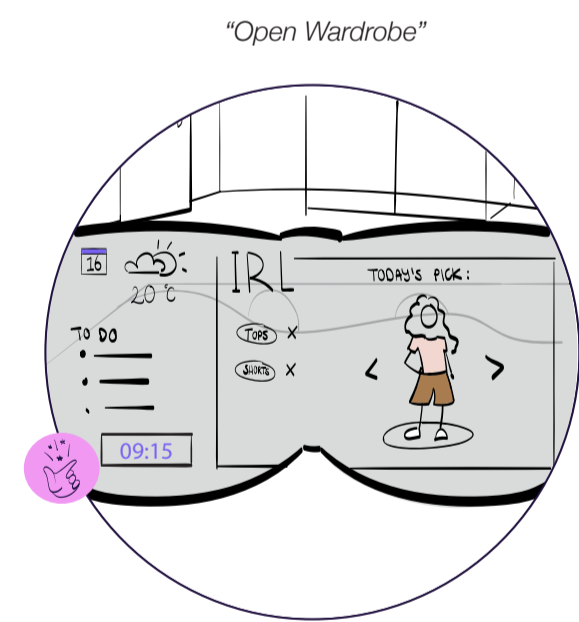
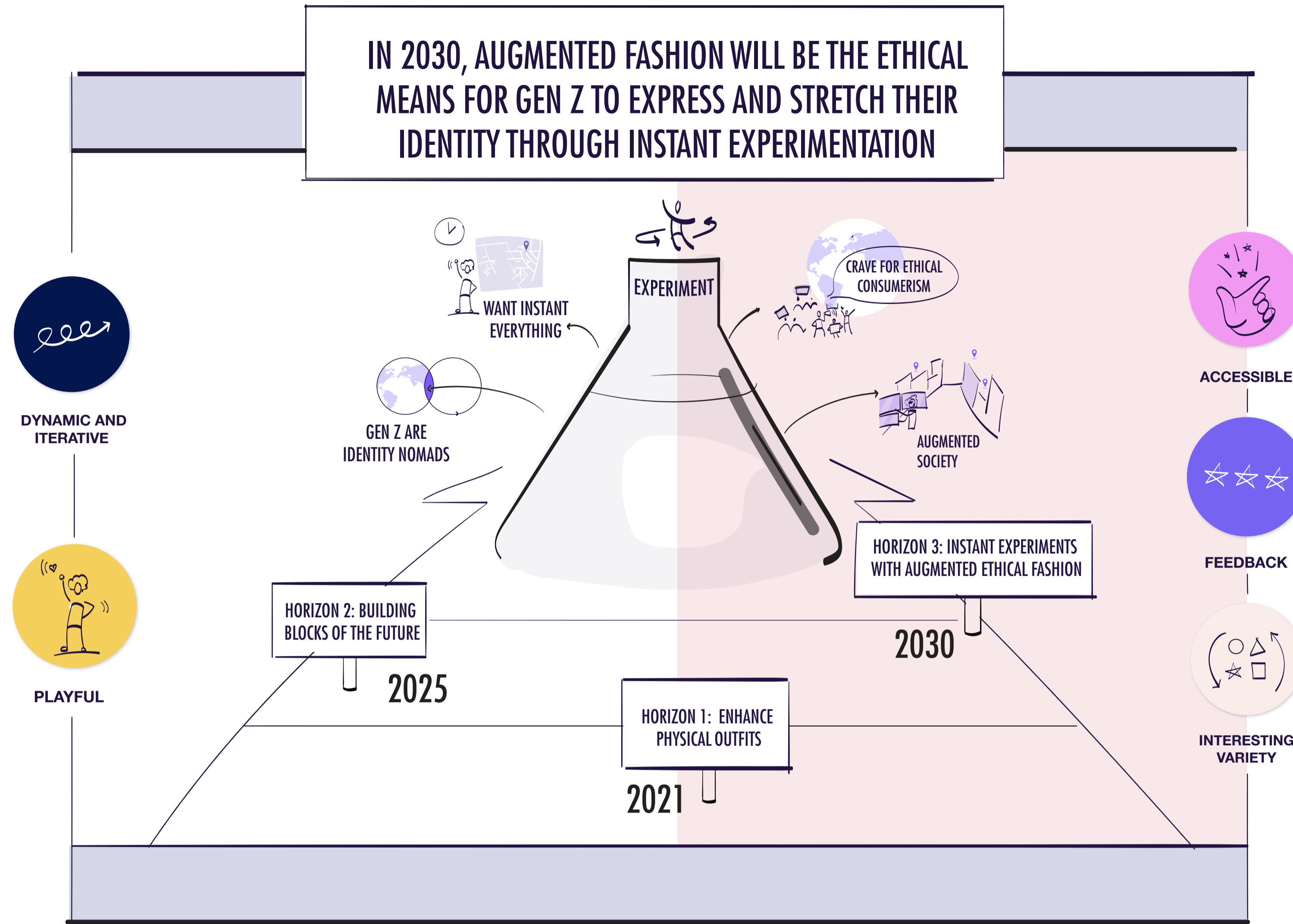


WHY

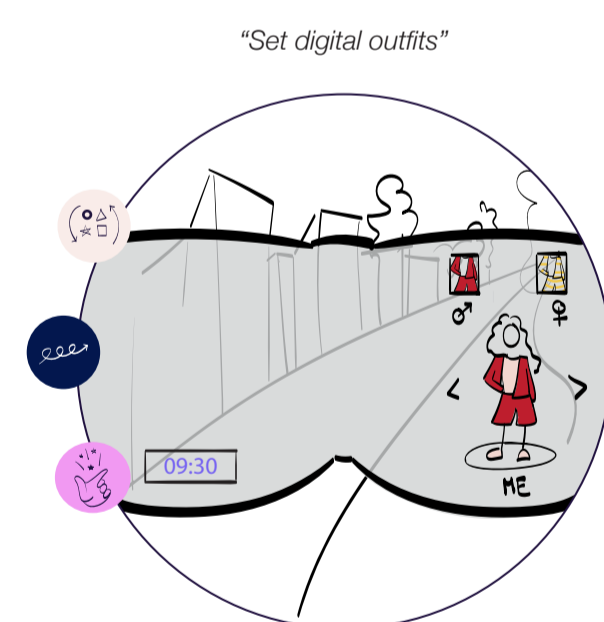
How might we help Gen Z to continuously experiment with fashion in a playful and sustainable way?

HOW

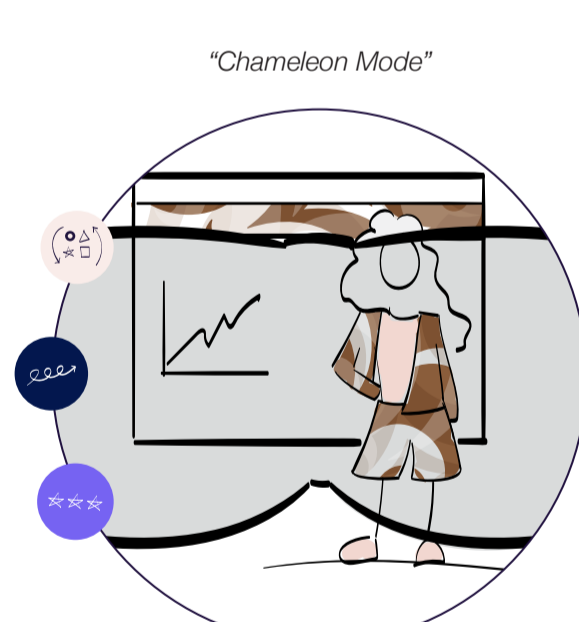
WHAT



"Open Wardrobe"
Waking up is never easy. Some days you might get lucky and are straight off to a great start. Other days, not so. I'm expected to pitch my design approach at 10 AM. It's 9:15. Guess it's one of those days. With time being my worst enemy, I go for my trusted basics. Today I will have to rely on my digital wardrobe to make an impact. Luckily, my digital assistant already picked out my clean physical clothes that suit today's weather.



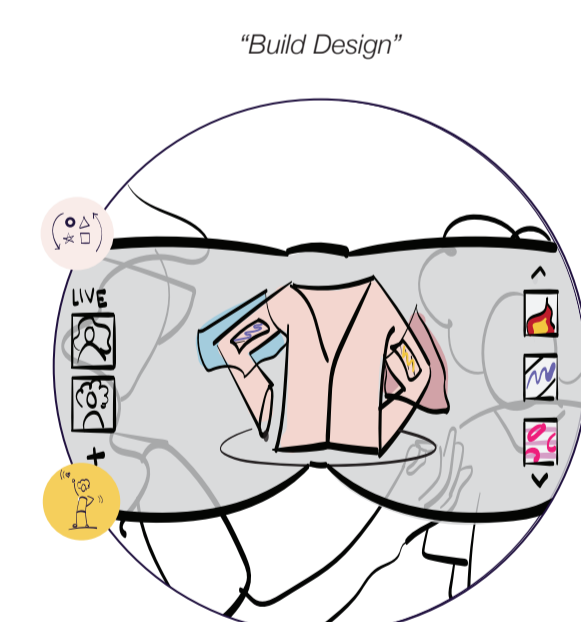
"Set digital outfits"
Coffee for breakfast and we are on the road, 09:30. Could be worse. While traversing the street, I swipe through my wardrobe. Should I go creative entrepreneur or business smart? Who came up with the term business smart anyway? Guess we've got to risk it to get the biscuit. Suit it is. The Red one for the men, striped for the women.



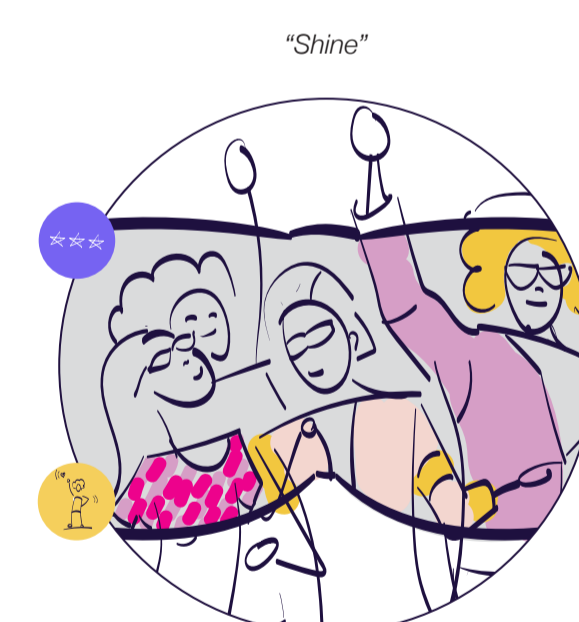
"Chameleon Mode"
It was a close call, my heartrate was at 110 during the pitch but I'm confident I nailed it. As my mum used to say, clothes do make the woman (or man). You should've seen their faces when my suit changed patterns to match my story. They loved it. Misses Chang even placed a bid on the suit afterwards. Unfortunately for her, it's not available anymore. It's an exclusive digital asset that was part of Tommy's virtual treasure hunt. They do go on the aftermarket for a hefty price because of the scarcity. But I'm not planning to sell. Especially after today.



"Buy and add to wardrobe"
2:30 PM. Meeting up with some friends to celebrate the victory. On my way I notice the AR pop-up shop where they virtually dress me in their latest outfits. Wow, those shoes are fire! But really, the shoes actually have burning animations! Bit much maybe.. but they're only 9 euros.. what the heck! I add the fire shoes to my digital wardrobe and switch them on with my denim dress for people in my circle, while the public still sees me in my victory suit.



"Build Design"
21:00 We're preparing for tonight's night out. This time we made a group effort and created a community design with open sourced building blocks. The anime patch on the sleeves is our interpretation on youth-culture and goes great with the red and blue sheer accessories we added last time. Registrations close at 21:30, send it to the cloud!! Maybe we'll make it to the four designs that will be featured in Tommy's subscription updates ...



"Shine"
22:00 The reveal is the best part. You never know what will happen. People come because of the party, but stay because of who they can be; a different gender, different culture, slick or cartoonish. The boundaries end with your own imagination.

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Digital fashion for sustainable change
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Strategic Product Design

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