

A stylized green plant graphic with a single leaf at the top, a thin stem, and a thick, curved base that forms a large 'X' shape, positioned behind the word 'NEXT' in the title.

# Fashion NEXT

Final Presentation



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Producer



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Solo Programmer



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Instructor



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Lead Artist



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UI Designer



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Instructor



**Erik Lindvall**  
Subject Matter Expert

# Project Prompt

**The fashion industry produces about 10 percent of annual global carbon emissions, which is more than all maritime shipping and international flights combined.** *Zurich Insurance Group*



# Defining Our Project- Concept

- **Faculty project:** we created our goals
- **Exploratory:** we attempted different ideas
  
- **Audience:** Eco-minded consumers
- **Transformation:** Awareness
  
- **Final prototype:**
  - Gamified installation that simulates an in-store experience with a personal shopper

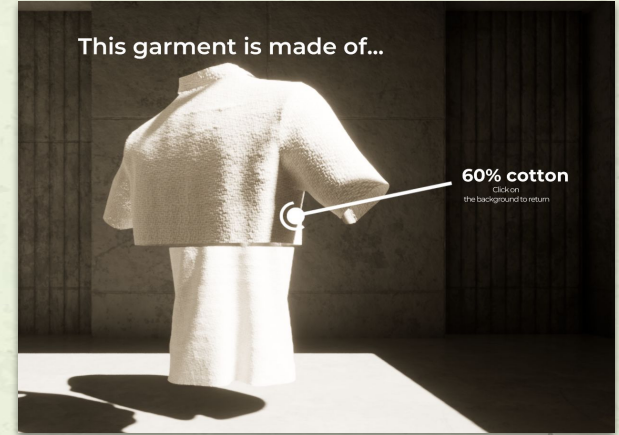
# Defining Our Project- Experience



Guest receives personal goal

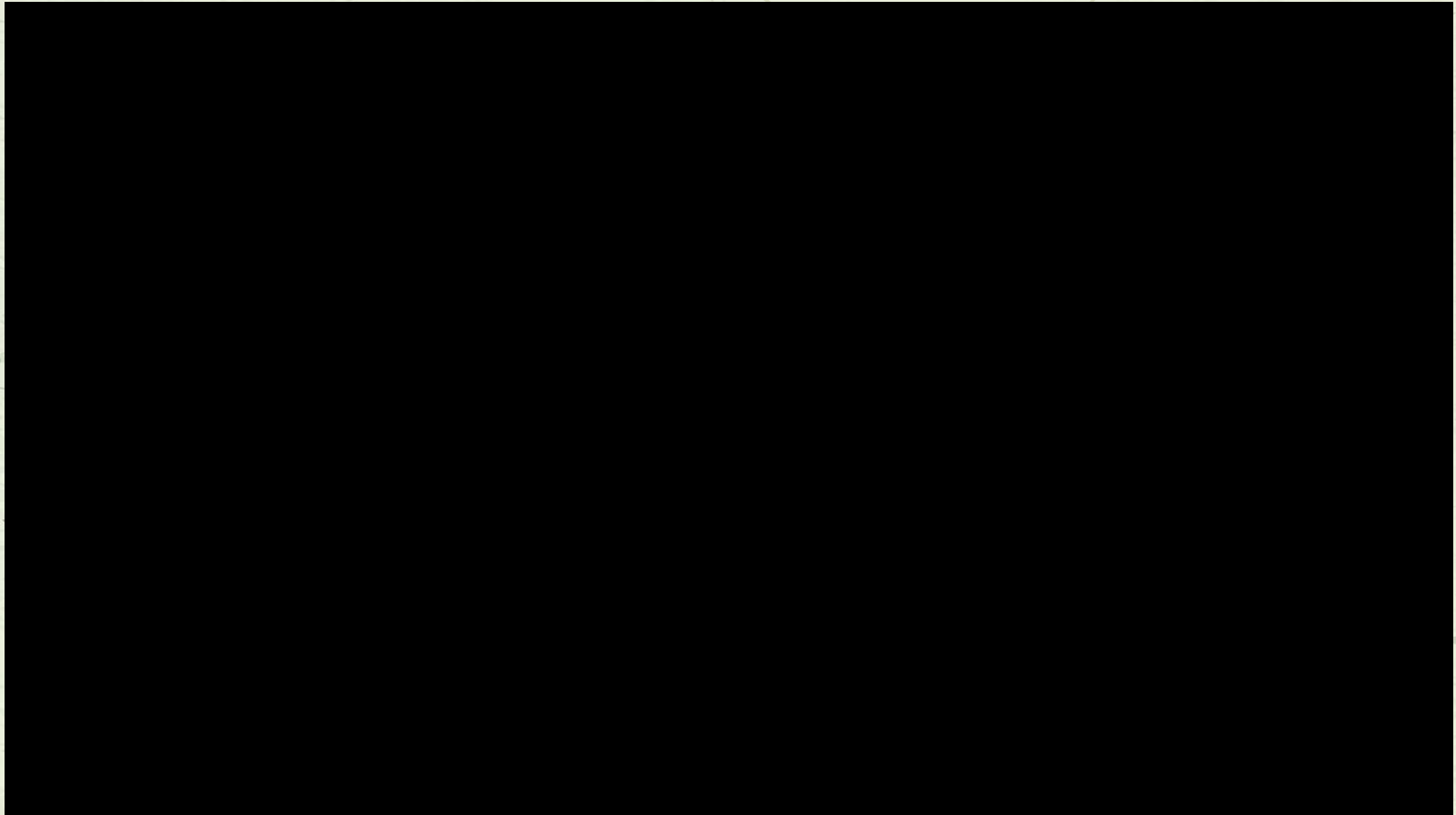


Guided shopping experience

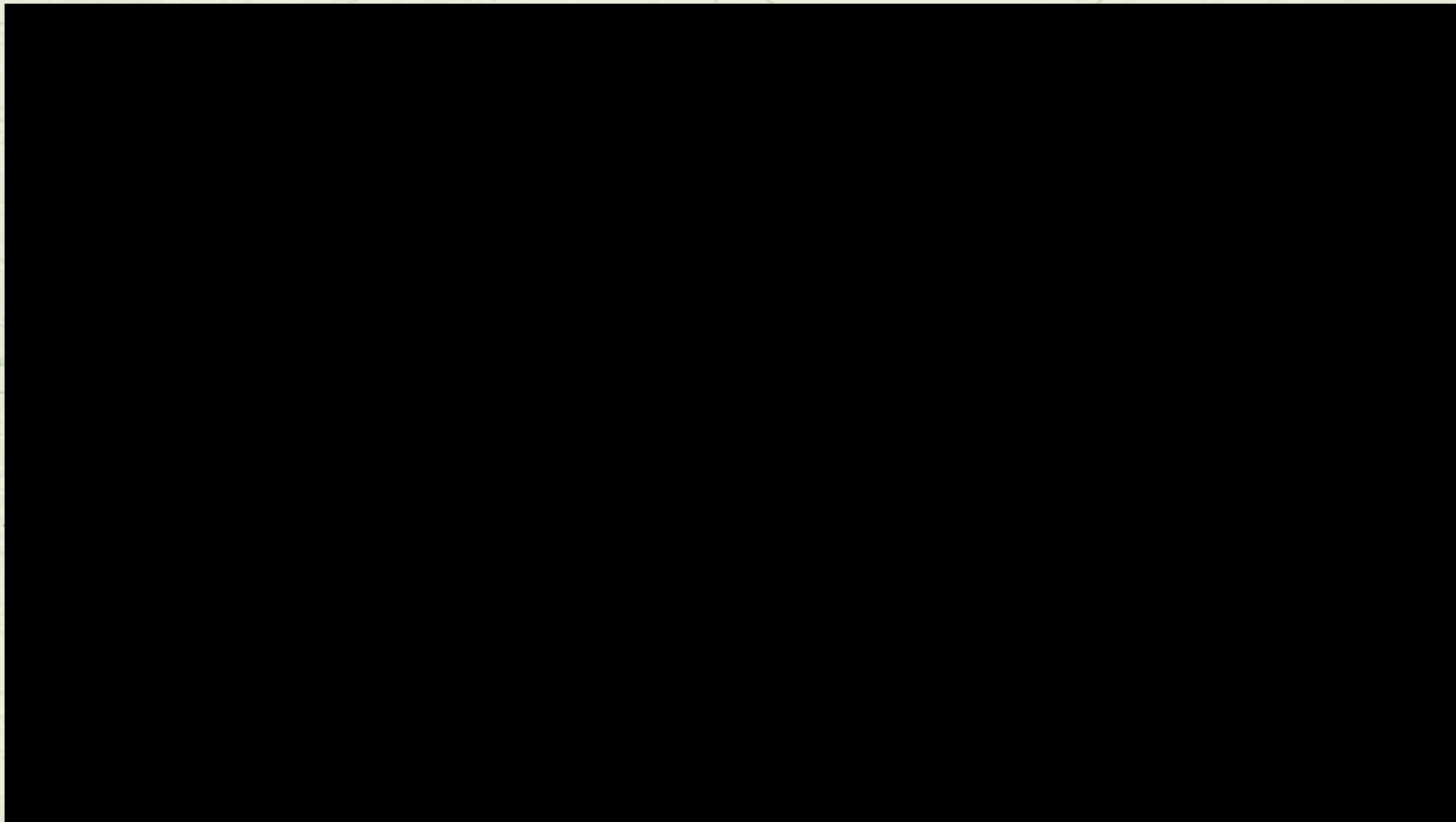


Interactive visualizations

# Concept



# Experience Demo



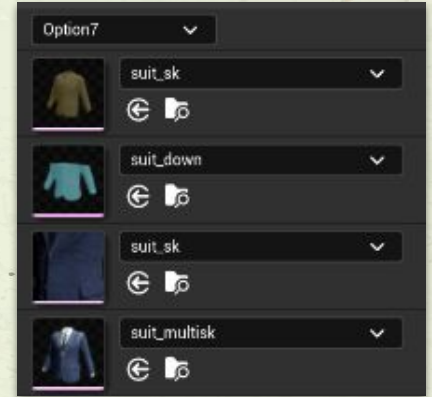
# Installation Goals



Understand what  
“sustainable” means  
on a garment



Visually appealing  
interpretation of  
sustainability



Software template





## **Goal 1:**

**Help the guest understand what  
“sustainable” means on a garment**

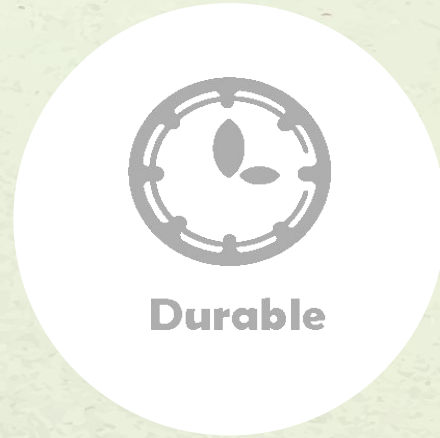
# UI - Sustainable Icons



**Prevent Waste**



**Prevent Waste  
Long Lasting Quality**



**Long Lasting Quality**



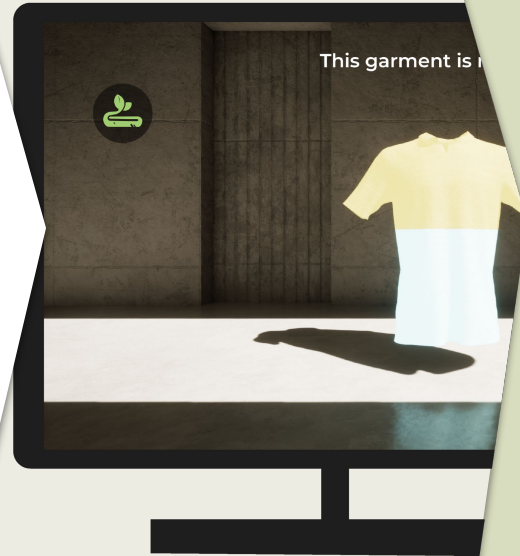
**Save Water  
Grow Plants**

# UI - Sustainable Icons

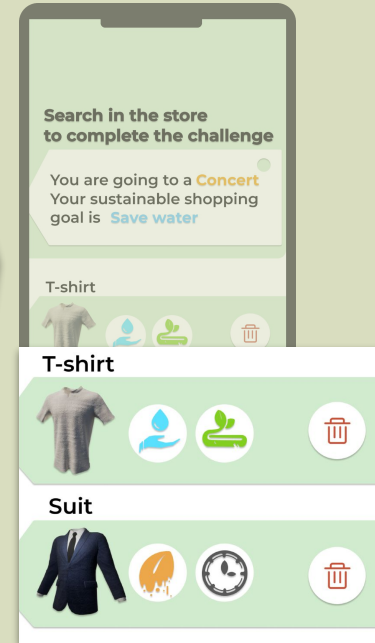
## 1. Tag - Match/Find



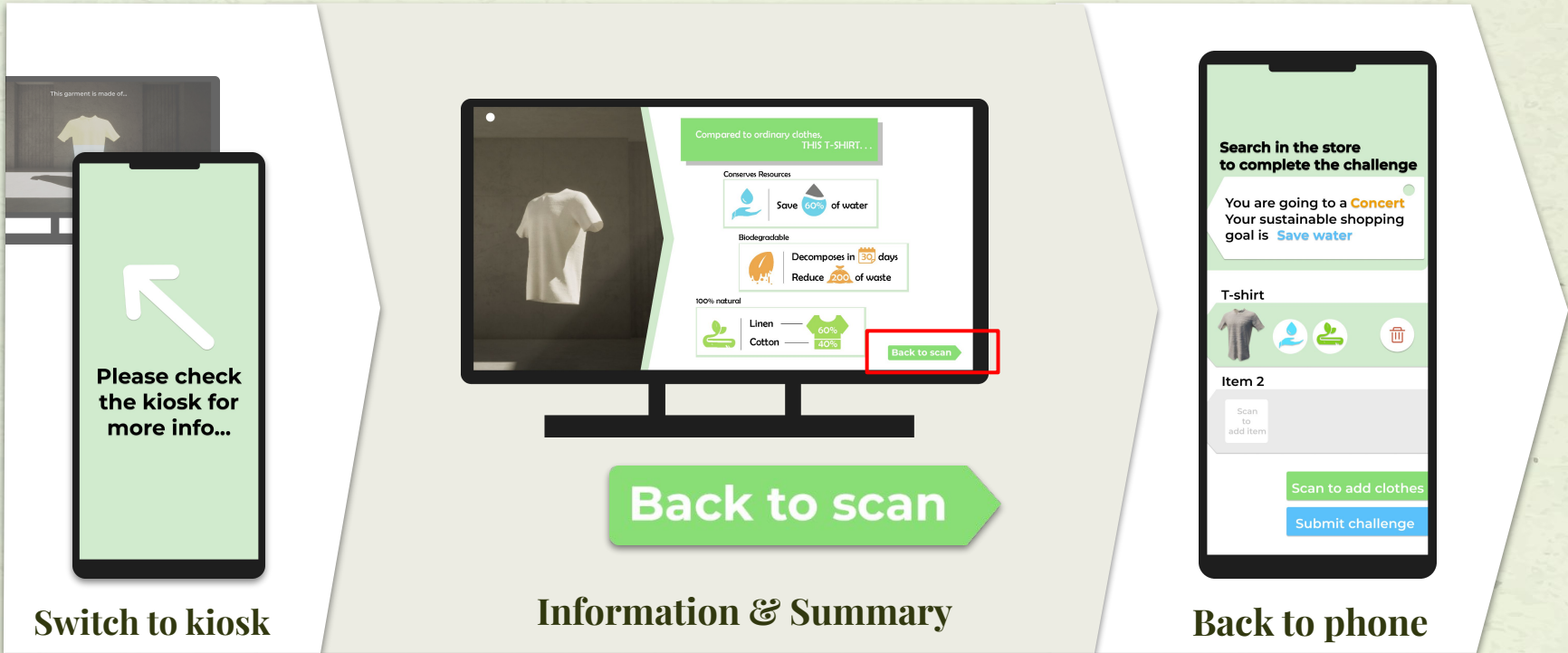
## 2. Kiosk - Learn



## 3. Phone - Review



# UI - Switch between phone and kiosk



# UI - Information

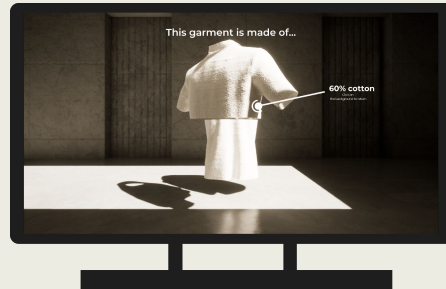
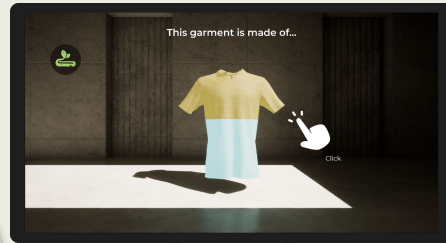
## Kiosk

### 1. Interactive guidance

#### Step1: Text



#### Step2: Gesture




#### Step3: Continue



# UI - Information

## Kiosk

### 2. Summary



Compared to ordinary clothes,  
THIS T-SHIRT...

Conserves Resources

Save 60% of water

Biodegradable

Decomposes in 30 days  
Reduce 200 of waste

100% natural

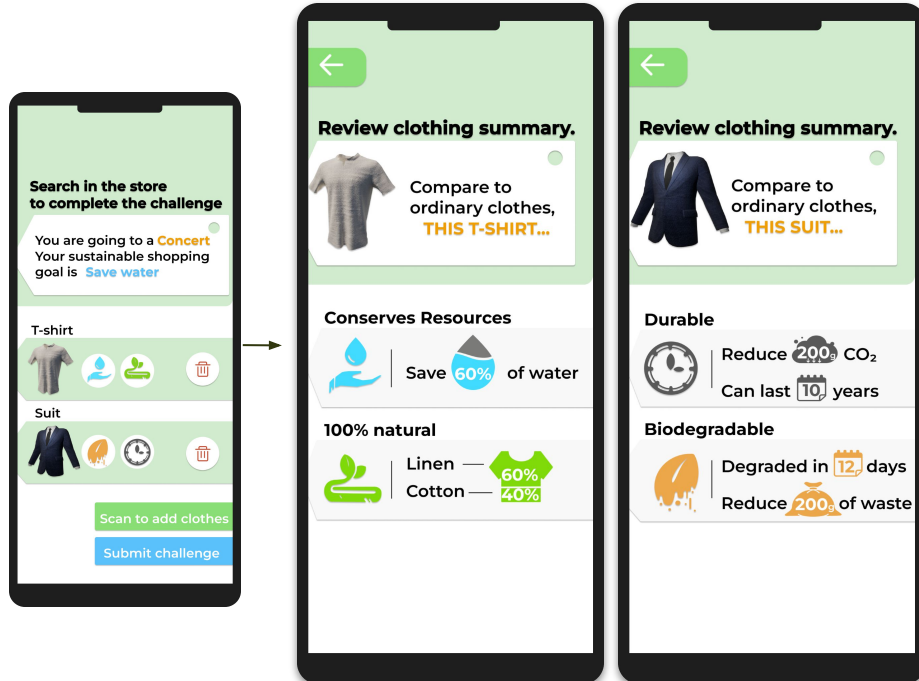
Linen	60%
Cotton	40%

Back to scan

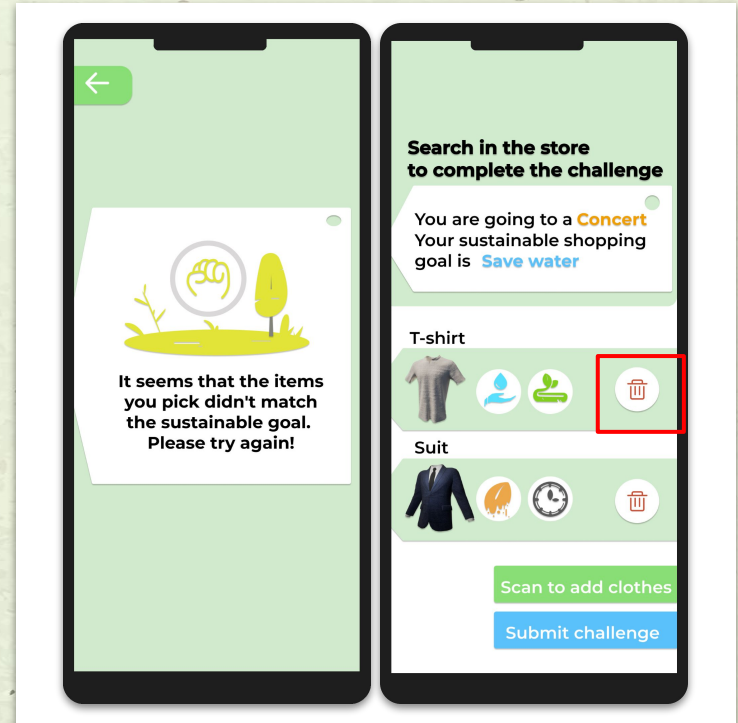
# UI - Information

## Phone

### 1. Review



### 2. Compare and make a choice





## **Goal 2:**

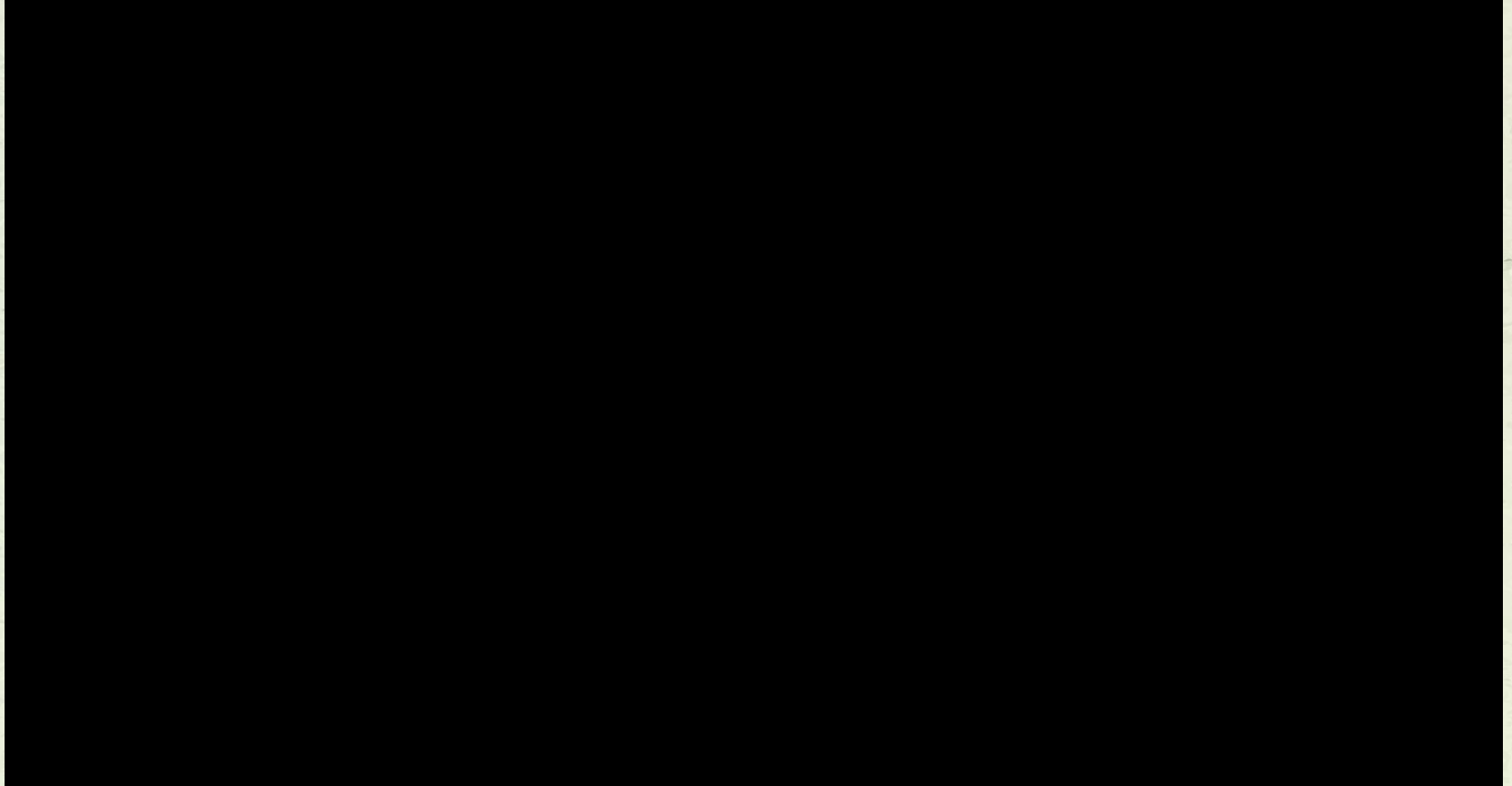
**Interpret sustainability and convey  
information in a visually appealing way**



# Visualization- Material Breakdown



# Visualization- Save Water



# Visualization- Biodegradable



# Visualization- Durability



# Tech



- Dynamic Sky to control the weather and the switching of daytime and nighttime



- Using Control Rig to simulate cloth stretching



## **Goal 3:**

**Create a software template that  
can be further developed**

# Tech

- Software template—the software is created as a template for future development.

The screenshot displays a software interface with two main components: a Data Table and a Row Editor.

**Data Table:** A table with columns for Row Name, Cloth Option, Upper, Down, Cloth Sim, Durable Cloth Skeletal Mesh, Water Data 3D, and Three DLine 1. The table lists various clothing items and their associated options and scripts.

Row Name	Cloth Option	Upper	Down	Cloth Sim	Durable Cloth Skeletal Mesh	Water Data 3D	Three DLine 1
1 tshirt	Option1	/Script/Engine/SkeletalMesh/Game/Clothes/Clothes/Tshirt/tshirt_down'	/Script/Engine/SkeletalMesh/Game/Clothes/Clothes/tshirt_ful_uk_tshirt_f	None	/Script/Engine/SkeletalMesh/Game/Clothes/ControlRigs/sweater_uk_test	None	/Script/Engine/StaticMesh
2 sweater	Option2	/Script/Engine/SkeletalMesh/Game/Clothes/Clothes/sweater/sweater_down sweater_down'	None	None	/Script/Engine/SkeletalMesh/Game/Clothes/ControlRigs/sweater_uk_test	None	/Script/Engine/StaticMesh
3 activewear	Option3	None	None	None	None	None	None
4 gymshorts	Option4	/Script/Engine/SkeletalMesh/Game/Clothes/Clothes/gymshort/gymshorts_down gymshorts_down'	None	None	/Script/Engine/SkeletalMesh/Game/Clothes/ControlRigs/gymshorts_multi	None	None
5 jeans	Option5	/Script/Engine/SkeletalMesh/Game/Clothes/Clothes/jean_down/jean_down'	None	None	/Script/Engine/SkeletalMesh/Game/Clothes/ControlRigs/jean_multi_uk_jes	None	None
6 FormalCloth	Option6	/Script/Engine/SkeletalMesh/Game/Clothes/Clothes/formaladress/formaladress_down formaladress_down'	None	None	/Script/Engine/SkeletalMesh/Game/Clothes/ControlRigs/formaladress_mu	None	None
7 Suit	Option7	/Script/Engine/SkeletalMesh/Game/Clothes/Clothes/suit/suit_down/suit_down'	/Script/Engine/SkeletalMesh/Game/Clothes/Clothes/suit/suit_down/suit_down'	/Script/Engine/SkeletalMesh/Game/Clothes/suit_uk	/Script/Engine/SkeletalMesh/Game/Clothes/ControlRigs/suit_multi_uk	None	None

**Row Editor:** A panel for editing the 'Suit' row. It shows fields for Cloth Option (Option7), Upper, Down, Cloth Sim, Durable Cloth Skeletal Mesh, and Water Data 3D. Each field has a dropdown menu with a preview of the corresponding asset.

- Cloth Option: Option7
- Upper: suit\_uk
- Down: suit\_down
- Cloth Sim: suit\_uk
- Durable Cloth Skeletal Mesh: suit\_uk001
- Water Data 3D: None

# What we would do with more time

- Call to action
- Tailor our experience to a specific client



# What we learned from this project

- Timeline: pre-production vs actual development time
- Co-design: establish a creative decision making structure, have a creative leader
- Set up a metric of success earlier

# Summary

We made a proof of concept for an installation that gives people an awareness about the types of sustainable fashion.

# Impact

People recognize the importance of sustainable clothing choices and know what to look for when shopping.

**Thank you for listening!**

<b>Playtest Feedback</b>	<b>How we addressed it</b>
Transition from phone to touchscreen TV unclear	Technical limitation; added UI
Want to see comparison of different clothes	Added more clothing options with different data, and a "closet" to view clothes in app
Want more details about the textiles	Added UI for summary page
Want more details about the sustainability types	Added big signs in the experience; UI can be added in the future
Want to know the effects of our choices	Added UI for review page; experience design not included but could help guests feel their impact and leave with a call to action