

CONSUMER EXPERIENCES

The future solutions developed by the FashionLab will enable designers to do everything around crafting a product and simulating its materials and interactions with everyday objects, but more important, it will open new and unlimited possibilities of using a 3D Virtual World for the consumer's experience.

Indeed, FashionLab is not only working on future offers to help designers gain time and money, but is also creating new experiences for their customers. This is a very important part of FashionLab activity, a goal to combine design solutions and development technology to experiment and create new **3DEXPERIENCE** for final consumers.

THE FUTURE OF FASHION

FashionLab will provide the industry with new technology breakthroughs that will forge the future of the luxury market. Designers will have at their disposal solutions to create an entire collection using 3D and virtual universes, be able to imagine the fashion world of tomorrow better and faster and be closer to their clients.

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FashionLab Website : <http://fashionlab.3ds.com>

Contact : fashionlab.contact@3ds.com



FashionLab.3DS



#3DS_FashionLab

FashionLab is Dassault Systèmes **technology incubator** dedicated to fashion designers.

At the crossroads of the fashion world and the virtual world of 3D, FashionLab marries the engineering creativity of Dassault Systèmes with the artistic inventiveness and industry know-how of fashion designers.

FashionLab research projects aim at giving rise to a fashion **3DEXPERIENCE** that will integrate design, simulation and collaboration tools needed to create an entire virtual collection.



INCUBATION PROJECTS

FashionLab is bringing together engineers and designers to combine the best expertise and know-how to define the next generation of experiences.

Today, FashionLab is driving three main incubation projects :

- **Trends gathering:** This project will help gather and manage all trends before launching a new brand, season or a new collection.
- **Luxe Store Experience:** An application that will cover all the steps from store creation to 3D store representation and strategy implementation.
- **3D holistic design solution for fashion:** Helping designers build a complete offer that introduces the 3D assets early in the design process.



FASHIONLAB DESIGNERS

FashionLab research projects are nurtured by the creativity of Julien Fournié, founder of the couture house that bears his name, and François Quentin, a designer of complex luxury watches and founder of 4N. These designers believe that 3D can propel fashion and luxury to new heights and are partners of the FashionLab, working on the incubation project with engineers – Julien Fournié for Apparel, thanks to his strong expertise in Haute Couture and Apparel, and François Quentin for high watchmaking and accessories. These partners are exchanging ideas with engineers with the perspective of building new and innovative solutions for fashion designers.



JULIEN FOURNIÉ
JULIEN FOURNIÉ



FRANÇOIS QUENTIN
4N