

# WHAT IS VIRTUAL FASHION

Fashion designs that can be **worn digitally**.

Clothing **made to fit** the customer's image with the help of 3D technology to look realistic.

**Minimizing** material cost and **waste** with no carbon footprint and never ending up in landfill.

Social media friendly being a **solution for the next influencers** on the prowl for the perfect #OOTD without actually having to wear or repeat the fit.



## THE BRAND

### Values

Inclusivity is Defy. Digital fashion sculpts to your body with no boundaries.

Encouragement to be unapologetically confident.

Community, to develop a safe place.

Experimental with fashion - never stop trialing the newest technologies.

"An innovative retail store that utilises advanced technology to accelerate virtual fashion to the mainstream."

## CONSUMER PROFILING

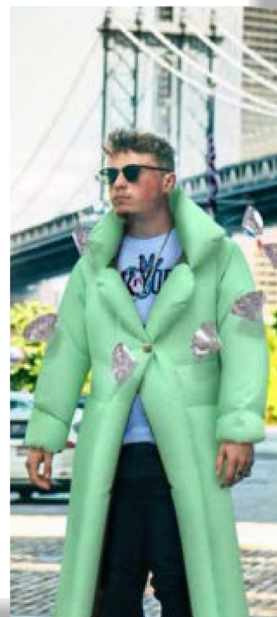
**Age 16-25 / Gen Z** (Gen Z) nicknamed digital natives, eager to jump onto new technology trends - more so, confident enough to push boundaries and set the trends. Gen Z possess the ambition to change the world.

### Avid virtual fashion buyers and wearers

who keep up with new releases and support the movement. Fully immersed in the virtual world by gaming or technology driven.

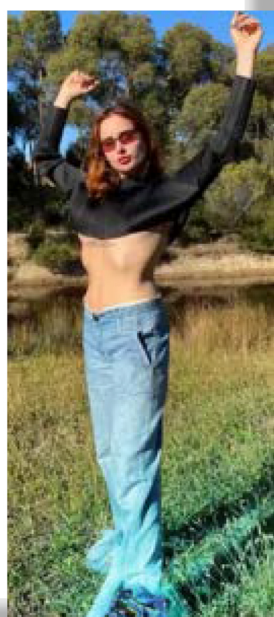
Influencers **aware** of virtual fashion **but yet to experience** or purchase. Intrigued in finding out more to be a cut above their competition and elevate their social media

Aspirer



**Yifam Hamlett**  
@lightgr\$en  
18

Explorer



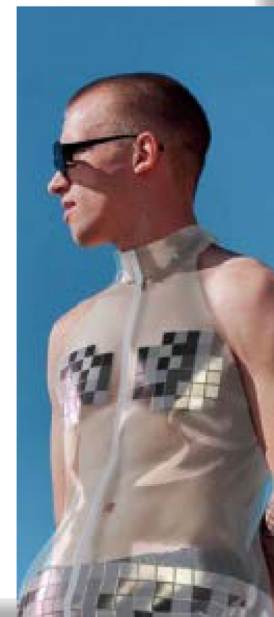
**Lola Priem**  
@lolaprincess  
16

Aspirer



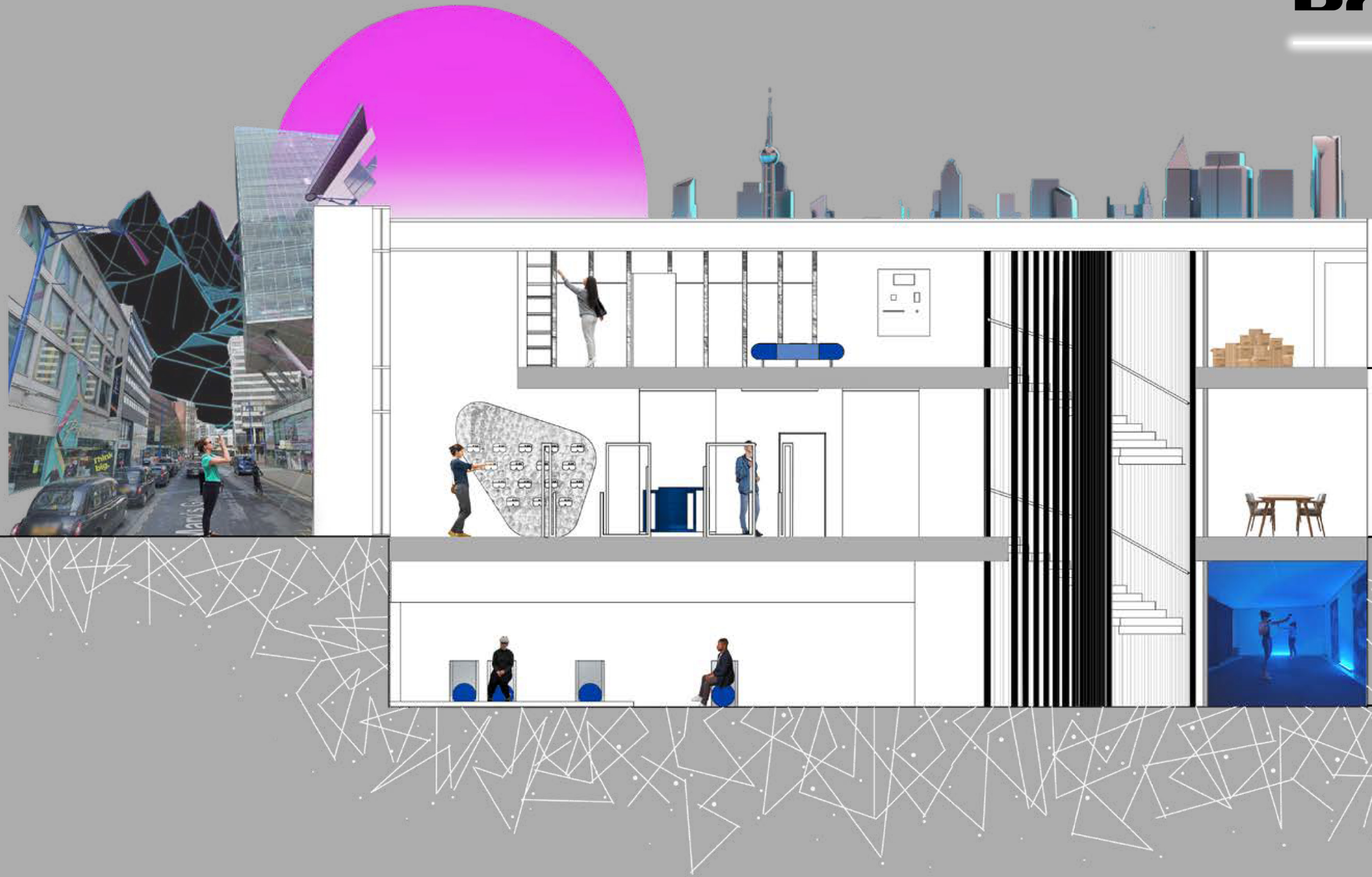
**Tori Blunarova**  
@thefiercewalker\_  
25

Explorer



**Daria J West**  
@itsjustlow  
24

# EXPERIENCE



## Brand collaboration

- VR glasses drop-off
- Physical fashion
- AR try-on mirrors
- Changing room
- Contactless payment

## Virtual fashion display

- VR glasses collection
- Virtual fashion garments
- Personalisation options

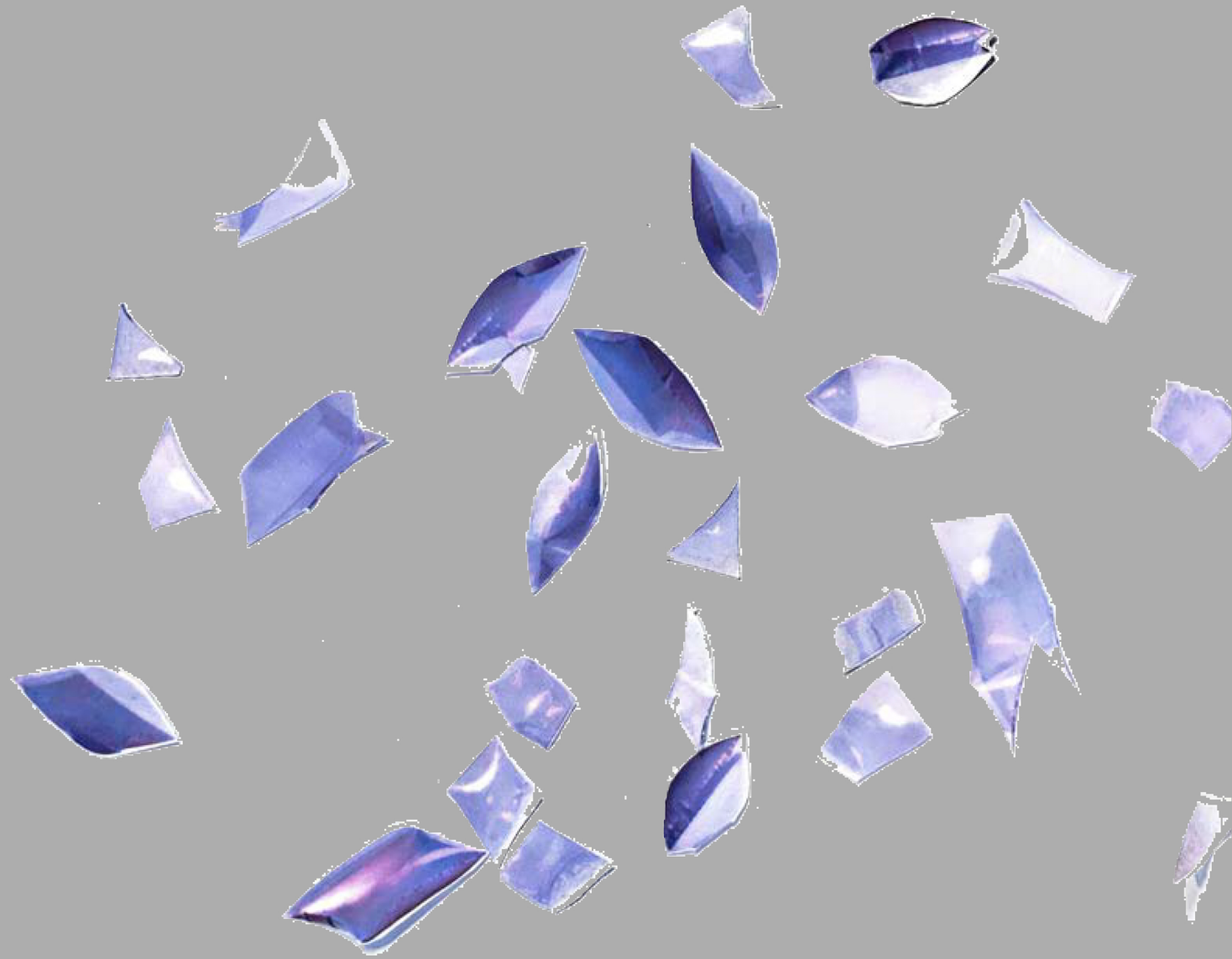
## Experience floor

- Catwalk fashion show
- VR experience room
- Instagrammable backdrop

Defy

# CONCEPT THEORY THE METAVERSE

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The most attractive feature of virtual clothing to its buyers are its **non-realistic features** - more specifically, the **gravity defying aspects**.

# WINDOW DISPLAY

## Approaching the store

Interactive, moving illusion shop frontage.

Passing Defy app users or customers with the App of the current collaborative brand will receive a push notification using geographical location and 'core location' for Apple users when in a 3 mile radius of the store, covering Manchester city centre.

