ALEXANDER MATHESON

‘Data storm’ is a virtual collection designed for avatars that inhabit a futuristic, fictional world. These avatars are made up of complex streams of data and require constant protection from harsh environmental elements. In this world, ‘Data Storms’ are common and very dangerous. Manifesting both physical and digital attributes, these storms erode the land and damage the avatars within them. Designed to employ dual protection, acting as functional, high performance outerwear, as well as digital firewalls that protect avatars from the data storms and allow them to do their jobs in the face of environmental adversity.

CONCEPT – DATA STORM

REMEMBER

Turn your computer off before midnight on

31/12/99.

DESIGN INSPIRATION

INITIAL DESIGNS

COLOUR PALETTE

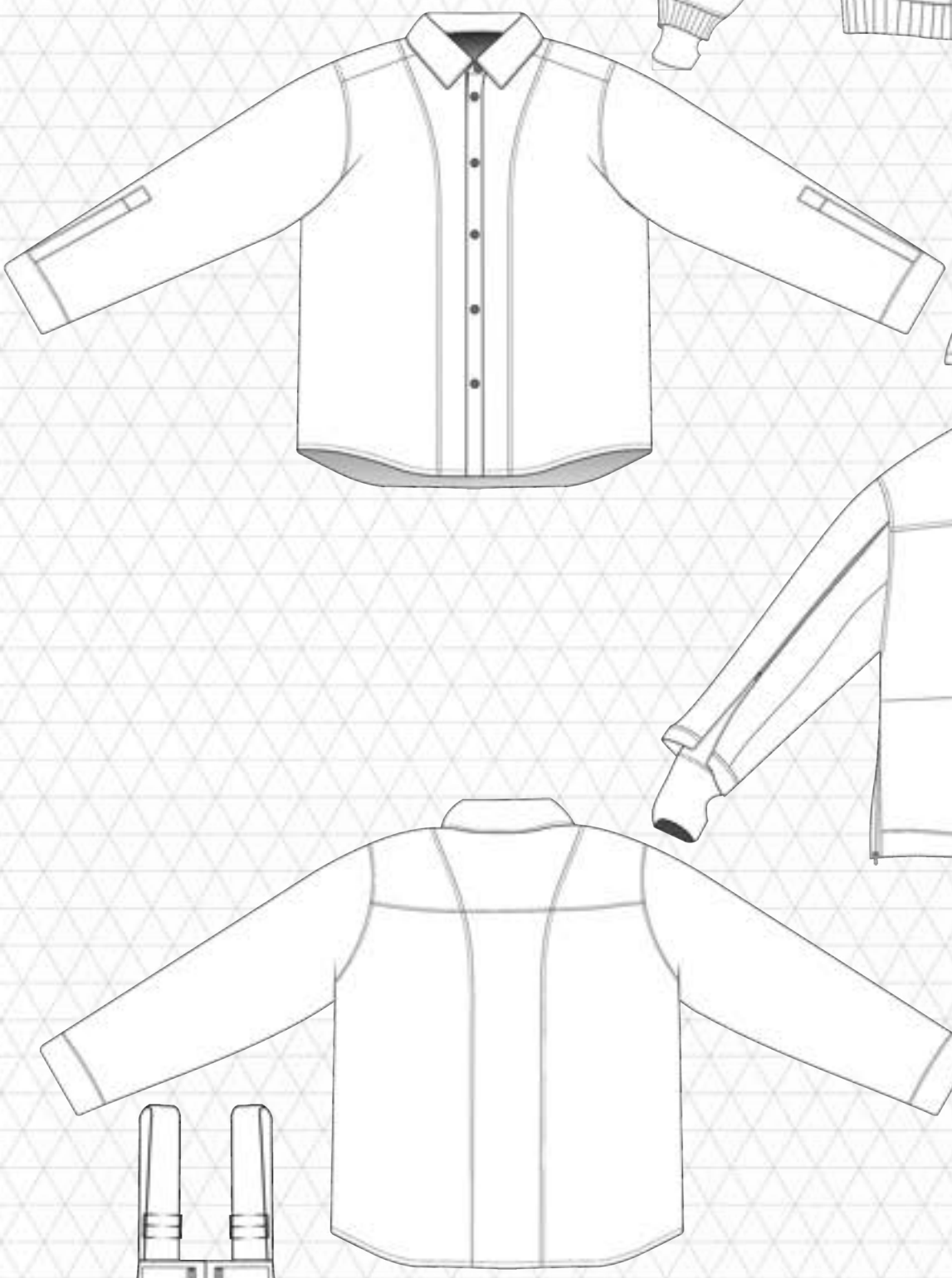
DIGITAL FABRIC PRINT

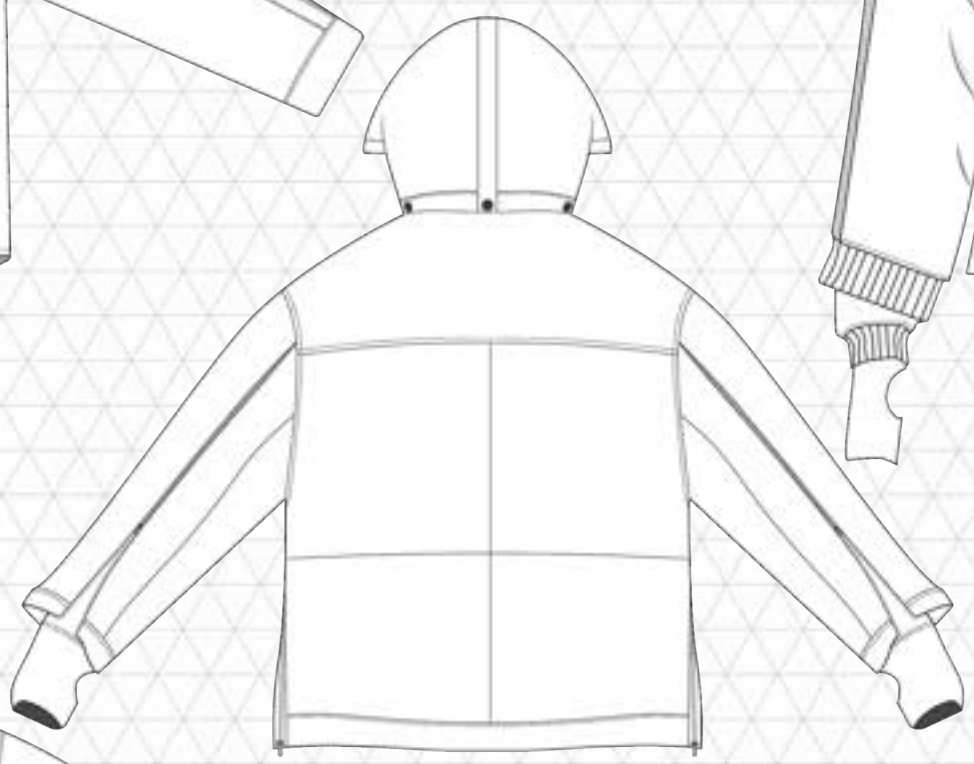
LOOK 1

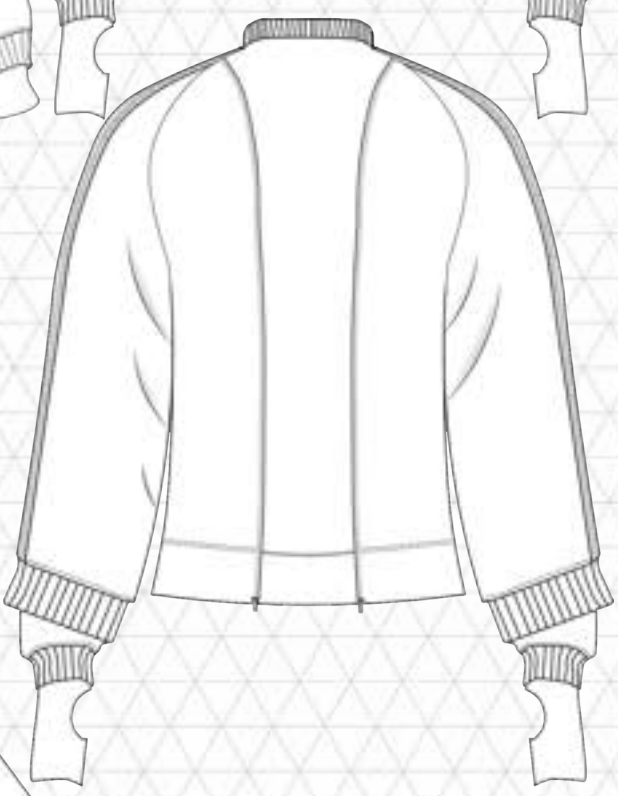
LOOKS 2+3

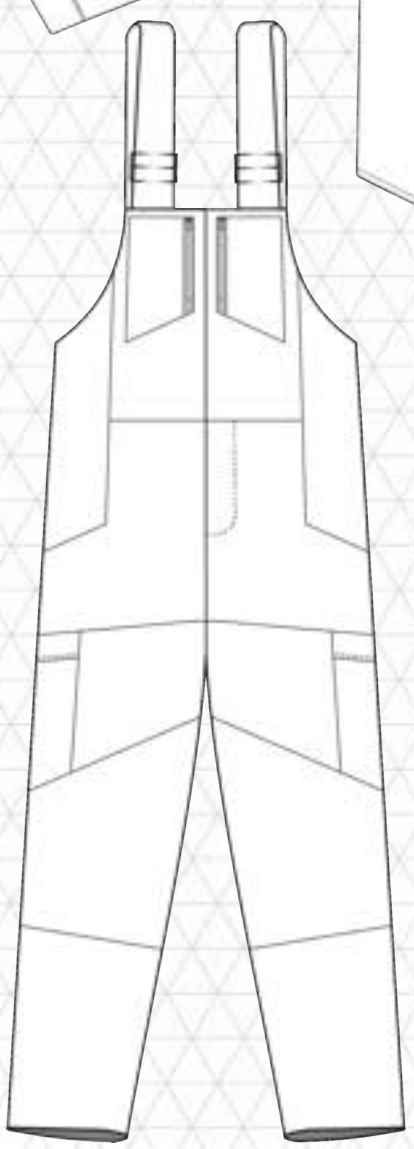
LOOK 4–6

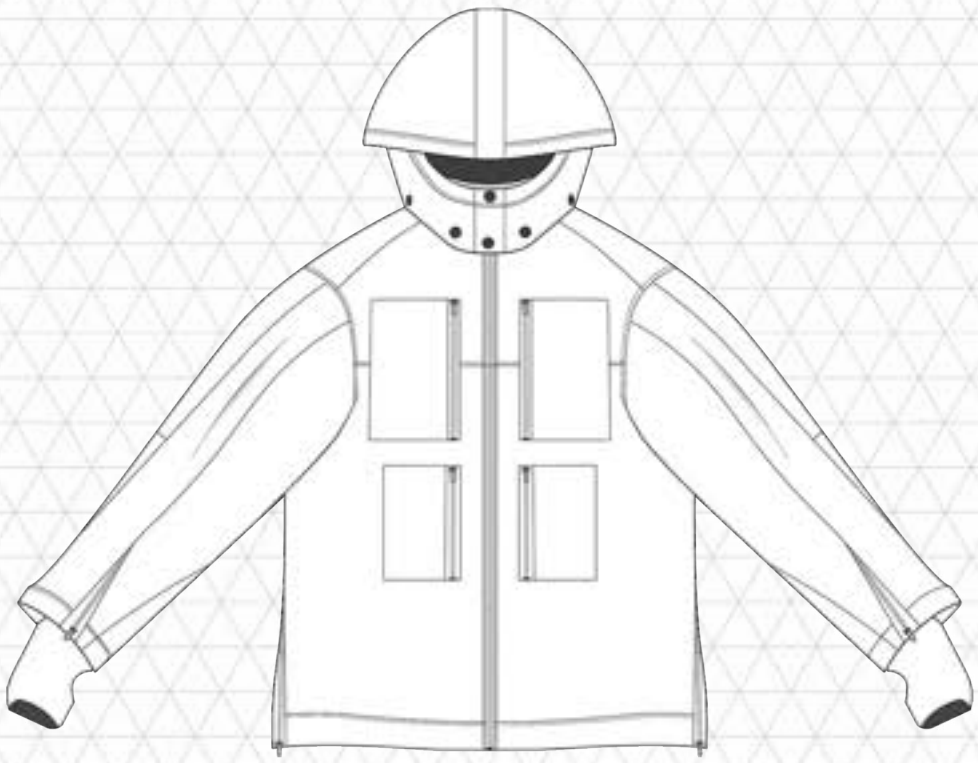
TECH FLATS

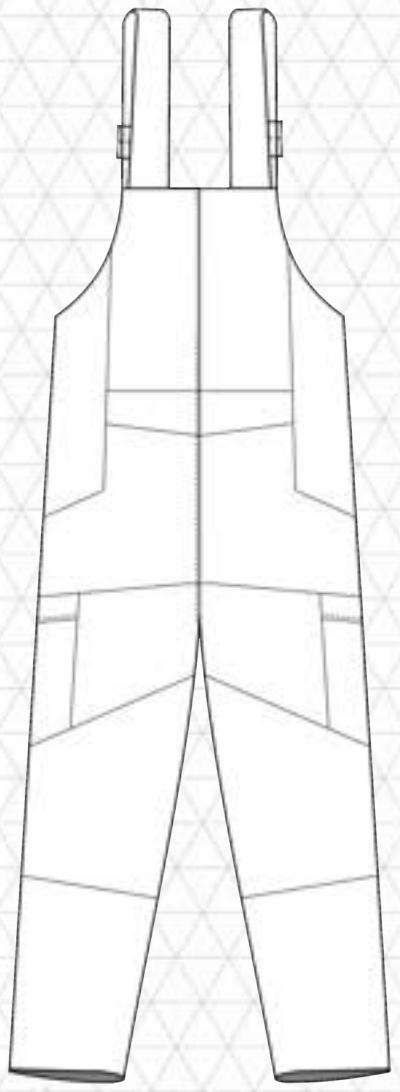












https://youtu.be/GA2cZMVt2gc?si=dVKv-RLXgLKvTUd1

PHOTO-SHOOT + FILM

USING BODY SCANNING TO CREATE BESPOKE FIT ACCURATE AVATARS

The online shopping industry is extremely wasteful... With the amount of online returns rising every year as fast fashion overtakes societies dopamine addicted brains, the environment takes a massive toll from unsold/throwaway items.

So what causes the vast majority of returns?

Misconceptions in fit.

To counter this, my business model uses high-tech body scanning to accurately capture the measurements of the consumer.

With this information, a digital avatar can be created that accurately resembles the consumer's size and shape!

Using body scanning, I have taken countless measurements off of a real body.

Uploading this to CLO3D, I have morphed it into a pre-made avatar with a realistic skin style.

Combining these size-accurate avatars with 3D fabric simulation as seen in software like CLO3D and Marvellous Designer, brands can provide their customers with virtual try-on experiences through their websites allowing users to upload digital avatars.

With this avatar uploaded, the customer is free to fill their shopping basket and try the clothes on in 3D whenever they would like.

BUSINESS MODEL

HOW CAN 3D SIMULATION ADVISE ON FIT?

The main benefit is seeing measurements such as pant length, chest circumference, neckline circumference and other key areas.

Knowing how the fabric will react and fall on the body will give the consumer confidence to buy or not.

Additionally, there is a variety of maps that can be applied to the fabric to advise on certain aspects of fit.

The stress and strain maps above & below show garment distortion due to external stressors. Whereas the pressure map (right) reveals where the garment strongly contacts the body.

In the bottom right the fit map denotes where the garment is tight, in a range from tight – very tight – can’t wear

What's new

Chrome https://www.alexanderMatheson.com/menswear/virtual-try-on/?34-fd-67as

WELCOME TO OUR ALL NEW VIRTUAL TRY ON EXPERIENCE!
NEW HERE??? - SEE THE HELP BUTTON BELOW FOR INSTRUCTIONS ON HOW TO USE THE TOOL...
USE CODE TRYON15 AT CHECKOUT FOR AN EXCLUSIVE EARLY BIRD DISCOUNT

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

Customize Reject All Accept All

YOU MAY ALSO LIKE:

SIZE:

MEDIUM

ADD TO BASKET

HELP!

PRESS, HOLD, AND PULL THE CLOTHES TO SEE HOW IT FITS.

ALTERNATIVELY, SELECT AN OPTION FROM THE TOOL PANEL ON THE LEFT SUCH AS STRESS MAP OR FIT MAP

PLEASE BE AWARE THIS SOFTWARE IS CURRENTLY IN BETA.

PRODUCT DETAILS

BRAND

SPECIFICATIONS AND MATERIALS

CONTACT US

WEBSITE EXAMPLE