

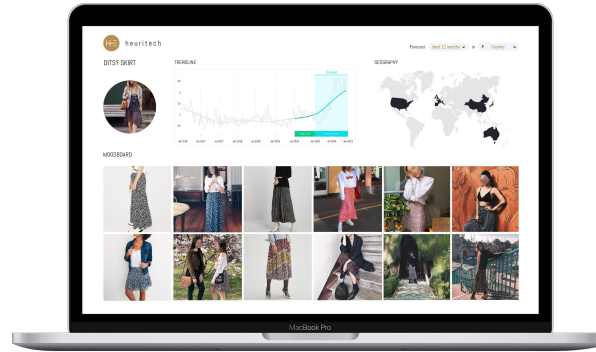
# DIGITAL REVOLUTION

The Worldwide Lockdown is rapidly affecting the fashion industry and leading to the acceleration and transformation of digital solutions.



# HEURITECH PREDICTIVE ANALYTICS ON TRENDS

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# Edito

During this period of crisis brands are forced to test new digital technologies. Fashion innovation agencies have received a tremendous amount of requests about how to create digital clothing, make digital catwalks and virtual showrooms. Matthew Drinkwater, Head of the Fashion Innovation Agency (FIA) said that his team's workload grew immensely during the crisis. Experts who deliver digital fashion solutions said there may be a big shift closer to virtual choices.

The aim of this report is to share digital practises. The report is advantageous by virtue of methods shared which are not only used but also are working for other fashion players. The information given is practical and inspirational for smaller brands which can gather and adapt some practises internally.

As an AI company Heuritech is very keen about new digitization processes and is following them closely. Besides sharing useful methods, the part of the report also provides the data related to trends presented at digital fashion weeks or digital collection presentations via Instagram.



# Agenda

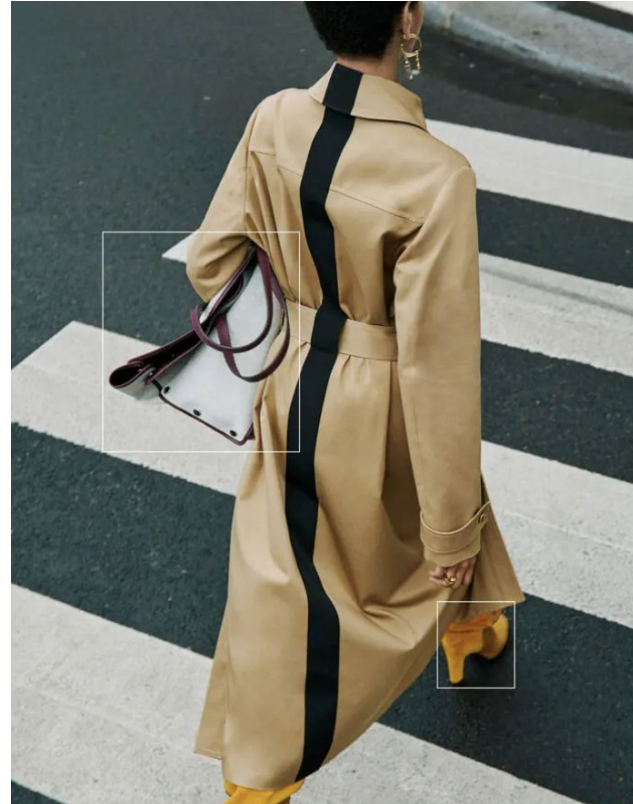
## 1. **DIGITAL REVOLUTION CHANGING FASHION GAME**

- 1.1. PHOTOSHOOTS: How Covid-19 is changing fashion photography
- 1.2. DIGITAL CATWALKS
- 1.3. DIGITAL LOOKBOOKS
- 1.4. DIGITAL FASHION SHOWS

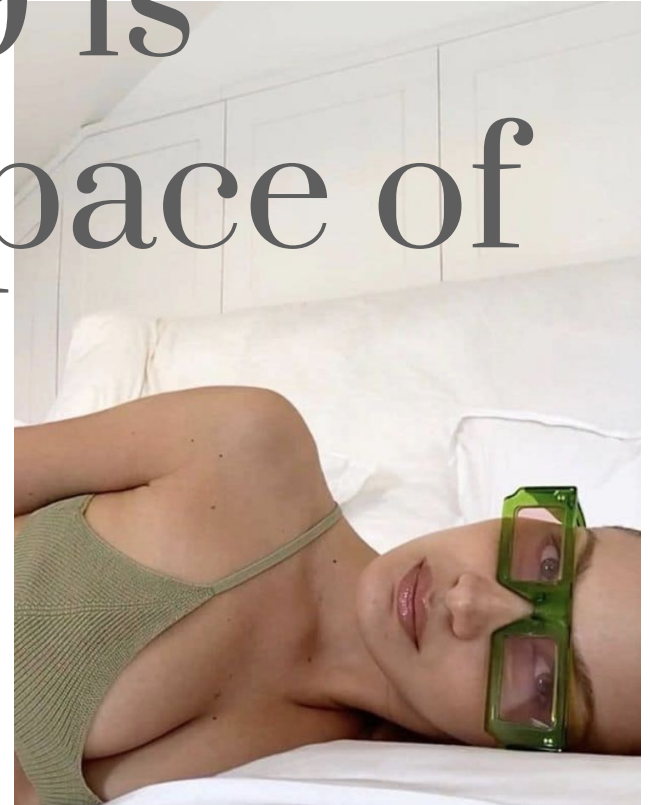
## 2. **ACCELERATION OF DIGITAL REVOLUTION**

- 2.1. 3D FASHION
- 2.2. VIRTUAL MODELS
- 2.3. DIGITAL CAMPAIGNS
- 2.4. FASHION APPS

## 3. **HEURITECH'S RESPONSE TO A NEW SITUATION**



1. How Covid 19 is  
changing the pace of  
the digital  
revolution?



# PHOTOSHOOTS

How Covid-19 is changing traditional photography?

Consumers' need for fashion goods dropped dramatically during the period of confinement. This forced fashion brands to look for more creative ways to do their campaigns.

Not only brands are looking for creative ways to manage their work but also various digital solution agencies trying to adapt by providing useful tools for brands.

Ubooker (online booking platform) is launching remote photoshoot capabilities. Smart modeling allows clients to keep creating creative campaigns for their businesses.

Ubooker Clients have a possibility to choose between booking models to produce a professional photoshoot or make a simpler shot for influencer style. Ubooker can also provide remote access to stylists, photographers, makeup and hair artists. Clients can send styles they want to or connect via video call to ensure they are getting what they need for the shoot. Ubooker also offers retouching and editing for clients



# PHOTOSHOOTS

How Covid-19 is changing traditional photography?

Jacquemus used the FaceTime application for his Spring/Summer 2020 campaign called "Jacquemus at home".

The models of his campaign: Bella Hadid, Euphoaira Barbie Ferreira and Steve Lancy changed their outfits without any help of a make-up artist, dressers only by using an iPhone

Free People has tapped employees and influencers such as Alyssa Coscarelli to model clothing, with many images created during a March campaign for people to share how they were wearing the brand at home.



# PHOTOSHOOTS

How Covid-19 is changing traditional photography?

Zara asked models to photograph themselves at home. Models didn't wear any make up and used their creativity by posing on, sofas, in bedrooms, kitchens and staircases.

Reformation recently uploaded new products to its e-commerce catalogue using shots from "friends of the brand".

The CEO Yael Aflalo said that moving from its in-house photo studio to photos taken remotely was a "natural pivot" and was a new way to interact with the brand's community.



# DIGITAL LOOKBOOKS

How Covid-19 is changing traditional photography?

Some designers during the pandemic have decided to do digital lookbooks: for instance, London-based fashion designer Steven Tai. He is experiencing his second lockdown since January as the first one was in China, where his garment production factory is located. At the time he had to produce samples for Paris Fashion week.

Despite all the challenges he experienced, he created a virtual lookbook by incorporating 360-degree gifs of the collection so that buyers could see full looks.

The result of this virtual lookbook was incredibly positive as half of the orders placed were generated from the virtual lookbook. It proved that the power of simple digital tools can easily support businesses during the period of confinement.



# DIGITAL CATWALKS

How Covid-19 is transforming traditional fashion shows

Another approach to fight current situation for brands was to present their collections on Instagram.

For instance, Dutch denim brand made a "Stay-at-Home Catwalk" on Instagram Stories allowing people around the world to experience it from their own homes.

25 models and influencers from different countries showcased the Spring 2020 collection straight from the corridors, kitchens and living rooms. The models recorded themselves and were walking to the beat of the same G-Star Raw track. It turned into a big catwalk show.



# 2. How Covid-19 is accelerating digital revolution?





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## 3D FASHION

3D fashion started to be used years ago. While the world is changing, the specialists of digital solutions believe that 3D clothing will soon become a mainstream tool for brands.

- Norway-based brand Carlings was one of the first brands to make 3D collections. In 2018. It made 120 million euros in revenue as the brand invested in 3D design and trained their employees to use digital solutions.
- The CEO of Carlings, Ronny Mikalsen said that he sees 3D collections as the future, and also a sustainable solution for the world, currently inundated with excess clothing trash.



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## 3D FASHION

The prevention of physical contact pushed designers and manufacturers to look for different ways of working. According to CEO of the Fabricant (digital fashion house) “brands are already looking for radical ways of redefining their culture and operations to a more digital mindset.”

- The Fabricant recently launched a beta platform, Leela, that enables users to scan a picture of their face on to a 3D digital body and choose clothing for it to wear.
- The Fabricant also created digital clothing samples for lifestyle brand Napapijri, eliminating textile waste and creating stunning online content in the process.

*“Our work exists beyond the current concepts of catwalks, photographers, studios, and sample sizes. For The Fabricant, imagination is our only atelier, and our fashion stories are free from the constraints of the material world”*

Murphy, The owner of The Fabricant.





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## 3D FASHION

Co-founder of Abasi Rosborough - Abdul Abasi, produced a 2020 collection that was made through innovative 3D tailoring.

“We make the suits for people who don’t have to wear suits but choose to. We found that they are willing to wait a few weeks to get something custom and special. This month we will launch our new designs using 3D visualization. When a client’s reaction is strong, we take orders and make the clothing. If not, we can now change colors, or delete the file and start over, without a wasted stitch being sewn,” Abasi said.



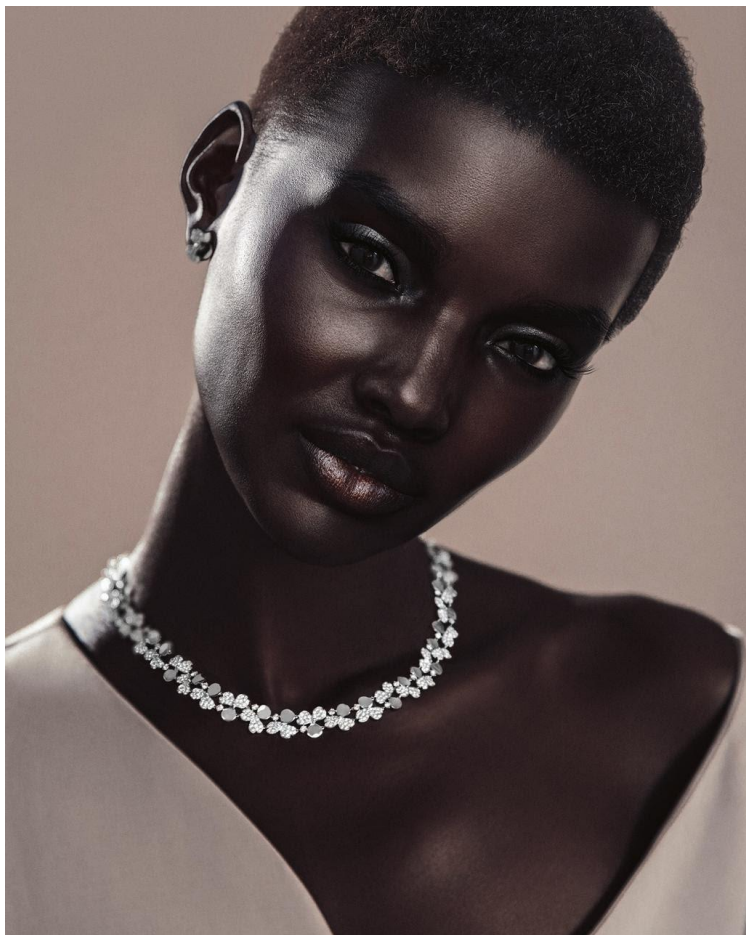
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## 3D FASHION

Congolese designer Anifa Mvuemba's brand Hanifa debuted her latest collection on an Instagram live in May, but with a catch: the entire collection was digital, even the models.

Mvuemba's models were entirely 3D-generated, and when asked for her reasoning behind this she said: "With a digital model you're determining the measurements and what would cause the model to look most realistic."

The designer aims to represent all body types to best include her customers, and 3D technology allows her to showcase her designs this way.



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## 3D: Virtual Models

Fictional models started to be created a while ago using the same technology that goes into special movie effects. This technology was used by big brands and publishers a couple years ago. (Examples: Vogue Australia, campaigns by Balmain Calvin Klein).

Due to social distancing more brands and publishers start to use digital tools to create virtual models by merging real and digital models or creating completely fictional ones.

Picture on the left: Digital supermodel - Shunu, Created by James Wilson Australia, September 2018



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## 3D: Virtual Models

The March 2020 cover photoshoot of *Vogue Italia* featured models never seen before. They were created by photographers Mert and Marcus, who digitally merged and manipulated the images of multiple participating human models.

Yuki Okada, founder of Kyoto-based Datagrid, which automates virtual models for product photography, says that when he talked to a modelling agency last year, they weren't interested. Now, those conversations have changed. Source: *Vogue*



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## 3D: Virtual Models

Harper's Bazaar China earlier in March presented March 2020 digital cover featuring virtual idol Luo Tianyi.

Chinese fashion magazines adopted this strategy of using animated models before (Example, Noonouri on the cover of *Vogue Me's* February 2019 with Jackson Yee)

Picture on the left: *Harper's Bazaar China's* March 2020 digital cover. Luo donned new collections from Gucci, Dior and M Essential and went on a virtual journey to the city of Wuhan to spread the message of hope due Covid-19 crisis.



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## 3D: Virtual Models

*Magazine SuperElle* (a subsidiary of Chinese *Elle* magazine) which is targeting young digital-savvy people launched two of its own virtual models -Sam and Liz.

The project was made partnering with Huawei's technology. EllePlus app gives a possibility for readers to interact with AR versions models with their phone camera.



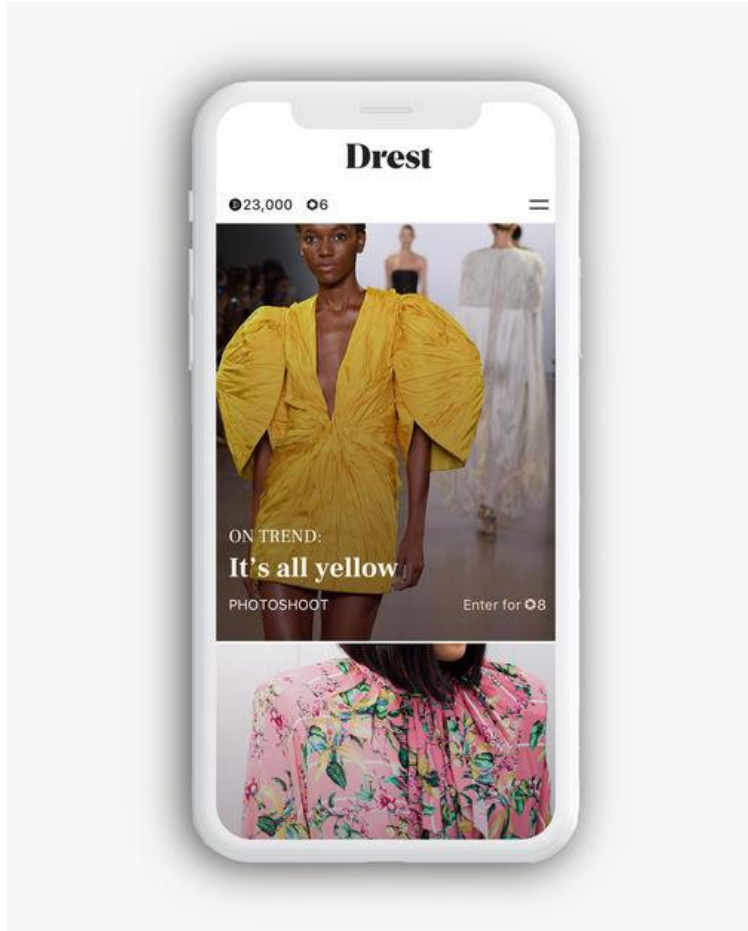
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## 3D: DIGITAL CAMPAIGNS

Recently Selfridges published a new digital campaign which shows that brands and retailers are rethinking what they do.

The campaign “explores the future of fashion and retail through the medium of digital art”. The campaign was created by 3D digital fashion designer Cat Taylor, who transformed the new season’s collections into otherworldly digital renders, which linked to the Selfridges eCommerce site.

Cat Taylor was working with many big brands before but once again this example shows how the crisis accelerated the need of digital solutions.



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accelerating

# FASHION APPS

Fashion gaming apps are not a new invention and they've been working well before the crisis started. For instance, apps such as **Covet** or **Drest**, allow users style digital models with real clothes from brands like Jimmy Choo.

Even though it's not the most recent invention which was widely used before, Drest app has noticed a 50% month-over-month increase in users. In Italy it saw a 400% uplift during the first week in April, compared to the week before.

# DIGITAL FASHION WEEKS

## SHANGHAI FASHION WEEK

How Covid-19 is transforming traditional fashion shows?

Covid-19 transformed fashion weeks around the world.

The world's first virtual fashion week was in Shanghai in April. More than 150 designers and brands showcased their collections from March 24-30 through Tmall, Alibaba Group's e-commerce platform. Fashion week was viewed by 11 million people and helped generate more t\$2.82 million.



# DIGITAL FASHION WEEKS

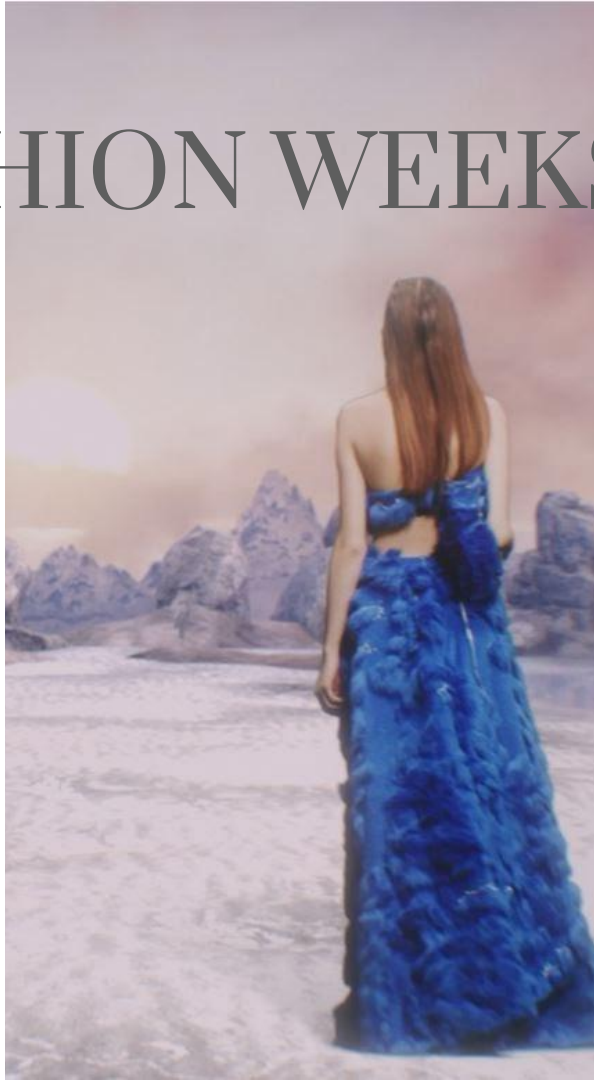
## SHANGHAI FASHION WEEK

How Covid-19 is transforming traditional fashion shows?

During Shanghai Fashion Week some designer took cameras and shared their inspirations with fans in real time in order to make viewing experience as engaging as possible.

Designer Angel Chen, demonstrated the possibilities of the format with 5 minute presentation showcasing real models and computer-generated graphics. Models were directed and styled through video link.

Some designers used the "See Now, Buy Now" format, which gave a possibility to consumers to purchase catwalk pieces with their phones. Consumers were also able to buy products from the current season or pre-order new looks from brand's fall collections.



# DIGITAL FASHION WEEKS

## MOSCOW FASHION WEEK

How Covid-19 is transforming traditional fashion shows?

Moscow fashion week was also shown virtually in April. 830,000 people were streaming the show.

It was streamed on Aizel.ru and Megogo.net, appeared on 103 Russian and foreign websites and also on social media sites such as VKontakte, Facebook and TikTok.

Mercedes-Benz Fashion Week Russia and TikTok engaged designers and fashion experts to create workshops for audience about how to create digital outfits, promote brand, buy second hand clothing online and moreover, how to stay trendy at home.

Russia's first virtual influencer, a digital model Aliona Pole, became the online fashion week ambassador.



# DIGITAL FASHION WEEKS

## LONDON FASHION WEEK

How Covid-19 is transforming traditional fashion shows?

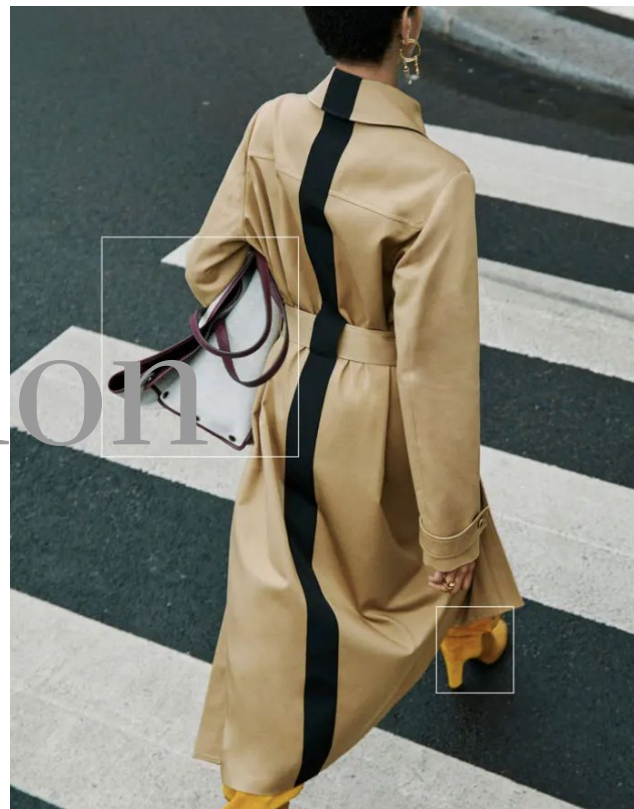
The content that might be presented during London Fashion week in June which is going to be entirely digital was revealed.

We are expecting to see digital lookbooks, brand videos, written-out designer Q&A and also podcasts. The LFW digital platform will also have virtual showrooms and it will be helpful to connect with retailers. London Fashion Week's will be gender neutral, allowing womenswear, menswear, and genderless labels to participate.

Even though LFW will be the third city to use digital tools for fashion week, it will be the first city which will completely adopt this digital model.



# 3. Heuritech's Response to Current situation



# Heuritech's technology

All the given examples in the report have shown the importance of digital practices especially during the crisis period. The digital revolution examples are very linked to what Heuritech does.

At Heuritech we predict what product trends are coming and how they will behave for next seasons. We analyze **3 million images** each day and can recognize **2,000+** attributes

AI helps to optimize costs and reduce overall uncertainty.

*According to BCG latest Report, The rise of the AI-Powered Company in the Postcrisis World*





# How do our clients use Heuritech during Covid19?

## **Building Long Term**

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Make sure to create the best collection for FW20 by identify leading trends and create best sellers

## **Time to market**

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Time to market is essential during Covid19, especially with the right seasonality of current and incoming collection and marked down.

## **Online marketing**

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Tailor the right message based on social media behaviors, and be very reactive to product timing by highlighting the seasonal products reaching their momentum.

## **Overstock**

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By pushing forward the products with high demand at the right time, and by comparing your stock to demand



## Stay tuned for more

Data on other geographies  
Consumer behaviors from Instagram

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