

feel welcome

Fashion Forum 2018
Virtual reality





VIRTUAL REALITY

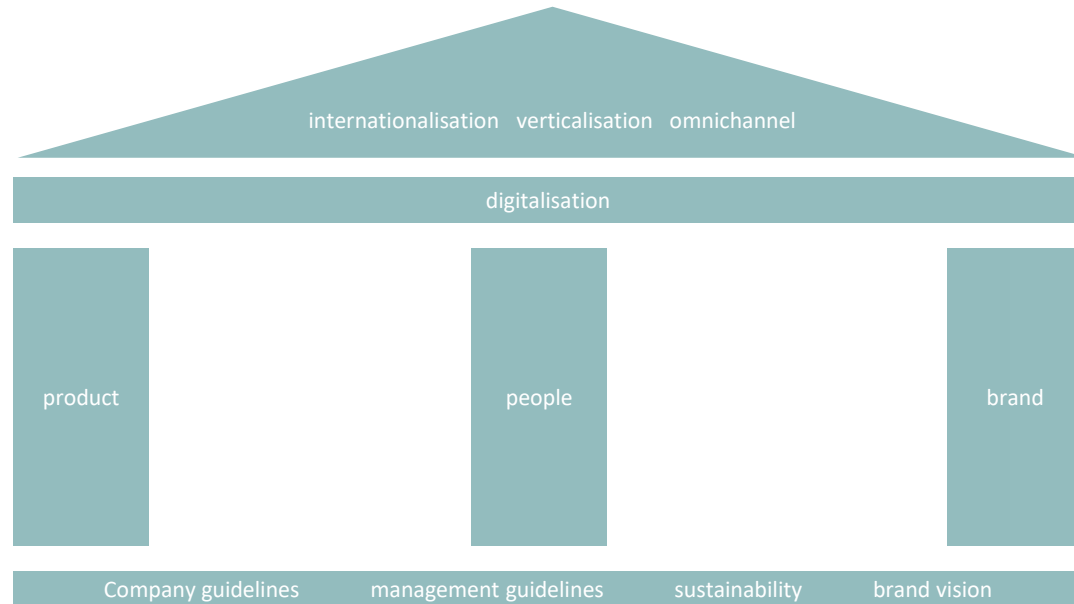


AGENDA

- » BRAX Roadmap
- » Digital strategy
- » VR for BRAX
- » Starting points
- » VR vision
- » Retail 4.0

BRAX ROADMAP

FUTURE HERE WE ARE

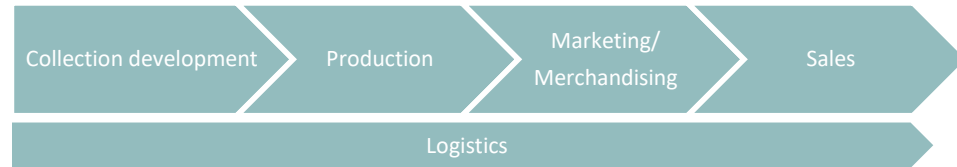




DIGITAL STRATEGY

Digital transformation of the value-creation chain

- » Implementation of innovations
- » Digital Enabler
- » Main topic „virtual reality“



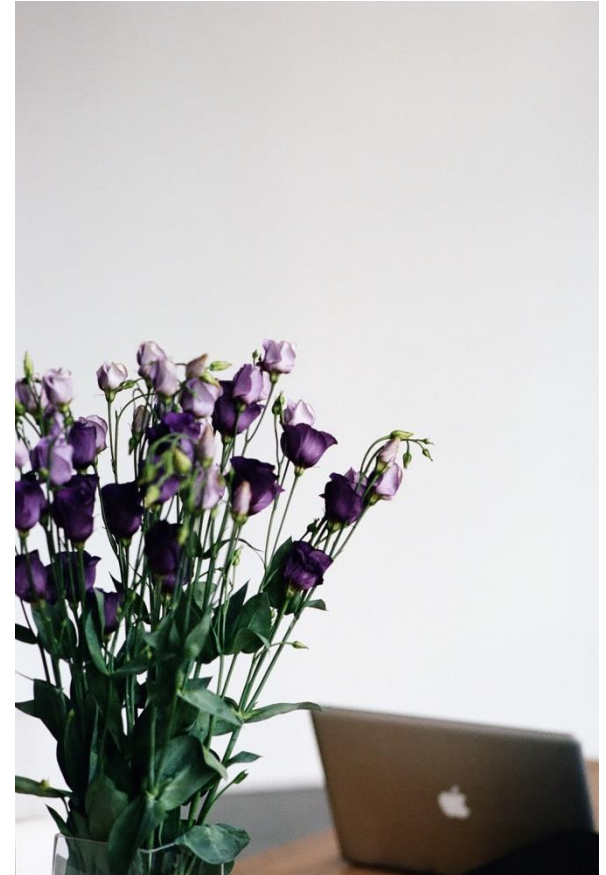
VR for BRAX

Incrementally und disruptive innovations

Chance internal and for external partner

Competitive advantages trough early action

Optimation of single valua creation stages



Starting points collection development

Virtual prototyping (Vidya 3D)

3D-simulation as CAD-sketch

3D-basis for additional virtual innovations



VR vision BRAX

Supply of E-Commerce channels
with 3D-sketches

Digital Showroom

Virtual product communication (B2B-partner)

AR - application for B2C



Retail 4.0

Research project
(consortium of 5 establishments)

Focus on collection development / sales

Three concentrations
(Digital Devices / AR / VR)

Different target groups B2C / B2B / collection



Retail 4.0

Augmented shopping: „Bring your own device“ –
QR-codes at store

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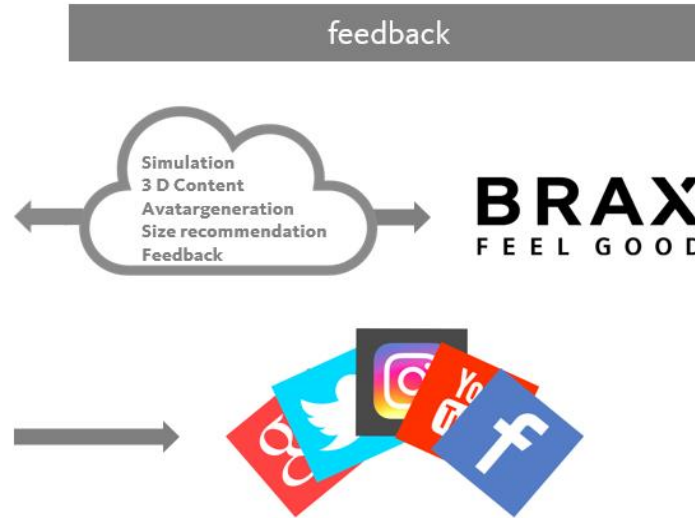


Retail 4.0

Augmented shopping: „Bring your own device“-
digital feedback process



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Retail 4.0

Augmented shopping: virtual showcorner-
customer-individuals sale- and feedbacksettings

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customer



feedback to producer



Customer chooses from predefined settings for example by mood and product type

Retail 4.0

Augmented shopping: virtual showcorner
- digital collection

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Retail 4.0

Virtual retailer feedback – co-creative setup with a few, selected retailer

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- early timing in collection planning
- interactive discussion und optimation of trend - dependent or seasonal bestseller together with selected retailer
- use of the experience of the selected retailer

Retail 4.0



VisualRetailing



Digital partnership



HUMAN
SOLUTIONS
ASSYST
AVM



Digital partnership

VisualRetailing



Digital partnership



pixelboxx

Assets | grau | ERWEITERTE SUCHE


Pixelboxx

- IT
- Schulung
- Systemmappe
- Test Vidya

Testimport

Deutsch | Englisch | Französisch

BILDBESCHREIBUNG | BILDRECHTE | **BILDEIGENSCHAFTEN** | VERWENDUNGEN | EIGENE FELDER | MAPPENPFADE



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Digital partnership



Channels

