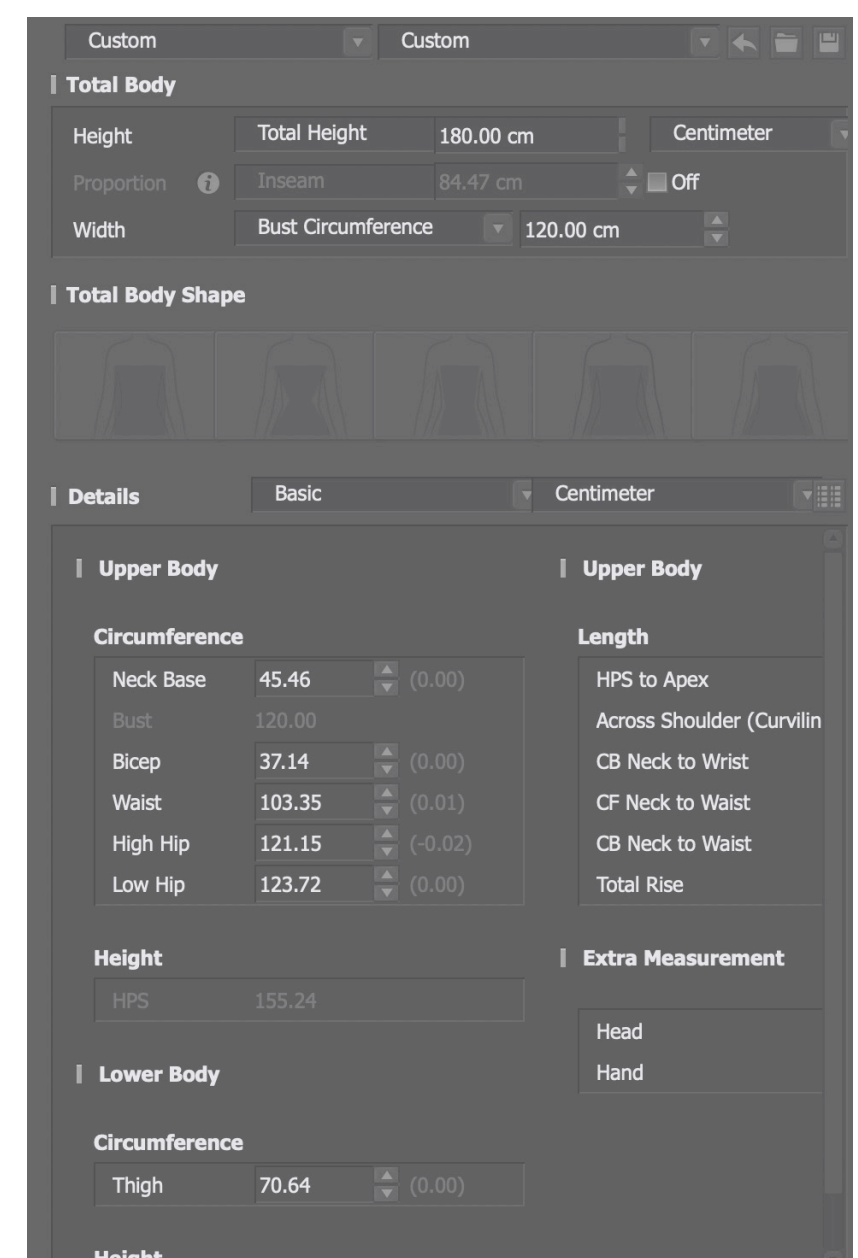


FASHION DESIGN INNOVATION

COMPANY: SALONSALON

SCHOOL: DESIGN SCHOOL KOLDING

TALENTS: MARIE AMANDA BREINBJERG & VALDÍS ARNALDARDÓTTIR



Our focus is 3D digital visuals of clothing, with an emphasis on fit and online shopping, that can contribute to sustainability. The results from user questionnaires and in person interviews showed that the majority of the users are open to the use of 3D visualizations connected to digital fitting rooms in online shopping.

USER

SALONSALON's users are on average women aged 40 - 60 years. The users value timeless, comfortable, durable, and high-quality garments in their wardrobe. Over half of the users prefer buying clothes in physical stores, mainly due to the desire to try on and feel garments before purchasing. Many users describe how it is easier and more time-efficient to buy clothing online, given the wider selection available. The majority of users prefer a combination of loosely and tightly fitting garments.

