of people to meet and exchange ideas.

Our initiatives extend far beyond just providing a platform for dialogue. We facilitate global access and host events worldwide, from Monaco to Hong Kong, London to Brooklyn, creating physical touchpoints for our digital community. These events aren't just meetings; they're incubators of ideas and collaborations. For instance, throughout the past year, SYKY actively participated in both New York Fashion Week, where we partnered with Calvin Klein and i-D and London Fashion Week, where we co-hosted an official Fashion event. Additionally, our community played a pivotal role in the success of Fanrui Sun's bag at London Fashion Week, showcasing the tangible impact and engagement of our members. This bag, valued at nearly $3K and passionately contested in a bidding war, was acquired by a SYKY community member, underscoring the active participation and influence our network wields in the luxury fashion market.

Furthermore, the allure of our community and its vision has been so compelling that we've seen members express a desire to join the SYKY team, reflecting the magnetic pull and vibrancy of our network. This level of engagement and enthusiasm is what drives us to continuously innovate and expand our reach, ensuring that the future of fashion is not only more inclusive and diverse but also deeply interconnected and cohesively global.

Source: SYKY

Source: SYKY

Q: In an industry that traditionally relies on exclusivity and centralization, how does SYKY see the balance between luxury and decentralization in the fashion space? Could you share some examples of how you've successfully integrated decentralization into luxury fashion, and the challenges and opportunities that have arisen as a result?

Part of our mission at SYKY is to redefine the luxury fashion industry by embracing both exclusivity and decentralization. We believe that technology is the great equalizer, enabling us to blend the best of traditional luxury with the inclusivity and innovation of the digital age. Our platform is designed not just as a marketplace but as a meeting ground for diverse talents and perspectives, where traditional fashion expertise and web3 innovation come together to shape the future of fashion.

To achieve this vision, we founded the SYKY Collective, a cohort of digital designers and luxury fashion creatives who will create the next generation of luxury fashion houses. We received hundreds of applications from every continent (except Antarctica), and ultimately selected ten designers from ten different countries. For instance, Fanrui, a Chinese designer based in London, showcases her unique perspective through her work, blending Eastern and Western influences. Similarly, GLITCHOFMIND, hailing from the Dominican Republic but based in the Netherlands, brings a fusion of heritage and cutting-edge digital design. Nextberries, a Nigerian design house, is another example of how we are integrating diverse global talents into the luxury fashion narrative.

These collaborations demonstrate how decentralization in fashion can lead to a richer, more diverse industry. By leveraging technology, we're able to provide a platform where digital designers can be heard and celebrated. We strive to ensure that each designer's unique vision and craftsmanship are preserved and highlighted, while also creating a cohesive and accessible digital fashion experience for our audience.

Through our efforts, we're not just integrating decentralization into luxury fashion; we're also creating a more inclusive, vibrant, and dynamic industry. Our belief is that by fostering a space where diverse talents can converge and collaborate, we can drive the fashion industry forward into a new era of inclusivity, creativity, and innovation.

METAVERSE UNBOUND: MVFW'S EVOLUTION IN FASHION, BEAUTY, AND BEYOND

Giovanna Casimiro, Head of Metaverse Fashion Weeek at Decentraland

Q: MVFW is known for combining fashion, beauty, and lifestyle brands across metaverses. In 2023, how have these cross-metaverse experiences reshaped creativity and interaction, and what has been your role in pushing the boundaries of the fashion and beauty industry?

The 2023 edition marked a significant milestone by officially introducing the concept of cross-metaverse to MVFW. It served as a powerful statement of diversity, pushing the boundaries of collaboration among existing platforms. This event offered a unique opportunity for brands to expand their reach, connect with new customers, strengthen relationships with current buyers, and explore multiple aesthetics in the midst of our rapidly evolving culture.

The interactions at the 2023 edition provided valuable insights for brands, helping them see the practical use cases of virtual worlds with greater clarity. It was evident that this edition took a different approach compared to the first one. We featured more gamified experiences and user journeys that seamlessly transitioned from blockchain to off-chain. An excellent example of this was Tommy Hilfiger's collaboration with Decentraland and Emperia Store. Brands like D&G, Dundas, and Monnier, which had previously participated, brought fresh perspectives with augmented reality try-ons and creator competitions.

A notable trend of MVFW 2023 was the emphasis on nurturing the next generation of creators and fostering connections between brands and emerging designers. This initiative had a significant impact on various institutions, collections, and communities. It opened brands' eyes to a world of co-created possibilities with the younger minds in the metaverse.

My role in this journey is to inspire and deliver. I firmly believe in the power of collective efforts and teamwork, while recognizing the need for strong leadership to make challenging decisions. MVFW provided me with an opportunity to bring my leadership skills to the forefront, unlocking a realm of possibilities for brands, designers, and metaverses alike. Pushing boundaries often requires stepping out of our comfort zones, and in many ways, this event served as a hub for research and development, a digital transformation platform, and an educational space for all of us to explore the potential of technology in the near future, particularly in the realms of fashion, beauty, and cultural experiences.

Source: MVFW

Q: MVFW brings together a modern audience in a new way. How has the metaverse influenced the demographic of your audience and what trends do you anticipate in the years to come for MVFW and similar events?

The audience may appear young, but it's actually quite diverse. The average user group on Decentraland during 2021-2023 primarily fell within the 18-45 age range, with more adults and crypto enthusiasts than teenagers. This indicates that one of the key distinctions between on-chain and off-chain metaverses is the trade capabilities and the level of seniority in trading activities, which defines the target audience.

Some of the emerging trends I've observed are:

1. Mobile-First Experiences: Mobile-centric experiences are gaining popularity because people want to enjoy life on the go.

2. Augmented Reality (AR) Ascendance: AR is becoming a major medium for interaction, bridging the digital and physical worlds.

3. Mixed Reality on the Rise: Mixed reality experiences are starting to take place, especially with lighter hardware like Nimo and XReal, enhancing the immersive nature of activations.

4. Desktop Gamified Experiences: Desktop platforms with a gaming focus are allowing brands to engage with a younger audience that appreciates the value of virtual identities and digital wearables.

5. Hybrid Fashion and Beauty Experiences: The future of fashion and beauty experiences will be a blend of physical research from the past two decades (smart wearables, IoT, physical computing, Fablabs, 3D printing, etc.) with recent metaverse advancements.

6. On site experiences with a trough back to older technologies will start popping up: holograms, video mapping, immersive caves etc.

Q: In your view, what are the key challenges and opportunities for the fashion and beauty industry in the metaverse in 2023, and how is MVFW addressing them?

As a technologist and XR expert since 2010, one of the primary challenges I've encountered is reigniting the "magic" in digital experiences. As audiences become desensitized to high-quality graphics and real-time environments, brands and the entire sector face the challenge of consistently impressing their audiences. In my opinion, powerful narratives remain the most effective way to create a lasting impact in fashion projects, provided they align with narrative consistency and the authentic identity of a brand.

Another recurring challenge is achieving tangible ROI and delivering a strong value proposition, as evidenced in the context of MVFW. It's essential to assess which technologies have a genuine impact on these verticals and which ones effectively drive traffic to stores or enhance product discoverability. Particularly in the beauty sector, companies seem to excel in leveraging their product stories by exploring scale, colors, and interactions with real-world products in digital spaces. This approach demonstrates how to translate digital experiences into tangible revenue.

Opportunities abound, and fashion and beauty industries should increasingly seek inspiration in simplicity, seamless experiences, and screenless interactions. My prediction is that truly impactful experiences won't be confined to web metaverse platforms; instead, we'll witness a resurgence of interest in older technologies like physical computing, IoT, and XR as the foundation for optimal project frameworks and brand tools. While blockchain remains an option, it will primarily find its place in the backend of applications, not necessarily tied to "on-chain" user experiences. Game platforms will continue to dominate the desktop space, while other experiences will gradually migrate to mobile and wearable devices.

Source: MVFW

In the context of MVFW, I believe the event is addressing these challenges by undergoing a transformation with a new identity, name, and technology. MVFW 2022 and 2023 played a crucial role in showcasing the potential of such platforms for various industries, including fashion and beauty. However, it's clear that mass adoption and user-friendliness still pose significant hurdles. We must tap into the metaverse's potential beyond our home computer interfaces and explore other devices that can serve as gateways to enhanced shopping experiences.

With that said, MVFW should be reborn as something new, possibly with a new name and renewed purpose, while maintaining its commitment to exploring the unknown, creating new frameworks for digital experiences, and providing digital solutions for brands. The core values of community and co-creation remain essential, redefining the relationship between brands and consumers in terms of design and product experience. I am working on something very special for 2024 that will take this necessary next step toward a MVFW 2.0.

FFFACE.ME

EXPLORING FFFACE.ME'S AR TRY-ONS, VIRTUAL CUSTOMIZATION, AND THE IMPACT ON SALES & ENGAGEMENT

Dmytro Kornilov, CEO, Co-Founder of FFFACE

Q: In the realm of Augmented Reality (AR) in Fashion, we will highlight the potential of AR try-on experiences and virtual fashion customization. How is FFFACE.ME leveraging these technologies to enhance customer engagement and brand experiences for fashion and Luxury clients?

When discussing digital fashion or augmented reality in the fashion industry, it's crucial to distinguish between various cases, despite their reliance on the same technology. They significantly differ in appearance and the results they yield.

In terms of virtual try-on experiences, it's essential to differentiate between offline and online applications and distinguish cases when virtual try-on works as a tool for actual fitting and cases when it serves as a fan tool for approximate fitting.

We recommend different formats of this experience to our clients based on their goals. For clients aiming to boost online retail sales, integrating a Snap Camera into their app for online try-on directly within the client's marketplace is advised. This tool works well for specific products, particularly shoes and accessories like hats, jewellery or eyewear. Other item types, such as clothing, still don't work well enough to guarantee increased purchase conversion. Additional argument for implementing virtual try-ons for specific products in client's marketplaces is the ability to collect analytics. Clients can measure sales growth and return reduction after implementing virtual try-on in their app. Also, clients can drive sales by using virtual try-on in Snapchat Shopping Lenses, that allow integration of purchase links straight into AR Filter.
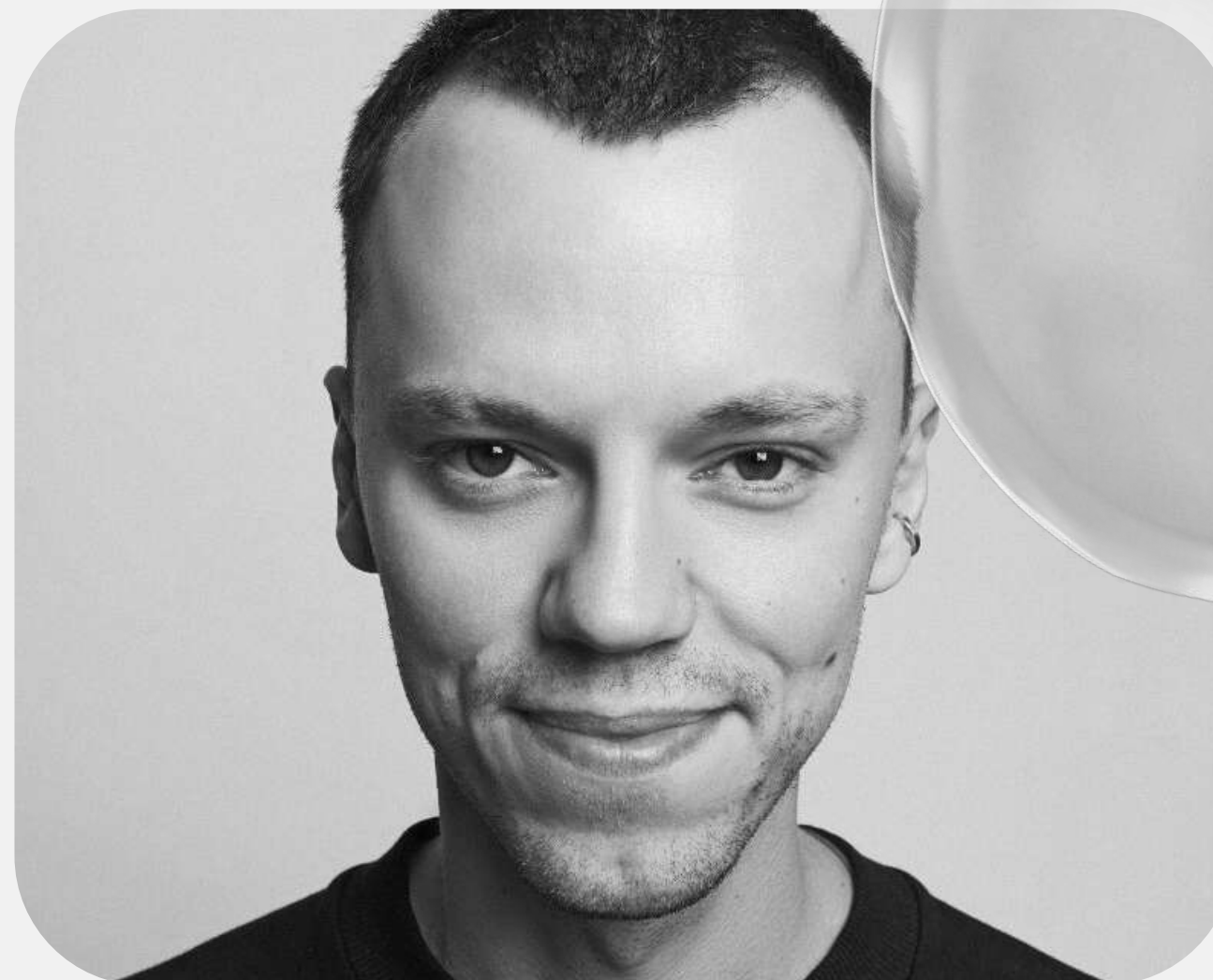
On the other hand, we recommend AR Mirrors with virtual try-on to attract attention in offline retails sales. Even though this experience doesn't provide precise clothing fitting, it allows directing of consumer traffic inside the store and pushes them to try on physical clothing.

In summary, online virtual try-ons can achieve two primary objectives: increasing sales and enhancing brand visibility. Integrating virtual try-ons into the client's marketplace or platforms like Amazon is necessary to boost sales. Launching corresponding Snapchat or TikTok filters is effective for broader reach or presenting new products. Concerning offline applications, virtual try-ons can be implemented using AR mirrors. It's crucial to recognise that these mirrors provide a simulated fitting experience, as current virtual try-on tools don't capture the actual dimensions of the product consumers need.

AR Mirrors work great not just with virtual try-ons, they are a powerful tool for attracting attention to a store, especially in a retail landscape saturated with numerous options. The critical decision of which store a consumer enters first significantly influences where they spend their money. AR mirrors differentiate a store, capture the consumer's interest, and serve as an excellent way to overcome barriers to real-world fitting. Seeing self on the big screen with the creative AR Filter creates emotional connection with the brand, that increases the chance of product purchase. AR mirrors are more of an attention-grabbing tool, but they can contribute to sales with effective consultant interaction.

Regarding the virtualisation of fashion, numerous formats exist, from entirely digital, imaginary clothing items to different narratives involving NFTs, gaming attire, the metaverse, etc. We consider these cases something other than conversion-centric. Instead, we focus on adding of virtual augments to physical items, with our main product being Semi-digital Clothing. This clothing serves as content creation attire. When using social media filters, it overlays the physical clothing item with an AR layer. We've tested this tool by implementing a collection in FFFACE.ME and collaborating on two collections with Bershka, as well as dozens of collections for other corporate, non-fashion clients.

We've observed that this tool can directly impact sales. Thus, besides attracting attention to content and encouraging people to visit product pages more frequently, this tool can effectively and clearly communicate offline. For example, in our cases with Bershka, iPads were set up before physical items, demonstrating augmented reality layers. Each visitor could try it themselves by simply scanning a QR code. The result is an online content experience that looks different, engages more, generates more visits to product pages on the website, and leads to more purchases. Offline, we have a product experience that looks unusual, interactive, and can be tried by customers. In this case, it's not just theoretical knowledge. While we can't disclose specific figures due to NDAs, we can say that after implementing similar functionality in the Wearable Art collection by Bershka & FFFACE.ME, items sales more than doubled— perfect result. As this product is still relatively new, we can garner additional organic attention from the press, influencers, and even awards, which we've already achieved.

Summarizing the points above regarding augmented reality in fashion, we acknowledge the potential in AR mirrors, virtual try-on experiences in online marketplaces, and Semi-digital Clothing. Another promising direction involves branded clothing for online games; however, this topic is worthy of a separate discussion.

Source: FFFACE.ME

EXCLUSIBLE

RED EYE

Q: What observations or insights do you have regarding the formation and evolution of the global digital fashion community in relation to its unity, collaboration, and the presence or absence of a clear collective mission or purpose?

In any profession, a community naturally forms around each tool, whether you're a web designer, strategist, marketer, or creator. AI and AR Fashion is no exception. We definitely witness that a global digital fashion community is formed. It evolves, and its participants learn from each other and collaborate. But I can't say there's something unique about it. If we look at it from the other perspective, we will see that there's no actual unity, it's a big group of professionals, who do their job, learn from one another and try to earn to pay the bills. I can't say there's a clear mission behind this group.

Q: How does your focus on the outcomes and value delivered to consumers and businesses guide your approach to innovation, particularly in providing tools for content creation and seamless offline experiences, and how do these efforts align with the ultimate goal of impacting sales?

We are innovators paradoxically uninterested in the technology itself. What captivates us is the outcome and value it delivers for consumers and businesses. If something resonates with consumers, it invariably benefits businesses. Observing genuine user behavior, we've noted people's affinity for content creation online and seamless experiences offline. That's why from the user perspective we provide tools for crafting original live content that garners digital attention online, and offer experiences effortlessly enjoyed offline. While from the business perspective we deliver innovations directly or indirectly impacting sales—our ultimate goal.
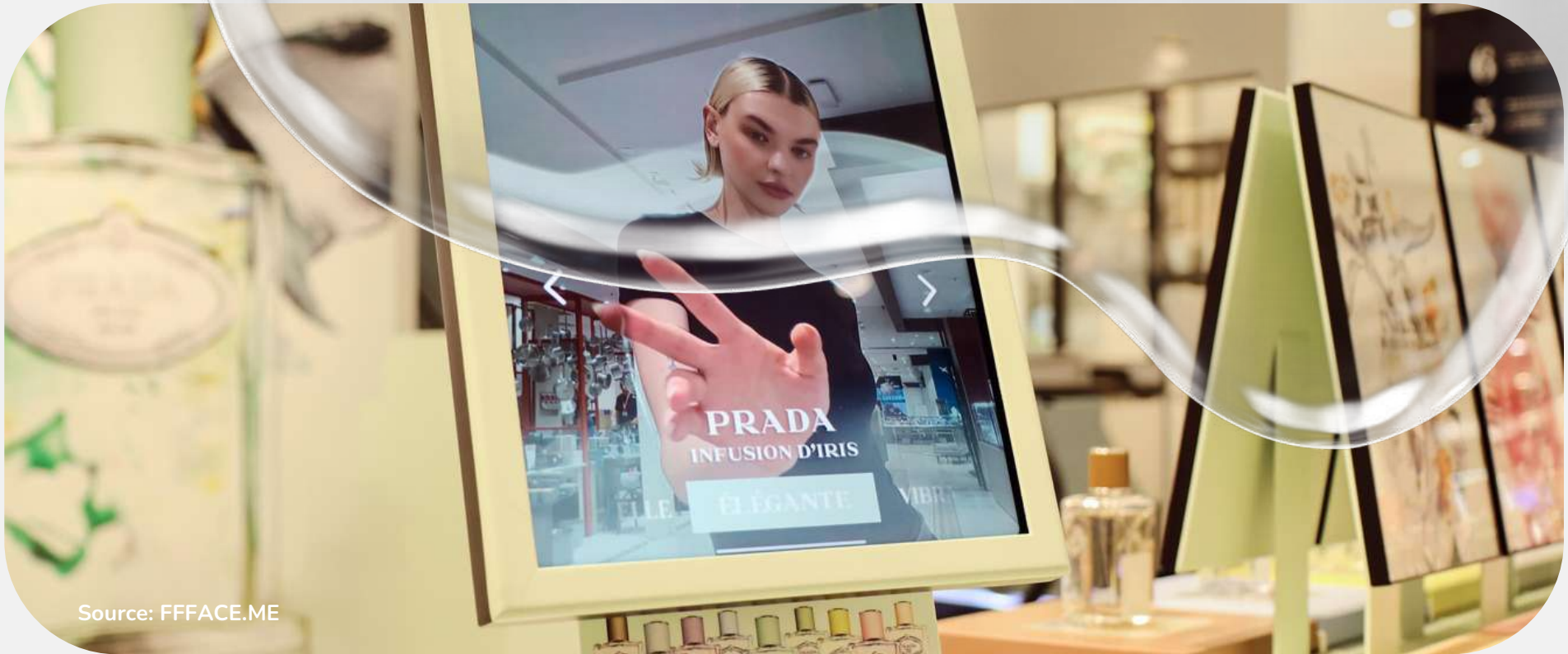
Source: FFFACE.ME

Q: How can the fashion industry reconcile the sustainability challenges posed by digital fashion, which tends to stimulate increased consumerism, with the need to shift societal consumption habits and raise awareness about the environmental impact of clothing production?

Most AR experiences aren't sustainable as they stimulate increased sales. Digital Fashion, far from sustainable, encourages consumers to buy more clothes. Digital Clothing serves our digital personas for content creation and online engagement but can't replace physical clothing with its expected properties. Prominent Digital Fashion use cases, like Virtual try-ons, drive physical purchases based on digital fit. Semi-digital Clothing fosters branded user-generated content and draws foot traffic through AR Installations. NFT projects generate brand awareness through PR in the NFT community, culminating in increased sales. Another Digital Fashion use case, AR Filters, catalyses content creation and consumerism popularisation. Digital clothing for games and Metaverses targets younger generations, promoting physical purchases of in-game brands. To enhance sustainability, we advocate changing society's consumption habits by highlighting the environmental impact of current clothing production.

MBW

CULTIVATING BEAUTY IN THE METAVERSE: DAISY MAY'S JOURNEY AS CREATIVE BRAND MANAGER

Daisy May, Creative Brand Manager

Q: As the Creative Brand Manager at CULT, you have a unique perspective on the future of beauty in the metaverse. How has 2023 seen the evolution of beauty and fashion within virtual spaces, and what role does CULT play in shaping this future?

In the year 2023, we have seen a significant shift in the evolution of beauty (and fashion), a transformation marked by a substantial digital shift, embraced by both brands and consumers alike. This evolution has transcended traditional boundaries, with brands fearlessly venturing into new virtual spaces to create gamified experiences, and consumers dedicating more time into curating their avatar's appearances than their IRL ones.

A report from Wunderman Thompson last year highlighted the dependence of over three-quarters of global consumers on technology for their daily lives and activities. Signalling the limitless opportunities for brands to pioneer in these new frontiers to drive more engagement, loyalty, and ultimately conversions, through these new realities which have become integral to the experiences of individuals across all age groups.

Over the past couple of years, the fashion industry has been ahead of the curve, particularly luxury and streetwear brands like Gucci, Louis Vuitton, Balenciaga, Diesel, and Nike, who have been at the forefront of embracing these new realities. Meanwhile, the beauty sector has somewhat lagged behind, but that all changed this year.

Leveraging over a decade of expertise in the Beauty, Fashion, and Luxury sectors, we (CULT) recognized this gap and swiftly seized the opportunity to lead transformational change. This initiative materialised in the form of the inaugural Metaverse Beauty Week, where virtual and real-world experiences seamlessly blended, all with the overarching goal of reimagining the future of inclusive beauty and giving reality a makeover.

CULT has played a pivotal role in reshaping beauty standards and championing inclusivity. The Metaverse Beauty World platform, an extension of the success of MBWeek, has established an experiential media platform that not only mirrors current trends but also delves into the zeitgeist to predict and shape the future of beauty. We are committed to furthering the pursuit of innovation and creativity for beauty within these new virtual realms.

Q: Metaverse Beauty World has been a hub for talent around the world. How have AR and AI technologies influenced talent development and creative expression in beauty and fashion, and what do you foresee in the coming years in this regard?

AR and AI technologies have been a game-changer for influencing talent development and unlocking new dimensions of creative expression. Through AR technologies, creators have the ability to experiment with virtual makeup looks and hair styling, enabling users to express themselves in ways previously unimaginable. AI has also played a crucial role in personalising beauty experiences, understanding individual preferences, and recommending virtual items tailored to users' unique needs, providing consumers with solutions that they may otherwise have not known about.

Through Metaverse Beauty Week, we were able to bring together XR, AR and AI creators from diverse backgrounds across the globe, and celebrate their unique talents, simultaneously uplifting and amplifying their voices on a global stage. The event garnered widespread engagement, reaching users in over 50 countries and securing an impressive 2 billion press reach across 240 media coverage pieces. Those outstanding results alone underscore how new realities are booming and that there's a huge appetite from media outlets in connecting with the trailblazing talent who are forging this new direction. There is now an increased emphasis and desire from beauty brands especially, to collaborate with these creators.

Looking forward, the synergy of AR and AI will revolutionise talent development further. We anticipate a future where virtual beauty influencers, powered by AI algorithms, will redefine the standards of beauty and fashion IVL to IRL, to develop a future which is truly inclusive and representative of everyone, promising new dimensions of creativity and innovation.

Source: MBW

✕ EXCLUSIBLE

RED•EYE

Source: MBW
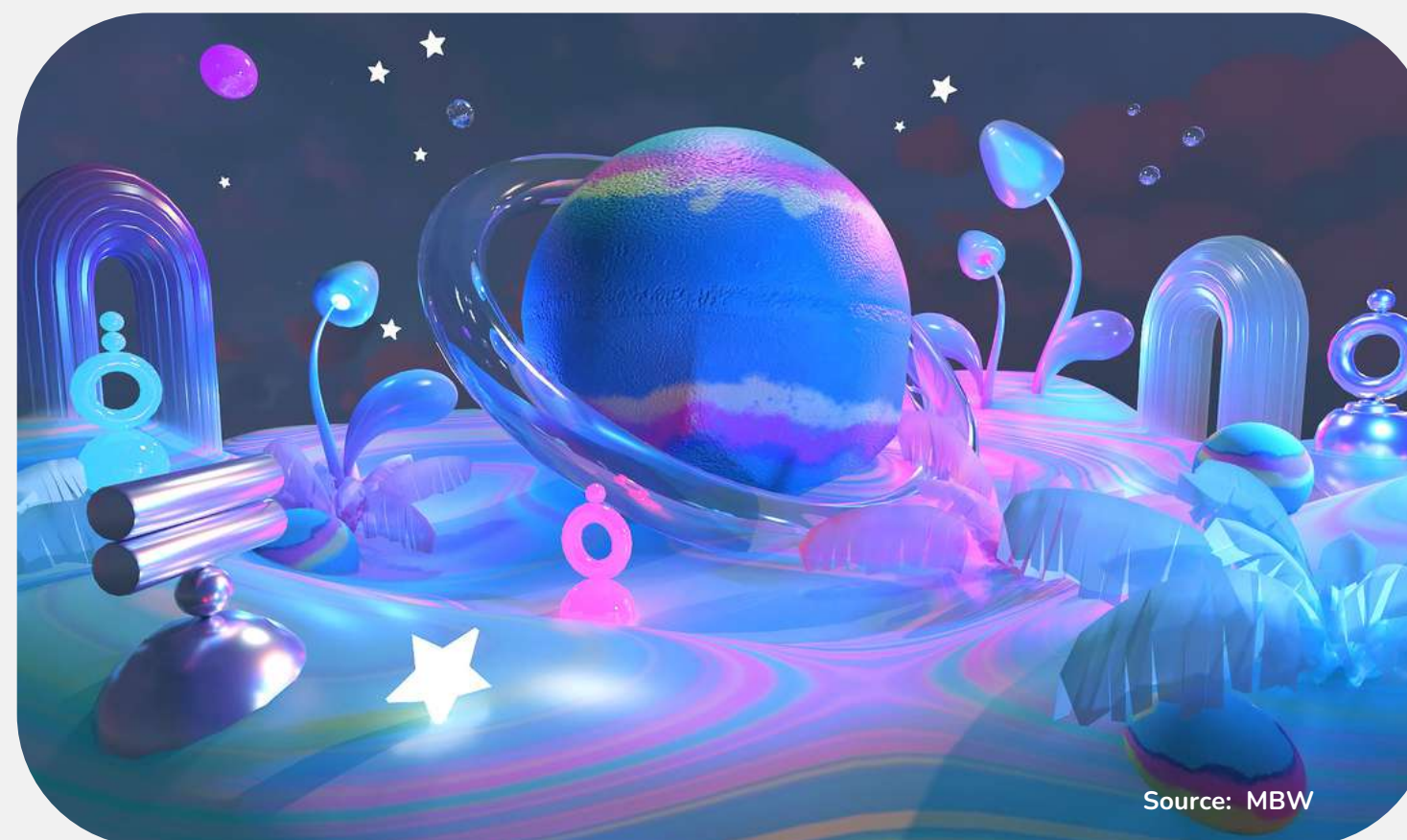
Q: Can you share any standout projects or initiatives by CULT that exemplify the year 2023 in terms of innovative beauty and fashion experiences within the metaverse?

A standout project for us this year, which signified a huge leap into uncharted territory, began with the inception of the world's first Metaverse Beauty Week which launched in June this year. Recognizing a significant gap in the exploration of the Beauty perspective within the Web3 space, CULT harnessed its experimental vision to create a multi-platform, multi-sensorial experience under the curatorial theme, "Reality Gets a Makeover." This inaugural event not only challenged traditional beauty norms but also transcended expectations on a global scale.

Bringing together global talent with renowned beauty brands and retailers. The festival, spanning six days, featured competitions, treasure hunts, masterclasses, and culminated in an IRL event at FLANNELS X. The inclusion of platforms like Roblox, Decentraland, and Spatial opened up new avenues for beauty exploration, inviting audiences of every kind into the virtual spaces of Web3.

A diverse array of global brands, from Web3 pioneers like LUSH and Neutrogena to subscription-based masterminds like Glossybox and innovative players like FLANNELS Beauty, participated in MBW2023. The event showcased indie brands too, such as IAMPROUD, Lottie London, Cosnova, and Valde Beauty, contributing to a rich and immersive experience for attendees.

It didn't stop there either. Earlier this year, in another world-first for Beauty, CULT developed an NFT community programme, #AliveWithBeauty for Shiseido which saw an innovative twist on a membership mechanic. The approach saw 150 NFTs co-created with AI and five inspirational female pioneers from the realms of Beauty and Web3, to celebrate 150 years of the brand's innovation.

The exclusive tokens, designed through AI technology DALL-E 2 and finalised with CULT's creative touch, were distributed to founding pioneers and made available to the brand's community through a sweepstake. This unprecedented venture not only introduced a unique blend of AI and human creativity but also offered token holders access to exclusive events, content, and rewards, marking a milestone in the intersection of beauty and the future of Web3.

STEFANO GALASSI

EXPLORING LUXURY IN THE METAVERSE: AN INTERVIEW WITH SYMPOSIUM MASTERMIND STEFANO GALASSI

Stefano Galassi, Ceo & Luxury Tech Catalyst at LIMITLESS INNOVATION

Q: Can you tell us about the inspiration behind founding the Metaverse Luxury Symposium and what you hope to achieve with the event?

We have created the Metaverse X Luxury Symposium to connect the best Web3.0 innovators with top luxury brands and reimagine together the drastically evolving sector. We aim to make the ecosystem more engaging for future generations, promote sustainable solutions, and boost new-age creativity to the next level.

Q: Can you give us an idea of what attendees can expect to learn and experience at the Metaverse Luxury Symposium?

This is an exclusive by-invitation-only event where we have selected C-Level fast-forward thinkers from the best fashion, luxury, and lifestyle brands. For a few hours, they will be exposed to the best innovative ideas, technology solutions, new customer scenarios, and the latest opportunities generated by this new world.

Q: What are some of the keynote speakers and panels that will be featured at the event, and what topics will they be discussing?

We will have a range of global leaders as keynote speakers and panelists including Nick Vinckier, Head of Corporate Innovation at Chalhoub Group Dubai, Tracey Manconido Director of Digital Product Creation at Tommy Hilfiger, Stefania Valenti, Managing Director of Istituto Marangoni, Davide Sgherri, Head of New Media from Dolce & Gabbana as well as executives of scaleups including Kerry Murphy, Founder of The Fabricant, Mike Charalambous, CEO of Threedium, Stan Georgiev Head of Strategic Partnerships at Ready Plater Me and many more. Topics discussed at the event will explore the future of fashion innovation, metaverse, digital fashion, the new era of creativity, and the Web 3.0 ecosystem.

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RED·EYE

Q: Can you tell us about any new and exciting technologies that will be demonstrated at the Symposium, and how they might impact the future of luxury goods?

Following the main event of the Metaverse Luxury Symposium, we are bringing the first edition of the Global Fashion Innovation Expo on the same day. It will be one of its kind tech demo showcase and live experiences in Italy hosting growth start-ups like MoreNFT, WeWear, Bigthinx, Astraverse, and more. Through these scaleups, we will explore the best technologies and their impact on the future of the fashion and luxury sectors.

Source: STEFANO GALASSI

Q: How does the Symposium plan to keep the momentum going after the event and keep the conversation about virtual reality and metaverse in the luxury goods industry going?

We are proudly a partner of the Metaverse Fashion Council, together we will keep the momentum alive globally including tech companies, investors, and global industry leaders. In addition, we will introduce the first think tank member-only Limitless Innovation Explorer Club, which will provide members exclusive access to events and experiences that will encourage them to participate in investment and business match-making possibilities on a global scale.

Q: How do you see crypto, AI, virtual reality, and the metaverse impacting the luxury goods industry in the near future?

Every significant technological influence on the fashion value chain is examined. We are a real-life matrix attempting to look at how fashion, business, and technology connect. The goal is to make the fashion business more sustainable, inclusive, and artistically driven in the long run by utilizing emerging technology to create a more effective process and client experience. Digital currencies, AI, virtual reality, and the metaverse are all having a significant impact on luxury goods. Digital currencies are allowing for the formation of digitalization based on several NFTs, while AI and virtual reality are enabling new business models that leverage virtual fashion. Augmented and virtual reality technologies are allowing users to seamlessly extend the physical world into the metaverse, providing new opportunities to engage Gen Z and other tech-savvy, young consumers.

Q: Can you share some of the most innovative and exciting examples of luxury brands utilizing crypto, AI, virtual reality, and the metaverse that you have seen?

All the speakers of the event are selected from businesses that are already exploring the metaverse experience for communities with different interests. You can expect to see some of the most innovative and leading minds from Dolce & Gabbana which is constantly expanding the metaverse and digital fashion ecosystem. Stefano Rosso is the new-generation entrepreneur leading the OTB group as well as defining the digital culture through D-Cave. Bulgari is creating innovative visions and new luxury experiences in the virtual world. PINKO stepped into the metaverse further developing the world of NFTs. Fiat 500 is guiding its customers in a new configuration and purchase experience.

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RED·EYE

DAVID CASH

WEB3 STRATEGIES RESHAPING DIGITAL OWNERSHIP AND LUXURY ENGAGEMENT: INSIGHTS FROM DAVID CASH

David Cash, Founder, Managing Director

Q: Could you share insights into the strategic considerations and creative approaches behind successfully bringing Web3 projects to market for high-profile clients, especially in terms of leveraging NFTs and decentralized platforms within the fashion, luxury and creative industries?

Brands are finally moving away from considering activating and integrating NFTs into their roadmaps as solely 'sensational marketing activations.' Now, with more and more platforms supporting "blind" integrations of Web3, we see brands harnessing NFTs' power to prove ownership, token gate content and experiences, store data securely and in the consumer's control, etc. Context and unlockable value behind digital assets will continue to reign supreme as the NFT hype cycle continues to fade out of relevance, and we see brands and individuals alike using NFTs and blockchain technology for the right reasons, with purpose and clear value propositions for consumers. At Cash Labs, we are working with several Fortune 100 clients on transformative Web3 integrations, which are scheduled to roll out throughout 2024 and should fundamentally change how consumers interact with Digital Assets. I can't wait for the day when we stop even calling Digital Assets "NFTs" outside of academic contexts, as the name in and of itself overcomplicates what should be a simple conversation around ownership. As brands continue to release more and more digital assets within game worlds and the context of AR and XR, ownership of these digital assets will continue to become increasingly relevant, and NFTs will undoubtedly continue to prove valuable to any robust digital strategy for years to come.

Q: As the lead curator and Advisor in the NFT/Web3 space, could you share insights into how virtual experiences and digital ownership are reshaping consumer engagement within the fashion industry, especially among top-tier luxury brands? How do you envision these elements coalescing in the coming years?

Today, over 50% of the world spends time in virtual contexts daily, considering the 3 billion+ daily active video game users and the 1.4 billion+ daily active users of social AR applications like TikTok and Snapchat. When we consider that over 50% of the world is already engaging with digital assets daily, many of them stemming from some of the world's leading luxury brands, from Gucci to Thom Browne and everyone in between, we must consider how provable ownership and provenance plays into the equation. This is still a concern when considering physical assets, with a rampant 'fakes' market constantly at play. But then we consider digital assets without on-chain credentials; we are moving into a dangerous territory where users don't truly own the digital assets they are paying real money for. If I buy a $10,000 Gucci skin in Roblox or Fortnite, and that game moves out of relevance or goes bankrupt in the coming years, what proof do I have that I own that item? NFTs are the ownership layer of the internet and have many use cases beyond this– but in a world where brands care so much about safeguarding their assets for their consumers, this is the most prominent and consistent application of Web3 integrations that will continue to become more and more relevant in years to come.

Source: DAVID CASH

Q: Given your background in NFTs, DeFi, and your role as a tech contributor to Vogue Singapore, how do you see the narrative around ownership, authenticity, and digital fashion evolving in the coming years? Are there specific trends or technological advancements that happened this year which will significantly impact the fashion industry's adoption of digital assets and virtual experiences in the coming future?

In the age of AI and exponentially developing machine learning and deepfakes, authenticity will be at the forefront of brands' conversations around their digital identities over the coming years. With the exponential rise of technological adoptions, consumers will grow increasingly conscious about provability and verifications of validity when considering digital assets and virtual interactions. On-chain verification and provable ownership, two of the cornerstones of Web3, will become increasingly relevant for brands and consumers alike as the ability to verify and prove authenticity in the digital realm becomes increasingly difficult for humans. Though we spend considerable time at Cash Labs working with clients on differentiating AI and Web3 strategies, despite many brands and individuals looking at all new technologies as existing under the same umbrella, we see significant value when brands seek to combine both technologies within their digital strategies. These technologies can go hand in hand when one considers AI as the integration of automation and thereby optimization, and Web3 as the integration and verification of human-centric actions within digital contexts. In a world where machines have the power to surf the web, write books, edit films, and make considered decisions, how can we differentiate human interactions and decisions from those of machines in the digital realm? Web3, though often considered 'new age tech,' will increasingly become the human layer of the internet and spatial web as we move deeper into a digital-centric existence.

HONEYLOVECLUB

HONEYLOVECLUB ON TECH FUSION IN LUXURY FASHION: AI, AR, AND BLOCKCHAIN RESHAPING THE CONSUMER EXPERIENCE

Svetlana Yakumi, Founder of HONEY

Q: As we delve into the intersection of web3, AI, and AR in the luxury fashion sector for our 2023 report, could you share insights into how these technologies are reshaping consumer experiences and brand interactions?

In exploring the intersection of web3, AI, and AR within the luxury fashion, it's clear that these technologies are significantly reshaping consumer experiences and brand interactions.

One notable advancement is the integration of Virtual Try-On (VTO) technology. For consumers, this technology provides an opportunity to experiment with various styles, free from the constraints of pushy sales staff or less-than-ideal in-store environments. Retailers, on the other hand, benefit from reduced return rates, increased customer engagement, and the ability to appeal to the sought-after Gen-Z and millennial demographic. Everyone remembers the success story from Dior, which achieved an impressive 6.2x return on ad spend after incorporating VTO technology into its strategy, as reported by Snap.

My other favourite technology is the implementation of Smart Mirrors. Powered by AR, these mirrors enable shoppers to virtually try on clothing within the physical confines of a retail store. Leveraging 3D body tracking, multiclass segmentation, and cloth simulation, these mirrors create realistic on-screen representations of the clothing. Collaborations between tech innovators like ZERO10 and fashion giants such as Tommy Hilfiger and Coach have successfully brought virtual try-on experiences to physical stores, seamlessly bridging the gap between the digital and physical retail.

The last one is my forever favourite, AI-driven marketing campaigns that have emerged as the fastest growing tool challenging traditional marketing boundaries. These campaigns showcase the dynamic synergy between human ingenuity and artificial intelligence like AI-generated magazine covers by publications such as Cosmopolitan, Glamour, and Vogue Singapore, as well as successful campaigns by fashion brands like Coperni and Casablanca. The applications of AI in marketing have extended beyond the fashion industry, with various brands across different sectors embracing this innovative approach to produce faster campaigns, experiment and engage with their audiences.

Q: Considering the evolving landscape of digital fashion within the web3 ecosystem, how do you perceive AI's role in personalized experiences and AR's impact on enhancing consumer engagement for luxury brands?

The synergy between Artificial Intelligence and Augmented Reality in luxury fashion stands as a transformative catalyst, reshaping the landscape of personalized experiences and consumer engagement.

Since several years, AI played a key role in this dynamic, employing data-driven methodologies to craft extremely personalized journeys for consumers within the luxury sector. By dissecting extensive datasets encompassing individual preferences, behaviors, and purchase histories, AI algorithms enable luxury brands to curate tailored recommendations. It ensures that the shopping experience is uniquely tailored to fit the customer tastes and possibile wishes.

Source: HONEYLOVECLUB

Alongside AI, AR is another powerful force in enhancing consumer engagement within the luxury sector. AR introduces another dimension with limitless possibilities of virtual try-ons that can be implemented on the website or in physical stores, allowing consumers to visualize how various luxury products, spanning apparel to accessories and cosmetics, would look on them. This immersive experience empowers consumers to make more informed and confident purchase decisions. Furthermore, luxury brands leverage AR to fashion virtual showrooms that mirror the opulence of their physical spaces or else enhance already existing clothing. AR integration into gamified shopping experiences, exemplified by initiatives like Maybelline's Chromaverse, injects an entertaining element into the luxury retail landscape. These experiences not only resonates within the tech-savvy audience but also contributes to communicating clearly brands values.

In essence, new ways of implementing AI and AR represent more than a technological evolution; it signifies a paradigm shift in how luxury brands connect with their audience. The outcome is a dynamic, personalized, and immersive journey.

EXCLUSIBLE

RED·EYE

Q: In light of the rapid advancements in web3 technologies, how do you foresee the integration of blockchain, AI, and augmented reality transforming the production, distribution, and overall sustainability of luxury fashion in the near future?

My 3 favourite technologies in fashion, blockchain, AI, and AR are set to revolutionize the landscape of luxury fashion, touching every facet from production to distribution and sustainability. I'm in fashion industry for quite a long time but once I've met Web3, I was never able to move away from it. The opportunity of pushing fashion industry towards being more transparent, sustainable, inclusive and force it adopt more fair practices.

Source: HONEYLOVECLUB

In production, blockchain ensures transparency in the supply chain, offering an unalterable record that tracks the journey of materials and verifies ethical sourcing practices. It also acts as a powerful tool against counterfeiting, allowing products to have their digital passports. AI takes center stage in production and distribution, leveraging predictive analytics to forecast demand accurately and optimize production volumes. Additionally, AI-driven production lines introduce a personalized touch to manufacturing, tailoring designs and sizes according to individual consumer preferences. Moving into distribution and consumer experience, AR transforms the way luxury fashion is presented and interacted with. Virtual try-ons and interactive shopping experiences powered by AR redefine online shopping, allowing consumers to digitally engage with products before making a purchase.

Sustainability takes center stage as these technologies integrate. Blockchain facilitates sustainable sourcing verification, enabling consumers to make informed choices that support environmentally and socially responsible brands. AI algorithms contribute to sustainable practices by optimizing resource utilization, reducing waste, and guiding eco-friendly manufacturing processes.

As these technologies come together, they not only reshape the industry's operational dynamics but also enhance the consumer experience, aligning luxury fashion with the values and expectations of the current landscape.
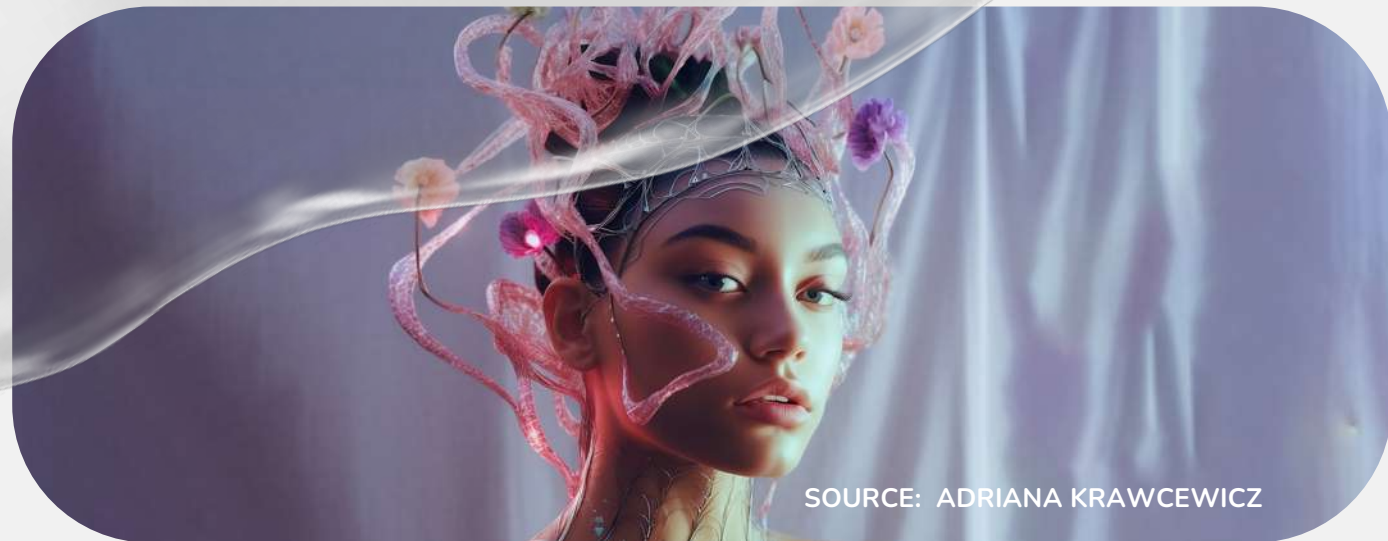
ADRIANA KRAWCEWICZ

Adriana Krawcewicz, Illustrator and AI Artist

Q: Your artistic journey has spanned various mediums, from fashion illustration to music videos, and now, NFT art. How do you perceive the intersection of NFT technologies and the creative arts, especially in fashion and music, and how has this influenced your approach to storytelling through your latest project 'Shiny Dress'?

I have always been interested in the new tech and how it could be applied to my artistry. The intersection of innovation and creativity is my driving factor for personal and professional development. Because I am a multimedia artist and musician, it has always been a challenge for me to combine my creative outlets in one form. That is why fashion film / music video has been personally for me the most fulfilling form of self expression, as it allowed me to merge art, my songs and storytelling in one visual piece. Once I discovered the NFTs, I knew it would be a game changer in my creative practice. Not only because it has the digital aspect of ownership and can hold utility, which is crucial to the mediums I operate in, but also exploring the whole new possibilities as an artist expressing in diverse outlets. 'Shiny dress' was my first music video, where I applied the NFTs featured in the film as illustrations and were connected to my first merch collection. It was the early days of the NFTs - they opened the doors for me to dive deep into digital fashion and AI, which have also now become a strong part of my creative identity and projects.

SOURCE: ADRIANA KRAWCEWICZ

Q: Your recent video 'Shiny Dress' integrates your songwriting, styling, and original artworks as NFTs. Could you elaborate on your experience in incorporating NFT technologies into your artistic process? What challenges and opportunities do you see for artists embracing blockchain NFTs and AI, especially in the context of music and fashion?

To me it was an exciting part of evolution and curiosity - at that time it was a bull market and NFTs were a trending topic, which I was very excited to jump on. Back then it was easier to attract and sell NFTs due to the positive market - now, I believe the NFT has to hold more value than just being a digital asset or an image. I still see it as an amazing tool of adding layers of utility, such as digital wearables, access to content, managing direct connections with the collectors. Also never before it was possible to connect diverse digital assets, such as audio file with digital artwork and hold the ownership and solely rely on major platforms such as Spotify. I think with every revolution, it takes creativity, curiosity and a bit of courage to tap into new tech solutions and to adapt them to the personal brand and narrative. I am personally very focused now in building a phygital jewellery brand, that will be directly connected with my art and music - which has never been possible before without the NFT technology. AI also has become my ally and I am currently working on creating my first AI music video, which also connect the intersection of music, visuals and a physical product through the NFTs. One of the main challenges is to make sure, that it is seamless and easy for the audience to comprehend and convince them of value of the digital asset. That is why I still believe the physical intersection is still very important and the digital is the extension of the narrative and value. It it is the technology and innovation that shape the true leaders - the future of possibilities is what drives and excites me. Despite the challenges and issues to be solved - there wasnt a better time to be creative and embrace the possibilities that lie ahead.

Q: Having collaborated with renowned fashion brands and publications, you've delved into traditional art forms. How do you see the integration of NFTs reshaping the relationship between artists, fashion designers, and consumers? In what ways do you envision this technology impacting the future of artistic expression within the fashion industry?

We already can witness plenty of amazing integrations of NFTs with the physical world of art and fashion - the digital fashion, phygital drops, AR and AI interactions. These days the NFT term doesn't have the best reputation, but brands tend to replace this wording with 'digital utility', 'token' etc. There is still a challenge with onboarding digital assets with the mass audience, but to those who already are in the Web3 space, it gives a massive opportunity to create closer bonds and interactions - whether between artists and audience or / brands with their customers. I personally think as a creative there has never been a time in my career, where it was easier to build relationships with the right audience or professional friendships, due to the nature of the underlying technology aspects and mutual interest In the innovation. As part of the industry we still need to develop and work on onboarding new audience, but I do see that there has been a great progress of building my community and interest in my brand and art. That leads to further professional collaborations, opportunities and growth and gives a chance to new talent. The traditional art and fashion industries are oversaturated - the web3 / NFTs allowed a lot of creatives and brands to stand out and take ownership and control of their vision.

SOURCE: ADRIANA KRAWCEWICZ

EXCLUSIBLE

RED•EYE

CONCLUSION

LAST WORDS FROM EXCLUSIBLE:

As we reflect on the transformative journey of the luxury and fashion industries in 2023, it's evident that the convergence of gaming, Web3, and immersive technologies has redefined the landscape. Brands like Prada, Gucci, and Louis Vuitton have boldly ventured into the realms of AR, NFTs, and the metaverse, marking a new era of digital sophistication and consumer engagement.

2023 witnessed an unprecedented surge in luxury brands embracing gaming platforms, particularly Roblox, as a medium for reaching new audiences. According to Roblox's latest report, digital fashion and beauty trends have showcased significant user engagement, underscoring the platform's potential for brand exposure and interaction with the next generation. This trend is not just a fleeting moment; it's the future unfolding before our eyes.

At Exclusible, we've been at the helm of this digital revolution. Our innovative studio specializes in creating gaming and immersive experiences that resonate with audiences. This year, we launched notable projects like the BOSS Immersive Showroom and COTY's expansive metaverse campus, setting benchmarks in the industry.

Olivier Moingeon, Co-Founder & CCO at Exclusible

At Exclusible, our journey this year has been deeply informed by these industry shifts. We've witnessed firsthand how Web3 is not just a technological advancement but a new paradigm for customer interaction and brand storytelling. Our commitment at Exclusible is to harness these insights, integrating the sophisticated capabilities of Web3 to craft experiences that are not only immersive but also deeply connective.

As we look back on the pivotal developments in luxury and fashion throughout 2023, it's evident that the industry's embrace of digital innovation, particularly Web3 technologies, is reshaping our understanding of luxury engagement. Esteemed brands in the industry have not only ventured into AR and NFTs but have also significantly tapped into the metaverse, highlighting the vast potential of Web3 as a transformative tool.

As we move into 2024, our focus is set on pioneering within this space, guiding brands through the ever-evolving digital landscape to create narratives that resonate with a global audience.

Sara Teixeira, Head of Marketing & Web3 Innovation Studio at Exclusible

As we step into 2024, we anticipate an even greater integration of immersive technologies. The lines between physical and digital luxury will continue to blur, creating a seamless experience that transcends traditional boundaries. Gaming, as a new media, will become an indispensable tool for brands to engage with a tech-savvy, younger demographic.

In conclusion, as we navigate through the ever-evolving digital landscape, brands must embrace these changes. The importance of platforms like Roblox in shaping consumer behavior, especially among younger audiences, cannot be overstated. The future of luxury and fashion is here, and it's digital, immersive, and more engaging than ever. Let's embrace it together.

LAST WORDS FROM RED-EYE:

In conclusion, this report embodies the dynamic synergy between RED-EYE Magazine and the transformative forces of technology within the realms of luxury and fashion. Through our collaboration with Exclusible, we've delved deep into the impact and potential of Web3, Augmented Reality (AR), and Artificial Intelligence (AI), unraveling their significance and tangible applications in the industry.

RED-EYE Magazine serves as a beacon, illuminating the convergence of innovation and style. This partnership has allowed us to showcase not just theoretical concepts but real-world examples through engaging case studies and insightful interviews. These narratives paint a vivid picture of how technology is shaping the landscape of luxury and fashion.

Our journey has been about exploring the fusion of cutting-edge technology and the essence of style. RED-EYE stands at the forefront, bridging the gap between avant-garde aesthetics and the digital frontier. Looking ahead, our shared dedication remains resolute—to continue charting the evolution of this relationship between technology and luxury. The future is vibrant and pulsating with innovation, and at RED-EYE Magazine, we aim to lead the way in redefining the intersection of style and technological progress.

CONCLUSION

Gianluca Reina, Chief Executive Officer at RED-EYE

I see Web3 as a transformative force for the fashion and luxury sectors, offering unparalleled business opportunities. It's a realm where innovative storytelling and customer engagement converge, creating a new paradigm of value and exclusivity. Embracing Web3 isn't just a step towards the future; it's a strategic move to place our brand at the forefront of a digital revolution, where luxury meets the cutting-edge of technology to redefine market leadership

Gloria Maria Cappelletti, Editor in Chief at RED-EYE

At RED-EYE magazine, we are not just observing the impact of Web3 on luxury fashion; we are actively participating in this narrative. Our approach is to blend innovative coverage of these trends with our distinct editorial voice, ensuring that we stay at the forefront of this exciting era while remaining true to what makes RED-EYE uniquely captivating to our audience. While we embrace new technologies, our editorial approach remains grounded in our core values – authenticity, creativity, and insightful journalism. We continue to prioritize compelling storytelling, ensuring that even the most cutting-edge technology topics are presented in a way that resonates with our readers' love for fashion and artistry.

Daniel Face, Editorial Director at RED-EYE

As the Editorial Director of RED-EYE, I'm humbled by the revelations of our exploration into the dynamic fusion of technology and luxury within these pages. This collaboration has been a testament to our commitment to spotlighting the transformative power of innovation. In an era where Web3, Augmented Reality (AR), and Artificial Intelligence (AI) redefine the essence of luxury and fashion, we've unveiled a narrative that transcends theoretical boundaries, presenting tangible examples of how these technologies shape our industry. RED-EYE Magazine stands as a testament to our dedication to pushing the boundaries of conventional storytelling, ensuring that our audience not only witnesses but actively engages in the evolution of this interconnected world. Join us as we continue to illuminate the path where sophistication meets technology, reshaping the landscape of elegance and innovation.

Tafari Hinds, Digital Editor at RED-EYE

In reviewing 2023, the fashion industry stands at the brink of a digital revolution, propelled by Web3, AI, and AR technologies. At RED-EYE, we foresee a captivating future for digital storytelling in fashion, influenced by our experiences with AI collaborations. We envision a time when creators will deeply engage with these emerging technologies, reshaping fashion narratives. Technologies like 3D scan shoots promise immersive, detailed interactions, transforming both retail experiences and design processes.

RED-EYE sees the potential for these virtual environments to revolutionize fashion shows and exhibitions, turning them into interactive narratives. Our ambition is to propel fashion storytelling beyond mere product showcases, crafting engaging, inclusive narratives. This digital evolution is set to redefine fashion experiences, making them interactive and accessible, marking a pivotal shift in how the industry perceives and embraces fashion.

Mira Wanderlust, Senior Editor at RED-EYE

As we step into 2024, we anticipate an even greater integration of immersive technologies. The lines between physical and digital luxury will continue to blur, creating a seamless experience that transcends traditional boundaries. Gaming, as a new media, will become an indispensable tool for brands to engage with a tech-savvy, younger demographic.

In conclusion, as we navigate through the ever-evolving digital landscape, brands must embrace these changes. The importance of platforms like RED-EYE in shaping consumer behavior, especially among younger audiences, cannot be overstated. The future of luxury and fashion is here, and it's digital, immersive, and more engaging than ever. Let's embrace it together.

Gemma Alessandrone, Art Director at RED-EYE

In 2023, our visual identity evolved significantly by embracing Web3, AI, and AR technologies. We've created immersive and innovative design experiences within the realms of fashion and luxury content. Through a decentralized Web3 ecosystem, AI-driven personalization, and AR integration, our approach reflects a commitment to staying at the forefront of technological advancements, setting a new standard for engaging and dynamic visual storytelling.

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THANK YOU.