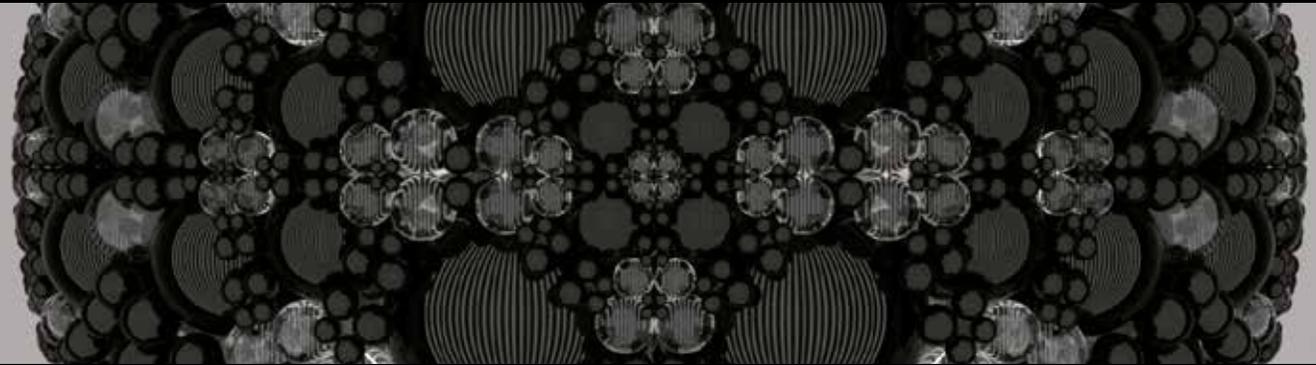


CONNECT ARTISTIC CRAFTSMANSHIP WITH INNOVATIVE SOLUTIONS

FashionLab aims at offering new creative perspectives and opening new spaces of artistic enhancement. As a technology incubator dedicated to designers, it connects two different worlds: the virtual creation together with hand-made jewelry practices, revolutionizing the way we create jewels.



In this perspective, FashionLab worked on a project in close collaboration with the French jewelry committee Francéclat and with the high-fine French jeweler Jean-Christophe Fouchier on 3D experiences for the jewelry industry. This collaboration offered different workshops during a public exhibition that took place in the Palais de Tokyo Center of Art, in Paris.

COLLABORATION WITH JEWELRY EXPERTS

1_Design and manipulation of 3D jewels

During our collaboration with jewelry experts, a series of different jewels – only virtual - was designed in 3D with very high rendering quality. Visitors could play with 3D designed jewels and manipulate them virtually. Both professionals and consumers could design, manipulate and customize a jewel in 3D by changing the look of the jewel, playing with colors, materials and textures to design their own jewelry creation.

2_Artistic movie featuring virtual jewelry

During the exhibition, a 3D movie was displayed on an “auto-stereoscopic” screen – a movie seen in 3D without needing 3D glasses. A brand new technology, this movie highlighted the story of a piece of jewelry, from the stone to final jewelry, all realized with virtual images.

3_3D Photography

We created “lenticular photography” – in other words, photography in 3D composed of sixty pictures of a point of view of 3D images. The uniqueness and exclusivity of these kinds of pictures is intended for multiple uses: artistic, cultural or professional, as single or limited edition. They offer an original way of communicating around a product, with an impressive 3D effect and real added value.

NEW PERSPECTIVES FOR INNOVATION IN THE JEWELRY FIELD

The workshops implemented for this exhibition present a few examples of what can be done using 3D and virtual worlds. To build this, FashionLab has been working on new developments dedicated to the jewelry industry that nurture the different incubation projects. Thanks to the developments running at the FashionLab, such complex tools can help designers exploring and conducting new experiences around 3D and virtual universes, combining Dassault Systèmes’ technological expertise with the designer’s creativity. It is also a way for the general public to experience these advanced techniques and to understand the characteristics of jewelry expertise through 3D and virtual worlds.

