



FashionLab launches Julien Fournié Premier Showroom

A virtual Couture Showroom allows us to enter the World of Julien Fournié
A new way of using 3D Experience to showcase Julien Fournié's work



While Dassault Systèmes' corporate "If We" ad campaign is promoting its collaboration with couturier Julien Fournié on billboards in international airports, FashionLab and Julien Fournié are introducing the online Premier Showroom. This virtual showroom is a new way 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 the online virtual world and live an experience they can access in this environment only. The Premier Showroom will be 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.



3D 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. After initially using 3D virtual tools to help design his collections faster and more efficiently, 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 living room on the designer's virtual sofa!

Premier Showroom: a collaborative project

Premier Showroom is the latest development in the collaboration between the fashion designer and FashionLab. It represents the new chapter in their teamwork. Julien Fournié has imagined the design, the colors, the textures and shapes involved in this virtual showroom, including the setting in a futuristic atmosphere. Just like each and every detail contained in this experience, The FashionLab team made it happen.



Link to Premier Showroom: <http://www.3ds.com/fashionlab/en/mag/article/fashionlab-launches-julien-fournie-premier-showroom>

Video of the Experience: <https://vimeo.com/50971543>

About FashionLab

FashionLab is Dassault Systèmes' technology incubator dedicated to fashion designers; it was launched in November 2011. FashionLab is at the crossroads of the fashion world and the world of 3D, marrying the engineering creativity of Dassault Systèmes with the artistic inventiveness and industry know-how of the fashion community. It aims at giving rise to a fashion offering that integrates design, simulation and collaboration tools required to create an entire collection.

About Julien Fournié

Julien Fournié had ten years of experience in the world of fashion design working with leading labels - including Christian Dior, Givenchy, Jean-Paul Gaultier and Torrente Haute Couture - when he created his own couture house and fashion label in 2009. Since January 2011, he has been included on the select list of "guest members" invited to participate in the official calendar of Haute Couture runway shows and presentations under the auspices of the Paris Chambre Syndicale de la Haute Couture.

FashionLab and Julien Fournié

Julien Fournié met with Dassault Systèmes and started collaborating with the company in 2010. Their collaboration has given birth to FashionLab, a dedicated hub focused on 3D virtual modeling solutions for fashion designers. Very soon, FashionLab realized that this offering could be extended to a wider community of designers in the fields of clothing, footwear, jewellery and watch-making. Over the past year, FashionLab and Julien Fournié have worked together to push the limits of 3D for the fashion industry, including the ability to reproduce the resistance, movement and weight of fabrics and various materials used in the process of fashion design. The FashionLab team of engineers has designed an experience to develop virtual outfits in 3D, using sketching techniques based on the designers' drawing know-how. Premier Showroom is the latest milestone in the partnership between the fashion designer and Dassault Systèmes' R&D hub for fashion, FashionLab.