

JULIEN FOURNIÉ

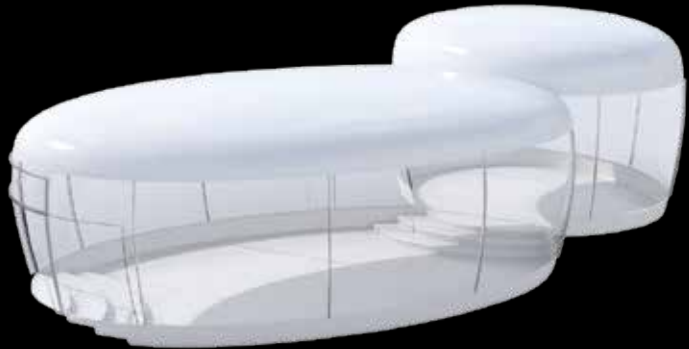
JULIEN FOURNIÉ – PREMIER SHOWROOM

A VIRTUAL SHOWROOM TO ENTER THE WORLD OF JULIEN FOURNIÉ

FashionLab and Julien Fournié have worked on a project called “Virtual showroom” in order to achieve several goals. First, answer a fashion designer’s need to showcase his collection in a brand new environment. And second, develop new tools around the Luxury Store Experience. Julien Fournié has imagined the design, the colors, the textures and shapes for his virtual showroom, including the environment around it. The FashionLab team of engineers made it happen.

A NEW WAY OF USING 3D TO SHOWCASE A COLLECTION

This virtual showroom makes it possible for Julien Fournié to get closer to his customers and followers, giving them access to his world and spirit in a new manner. They can now enter the designer’s universe in an online virtual world and live an experience they can access only in this environment. The First Showroom (Premier Showroom) is accessible to several people at the same time, allowing them to meet and exchange with each other, and with Julien Fournié live when he is connected. Julien Fournié is now experimenting with a new way of using 3D and the virtual world to showcase his work and the essence of his fashion house. 3D and the virtual world are, again, at the heart of this experience – offering the possibility to virtually discover or re-visit Julien Fournié’s collections via a 3D Virtual model, or watch some of the designer’s previous fashion shows on a virtual screen, in a virtual couture salon.



NEW PERSPECTIVES FOR CONSUMER EXPERIENCE

Through this Premier Showroom, Julien Fournié and FashionLab are revealing new possibilities for online virtual tools in the fashion world, in which designers can experiment with new and innovative ways to showcase their activities and build their brand with today's consumers. Tomorrow, we could imagine a consumer at home in front of his laptop, with a webcam capturing the consumer's measurements, the designer adjusting the garments to the consumer's size, the consumer virtually trying on the garment, and ordering it online.



Premier Showroom:

<http://bit.ly/access-virtual-showroom>

Video of the Experience:

<http://bit.ly/video-showroom>

<http://fashionlab.3ds.com>
fashionlab.contact@3ds.com