NEXT

Eliminating the Cause for Returns

Here, I now introduce a VR shopping experience, where you can get styled, measured and suited by AI generated mirrors, in the backdrop of your chosen dreamscape. The point is that you will know exacty what to buy, meaning no returns will ever be needed
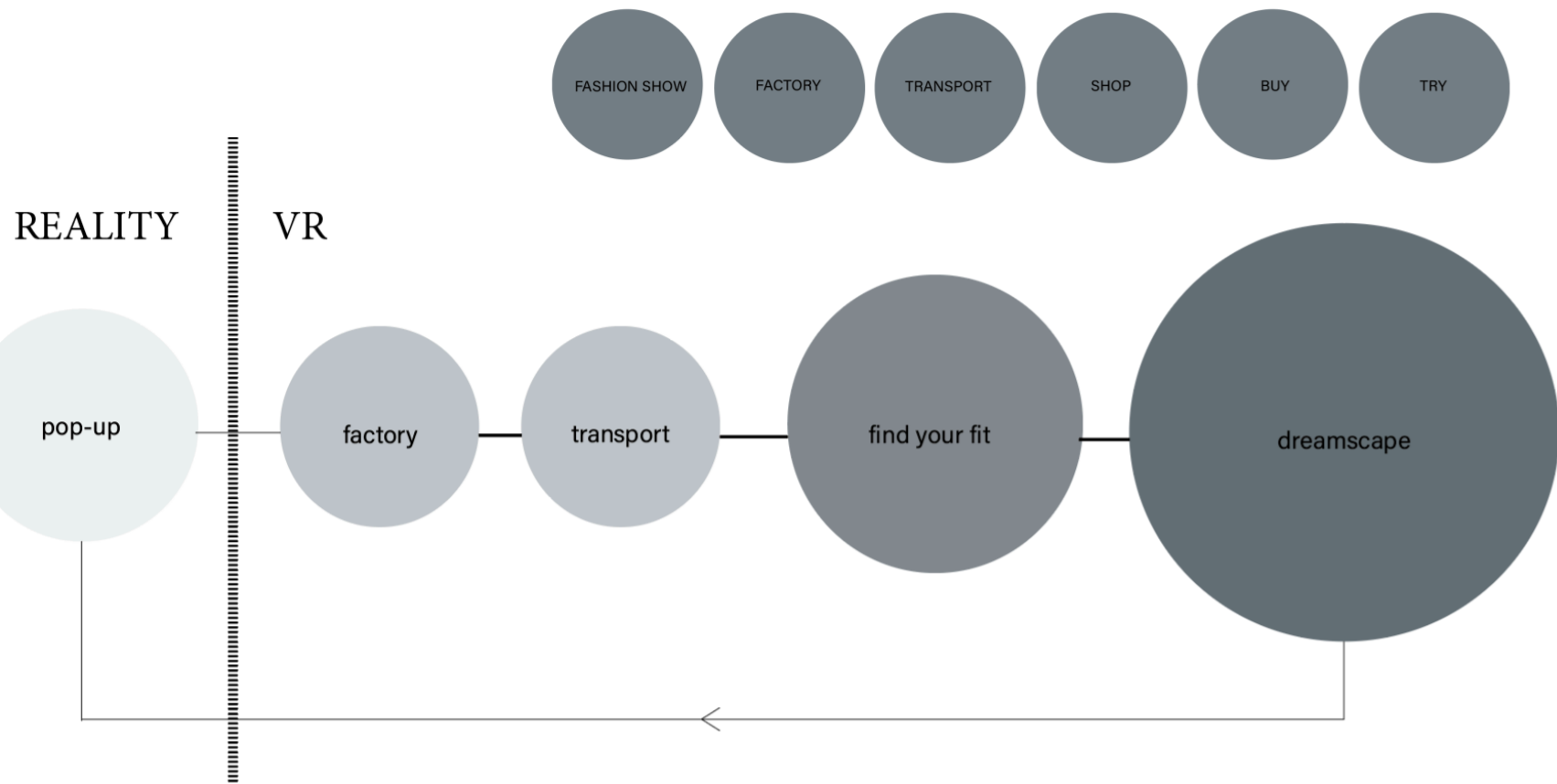
You will love it, and so will the environment

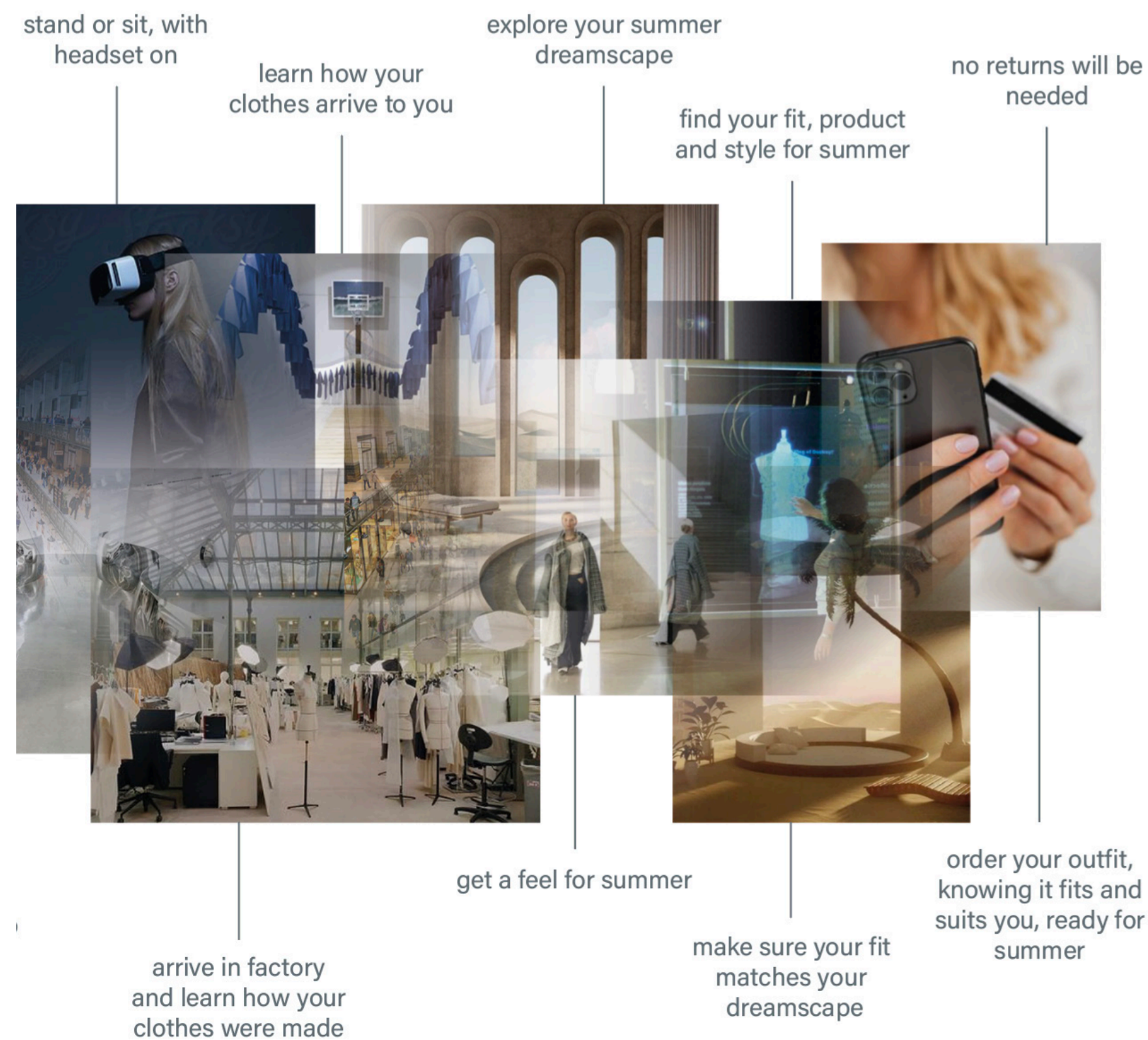## Up to 24 million metric tons of CO2 emissions are attributed to retail returns each year
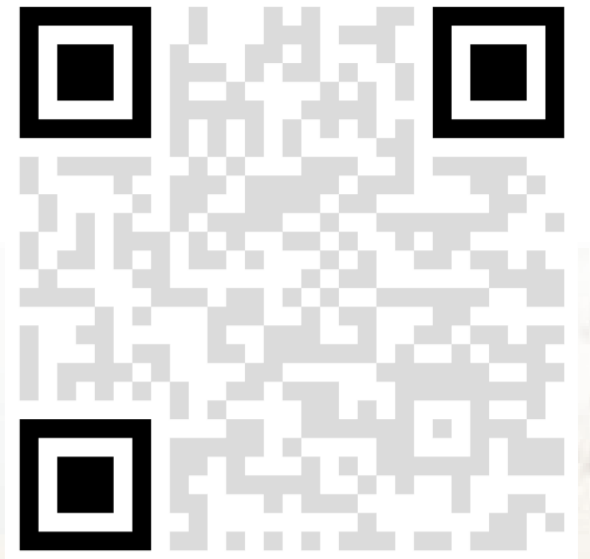
'Try before you buy' in a virtual and sustainable way to help you visualise your future destination

To begin the design concept, I began by understanding fast fashion; it's process and why people are so addicted to consuming it

I concluded that fast fashion is simply just fast - it's designed fast, shown fast, transported fast, consumed fast and transported fast again. But with this, suffers the environment. But what was also concluded is that fast fashion is successful because consumers just want it quickly

FASHION SHOW   FACTORY   TRANSPORT   SHOP   BUY   TRY

REALITY | VR

pop-up   factory   transport   find your fit   dreamscape

Above and below, I determined the key stages of fast fashion, to break down into a user journey and experience that correlates to the behaviour of fast fashion, while now making it modern and sustainable

stand or sit, with headset on

learn how your clothes arrive to you

explore your summer dreamscape

find your fit, product and style for summer

no returns will be needed

arrive in factory and learn how your clothes were made

get a feel for summer

make sure your fit matches your dreamscape

order your outfit, knowing it fits and suits you, ready for summer

The Concept

Now picture the TESLA car. It's still fast, but it doesn't hinder on the environment.

So I thought, how can we keep the pschological behaviour of fast fashion the same, while now putting environment first too.

The VR Headest

As we know, the VR headset is a dominant factor in our lives as consumers.

But why hasn't it been used in fashion before?

Virtual Styling

Imagine online shopping via VR and getting measured, fitted, suited and styled by AI generated technology

Seeing Yourself

One of the main factors why we return, is because we can't try before we buy.

Farfetch and 3DLOOK, have developed Snapchat filters, where you can see yourself try clothes on virtually

But is that enough?

Everyone is still making returns becuase they aren't getting eople want accurate answers before they press pay. Do they want to visualise themselves at their future destination?

My Solution

A VR experience, where the user can see themselves in an AI generated mirror will enable them to be styled, suited and measured accuratley before they buy in the backdrop of a dreamscape

What's the Dreamscape For?

The dreamscape will help sales, and exhibit each seasons collection. Want to shop for your tropical holiday?

Well NEXT will transport you to a VR tropical paradise to try your outfit on.

Plan Process

We were given Pendennis Castle to design our VR experience with, so I edited the plan to suit my user journey concept as seen below:

Original floor was overcrowded and difficult to read, so needed simplifying for the necessary parts to be understood

I first flipped the plan to read left to right, before then getting rid of the stairs, door swings and excess rooms. I could then begin to see where the zones shown above would be located in plan

I then kept the tunnel for the education of the brand, broke down the coves for the AI measuring, and circled an area for the dreamscape design

User Journey

I then used this simplified plan with the relationship diagram I developed above, to gage scale and sense of user joruney within the space, before then sketching and mood-boarding the zones before digital visualisation

REALITY | VR

pop-up

factory · transport · dreamscape

influence · product

fit · style

Plan Diagram

I sketched the design concept in plan before mood-boarding before and digitally visualising it

there will be steps on this decking, to take the user to bird's eye view of the space

rocks will surround the dreamscape adding to the virtual tropical setting

the factory and transport zones won't be modelled, however mood boards and sketches below, will show the design concept for them

an infinity pool and day beds, will continue to add luxury to the virtual tropical setting

the pool will extend out into another tropical view

here lie the four ai measuring coves, keeping to the plan of pendennis castle

Visual Developments

I hand sketch and collage mood boards to visually set the scene and concept. Here shows a blend of all the zones together

Left to right showing factory, transport, ai measuring coves and finally the summer dreamscape

Materiality

NEXT as a brand that has a neatural emphasis that I wanted to highlight through this dreamscape, taking inspiration from sand stone, clear waters and tropical settings

The organic style of materials also emphasises sustainability to the user to promote understanding of the reason behind this concept and the use of biophilia adds to the sustainabilty within the whole design

REALITY | VR
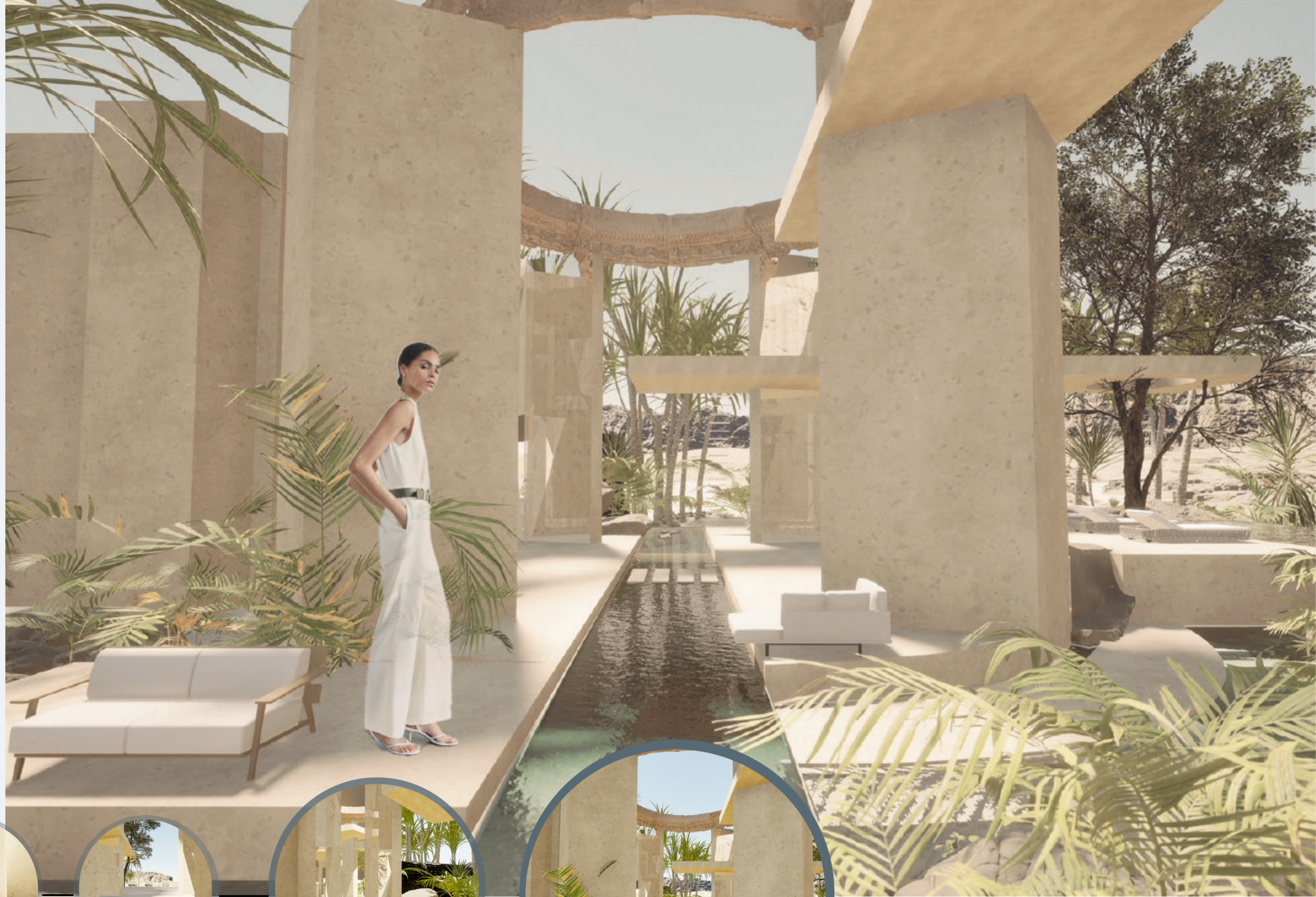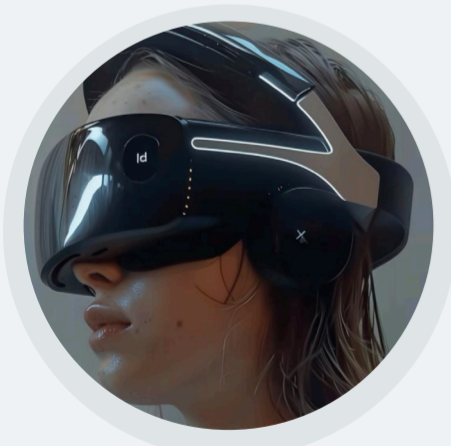
The visuals were created using SketchUp followed by Unreal Engine. This software enabled the mirrors to reflect the dreamscape, providing a strong concept of how the user would utilise the space in VR.

This video can be seen in VR aswell as via the video accessed via the QR code on page one.

1

Factory and Transport

Here is where you would arrive in VR, and where you would be visually educated on the design and origin of the collection you are about to try

2

Dreamscape

This is your first sighting of the dreamscape, where you will be amongst the four mirrored fitting coves, as per the plan. Here you would begin your AI journey

3

The Spirit of Summer

Here you would take a moment to look up and around your VR dreamscape, to gage the vibe related to NEXT's summer collection you had just seen, before going to the AI generated mirrors to get fitted and styled

4

AI Measuring Cove

The mirrored fitting coves are inspired by Peckham's Mirror Maze, where you would see yourself in the backdrop of a summer dreamscape whilst AI fits, suits and styles you

5

At a Higher Perspective

The dreamscape also allows you to go upstairs, and experience the AI measuring cove, perfect to practice the modern day 'golden hour selfie' at the top of your holiday apartment in your outfit chosen by AI

6

Further Ai Coves

After experiencing the dreamscape, there are two other coves to experience, before you press pay. By now, you would know exactly what it is you need to buy, meaning no returns will be made so the environment can be saved