

# Wardrobe Essential.

Clothing made simple.

x

# Arnsdorf

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“The biggest problem we have is not what to buy but what to wear.”

- Uri minkoff

# Vision Statement

We are increasingly moving towards a digital world, and being in the design field has made us realize that technology plays a big part in our understanding of the world around us. Today, there is no doubt about the colossal potential it has in the fashion industry - whether solving supply-chain and production problems or revolutionizing how we consume fashion.

According to the Business of Fashion - McKinsey survey, optimism about digital and sustainability chimes with the widely held view that, despite the disruption of the pandemic, these trends will accelerate and, in turn, lead to a reset of the fashion industry. Their survey also shows the most fertile ground for opportunities will be in the areas of digital and sustainability when it comes to companies re-strategizing their investment choices.

Wardrobe Essential, in collaboration with Arnsdorf, is an application prototype that lets the user learn almost everything there is to know about the fabric/textile of their Arnsdorf fashion purchase. It also suggests fashion buying options in similar textures or fabrics from different design houses. The app goes further to manage your wardrobe based on your style, buying habits, and the climatic region you inhabit. Wardrobe Essential has an effortless UI that can be navigated by industry creatives as well as other users.



# Mood Board





# Marketing Strategy

Wardrobe Essential x Arnsdorf lets users manage and understand their fashion choices. The marketing strategy will focus on not only providing various avenues for the users to understand their daily fashion choices but also providing the tool for them to organize and manage their wardrobe and buying choices.





# Marketing Strategy

## **Social media**

Social media marketing will consist of the launch of the application along with demos of the same by industry experts and insiders. A series of video tutorials and exploration will be posted that showcases the different use of the app by professionals in the various fields of fashion.

## **Trace your fabric (Installation)**

Digital screens with Wardrobe Essential feature/AI installed in them to be set up in public places with high footfalls of shoppers and travellers like malls and public centres/squares. This allows passerbys to interact with the installation and also gather additional information which may influence their purchasing choices.

## **Augmented experience**

Visitors get a taste of the Arnsdorf world, virtually, through exploration spaces that engage their senses in an interactive way.

Through VR, users can take a peek into Arnsdorf's Atelier and its process, which revolves around its core beliefs of sustainability.

The VR experience also lets the users explore the lifecycle and production process of various other fabric materials and textiles like polyester, nylon, cotton, spandex, and leather, to name a few.



# Research and Development



Wardrobe Essential was conceptualized out of preliminary research and survey, that gauged the Indian consumer's know-how about the sustainable aspects of fashion and what additional information they would like to know about the clothes they wear.

Now, Wardrobe Essential can be used for and by industry professionals as well as brands for their customized needs.

The preliminary technology is based on computer vision techniques that trains AI to interpret the visual world through images and videos.

Research references and data

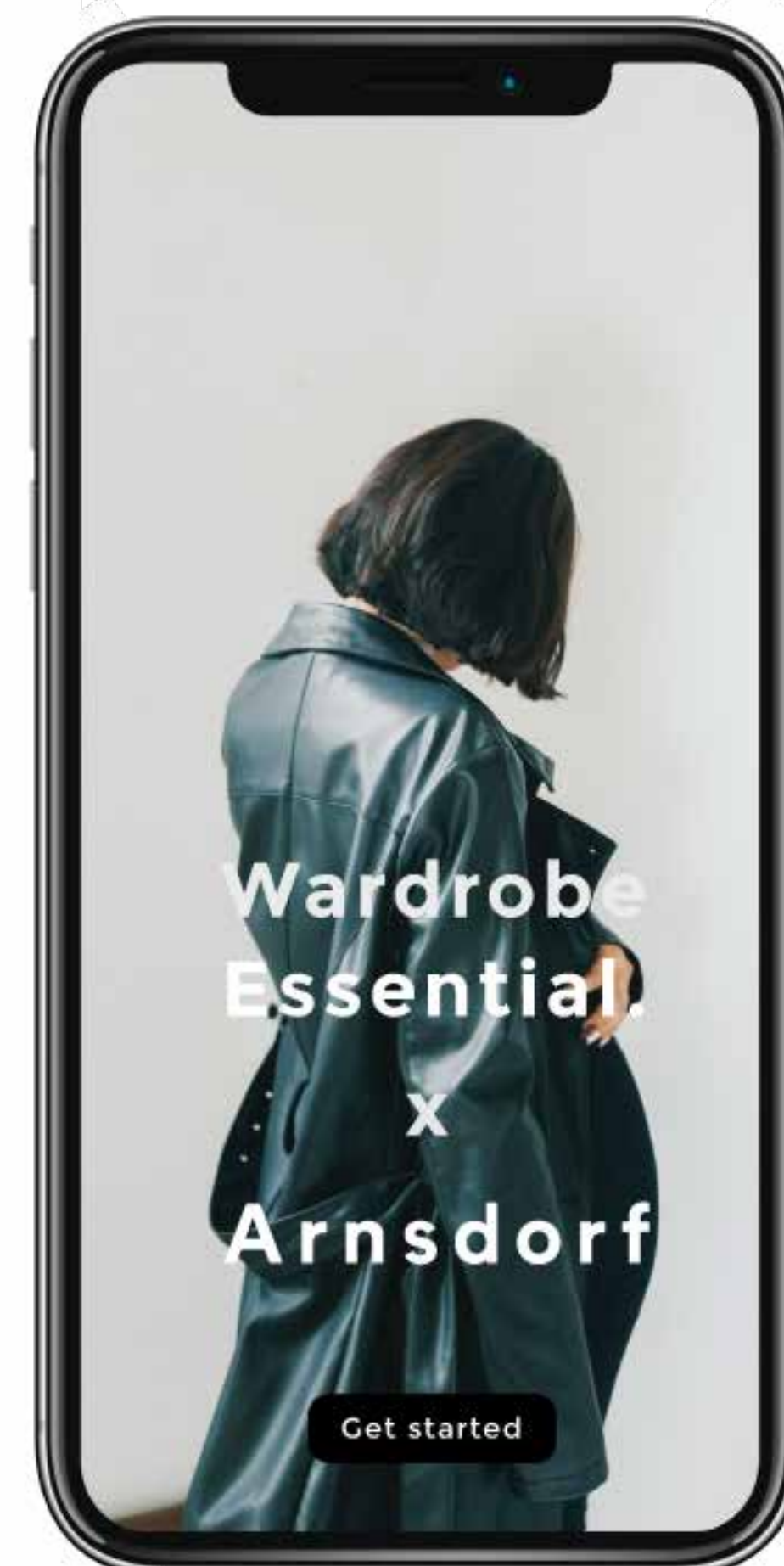
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<https://www.hindawi.com/journals/mpe/2020/8189403/>

<https://www.mckinsey.com/~/media/McKinsey/Industries/Retail/Our%20Insights/State%20of%20fashion/2021/The-State-of-Fashion-2021-vF.pdf>



# First Look





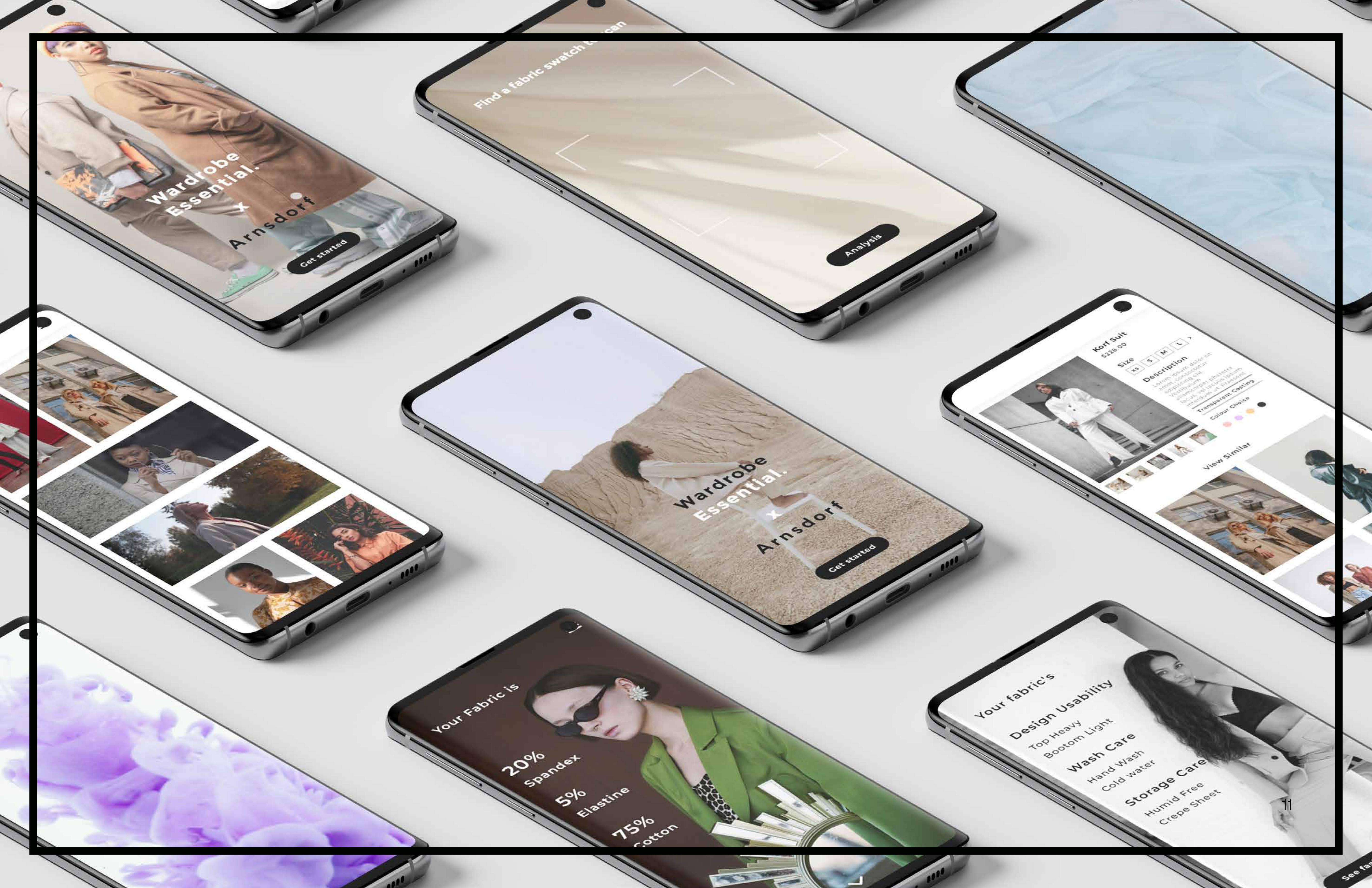
# Application Prototype

Please click on the link below to explore the prototype

<https://xd.adobe.com/view/e664fb08-e80c-470b-9f37-ddc33976bfaf-b337/?fullscreen>







Wardrobe  
Essential.  
x  
Arnsdorf

Get started

Find a fabric switch

Analysis

Wardrobe  
Essential.  
x  
Arnsdorf

Get started

Korf Suit  
\$228.00

Size  
XS S M L >

Description  
Lorem ipsum dolor sit  
amet consectetur  
adipiscing elit.  
Vestibulum pharetra  
aliquam vel lectus. Pellentesque  
interdum et eros.

Transparent Coating

Colour Choice

View Similar

Your Fabric is

20%  
Spandex

5%  
Elastine

75%  
Cotton

Your fabric's

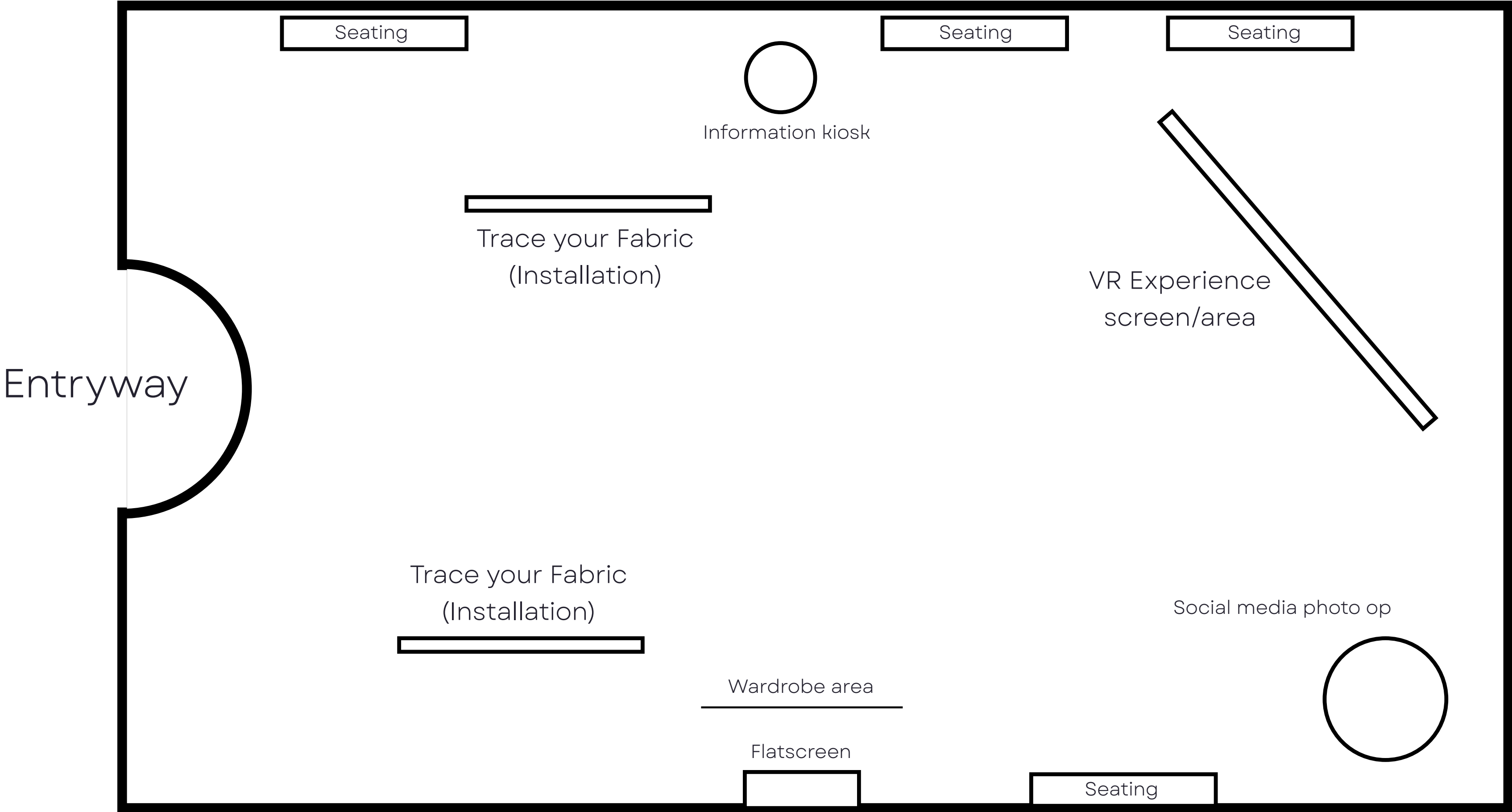
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Top Heavy  
Bottom Light

Wash Care  
Hand Wash  
Cold water

Storage Care  
Humid Free  
Crepe Sheet

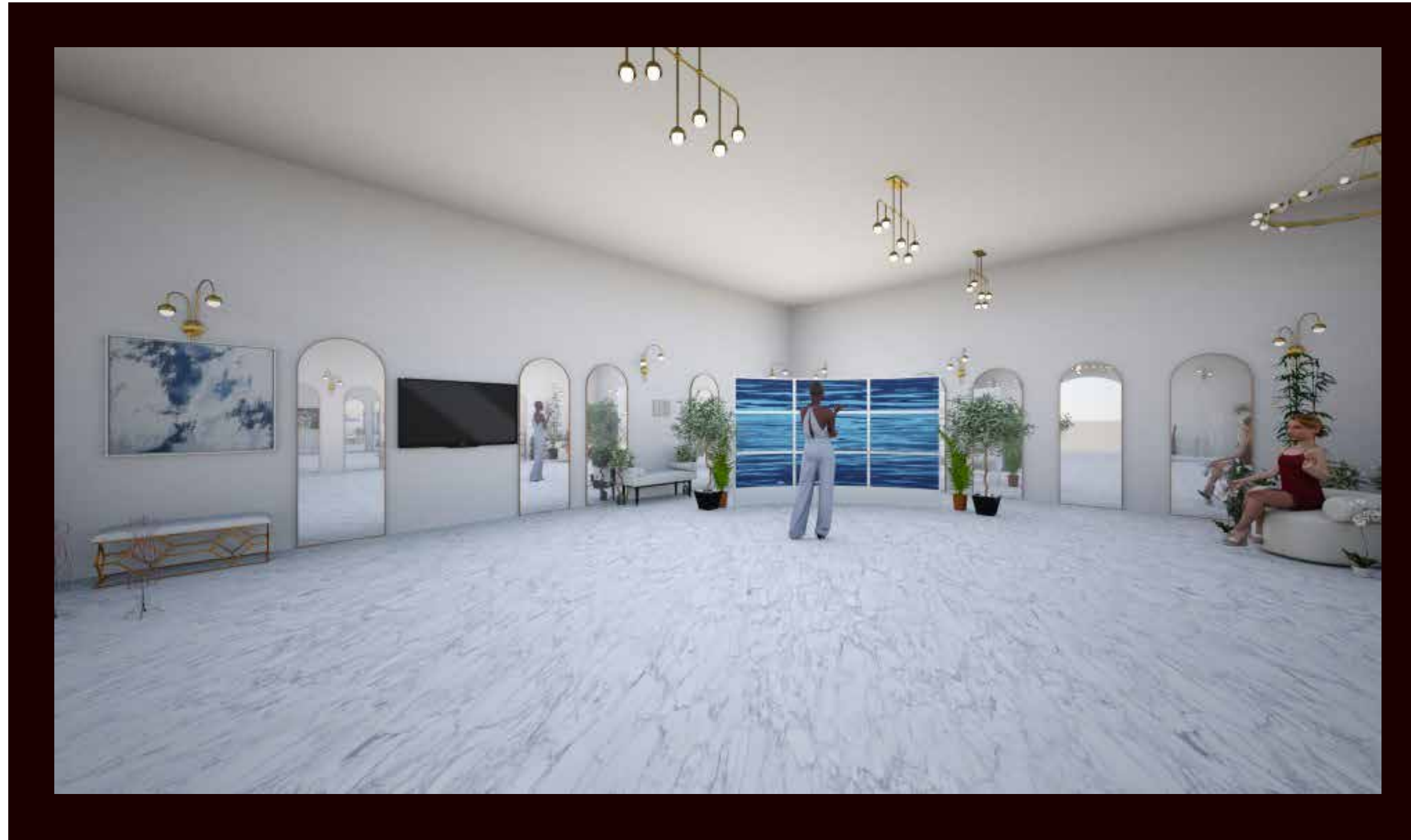


# Floor Plans



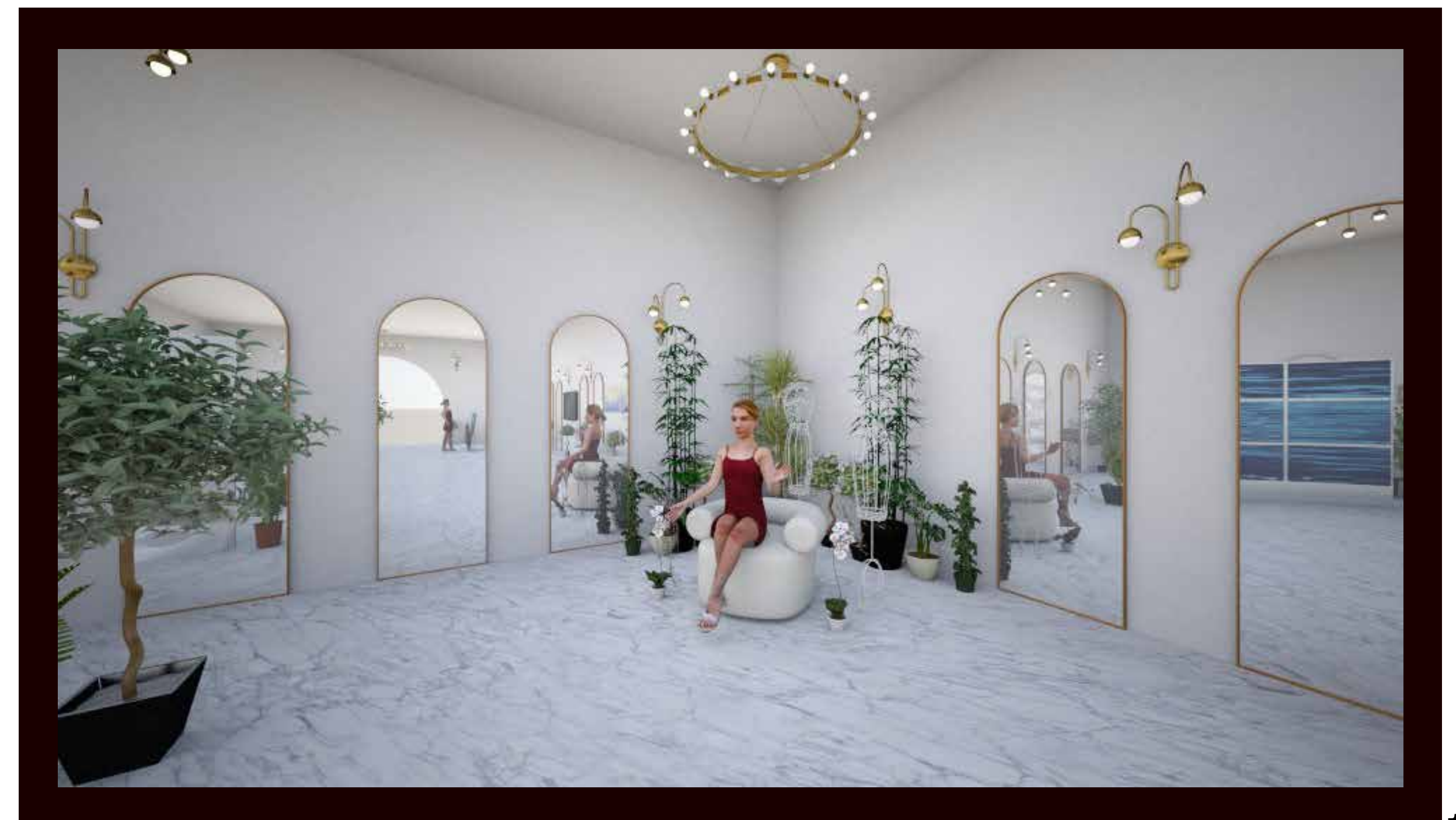


# Floor Plans-3D

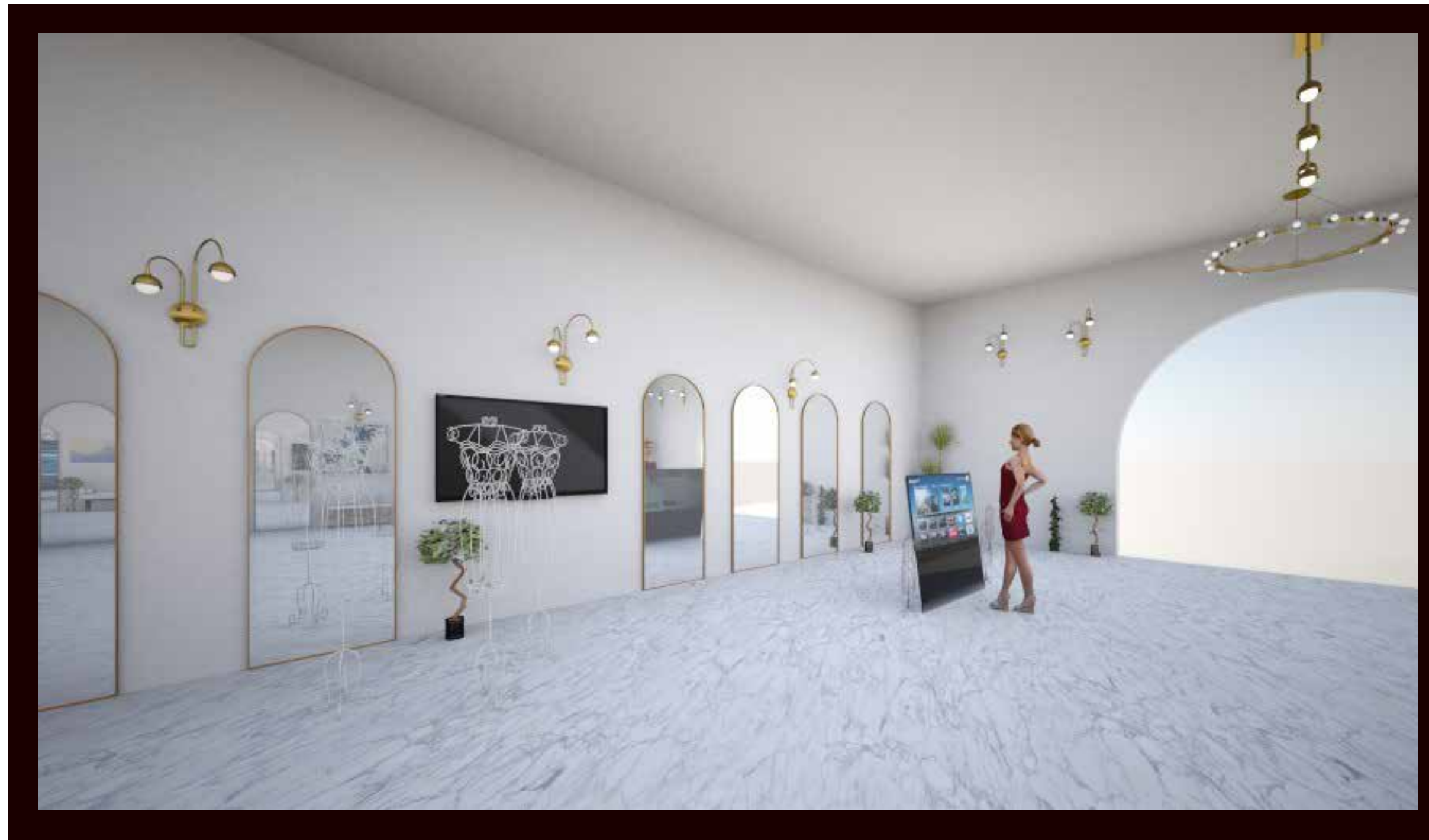


VR screen experience

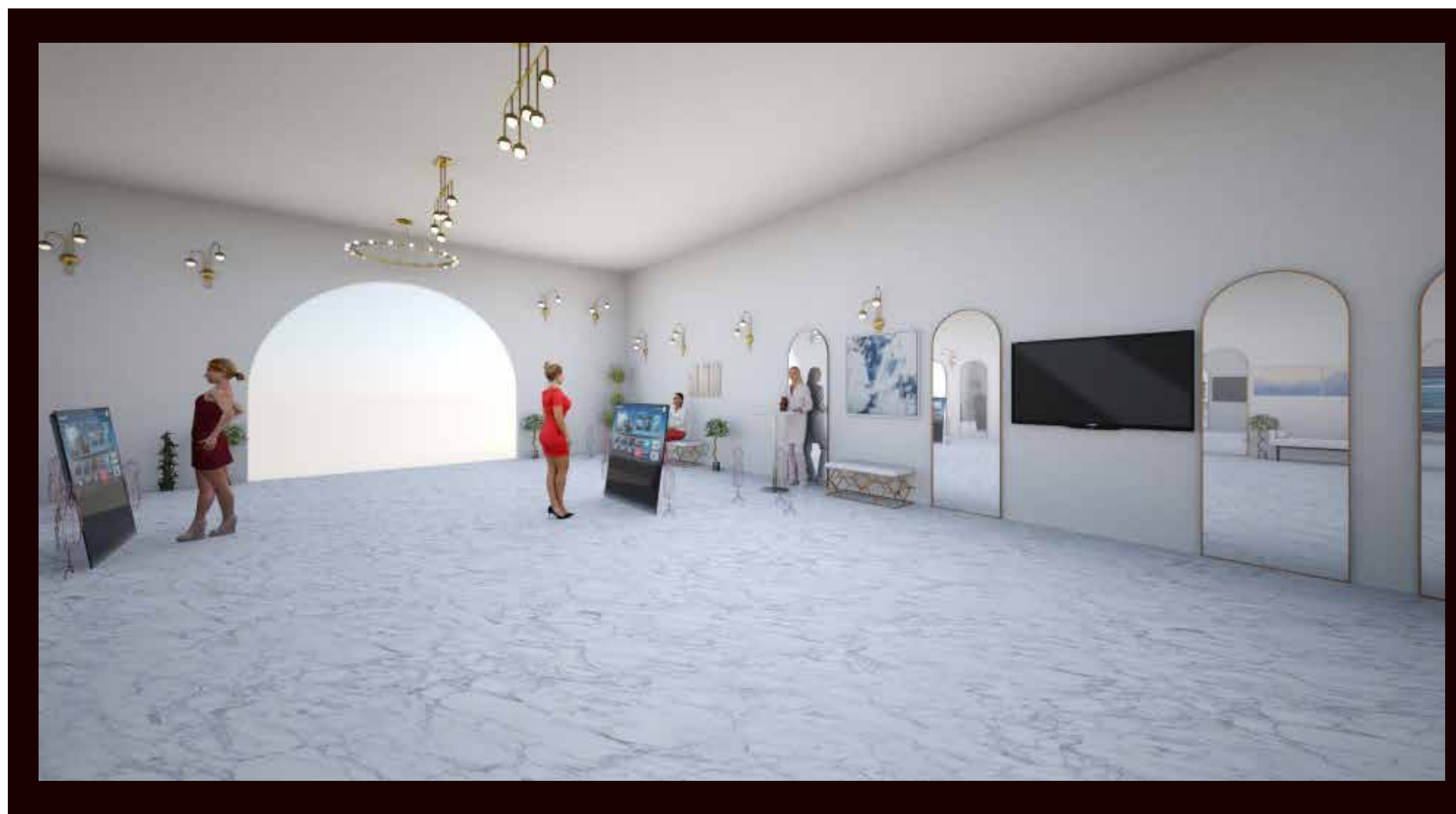
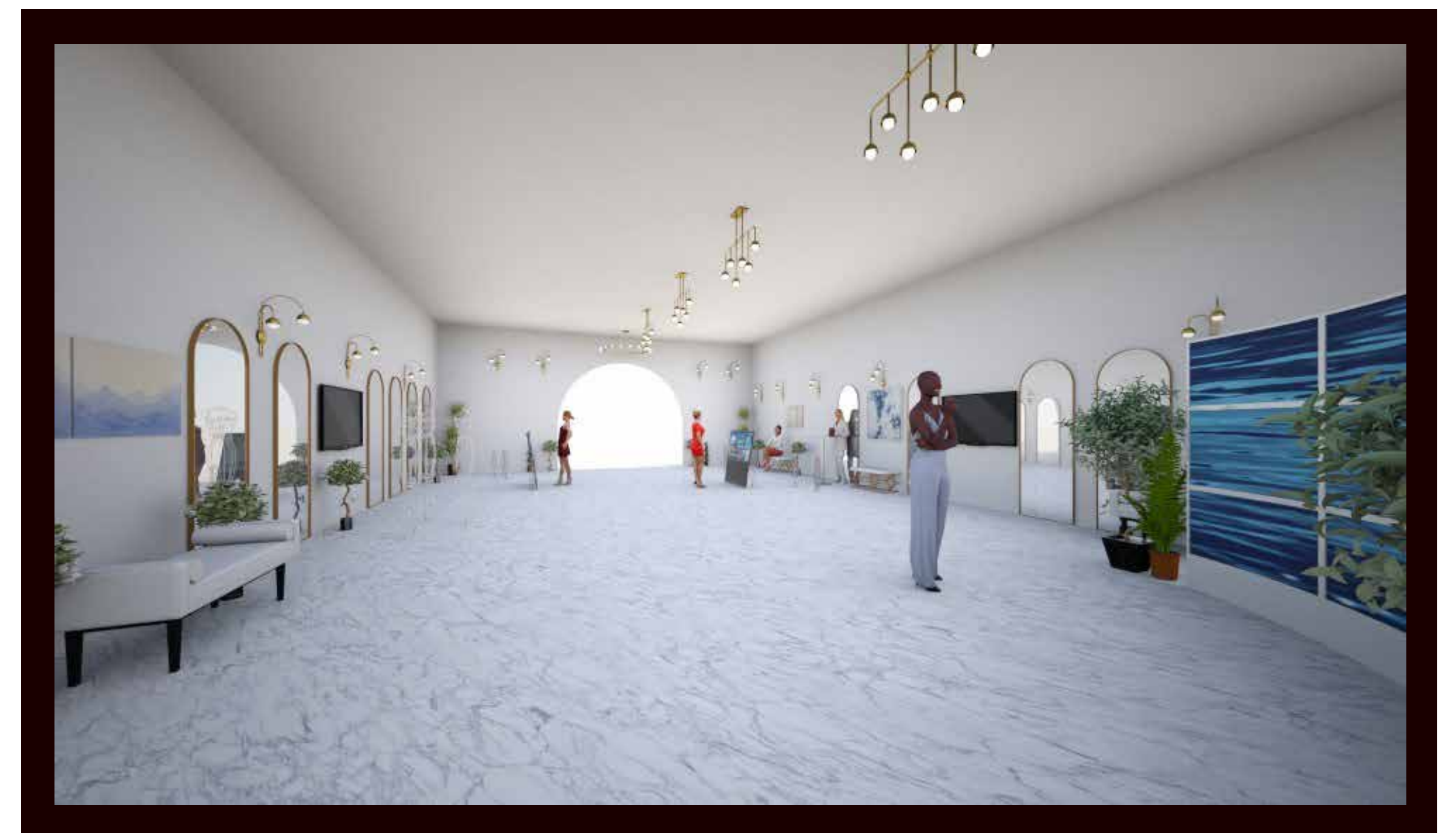
Social media photo op







Trace your fabric installation



Trace your fabric installation



## Overview of the experience room

