CREATING IMMERSIVE ONLINE SHOPPING EXPERIENCE FOR ANUPCYCLED FASHION BRAND

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Abstract

The research explored the technology competency and commercial application of Virtual Reality (VR) in fashion retail through innovative practice. The approach is to create a multisensory 360 VR fashion store based on digital atmospherics for an upcycled fashion brandin London. Existing VR environment creation and relevant techniques have been applied for prototyping an immersive virtual store including 3D clothes scanning, 360 panoramic images, 3D modelling, and VR video game engine. Beyond the traditional retail store design, the projectcreated an in-store shopping environment and an outdoor space that can further communicate brand message, product information and design ideas. A 360 panoramic image of outdoor garden is embedded in the environment to create unique displays of virtual 3D clothing collections and mannequins, aiming to maximum the virtual shopping experience and communicate brand message of upcycling and circularity.

3D produce visualisation, mental imagery, playfulness and interactivity of brand-consumers are the key measurements for the new immersive brand experience created by VR technology. Mental imagery which is related to imagery processing in which consumers create possible imaginations about the results of their purchase decisions (Schlosser, 2003; Lee, 2012). It is often used to measure the effect of product visualisation in VR/AR environment. The level ofinteractivity plays an important part to enhance consumer engagement in a VR shopping storewhich is considered as a self-motivated technology application.

The project experimented with consumer-brand and consumer-consumer level interactions byincreasing the ability for consumers (users) to manipulate the VR environment and objects, such as adding virtual try-on or social networking to build virtual brand community. During the creative process, each element of products and services appeared in the VR fashion store environment are mapped with hedonic and utilitarian shopping values. Such practice can influence fashion brands to customize their new technology experience for creating shopping value for their targeted consumers.