virtual stage_

virtual stage_
x Fashion & Furniture Forward

04. Dec 2020

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Lifestyle & Design Cluster

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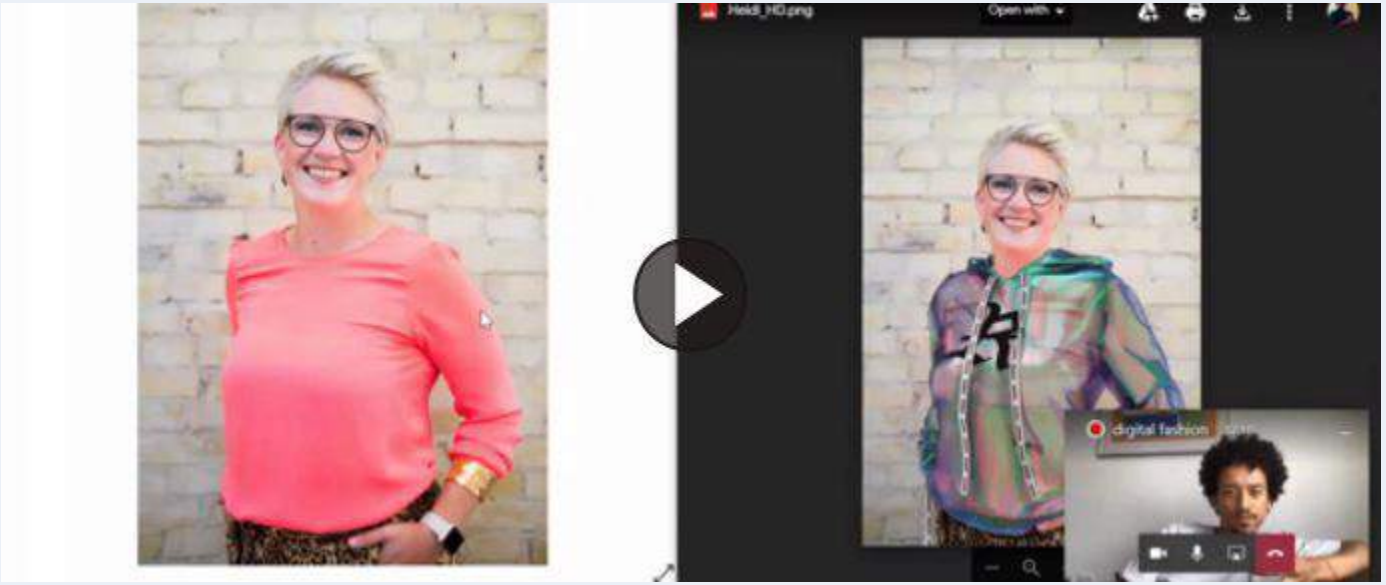
Heidi Svane

Lifestyle & Design Cluster



https://www.youtube.com/watch?v=Zjc7-bxLNR8&list=PLCzzl6Ykz_Pe6x85dT11hiyH3SDdzJh1U

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360°
VIDEO

VIRTUAL
REALITY

AUGMENTED
REALITY

AUGMENTED
PROJECTION

VIRTUAL
PRODUCTION

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Virtual stage_
x Furniture

- **Ideation**
- **Design**
- **Launch**
- **Learnings**
- **Effect**

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Virtual Stage_

- *WEB AR – 3D photorealistic experience*
- *Virtual Reality* - 360° video & interactive 3D models
- *Virtual Studio* - 2D/3D visuals on LED screan

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https://www.virtualstage.dk/webar

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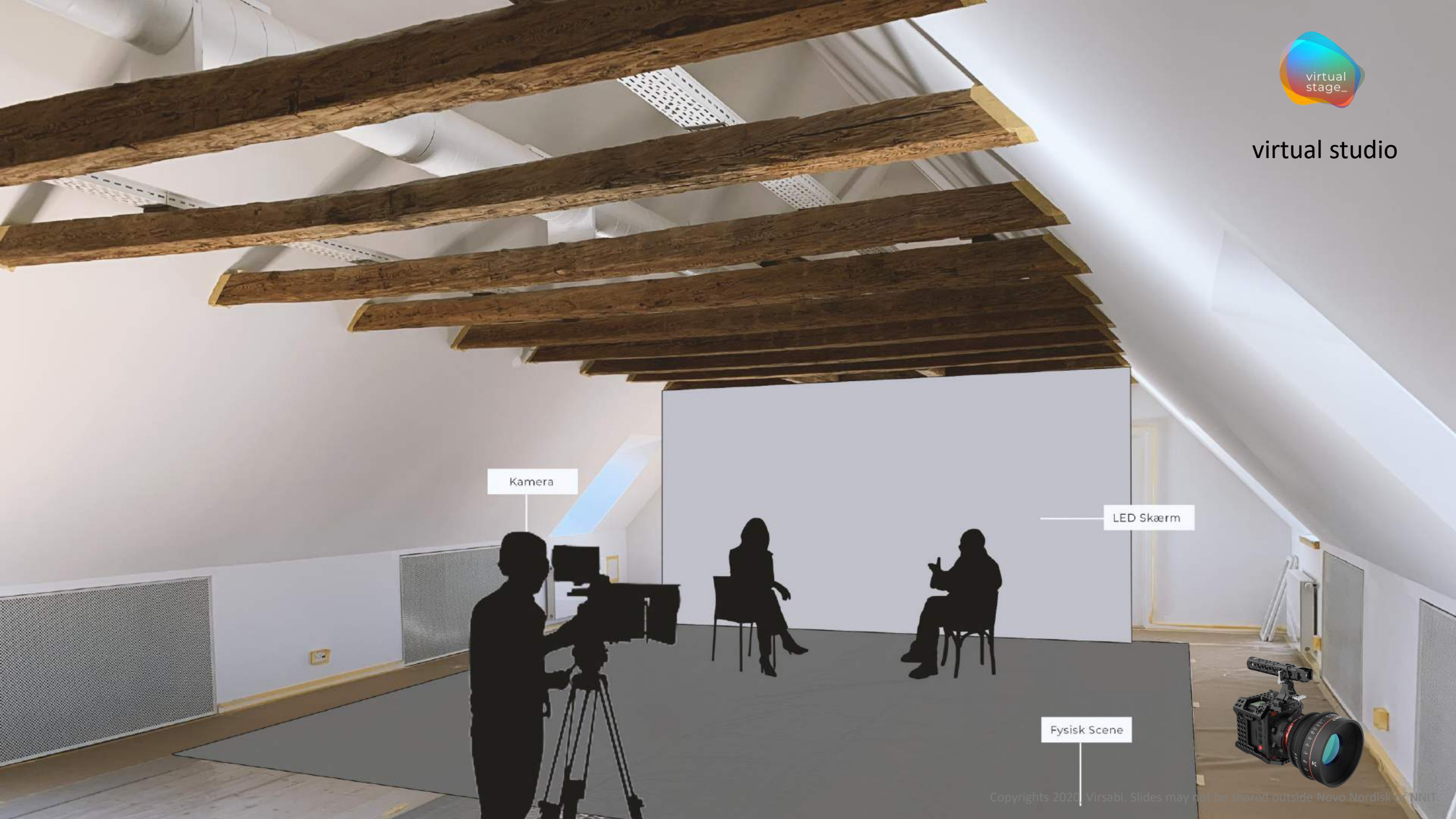
WENDELBO
360°

virtual studio



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First Virtual studio in Denmark

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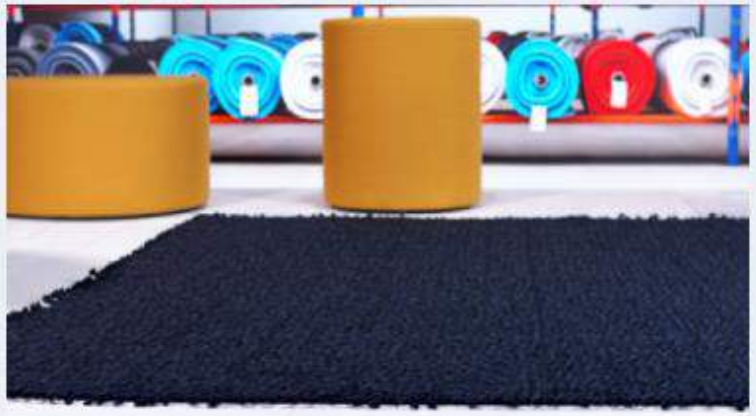
virtual stage_

3 days of design



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VIP VR EXPERIENCE

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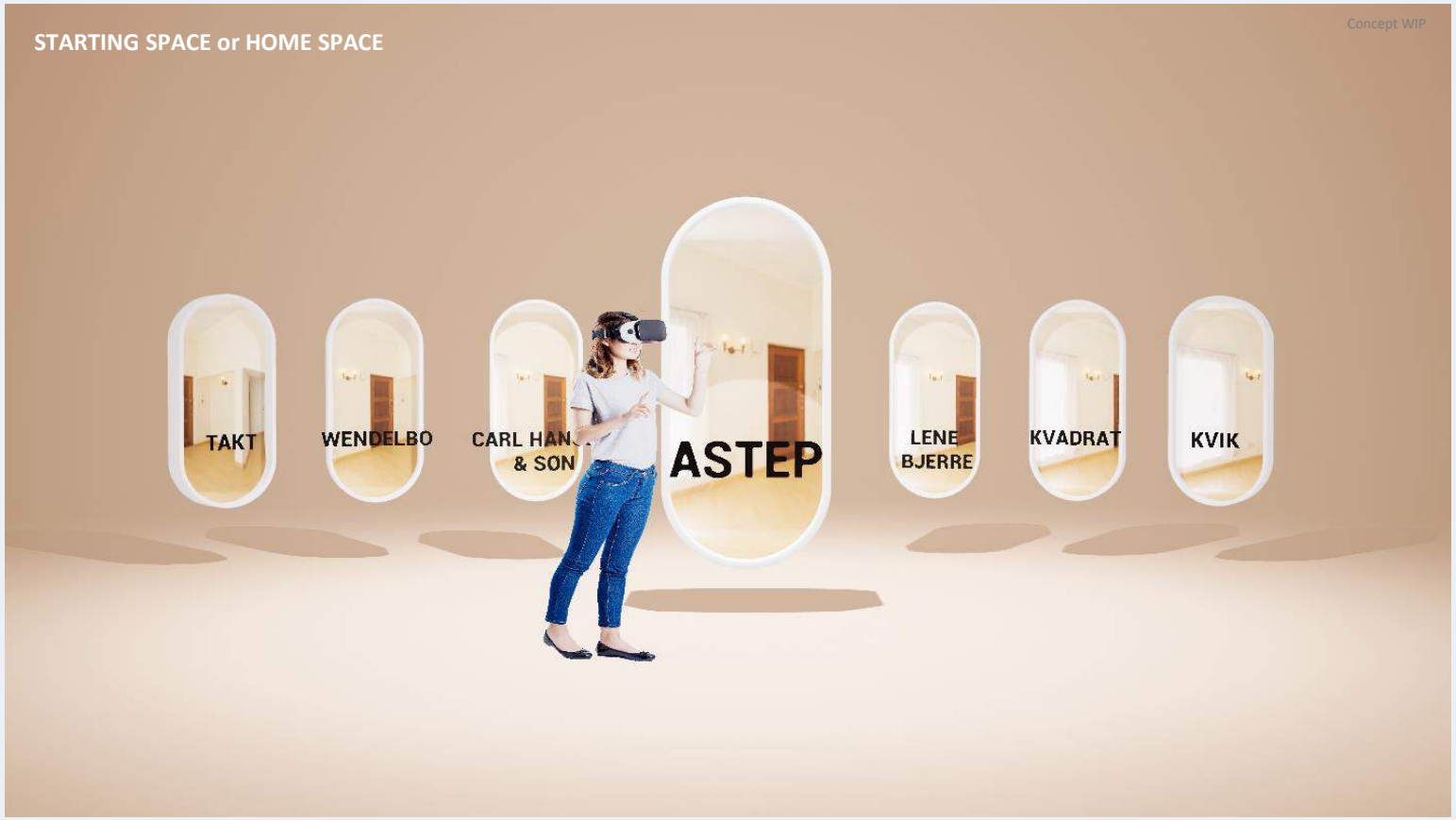
3daysofdesign



HOME SPACE or Starting space is the first thing the user will see after starting the APP on the Oculus Quest. Here the user can choose what brand they would like to visit. The design is so that each company will have a version with their own brand in focus and the rest as an option to visit. Interaction is done by simply using your own hands in VR and pointing to the brand portal you would like to visit.

https://www.virtualstage.dk/why-digitalization-is-much-more-than-a-buzzword

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virtual stage_ x Fashion

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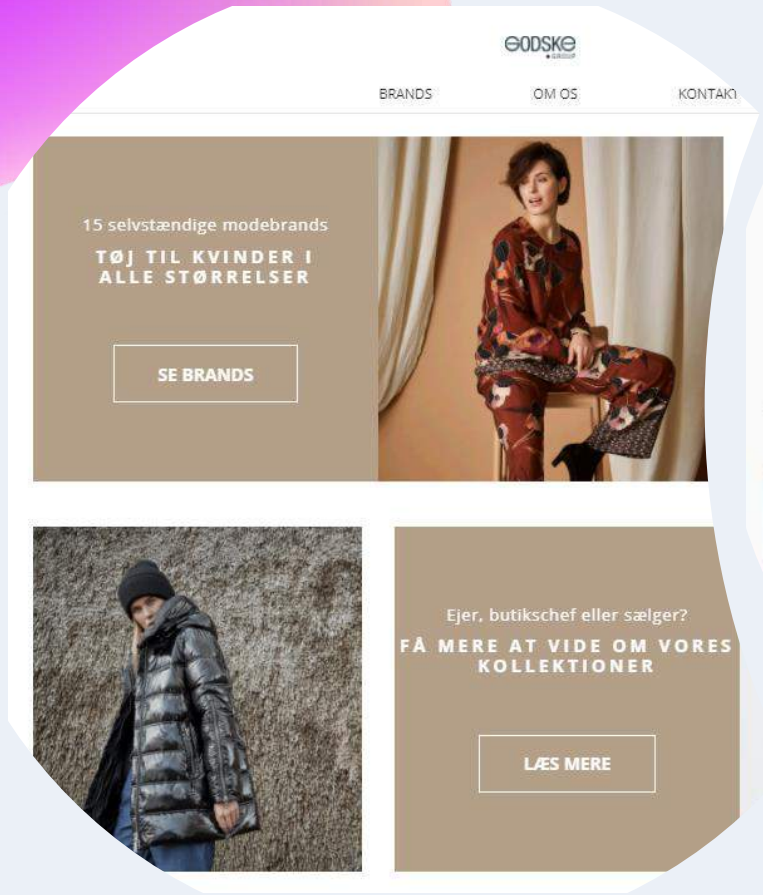
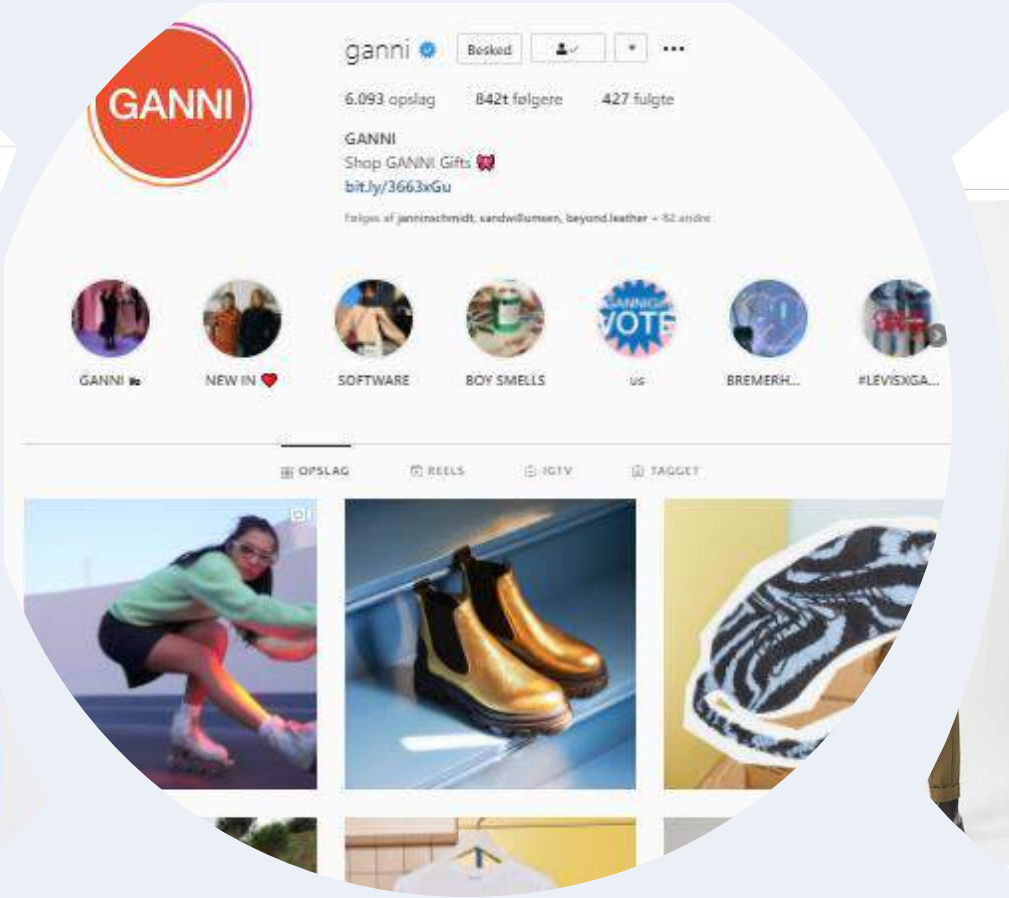
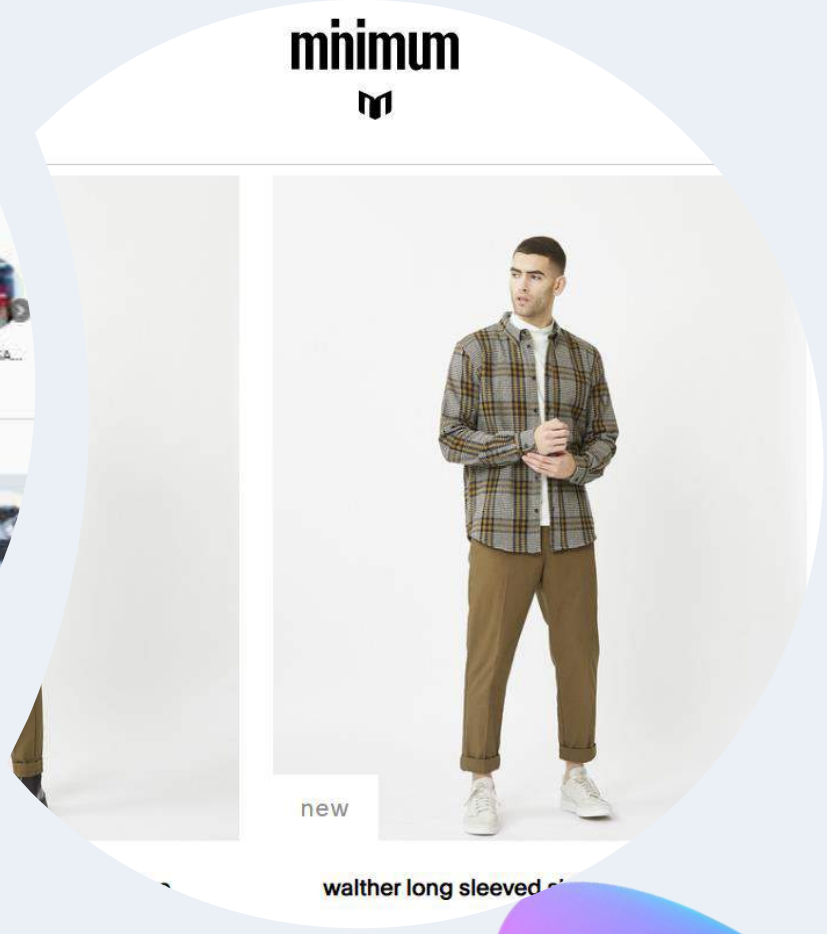
1. AR Filter
2. 360 graders video
3. Virtual Production – brand video
4. Virtual Production – live stream
5. Avatar + 3D tøj
6. AR + 3D tøj







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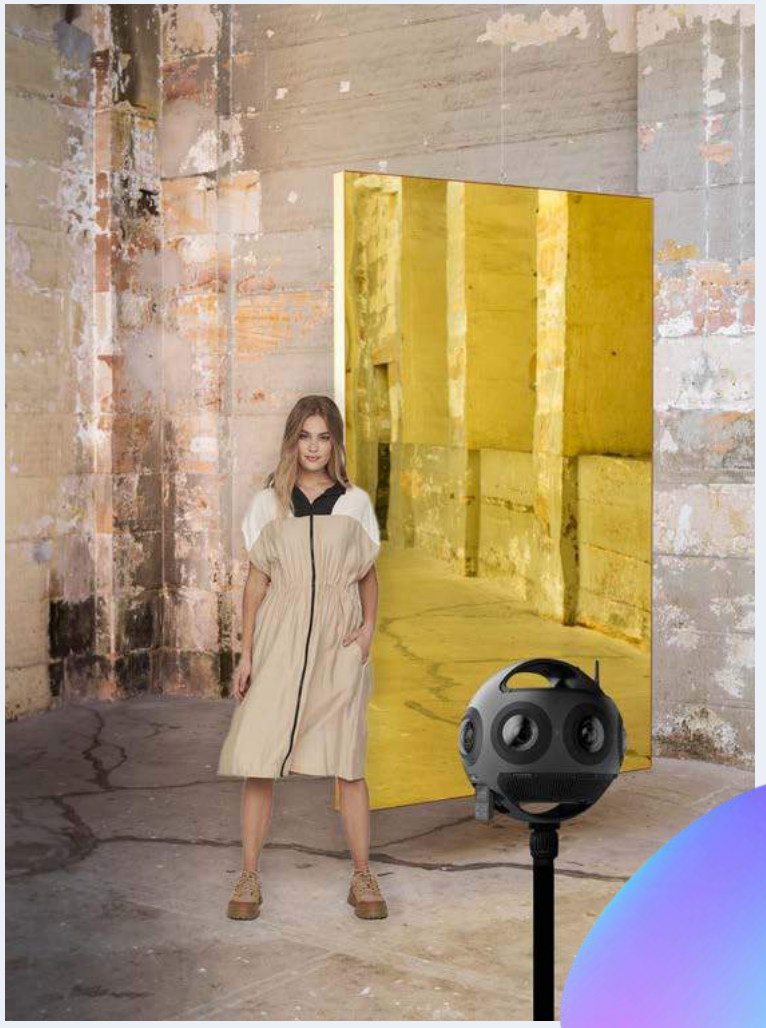
360 Graders Video

En ny måde at vise kollektioner til indkøbere.

Personlig VIP oplevelse mellem designer/sælger og indkøbere.

Kan kombineres med fysiske samples/sanse boks.

360 VR BRAND FASHION SHOWS



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Virtual Production

Meet the designer

2D/3D visuals på LED skærme.

Ny form for visualisering og historiefortælling.

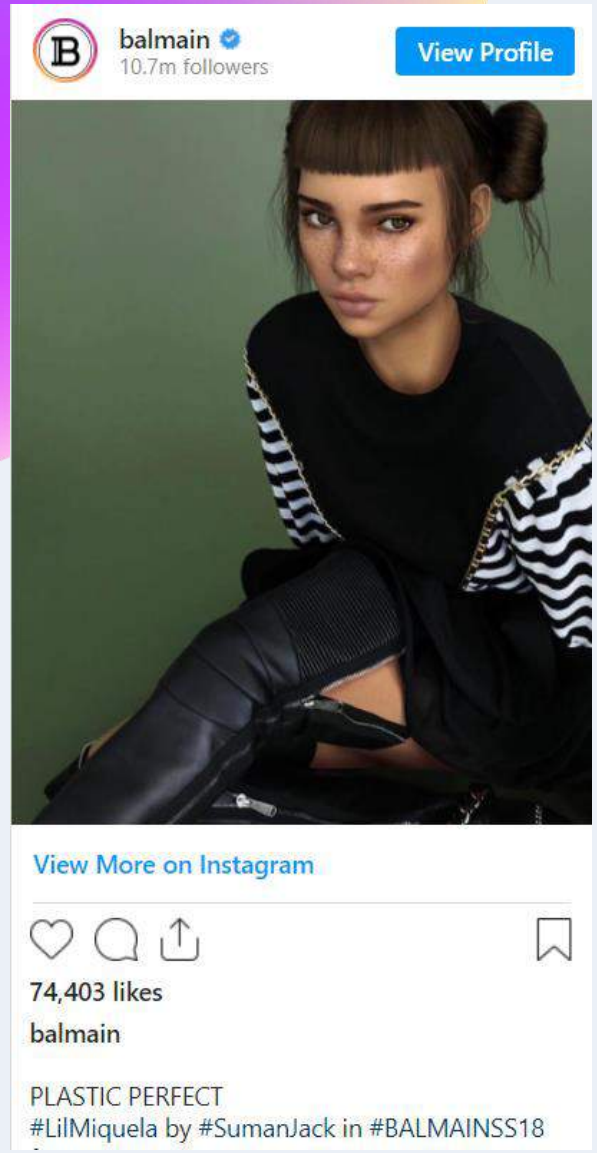
Designeren i deres naturlige omgivelser - deres studier, systuer og showrooms.

Livestream til indkøbere

Se den nyeste kollektion helt tæt på og personligt i et miljø der er i brandets unikke stil.

Spænende lokationer uden behov for at rejse.

Få opmærksomhed igennem et anderledes event.



Brand Avatar

3D Model med 3D tøj.

En personlighed, som representere jeres brand.

Lancere jeres tøj 100% digitalt online.

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Would you spend $10,000 on a virtual dress? Gucci is betting on it

As the physical and virtual worlds become increasingly blurred, Gucci is designing with your avatar in mind.

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shudu.gram • Follow
London, United Kingdom

shudu.gram @balmain x @shudu.gram x @itsclo3d .

.

I want to thank #balmain for giving me the opportunity to diversify the 3D world a little more. .

.

Margot and Zhi join the virtual #balmainarmy alongside #shudu in collaboration with @_sunshineco . Thank you to @itsclo3d for taking on the task of converting the incredible designs to 3D, without your help this wouldn't have been possible!!

.

.

#balmainvirtualarmy #3Dart #thediigitals

117w

18,080 likes

AUGUST 30, 2018

Add a comment... Post

Future models may not be real! Does it matter?

Body Con Job

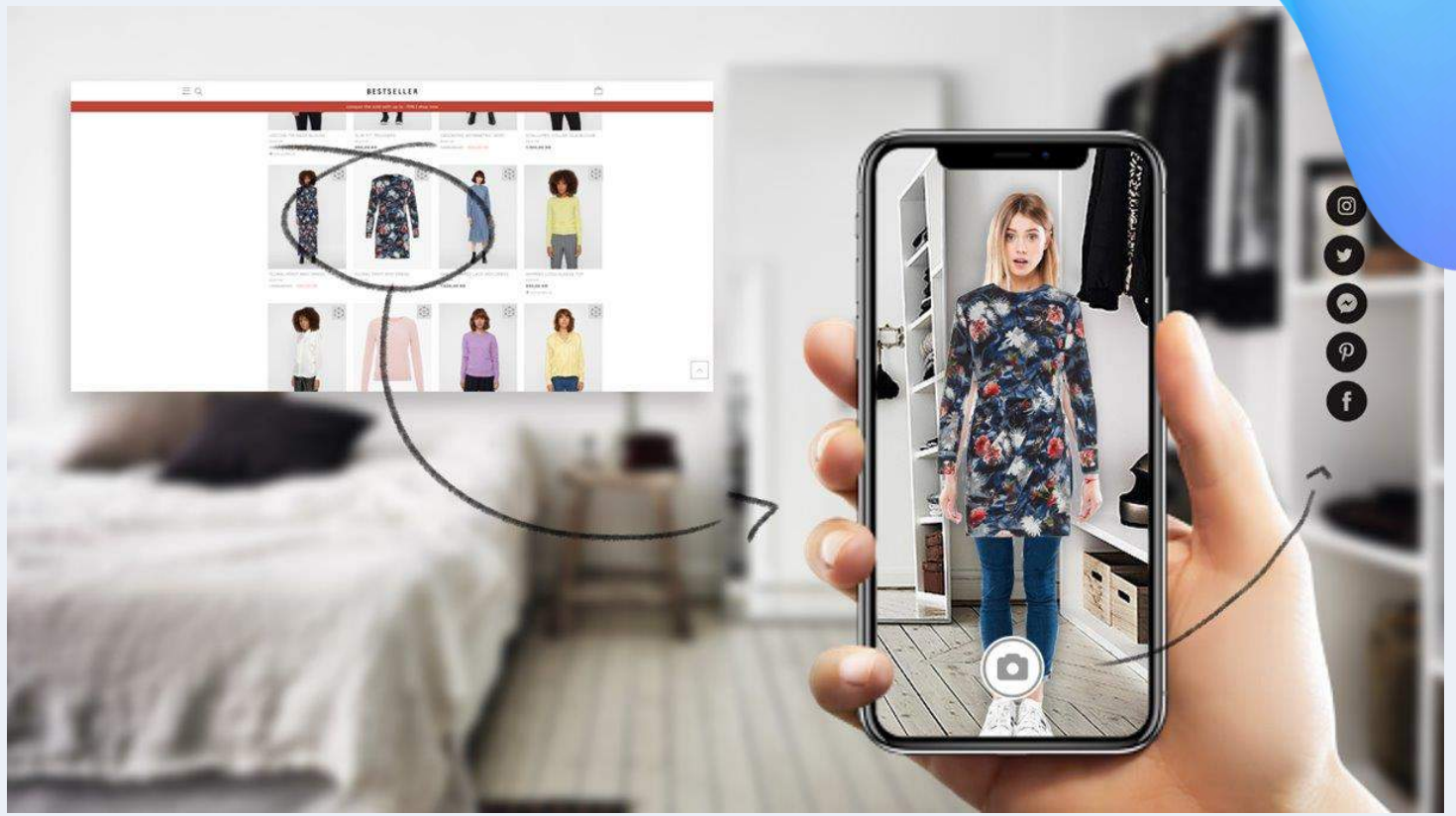
Miquela Sousa has over 1 million followers on Instagram and was recently hacked by a Trump troll. But she isn't real.

By Emilia Petrarca

Augmented Reality + 3D tøj

Fysiske mennesker med 3D tøj.

Fotorealitiske 3D versioner af tøj, lagt som et "overlay".



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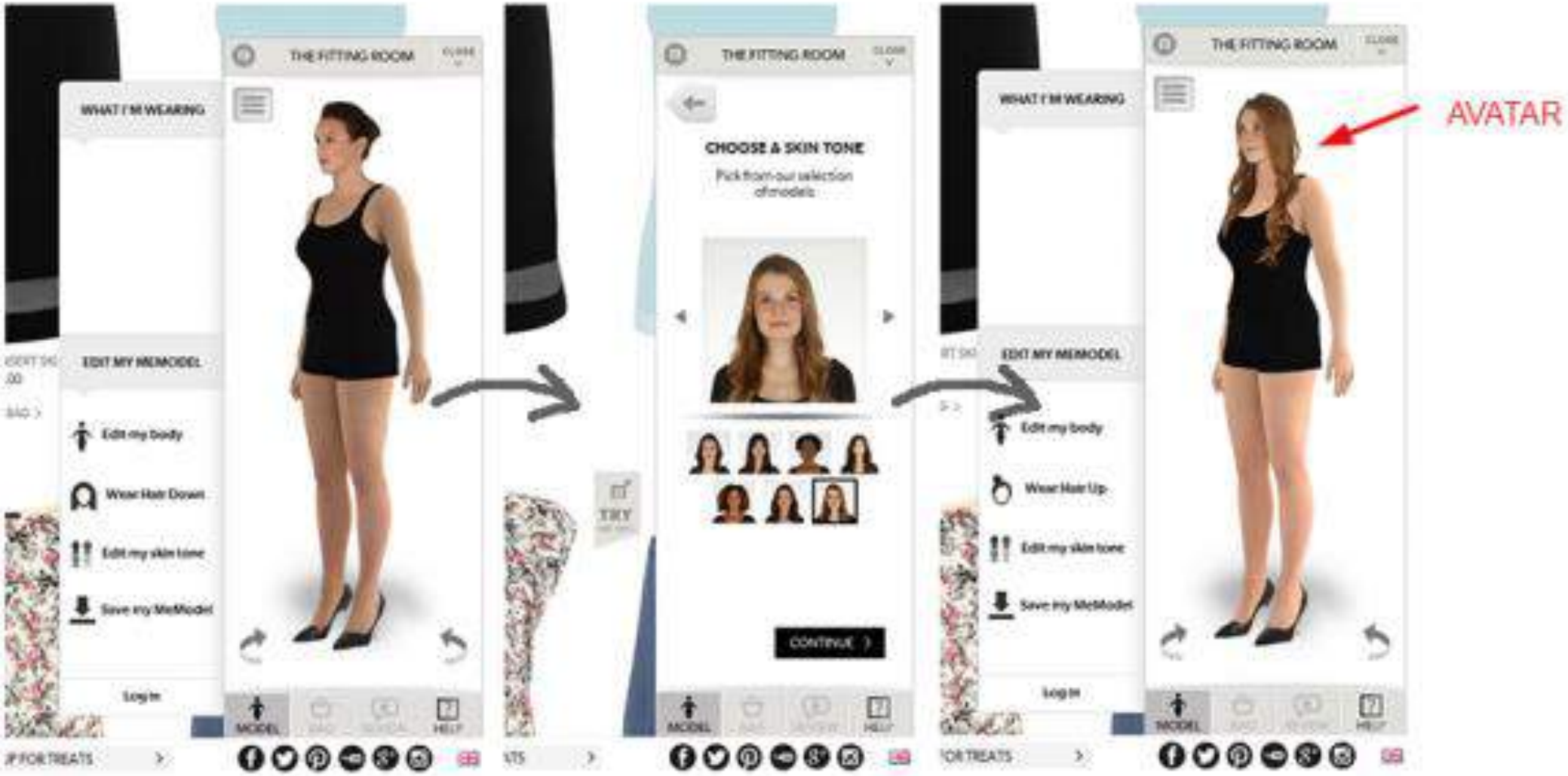
THE FITTING ROOM
WHAT I'M WEARING
EDIT MY MEMODEL
Edit my body
Wear Hair Down
Edit my skin tone
Save my MeModel
Log in
MODEL
HELP
CHOOSE A SKIN TONE
Pick from our selection of models
CONTINUE
Wear Hair Up
AVATAR

Augmented Reality Filter

Interactive tshirts by Carlings

Virtual Superland

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