



2022 Q4

*Innovation Recap*

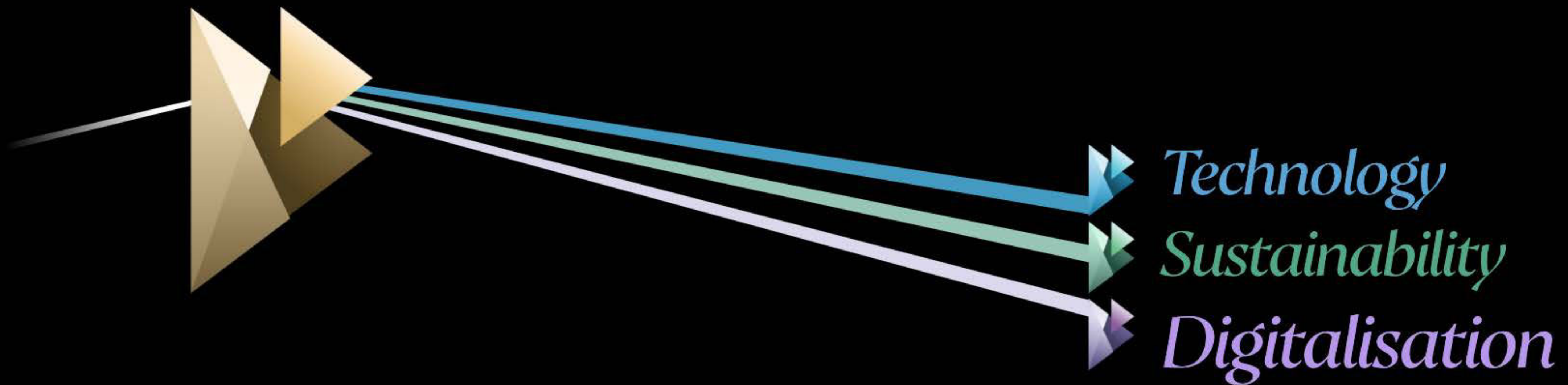


De Rigueur  
*Innovation Bureau*



# *What is* De Rigueur?

The *innovation bureau* that is dedicated to Luxury, Fashion, and Sports brands. Our *expertise* is in three activities:





*Technology*

# *Petit Pli Entropy Vest*

Petit Pli introduced the vest for extreme cold situations! The Entropy Vest contains a Phase Change Material that instantly heats the body on activation, gradually dropping in temperature as you begin to move and warm up - to avoid overheating—the Entropy Vest state changes from a liquid to a gel-like solid.

This project was designed with a non-toxic chemical solution that is able to store heat energy to be released on-demand when needed.





# *Stone Island* *40th Anniversary Jacket*

Stone Island released a special edition Luminescent Poly Cover Composite exclusive jacket celebrating its 40th Anniversary.

It's made of a two-component luminescent film that captures light and then releases it when placed in the dark. A finely grooved surface opacifies its transparency.



*Technology*



# *Moncler x Palm Angels Maya Jacket*

Moncler worked in collaboration with Palm Angels on the new special light-up Maya jacket for the colder seasons ahead. It simultaneously celebrates the 70s anniversary of Moncler as well.

This project aims to create a strong interpretation whilst delivering sustainable looks through the selection and use of materials and fabrics.



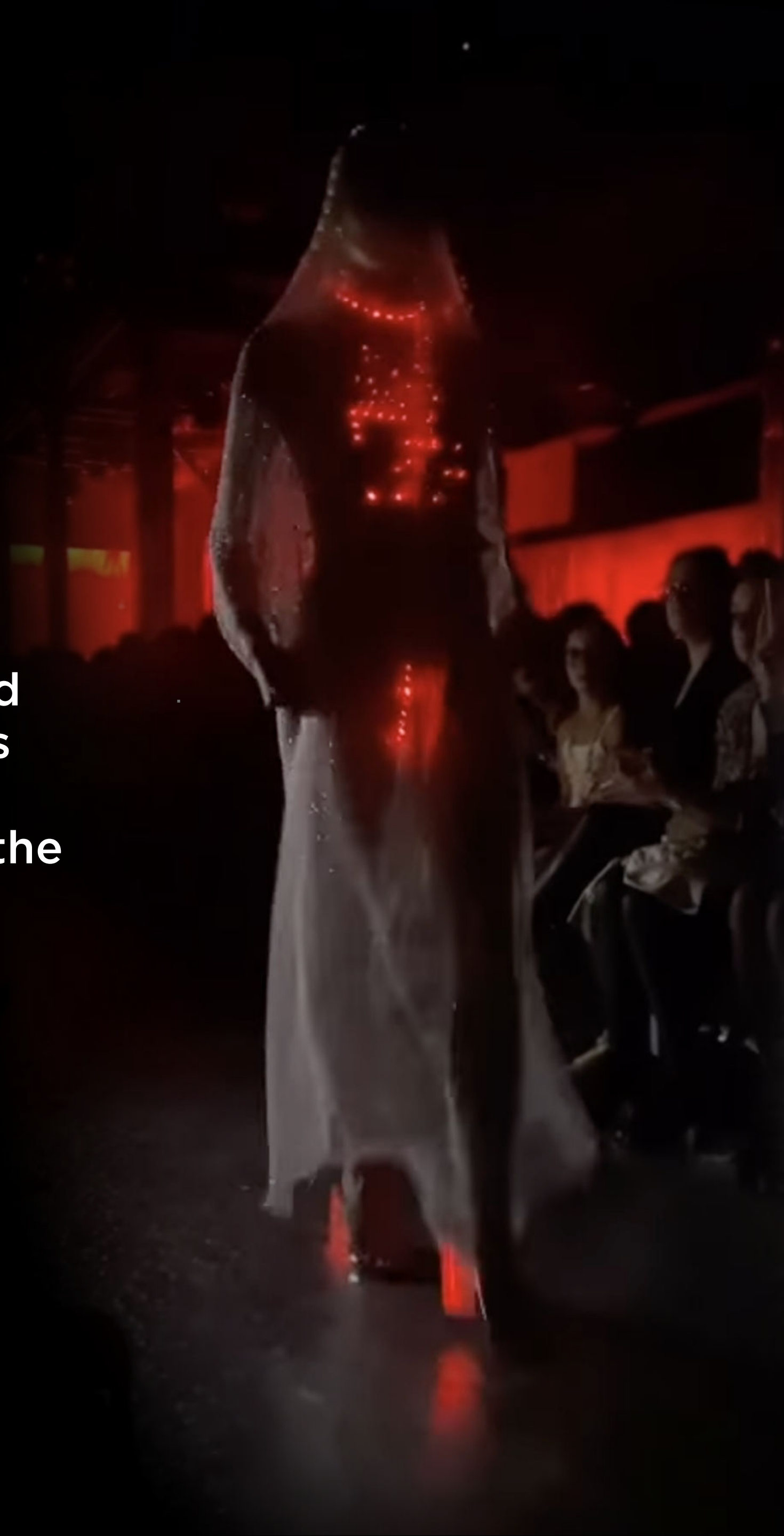
Technology



# *Cyborg Bride* *By Jenny Hytönen*

Hyères festival winner Jenny Hytönen on creating her 'Cyborg Bride'!

The show-stopping look consists of a knitted veil of over 25,000 hand-placed glass beads and a blinking LED-covered body complete with a heart sensor that detects and shows the wearer's heartbeat in a pulsating light.



Technology



# ***HYPER Products Inc.***

## ***HyperPack Pro backpack***

**HYPER Products Inc. launched the new HyperPack Pro backpack, it features tracking technology built in that works with Apple Find My.**

**It also protects your gear from the elements with YKK water-resistant zippers & 1260D Cordura Nylon. It stops would-be thieves with interlocking zippers, an RFID protective pocket, and a hidden lumbar pocket.**



***Technology***



# *On Running Brand “On Lumos” Collection*

On, the running brand released the new “On Lumos” collection. A series of reflective details that will shine brightly when exposed to glimmers of light.

This will keep the wearer visible when running or training outdoors in the evening or even in the morning hours when lighting is scarce.



*Technology*



# *Nike x RTFKT Cryptokicks iRL*

Nike x RTFKT Unveils Their Cryptokicks Smart Footwear Line RTFKT that is equipped with auto-lacing, customisable lights, Bluetooth pairing, walk detection, as well as wireless charging via the RTFKT Power deck.

The model comes in four colourways and will be sold as NFTs that redeem the physical counterpart. Limited to 19,000 pairs, NFC chips are used to authenticate each physical sneaker against its digital collectible twin.

The Cryptokicks iRL functionalities are unlocked through the RTFKT iRL App, where owners can customize their fit and lighting animations. RTFKT has also teased “move-to-earn” quests and events for sneaker holders in the future.







*Sustainability*

# *Vollebak*

## *NASA-Developed Fabric*

Vollebak launched the Titan Collection  
Features a NASA-Developed Fabric crafted  
for “placer colder than Earth”.

The collection is tested and “designed to  
withstand up to -100°C in a liquid nitrogen  
chamber.” The insulation is made with  
recycled plastic bottles.

Not only is the collection lightweight, but it  
is waterproof, breathable and adaptable to  
weather conditions.



*Sustainability*



# *Vollebak Recycled Garment Garbage Fleece*

The Vollebak Garbage Fleece is a recycled garment crafted with a soft, technical fleece that's double layered with an outer finish made from old woollen sweaters, while the soft inner lining is achieved using waste fabric.

The zippers on the sweater are made from plastic bottles, with the cord locks made from plant-based waste.

The Vollebak Garbage Fleece merges sustainable design with technical needs to make it ready for demanding lifestyles and beyond.



*Sustainability*



# *Puma x Perks & Mini Eco Collaboration*

Puma and Perks & Mini have just presented a new collaboration, and it stands up for the environment.

The collection introduces 20 different styles which include elevated basics such as fleece jackets and sweaters, cargo trousers T-shirts, polo shirts, hoodies, and jackets — and each style adopts a color palette that aligns itself with nature.



*Sustainability*



# *Stella McCartney*

## *New Bio-Materials*

Stella McCartney is further strengthening the circularity of its supply chain by starting to enhance and transform the fabrics of its collections using “polyester and nylon fabric recovery technology”, it will transform the remaining textiles of its lines into new, recyclable and infinitely reusable materials.

The integration of such operations will begin in 2023.



*Sustainability*



# *Timberland x Pangaia* *Eco Collaboration*

In collaboration with material science company PANGAIA, Timberland has released a new footwear collection that is made with renewable raw materials.

The signature bold colours shoes are composed of materials such as responsibly grown rubber, abaca banana fibre and organically grown cotton.

In addition to the boot, a slip-on was also created. Featuring a 50% abaca twill and 50% organic cotton upper with a responsible natural rubber outsole, the slip-on has removable sole-stitched construction so that it can be easily disassembled for recycling.



*Sustainability*



# *Timberland* *Timberloop Utility Boot*

The newly-introduced Timberloop Utility Boot that's designed for off-road terrains and outdoor excursions.

The boot features a rugged outsole crafted from rubber and a removable stretch-knit sock bootie made from recycled plastic fabric.

Also, it has a rugged outsole that's crafted from rubber — sourced from trees that are grown in responsibly-managed forests.



*Sustainability*



# *Moncler Aqua Rain Boots*

Moncler introduces new boots made with entirely waterproof elements and durable design language with a recycled knit material at the inner boot.

The Acqua capsule claims to “make light of challenging outdoor terrain.” It does so with the weather-resistant properties that are part of the construction, making it perfect for daily wearing or on adventures.



*Sustainability*



# ***XL EXTRALIGHT***

## ***New Hybrid Shoe***

The FRAME hybrid running shoe uses the Organix 3.0 material, which is a formula that uses 30% biological waste gathered from agriculture and forestry or drawn from biodegradable traction of industrial waste. This includes used cooking oil or waste grease. The high-performing materials also have a closed-cell structure, meaning they do not absorb or distribute bacteria and are resistant to UV rays, saline, and chlorine.



***Sustainability***



# *Nike Air Max Terascape Plus*

The new sneakers feature a deep sea-inspired design that will conjure up images of mysterious coral reefs. The new sneakers feature a deep navy body accented with a bright blue Noise Aqua hue near the heel and tongue.

Even more colour comes from the addition of Sea Coral pink accents, which can be found on the bottom. The sneakers also feature a speckled stone-coloured foundation made from recycled materials.



*Sustainability*



# *Chloé Vertical Digital ID Implementation*

Luxury fashion brand Chloé launches “Chloé Vertical,” a project designed to make products more circular with three main goals:

1. establish full traceability for leather, wool, linen and silk, with the aim of improving how those raw materials are sourced.
2. provide consumers with information about how and where a product was made, as well as care and repair advice.
3. boost a product’s circularity potential in the future.



*Sustainability via Digitalisation*





*Digitalisation*

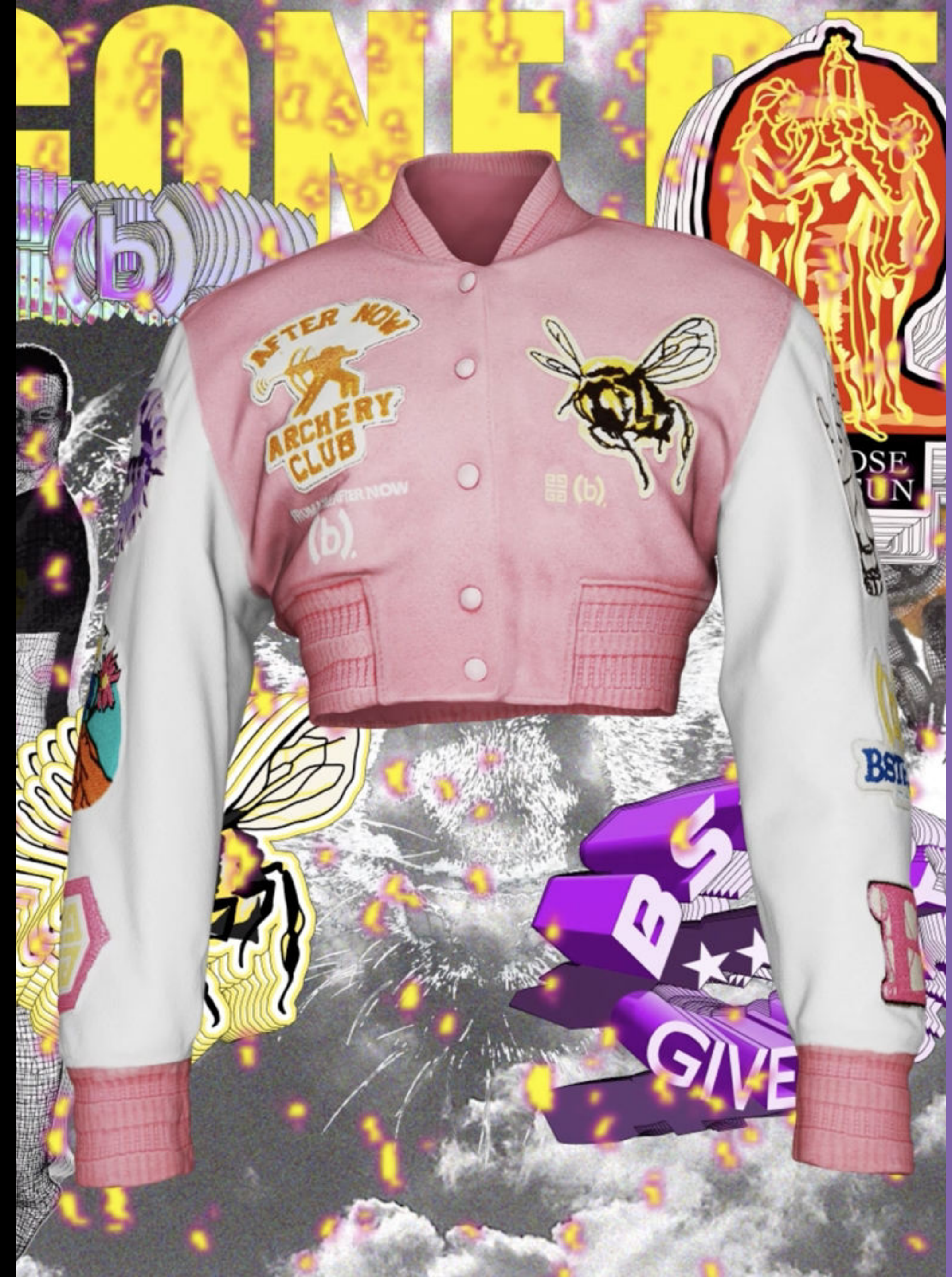


# *Givenchy x Bstroy* *Phygital NFT Collection*

LVMH-owned luxury fashion brand Givenchy is dropping an NFT collection that is tied to a physical capsule collection the brand designed in collaboration with streetwear brand, Bstroy.

The NFT collection builds on the physical capsule collection which is a collaboration between Givenchy's creator director Matthew Willians and Bstroy's co-founders Brick Owens and Dieter "Du" Grams. The capsule collection consists of six designs.

To turn the NFTs into digital replicas of the six designs in the capsule collection, Givenchy enlisted Felt Zine. There are 360 NFTs in total. People in the US and Europe who buy the physical piece can redeem an NFT.



*Digitalisation*



# *Prada Holiday-Themed NFT*

Prada Crypted is set to drop a holiday-themed TimeCapsule NFT collection.

The 50 NFT artworks will back gender-neutral sweaters. The items featured red and white colours with black stripes visible on the bottom and the cuffs.

The festive sweaters are made from high-quality Merino wool in a special Norwegian jacquard knitting technique.

To make it even more exclusive and festive, Prada placed its embroidered logo and a “December” lettering on the sweater.



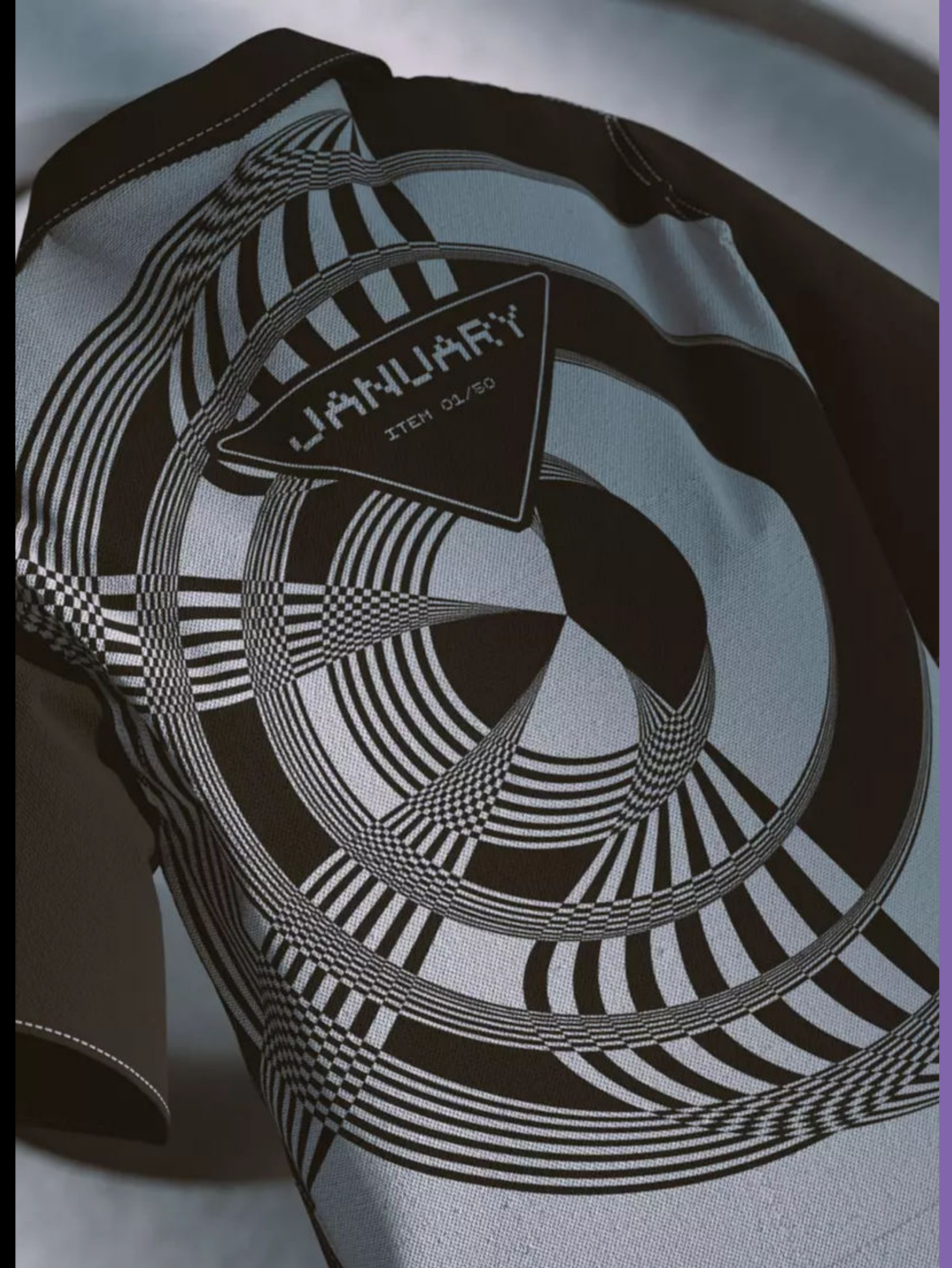


# *Prada* *Interferenza Ottica NFT*

Prada offers an all-inclusive experience to an NFT holder. The experience is in real life, and it is reserved for a member of the Prada community and an accompanying person.

In the program? An invitation - transport included - to the Prada Men's Fall/Winter 2023 show in Milan Fashion Week. Also, access to "a complete and exclusive four-day experience" promises the house.

In addition, an appointment in one of the brand's flagship stores with a complimentary total Prada look, a hairdressing and make-up session, or even private visits to the Prada Foundation and the Cenacolo Vinciano museum.



*Digitalisation*

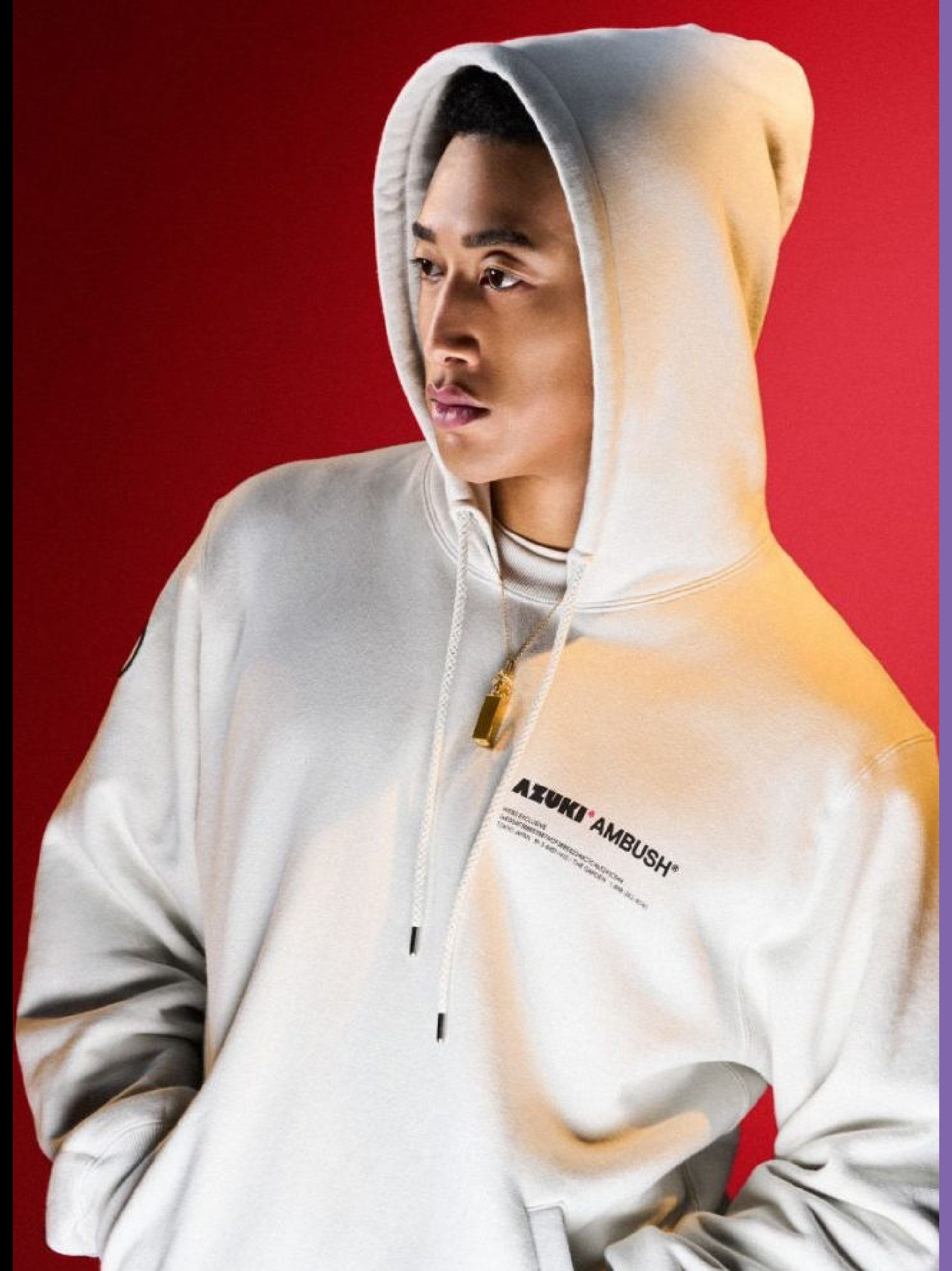


# *Ambush x Azuki* *Phygital NFT drop*

Azuki and Ambush have joined forces to release a limited-edition capsule collection that merges minimalistic design with Web3 culture.

Japanese streetwear brand Ambush has partnered with leading NFT project Azuki to release a cross-boundary fashion Phygital capsule drop to distribute winning items. Furthermore, the lucky raffle winners can choose the items they want.

A selection of the physical Azuki x Ambush items will feature a Physically Backed Token (PBT) “Bean” Chip embedded in the fabric, which powers innovative blockchain ownership verification technology.



*Digitalisation*



# *Rimowa x RTFKT* *Phygital Luggage Collab*

Rimowa and Rtfkt are launching a limited-edition cabin suitcase, with 888 pieces produced of NFTs.

Holders of an NFT will be able to redeem it for a piece of physical luggage during a forging event. The physical suitcase will feature pixelated motifs, including iterations of Rimowa and Rtfkt's iconography.

2,222 worker bots are also available for sale, all via a lottery system. These avatars stamped Rimowa are intended to navigate the metaverse, allowing the visibility of the brand to be extended beyond the operation.



*Digitalisation*



# *LANVIN x Level Shoes*

## *Phygital Sneaker*

Level Shoes collaborated with LANVIN to create the first physical edition of their curb sneakers – the best part, these limited-edition sneakers can also be worn in the Metaverse.

co-created the first Phygital Curb Sneaker to celebrate the 10th anniversary of Level Shoes!

NFC chips will bring this model of combining digital + physical to the next level, especially with authentication capabilities.

The exclusive physical sneaker is limited to only 100 pieces, and with that, you will receive a digital wearable that can be used in virtual worlds with avatars and an AR filter is involved.



*Digitalisation*



# *Forever 21 Metaverse Collection*

Forever 21 Releases Metaverse-inspired Collection to celebrate its 'meta-versary' (one-year anniversary) on Roblox.

The collection includes the real-life version of the fan-favourite Forever Beanie, the most-sold item in Forever 21 Shop City on the Roblox platform.

Forever 21 is currently working on ways to connect virtual and physical items through 'Phygital' experiences.



*Digitalisation*



# *Burberry x Minecraft* *Gamification*

Bringing Burberry's brand story to Minecraft's dedicated communities, the collaboration consists of an in-game adventure from Burberry and Minecraft called 'Burberry Freedom to Go Beyond'.

With a physically partnered capsule collection and a range of extensions and experiences, the collaboration allows consumers to both physically and digitally immerse themselves in a distinctly Burberry x Minecraft universe.



*Digitalisation*



# *Adidas Virtual Collection*

Adidas released a 16-piece set of “virtual gear”, including hoodies & outerwear, those owners will be able to use in different online environments: on avatars in virtual worlds or as profile pictures.

The items will be available to holders of a capsule NFT the brand airdropped in May to owners of its “Into the Metaverse” NFTs. Holders can randomly generate one of the 16 digital wearables by choosing to “burn” their capsule NFT, which makes it unusable again.

Holders may also sell their unused capsule NFTs.



*Digitalisation*



# *Printemps Virtual Collection*

Digital Fashion by Printemps is the first 100% virtual clothing label by the Parisian department store, and it is being introduced to the world with a 40-piece collection called Magnetic Vibes.

Once a virtual item from the collection has been purchased, customers can send the retailer a photo of themselves in tight-fitting clothing and in 72 hours, the photo will be manipulated so that the virtual garment appears on the subject of the photo.



*Digitalisation*



# *H&M Innovation Metaverse Design Story Collection*

H&M Group launched the Innovation Metaverse Design Story collection. The customers will be able to dive into an immersive Metaverse experience on their website.

Five digital garments were created for the collection with three available for virtual try-on as filters on Snapchat and in the H&M app.

The filters offer customers another fun and creative way to enjoy fashion, express their personal style and share their metaverse looks with their friends on social media.



*Digitalisation*



# *HUGO*

## *Embrace Your Emotions NFT*

The new series of digital pieces from one of the two brands of the Hugo Boss group intends to boost the establishment of the house in Web3.

1,001 animated NFTs by HUGO. If one of the pieces will be auctioned, 500 NFTs will be awarded to customers who buy a t-shirt containing a QR code linked to an AR Snapchat filter.

The other 500 non-fungible tokens will be reserved for owners of the “Genesis” NFT collection launched by the company Imaginary Ones, a partner in the initiative.



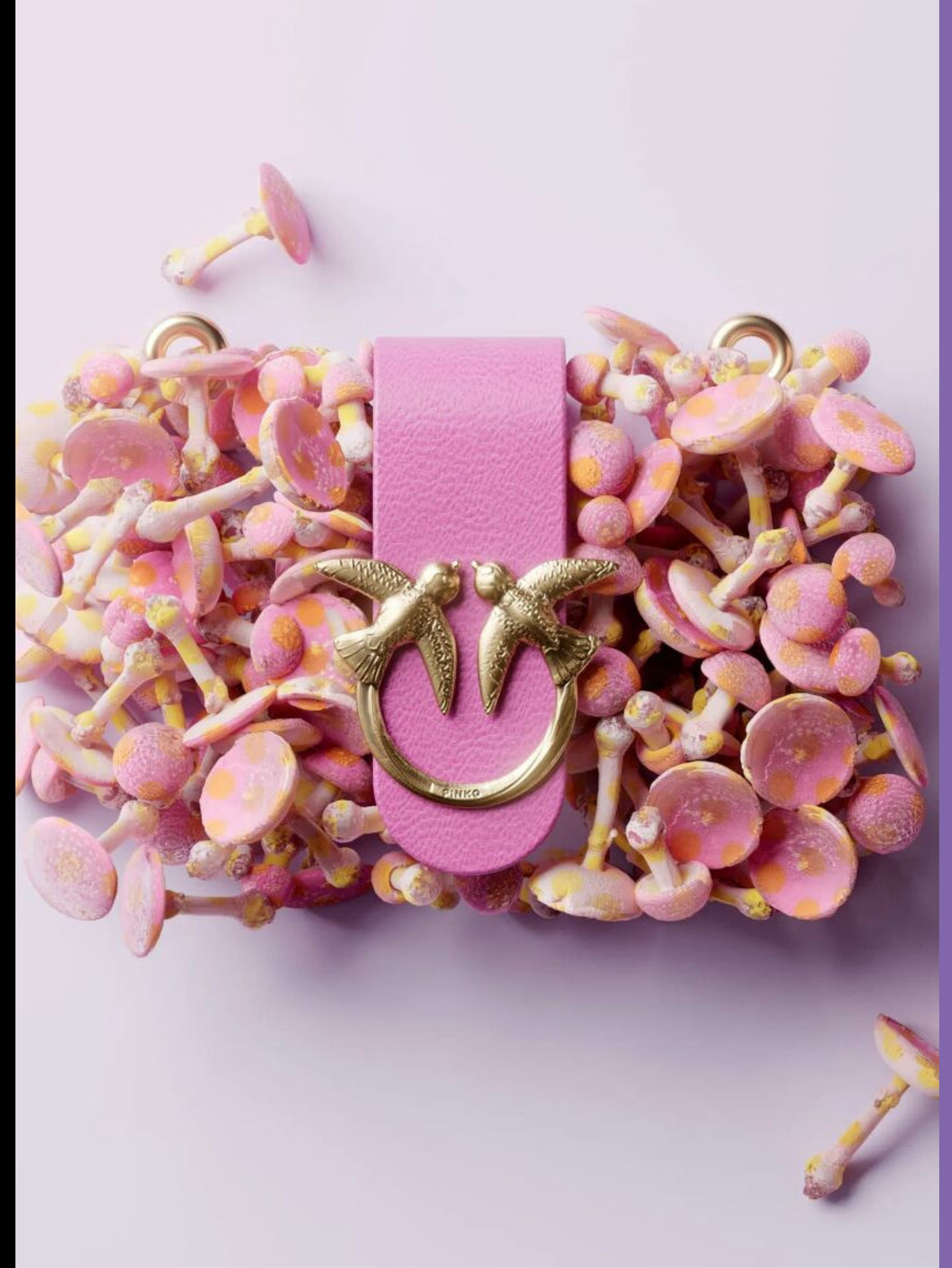
*Digitalisation*



# *Pinko* *Digital Collectibles* *Meta Love Bags*

PINKO launches its first Nfts collection with the “Metalovebag” capsule, featuring a selection of meta-physical versions of the famous bags.

Special displays in the flagship stores in New York and Milano will grant consumers the opportunity to perceive the beauty of the 3D artworks in an immersive experience.



*Digitalisation*



# Fendi Baguette Bag 25th Anniversary

Fendi launches 25 virtual versions of its famous Baguette bag in partnership with Singapore-based luxury metaverse group Altava.

Fans can collect all 25 bags off the digital shelf to unlock a Fendi filter.



Digitalisation



# *Dolce & Gabbana inBetweeners NFTs*

The D&G drip collection involves 2000 NFTs featuring digital bears designed by Italian artist GianPiero D'Allesandro.

Each NFT contains unique variations of one of the 21 inBetweener bear designs 'dripped out' in Dolce & Gabbana apparel. Additionally, every NFT is redeemable in 2023 for one of 21 physical garment designs from D&G.



*Digitalisation*



# *TOMS* *NFT Collection*

TOMS is Bringing Their Social Impact Model to the digital world by offering 10 limited-edition NFTs with proceeds from the sales being donated to TOMS Impact Partner International Medical Corps which launches large-scale initiatives to bring mental health and psychosocial services to displaced populations living in emergency situations.

The NFTs have been created to showcase key moments in TOMS history and will be featuring the TOMS classic Alpargata - the shoe that started it all.



*Digitalisation*



# *Diesel x Hape NFT Collection*

Italian clothing company Diesel has partnered with blockchain startup Hape® to launch a unique non-fungible token (NFT) collection.

Co-created by Diesel creative director Glenn Martens and Hape creator Digimental, the NFTs will offer collectors both digital and physical value.

Each unique digital collectable will include a limited edition 1DR POD crossbody bag, along with access to exclusive events and community benefits.



*Digitalisation*



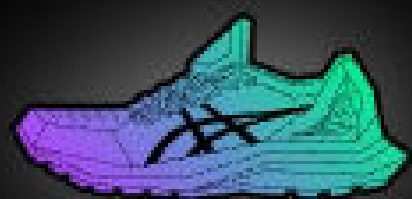
# ASICS

## *Phygital Shoes*

### *The UI Collection*

ASICS x Solana UI Collection! Featuring custom-made GT-2000™ 11 running shoes, customers will automatically receive a loyalty ASICS Badge NFT with purchase, with a chance to receive an airdrop of a limited number of NFTs.

The partnership with STEP'N allows ASICS to scale its mission to inspire healthy habits for Web3 enthusiasts as it could employ users in the move-to-earn app.



1 RARE



150 UNCOMMON



850 COMMON



**asics** × **SOLANA** + **STEP'N**

*Digitalisation*



# Nike *.SWOOSH Space*

Nike launches .SWOOSH, a new community experience, designed to give people the opportunity to co-create the future of Nike.

You can trade virtual apparel, sneakers, accessories & other collectables on the platform. You can wear the virtual items in games, unlock IRL events or unlock IRL products.

Also, .SWOOSH ID's was introduced and is going to be Nike's version of ENS in the form of free NFTs as Nike will actively co-create products with the community.

No need for a crypto wallet to use .swoosh, pay with a debit or credit card instead.





# *Nike x FC Footballverse*

“Footballverse,” the latest football campaign from Nike, champions incredible Nike players, past and present, by imagining a universe where they all compete together.

Also, the Footballverse experience brought together football enthusiasts from across the city of Dubai in physical space (three-week concept) with interactive games and activities designed to inspire the next generation of superstars.



*Digitalisation*



# *Ralph Lauren & Chanel Bloomingdale's Virtual Store*

Bloomingdale's Opens Christmas-themed Store in the Metaverse with a virtual store.

The virtual store initially featured collections from brands like Polo Ralph Lauren, Marc Jacobs, David Yurman, MCM, Byredo and Baccarat. The possibilities the department store can offer in the future are “endless” and “not limited to physical space.”





# *Dior Beauty Holiday Immersive Experience*

Parfums Christian Dior has launched their Atelier of Dreams Collection with an immersive holiday virtual experience, developed by Emperia.

The virtual store provides users with an interactive experience that allows them to explore the beauty product range, and find gifts and try-on, all while roaming around the three rooms of Château De La Colle Noire.

The fragrance room, gift finder room and beauty room house a variety of iconic fragrances, all of which provide customers with a unique shopping experience.



*Digitalisation*



# *Lacoste* *Virtual Store*

Lacoste is tapping into the hype surrounding the metaverse - and gearing up for the holiday shopping rush - with the launch of a virtual store, accessible via desktop and mobile.

Lacoste's new virtual store includes a VIP room only accessible to UNDW3 token holders.

Loot boxes will be released periodically into the VIP room throughout the month of December, and five token-holders will be selected at random on a daily basis to win special prizes, per Emperia.

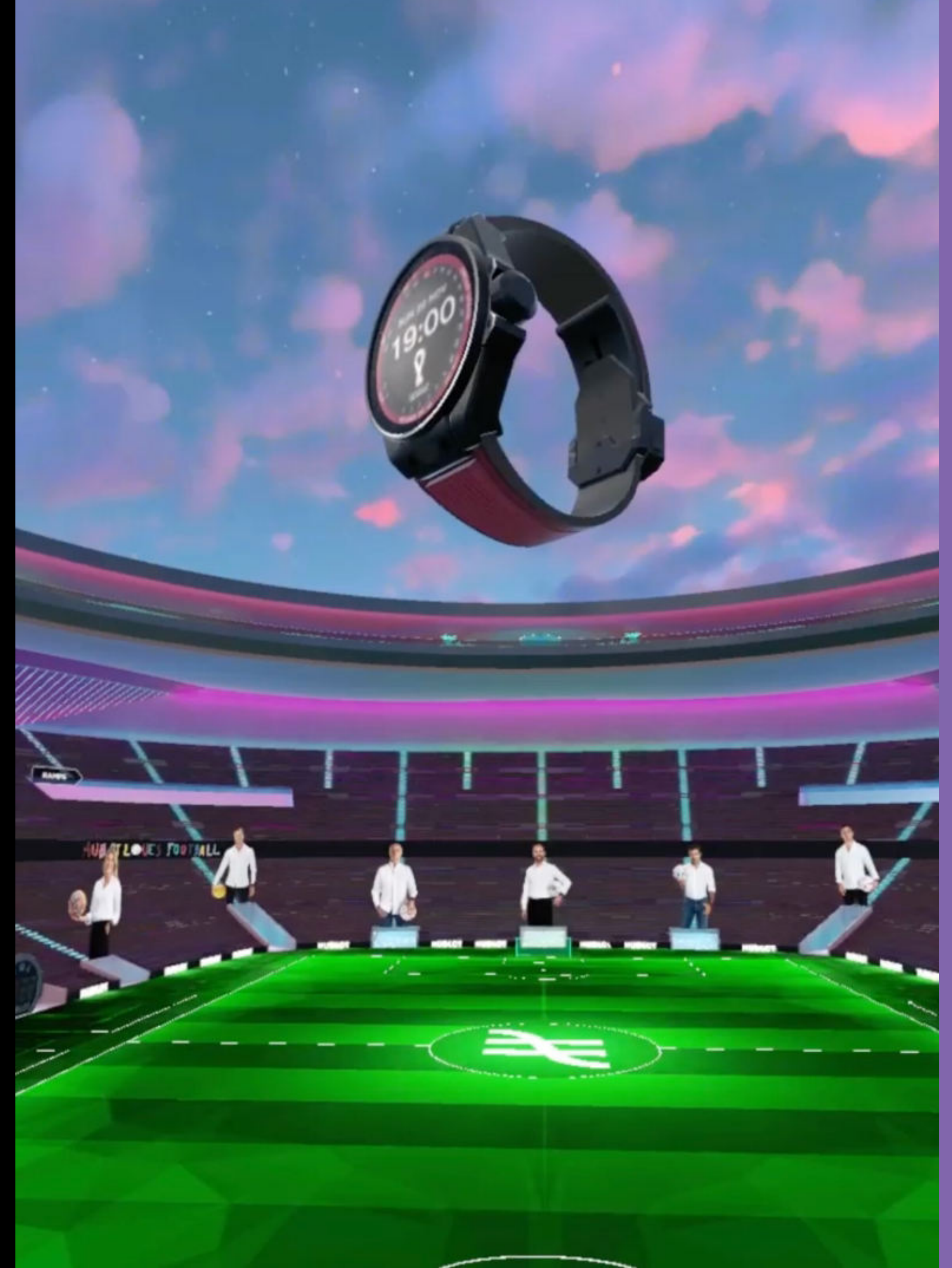




# *Hublot Football Metaverse Stadium*

The “Hublot Loves Football” campaign allows visitors to explore a 360-degree virtual stadium inspired by Hublot’s Big Bang e, accessible for free.

This project happened in partnership with Spatial to align with the launch of the FIFA World Cup 2022.



*Digitalisation*



# *Gucci Vault Land Live In The Sandbox*

Gucci is the first luxury brand to build its own space within the digital real estate platform The Sandbox, cementing its place as a first mover in the metaverse.

Players can experience the Vault at 360° through a play-to-know narrative and complete activities for a chance to win an exclusive reward and SAND—the utility token or currency of The Sandbox built on the blockchain.



*Digitalisation*



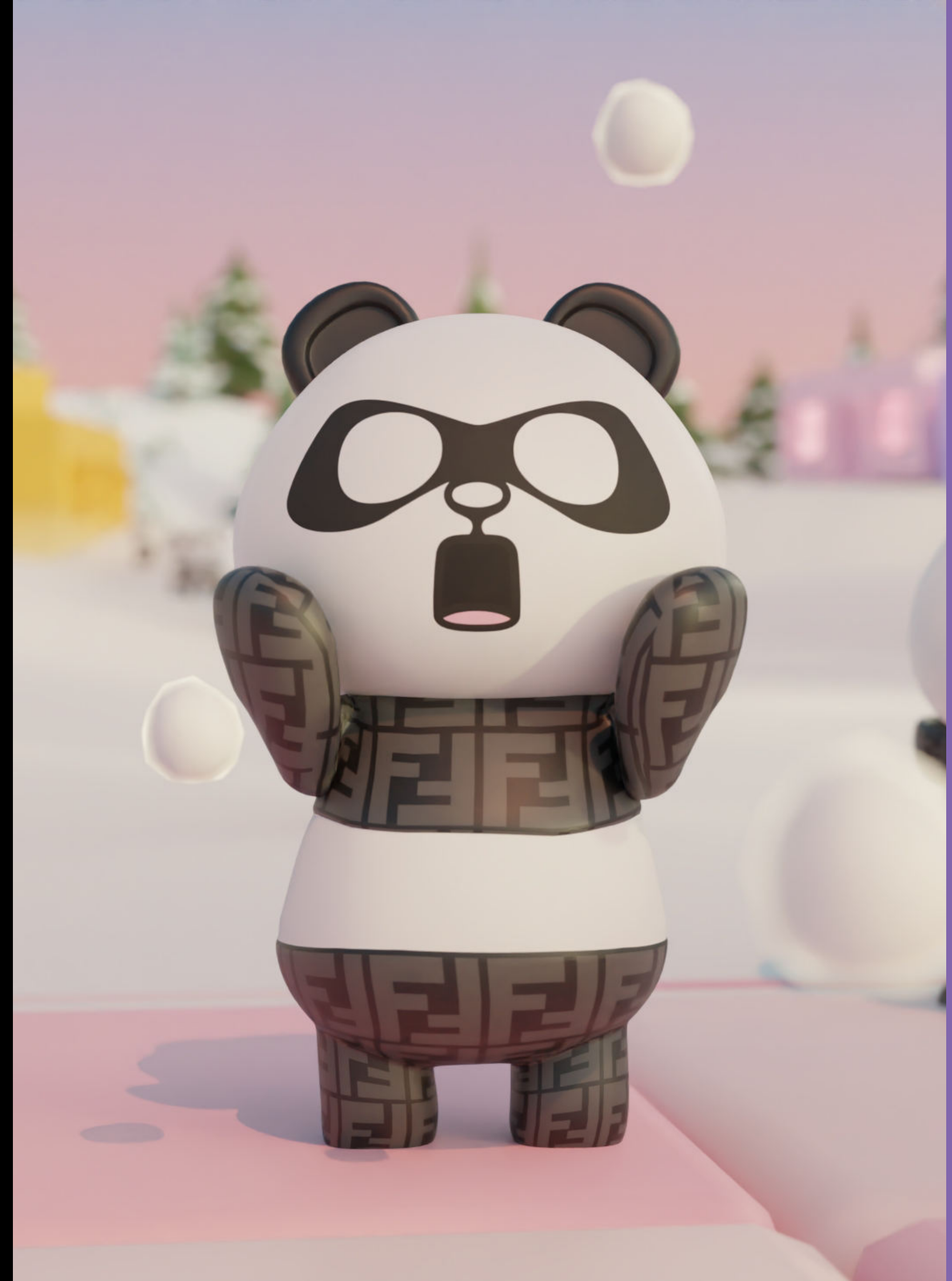
# *Fendi* *Fendidi Game*

Fendi has extended its work with illustrator Oscar Wang by launching a game version of the “Fendidi playground”.

As a way of infusing Fendi DNA into gaming and Generation Z trends, the immersive digital game uses the popular IP created by Wang.

It is being released alongside stickers on WeChat, Kakao and Line, as well as an in-person event in Chengdu.

The reason for Fendidi’s success is down to China’s embrace of cartoonish, playful graphics, as well as the Gen Z luxury shoppers.



*Digitalisation*



# *Givenchy x Roblox* *Winter Wonderland*

Givenchy Beauty House celebrated the Holiday Season with a new experience on Roblox.

The 'Winter Wonderland' also allows users to customise their avatars with five new festive looks, including using the brand's new Le 9.08 Givenchy multi-finish eyeshadow palette.

Users can also win an exclusive prize by striking a pose with their chosen look on the swimming pool-turned-ice-skating-rink. While a frosted 4G treasure hunt allows gamers to win virtual rewards such as silver padded earmuffs inspired by the packaging of Givenchy's Prisme Libre and Le Rouge Interdit fragrances.



*Digitalisation*



# *Ralph Lauren x Fortnite Digital Collection*

Ralph Lauren has teamed with Fortnite on both a digital apparel and accessories collection and a physical apparel capsule.

The digital collection will include two outfits and in-game cosmetics that will be available for purchase.

The physical apparel will be available exclusively on the Ralph Lauren website.

In addition, the Polo Pony logo has been redesigned to include Fortnite's signature llama, replacing the horse in the artwork for the collection.



*Digitalisation*



# *Swear London* *In-Game NFT collection*

Swear London has partnered with Darewise Entertainment and Skinvaders, a new-age tech platform to launch its first-ever NFT collection on the Life Beyond metaverse.

The metaverse offers an AAA science fiction multiplayer online role-playing game built to give users a unique off-world experience and digital ownership over their game assets.

The collaboration allows players in the game, which features an intricate and comprehensive digital society on an alien planet, to wear fashion goods, including Swear's iconic 90s chunky platform shoes.



*Digitalisation*



# *Need For Speed In-Game Fashion*

Need for Speed Unbound features branded fashion for the players' to dress their in-game characters.

The game features brands like Versace, Palace Skateboards, Puma, Namilia, Danielle Guizio, Alpha Industries, AWGE, Born x Raised, Brain Dead, Champion, EDWIN, FILA, GCDS, KHRISJOY, MKI MIYUKI ZOKU, NAPAPIJIRI, Vans, Balmain and more.



*Digitalisation*



# *David Koma Mobile Fashion Game*

David Koma launches Resort 2023 collection within the mobile fashion game Pocket Styler.

More than 100 items of clothing, footwear, and accessories from the David Koma Resort 2023 collection will become available within the game while simultaneously launching on David Koma's website.



*Digitalisation*



# *Chanel Moon Walk Mobile Game*

As part of its communication campaign deployed on the occasion of the end-of-year celebrations, the luxury house plays the game of gamification.

The game is intended to represent a space universe where the visitor is invited to destroy bursts of meteorites and to catch a selection of brand products, between bestsellers and novelties: Allure red stick, revitalizing serum Number 1, bottle of N°5 or Blue...

Here, each item captured allows you to both earn points and unlock a call to action linked to the house's e-shop.



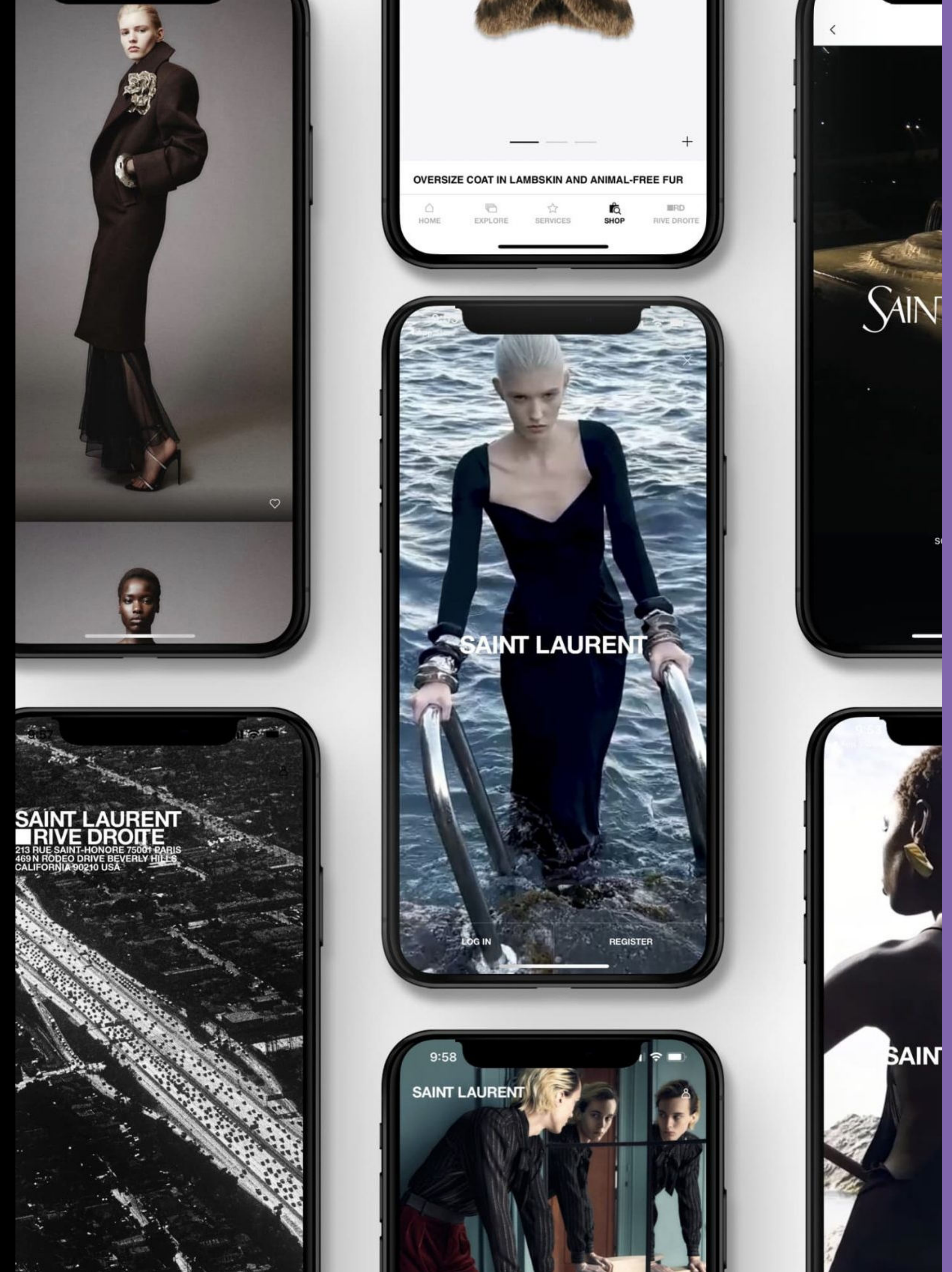


# *Saint Laurent Immersive App*

Saint Laurent gets closer to the customer with an immersive application for sales and communication.

The app is a key aspect of the company's multi-faceted digital approach and an important element of innovation," the label summarized in a statement, citing an experience that is "both dynamic and personalized."

Easy to access and fluid, the app is available on the App Store and Google Play for iOS and Android devices.



*Digitalisation*

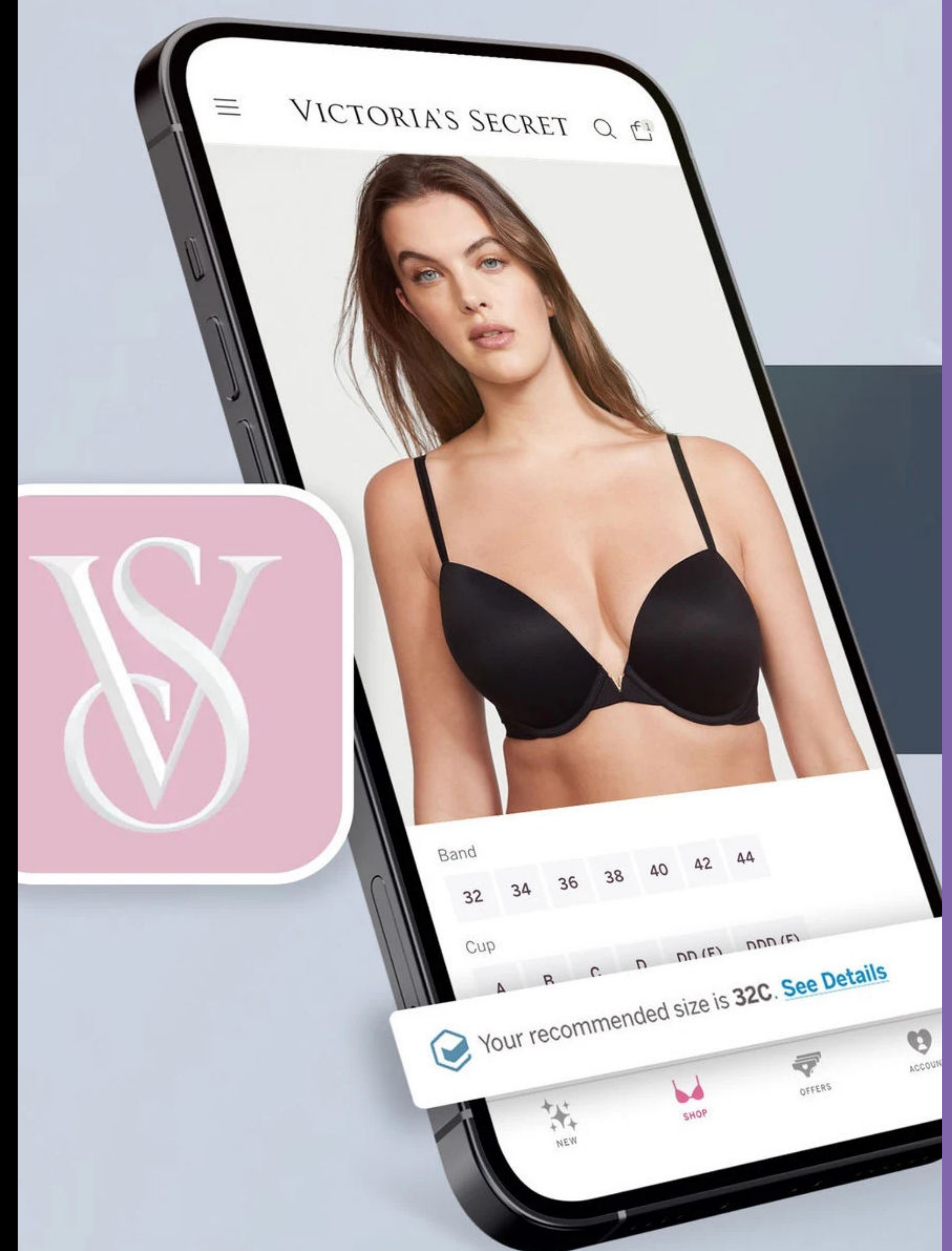


# *Victoria's Secret 3D Fitting Technology*

Victoria's Secret & Co. has partnered with NetVirta to introduce new bra fit technology Verifit® within the retailer's app for Victoria's Secret and Victoria's Secret Pink bras.

The retailer will use this 3D scanning technology to provide shoppers with personalised bra size recommendations and to simplify the process of finding the right-sized bra.

With this technology, customers online can easily select the best size and fit, reducing the need for returns and improving the overall customer experience.



*Digitalisation*

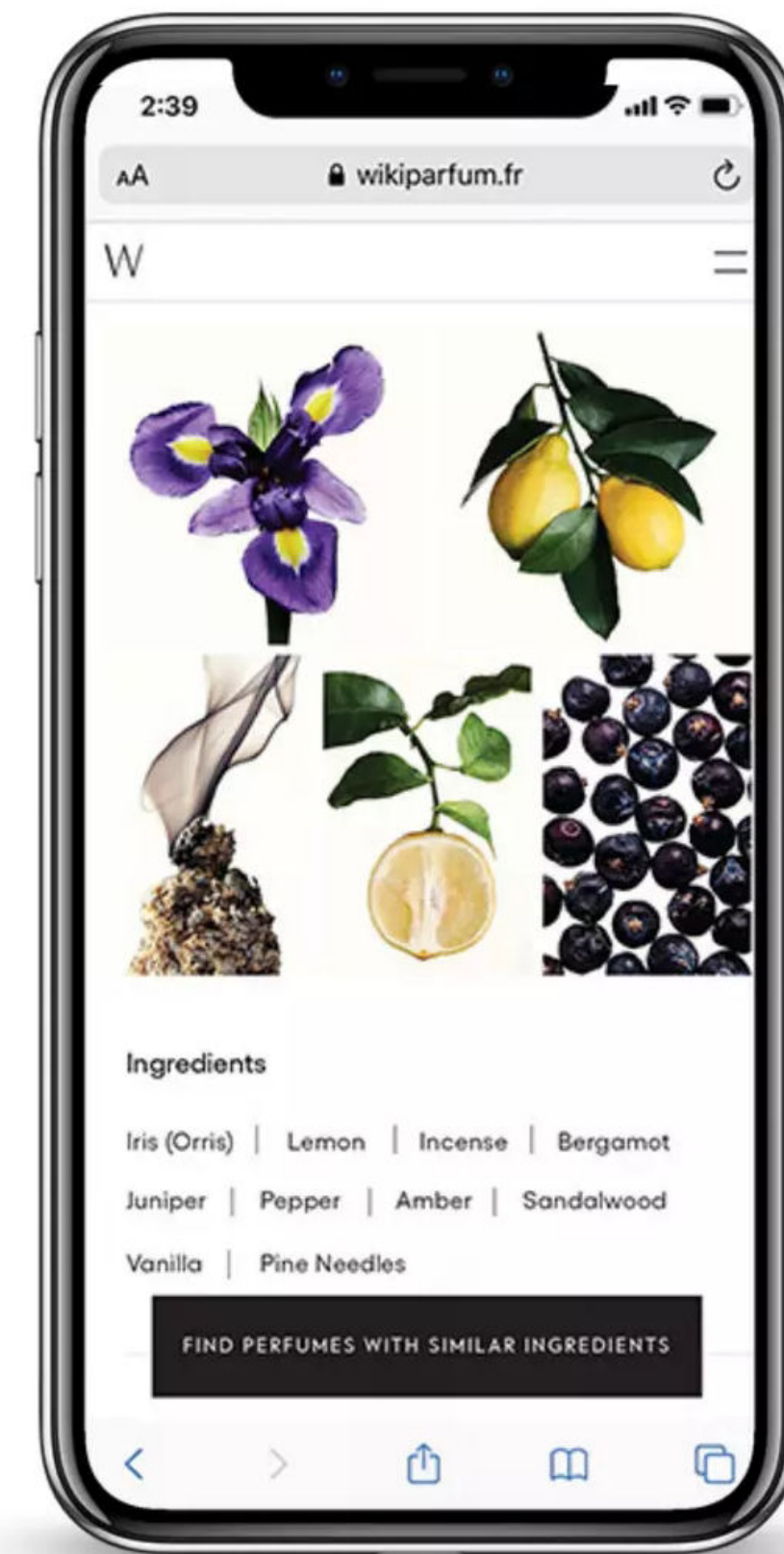


# Puig Group WikiParfum

Puig Group has just launched its educational and advice site, centred on the world of perfumery.

The group - which owns the perfumery segments Jean Paul Gaultier, Carolina Herrera, Paco Rabanne and more recently Byredo - has unveiled a new large-scale informative and service project.

Inspired by the name of the online encyclopedia Wikipedia, the online platform WikiParfum aims to identify all aspects related to fragrances with information on more than 20,500 products.

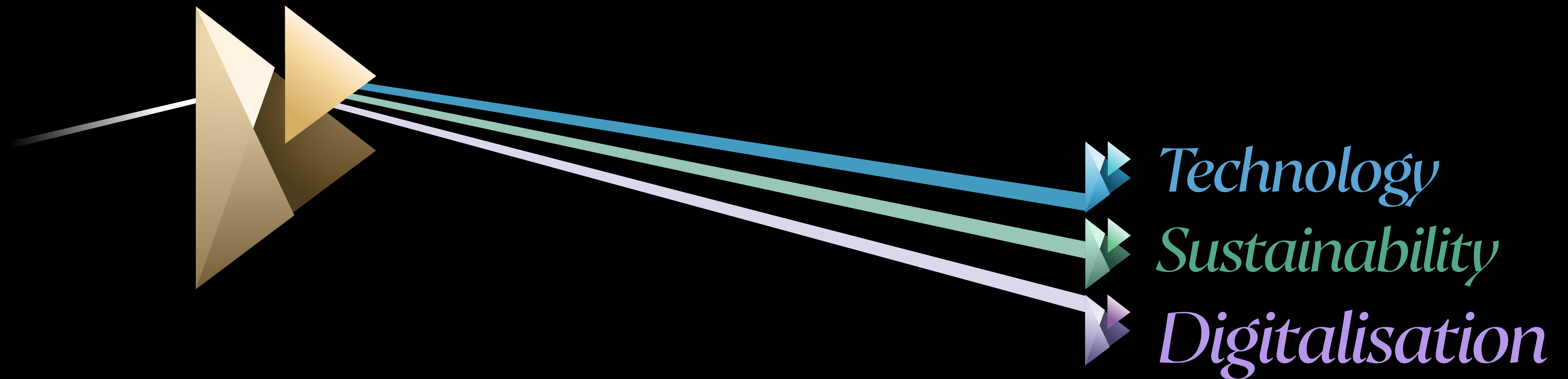


*Digitalisation*



# De Rigueur

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