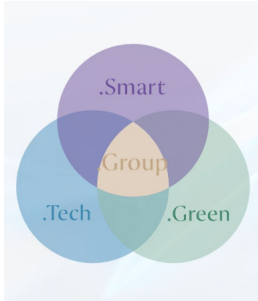# Digital Value Chain
for Fashion Products

De Rigueur.Smart
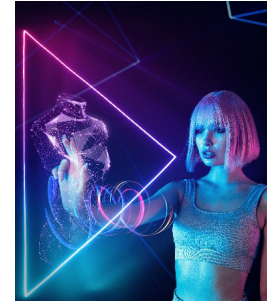
AGENDA

About

DeRigueur.Group

.1

The Concept of Digitalisation

.2

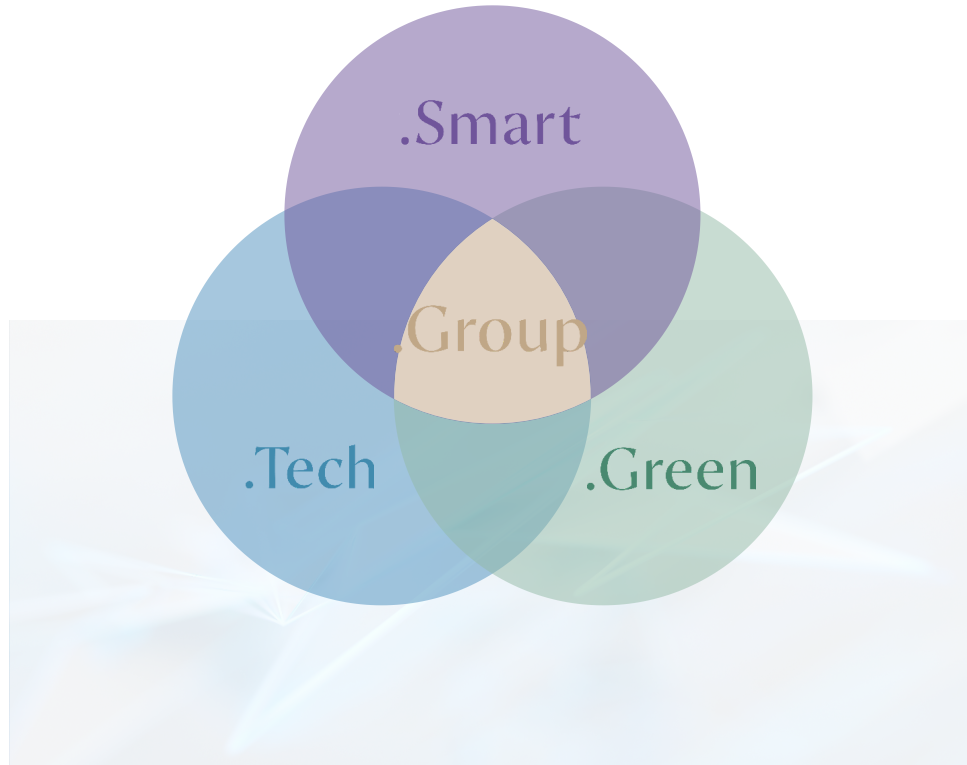Digital value chain for fashion products

.3

Our Solutions

About Us

De Rigueur is a **Product Innovation Bureau**, providing engineering and digital support over product innovation projects for global fashion & luxury brands.

.Tech creates genuine technological products that enhance user experience through cutting-edge engineerings.

.Green is dedicated to sustainable fashion products, to develop technical processes for more eco-responsible products.

.Smart is dedicated to digital assets and digital services embedded in products to enhance customer experience

THE CONCEPT
OF DIGITALISATION

.1

Context & Opportunity

• **Pandemic** has brought tremendous changes in the use of digital worlds.

• **Crypto enthusiasts** have arisen and **grown** since 2017.

• **Digital worlds** allow to **have different identities** (social medias, gaming...).

• Digital worlds have become **attractive** for brands to **advertise** in.

—> THE FABRICANT STUDIO

What web 3.0 means and why it is important

Illustrative evolution of web communities

Web 1.0   Web 2.0   Web 3.0

Value Captured

1990   2030
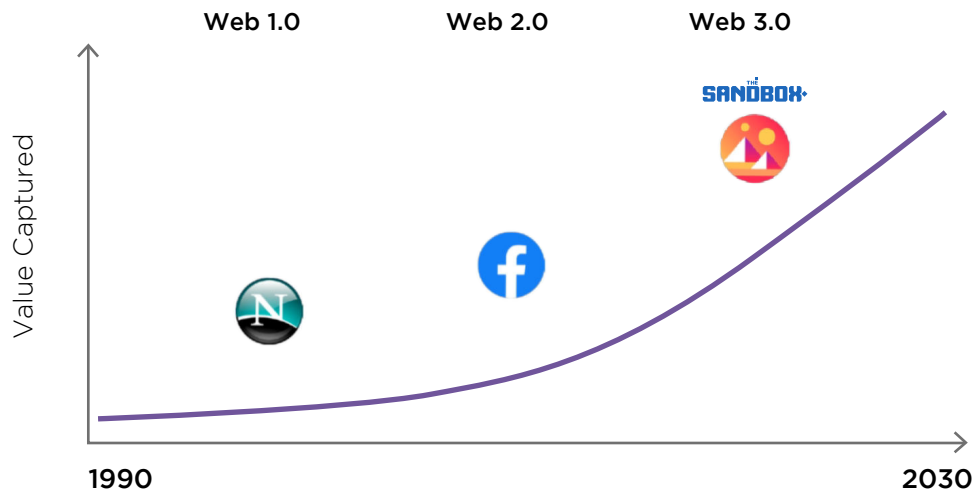
Illustrative Key figure of Web 1.0, 2.0 & 3.0

	Web 1.0	Web 2.0	Web 3.0
Interact	Read	Read-Write	Read-Write - Own
Medium	Static Text	Interactive Content	Virtual Economies
Organisation	Companies	Platforms	Networks
Infrastructure	Personal Computers	Cloud & Mobile	Blockchain Cloud
Control	Decentralised	Centralised	Decentralised

Web 1.0 - Netscape connected us online
Web 2.0 - Facebook connected us into online communities
Web 3.0 - Decentralised/Sandbox connected us into a community-owned virtual world

What is NFT?

NON FUNGIBLE TOKEN

NFT stands for Non Fungible Token,
and to understand what that means,
we need to understand
what « fungible » means.

FUNGIBLE

Simply means

INTERCHANGEABLE

Dollars are Fungible; whether you have dollar A or Dollar B, you still have a dollar no matter how often you exchange the two.

FUNGIBLE

 =

House is an example of Non-Fungible, because two houses of the same value remain unique by their construction and contents, but it's possible to change ownership.

NON FUNGIBLE

 ≠

NFTs can be seen as a technology which creates scarcity and uniqueness in the digital world, which was not possible prior to its existence.

DIGITAL VALUE CHAIN
FOR FASHION PRODUCTS

.2

Value Chain
of Fashion Products :

Product Lifecycle

—> Issey Miyake

Design

Raw materials

Production

Distribution

Consumption

End of Life

Digital Value Chain for Fashion Products

Digital Services

01 Conception

02 Production

03 Distribution

04 Customer Experience

Blockchain

Digital Assets

01 Gaming

02 Social Medias

03 Communities

04 Collecting

NFT
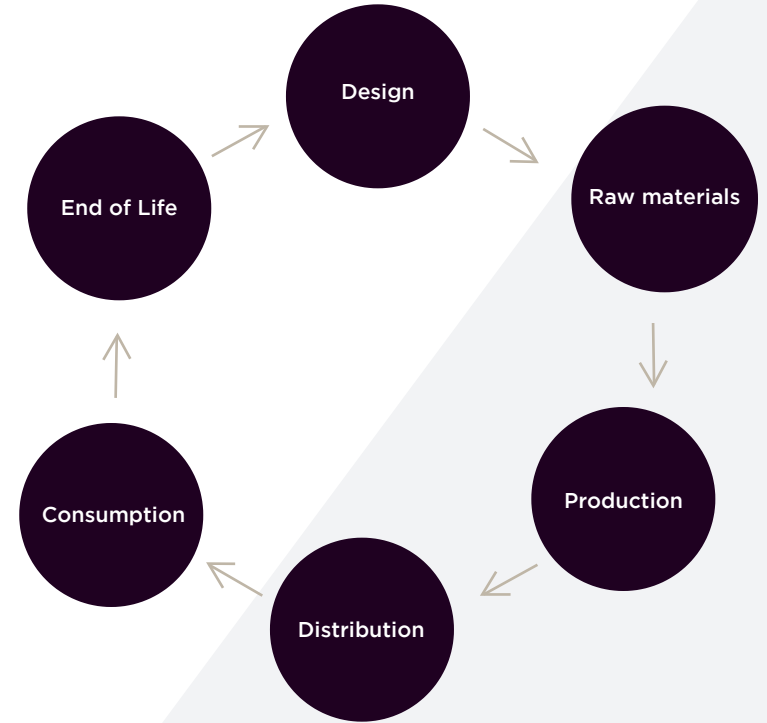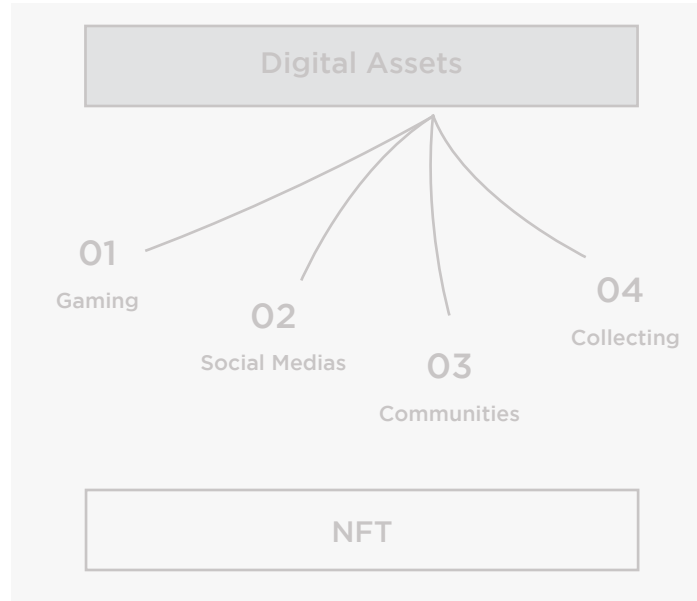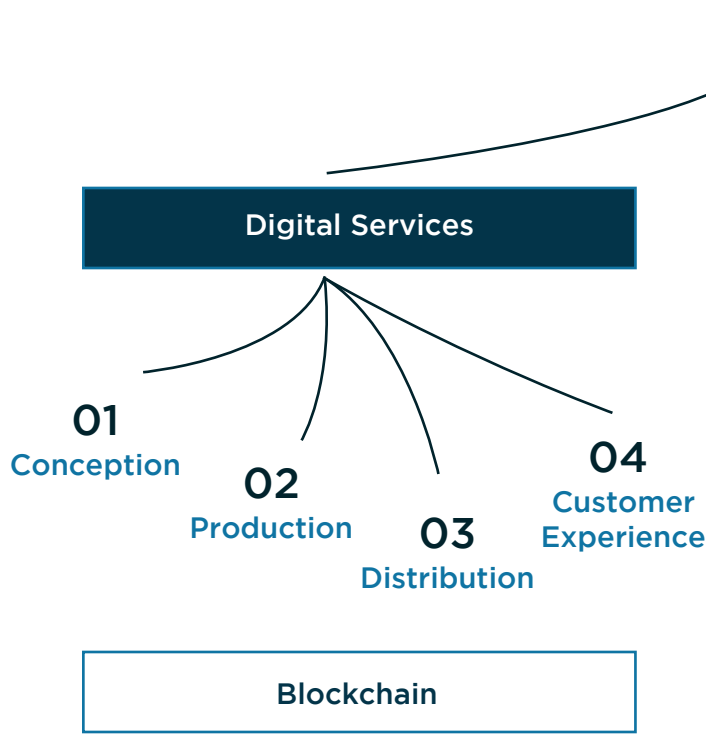
—> Lion Blau

01
___

Digital Services for _Conception

Digital Services for Conception

2D/3D: CAO Software solutions for design/conception
+ PLM/PIM softwares: product development

OPTITEX   **G GERBER** TECHNOLOGY   **BROWZWEAR**   **CLO**

infor   **DeSL**   **LECTRA**   **ptc flexplm**

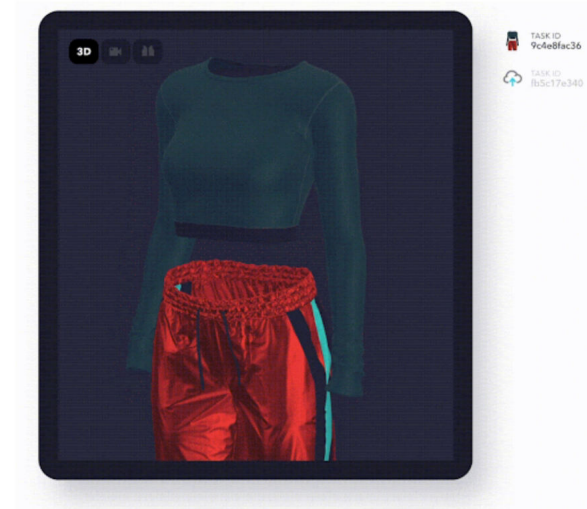**─   OBJECTIVES : REDUCE COSTS AND TIME -$ ─**
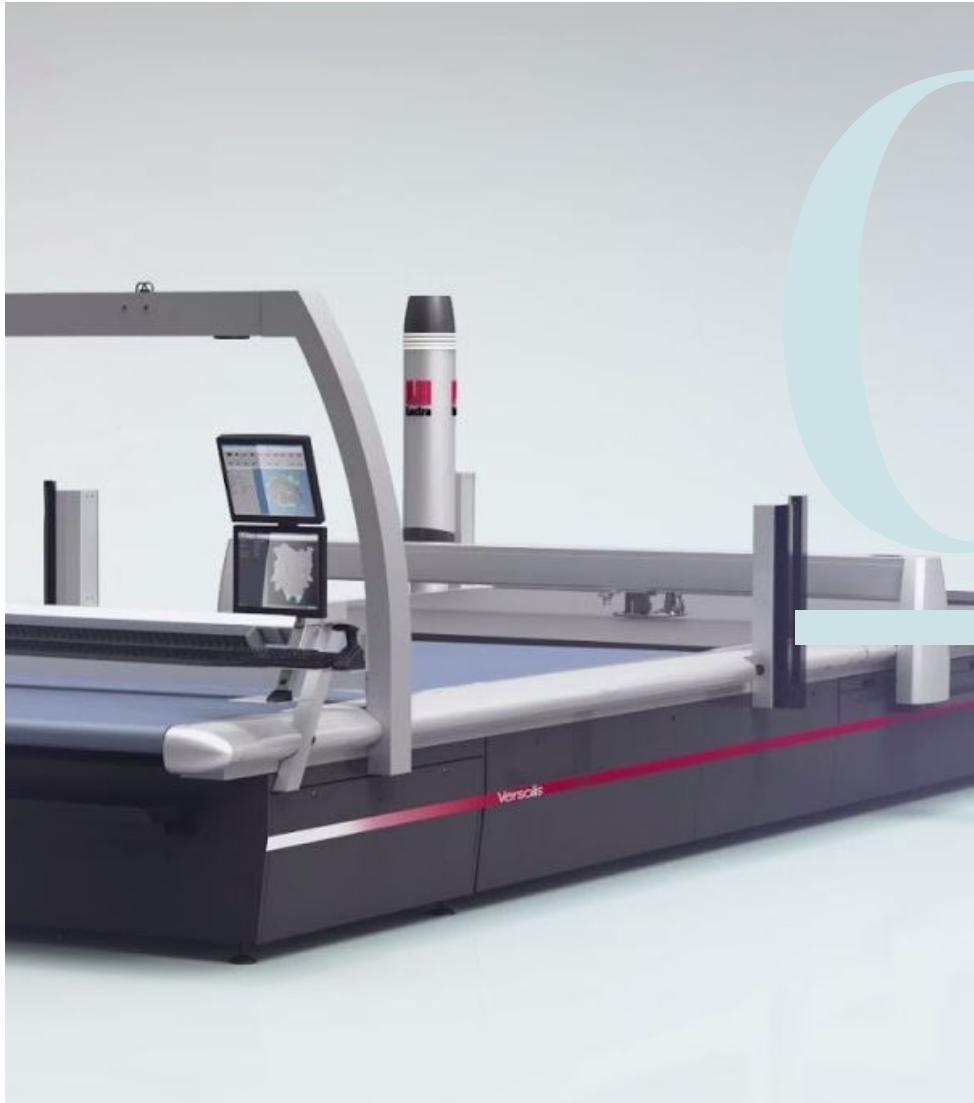
02

Digital Services
for   _Production

Digital Services for Production

Web platform and mobile app:
Centralized management of digitized patterns, materials, supplies and products. Ordering and restocking tool.
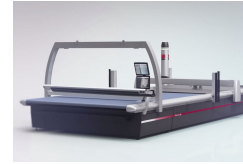
100% automated pre-production plant:
Fabric quality control.
Laser cutting at industrial speed.
The production of labels.
The shipping of the kits.

EPSON®
EXCEED YOUR VISION

LECTRA

TEKYN

— **INCREASE SPEED AND FLEXIBILITY $++** —

03

Digital Services for _Distribution

Digital Services for Distribution

B2B Sales platform

E-Commerce
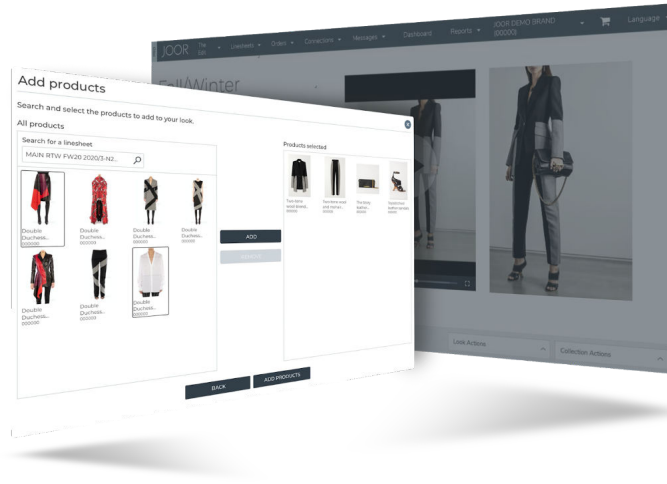
FAIRE   JOOR   LE NEW BLACK   Ankorstore

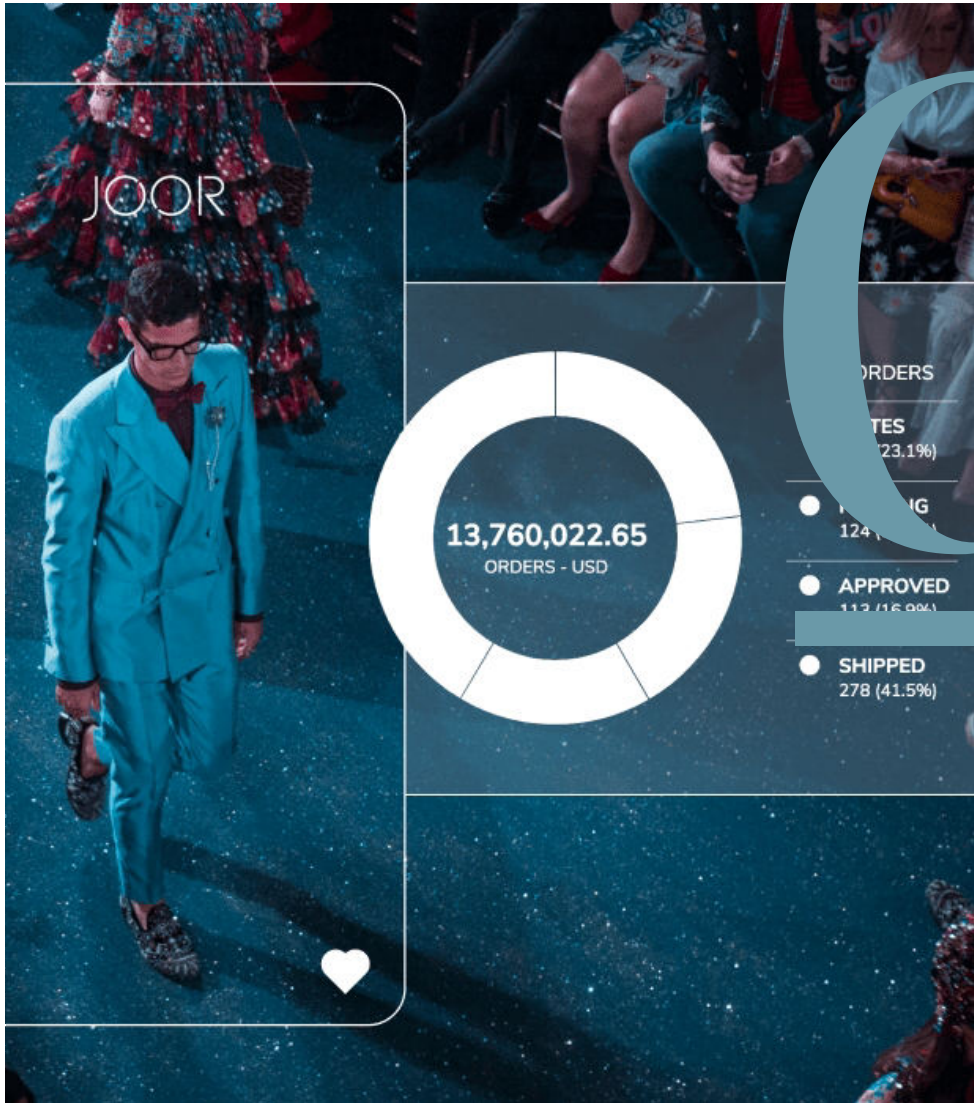— **INCREASE SALES $++** —

04

Digital Services for _Customer Experience

Digital Services for Customer Experience

XR : AR, VR...
- Skyboy for Louboutin
- Dior Try-On
- Sephora face digital makup
- Burberry ARKit
- Balmain VR

E-Fitting
(Fitle, Fitizzy, NEXR...)

Virtual Assistants
(Chatbots, online personal shopper):
- Stitch Fix / Trunk Club / Dia & Co / Armoire.

Embedded marketing content
- (smart labels, rfid, qr code..)
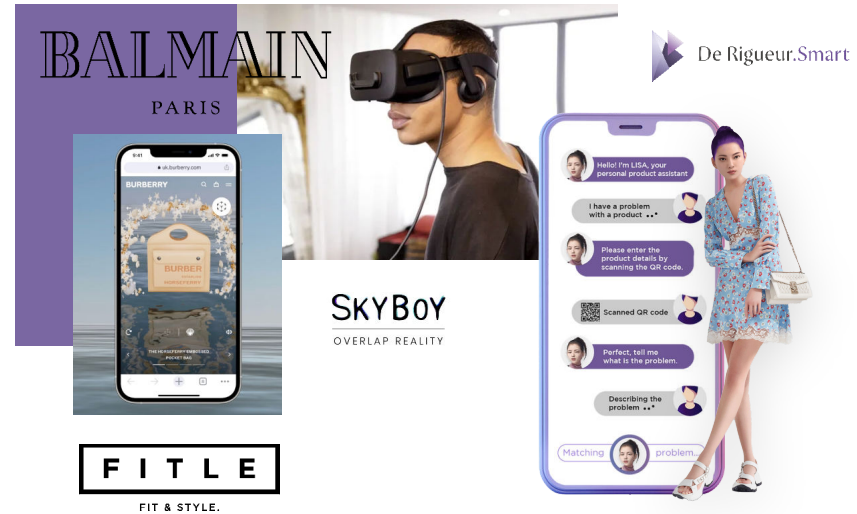
— **FIDELITY, THUS $+** —

Digital Value Chain for Fashion Products

Digital Services

01 Conception

02 Production

03 Distribution

04 Customer Experience

Blockchain

Digital Assets

01 Gaming

02 Social Media

03 Communities

04 Collecting

NFT

—> Browzwear

CONTEXT & OPPORTUNITY
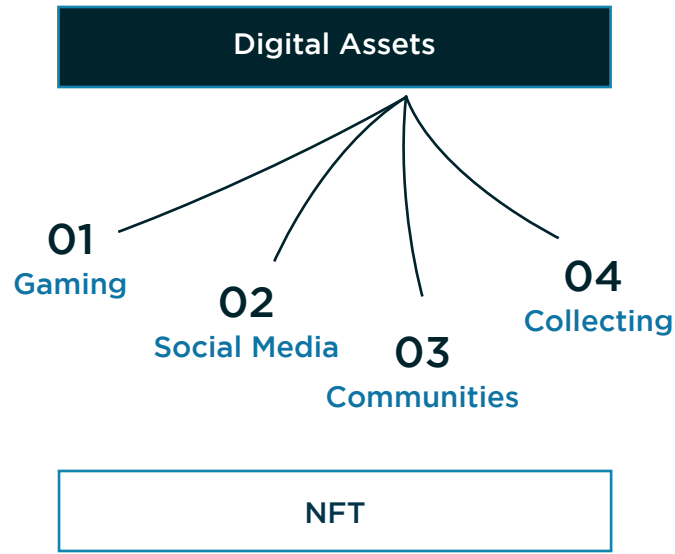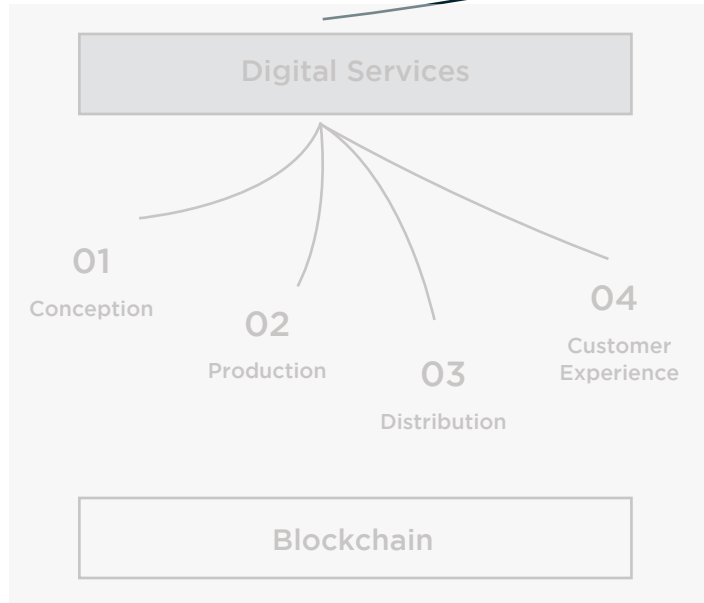
~50% of US consumers indicate interest in purchasing a digital asset in the next 12 months

Q: How interested are you in purchasing a digital asset (e.g. digital skins / items in gaming, virtual fashion, digital avatars, NFTs) in the next 12 months?

% of responses

■ Very Interested ■ Somewhat Interested ■ Neutral / Don't Know ■ Not Very Interested ■ Not at All Interested

US Gen Pop (Gen-Z to X) — 100%
- 11%
- 12%
- 26%
- 33%
- 18%

US HNWI Panel — 100%
- 5%
- 12%
- 16%
- 35%
- 32%

Global Virtual Fashion Panel — 100%
- 2%
- 5%
- 13%
- 28%
- 52%
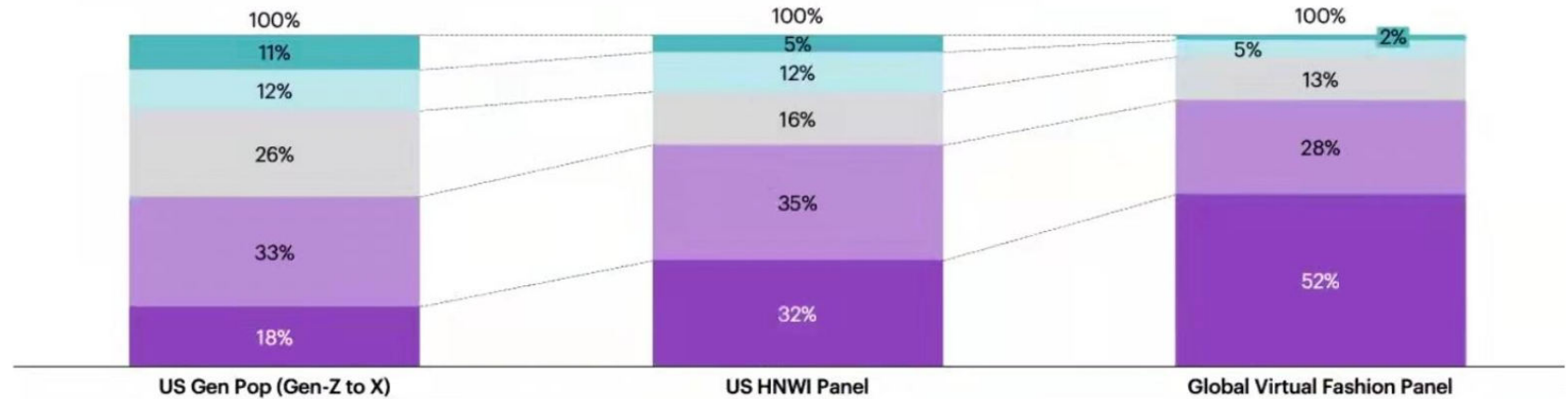
Source: US consumer survey facilitated by Altiant (representative Gen-Z to Gen-X), Altiant LuxuryOpinions® panel of US HNWIs with assets >$1 million and Global Virtual Fashion survey fielded to the communities of DressX and The Fabricant

01

Digital Assets in _Gaming

Digital Assets in Gaming

- **Fortnite** x Balenciaga
- Valentino, Marc Jacobs, Fendi in **Animal Crossing**
- **League of Legends** x LV
- **Roblox** x Gucci
- Burberry's B Bounce
- Drest game
- Havaïanas Summer Island on Fortnite
- **G2 Esports** x Ralph Lauren
- **Zepeto** x Ralph Lauren
- **Nikeland** x Roblox

Fortnite x Balenciaga

Burberry surfing game

Nikeland x Roblox

— **COMMUNICATION & MARKETING TARGETING GAMERS** —

02
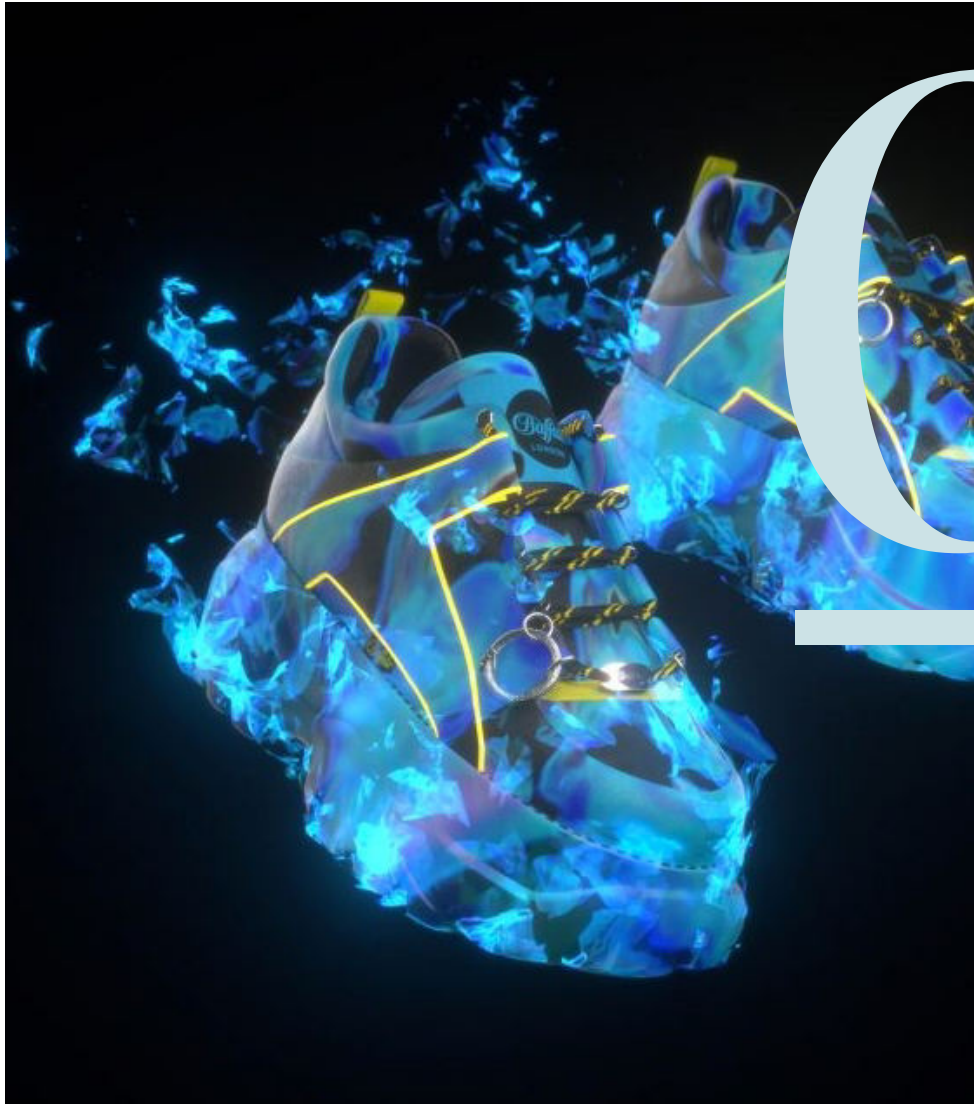
Digital Assets
in _Social Media

—>

Digital Assets in Social Media

Snapchat, Instagram, TikTok filters

- Gucci's Virtual 25 sneakers
- PUMA 'LQD Cell Origin Air'
- Marine Serre
- LV cartoon sunglasses filter
- Paco Rabanne's silvery logo pupils
- Miu Miu's butterflies polaroid background
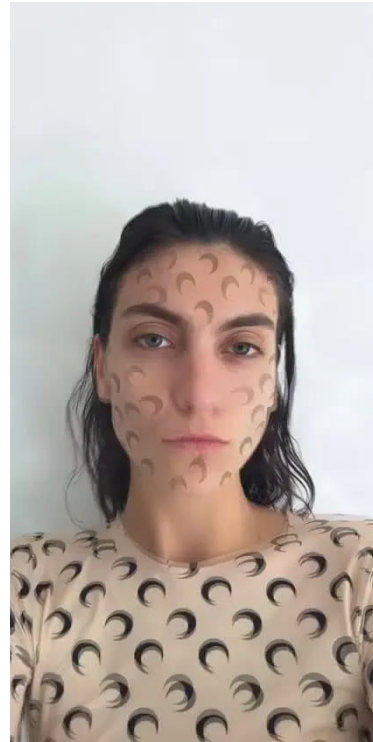
Marine Serre

Gucci

Louis Vuitton

— **AWARENESS & ENGAGEMENT** —

03

Digital Assets
for _Communities

Digital Assets
for Communities

Metaverses
- Digital Village
- NextDecade.io
- Skinvaders
- Meta

DressX (digital clothing on picture)

The Fabricant : Digital Fashion House

Digital Fashion Week

ADA App: Create your own Fashion Avatar

Digital Assets: duplicating collections

H&M's x DressX

.Smart

The Fabricant

04

Digital Assets for _Collecting

Digital Assets for Collecting

- **The Dematerialised:**
Tribute Brand and others...
- **Balmain**'s NFT flame dress
for Vogue Singapore
- **RTFKT** (Recently acquired by Nike)
x Fewocious NFT / x Atari
- **Gucci**'s NFT sold at Christie's
- **Hermès** Baby Birkin NFT
- Rimowa / Asics / D&G... NFT
- **Adidas & Prada** "first-of-its-kind"
NFT project

Prada x Adidas

Balmain Flame Dress NFT

RTFKT

— TRYING TO MAKE MONEY WITH DIGITAL ASSETS —

OUR
SOLUTIONS

.3

THE
SMART
LABEL

Embedding content
to power your collection

The Smart Label

Smart labels are **bridges that link physical products to digital worlds**.

Here are the two main interfaces that can be embedded in the product.

QR Code

- Pandemic has made it popular to scan
- No energetical consumption
- 10 cm distance max
- Cost only to print

RFID Tag

- Metallic antenna printed in/behind the label
- Needs an NFC reader to be scanned
- Read up to 25m depending on frequency (MHz)
- No energetical consumption

The Smart Label

01 - Connect

QR Code

RFID Tag

▶ Product information pages

▶ Fitting information: sizes guide, etc.

▶ Marketing content such as invitations, …

02 - View content

▶ XR: Augmented Reality, Virtual Reality

▶ Virtual Assistants
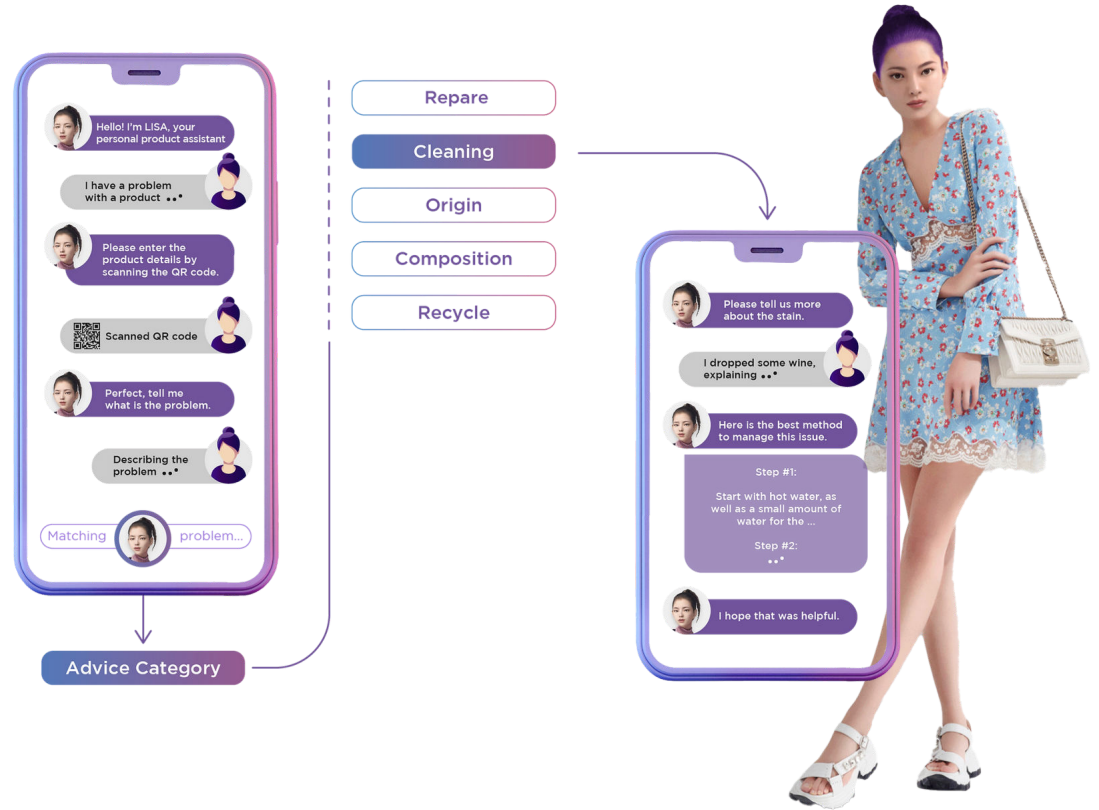
▶ Clickable video

LISA

The Low Impact Software Adviser

LISA

LISA stands for **Low Impact Software Advisor**.

It is a chatbot, which mission is to make your product last longer; like a personal product care assistant, available 24hrs by message and perfectly knowing your product, its composition, how to best fix it, clean it, recycle it, and so ever.

Thanks to the embedded RFID chip or QR Code, LISA will adapt its advice to your specific garment with all the know-how of the brand that conceived it.

Hello! I'm LISA, your personal product assistant

I have a problem with a product

Please enter the product details by scanning the QR code.

Scanned QR code

Perfect, tell me what is the problem.

Describing the problem

Matching   problem...

Advice Category

Repare
Cleaning
Origin
Composition
Recycle

Please tell us more about the stain.

I dropped some wine, explaining

Here is the best method to manage this issue.

Step #1:
Start with hot water, as well as a small amount of water for the ...

Step #2:

I hope that was helpful.

LISA

The system is based on three pillars: **Understanding, Recognising, and Advising**, ensuring the user will have the best fit for its problem through the well-designed process for each fashion product.
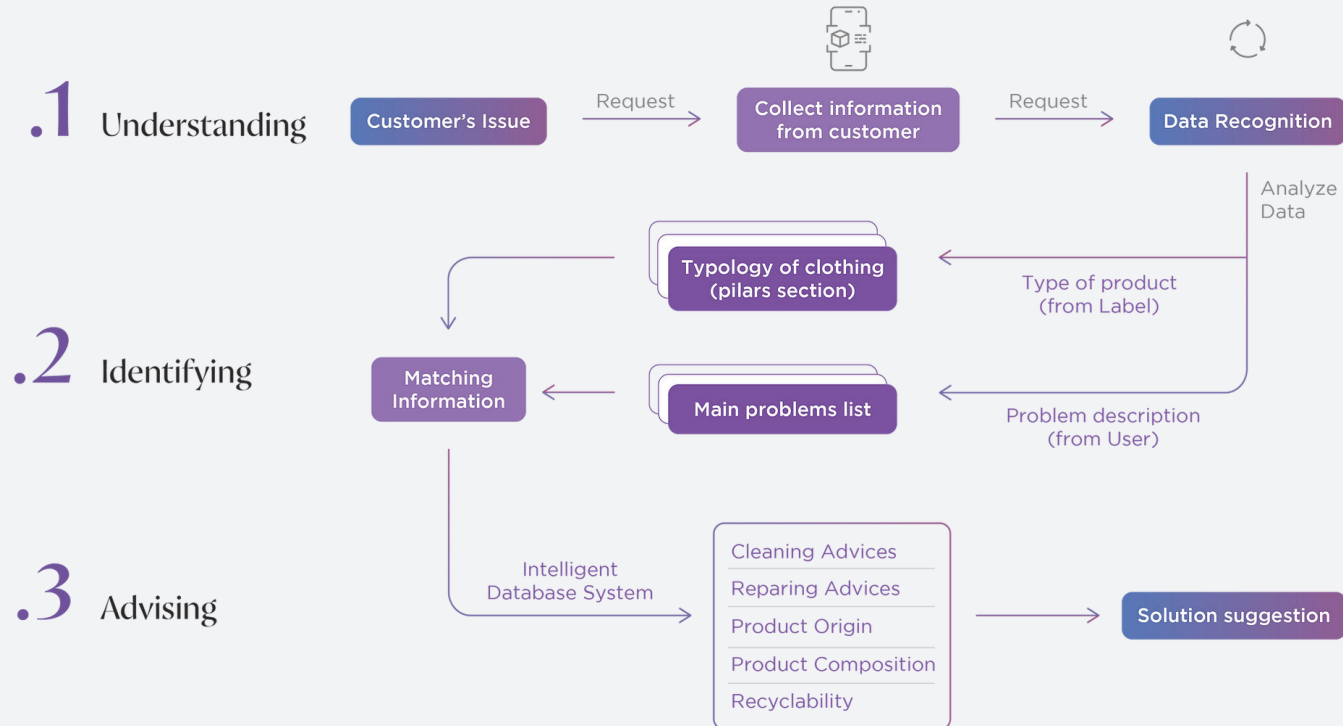
DIGITAL ASSETS

Duplicate your collections for the digital worlds

Digital Assets

Duplicate your collections
for the digital worlds.

3D design allows physical collections to be duplicated by providing more real-life renderings.
It can also add value to physical products for digital native consumers, as it can integrate these designs into **blockchains**, **NFTs** and **videogames**.

The Methodology

The main process that can be implemented in the multiple scenarios to fit the need of the use either to showcase artistic projects or a selling case as digital assets in games or blockchains.