

VISTA

V

"EXPERIENCE FASHION BEYOND BOUNDARIES"



01 Digital Prototyping

02 Unique Media Proposal

Best-off Past Collaborations

GEST

AL
ARSÈNE LIPPENS
DESIGNED MATCHES

JOHN
RICHMOND®

-TAMMAM-


FORGIVE ABOUT ME

 ANRÈ
MILANO

SIMPLICITAS


LE
ROMA



Digital Prototyping



DYNAMIC SIMPLIFICATION

Garment Prototyping/Production's **Dynamic Simplification** for Fashion Companies in the **Development, Modeling** and Subsequent **3D Modifications** Phases of the Apparel in Process

PRODUCTION OPTIMIZATION

Allows companies to **Minimize Production Costs** and **Speed Up Pre-Production** Processes Overall; **Saving Precious Time, Reducing Textile Waste** and **Maximizing Efficiency**



FORGET ABOUT ME

Forget About Me (FAM) has been a recurring client for VISTA as it has **prototyped** its numerous **collections** (Service #1) as well as adopting the **UMP Strategies** for creating **interactive content** for its prestigious **events**

Real



Digital





Real



Digital





FORGET ABOUT ME

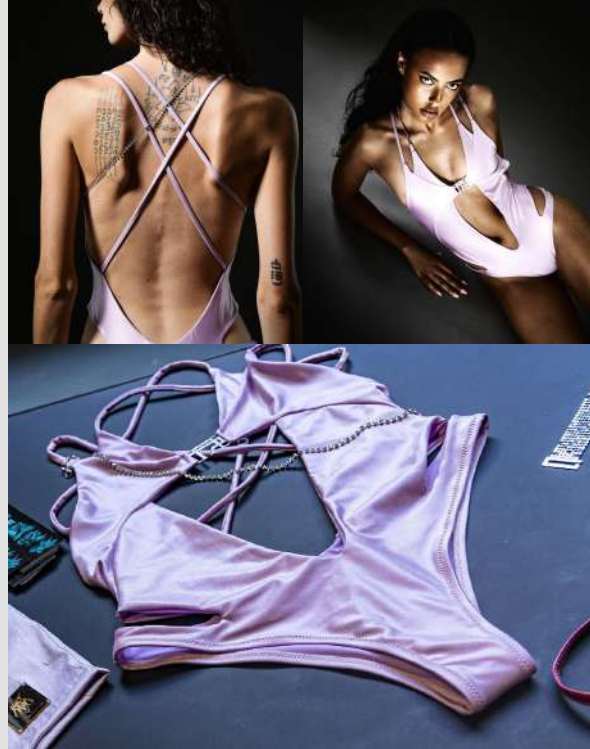


Camiciissima X Forget About Me, Monte Carlo 2024

 **ANRE**
MILANO

ANRE' Milano **prototyped** its **collection of SS23** with VISTA to understand the **engagement** with his Swimsuit Selection grasping therefore the **accurate demand** of its audience by sponsoring it **Digitally** through **Social Media**

Real



Digital





FAM x ANRE' Swimsuits, SS23

 **ANRÈ**
MILANO

Real



Old Bix, ANRÈ' SS23

Digital



SIMPLICITAS

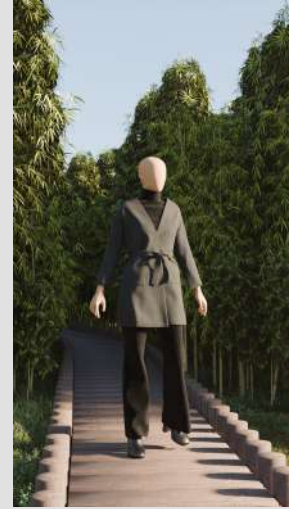
SIMPLICITAS is a **Made-in-Italy Sustainable** Brand based in Apulia with which VISTA collaborated to bring more **Awareness** to the **Green** as well as **Prestigious Materials** utilised by the brand

Real



Cappotto Gabry reversible, SIMPLICITAS

Digital





ELLEFFE ROMA in collaboration with VISTA created **Digitally** their **Hero-Garment**: Trench. A **Premium Video** has been generated following continuously the feedback of the Brand's Designer. A real story behind the apparel can tell the **prestige of the material** and **details**

Real



Trench, ELLEFFE AW23

Digital



EMPRESA®

EMPRESA's requirements pushed the VISTA Team to new realities. A new service was born with this collaboration: The **Digital Configurator**. Apart from delivering the 3D Renderings of the **Jacket** of the Brand and the **3D Viewer**; VISTA built a **personalized Configurator** allowing the users to create their **own Jacket**

Real**Digital***Dayo Jacket, EMPRESA*

-TAMMAM-

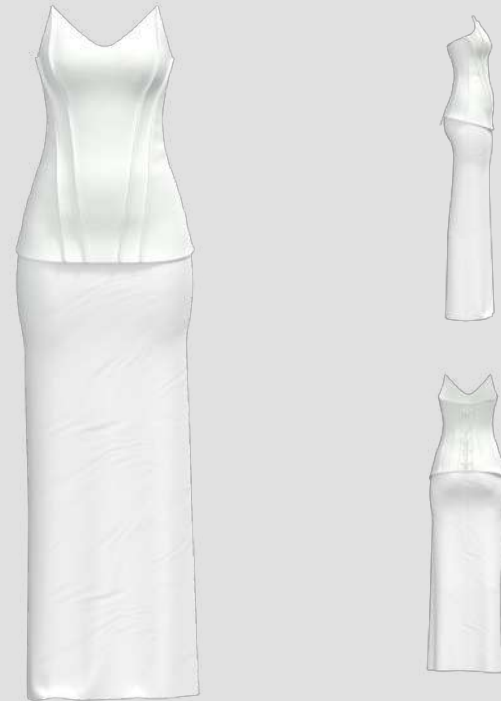
The fashion brand **Tammam** will showcase a new dress called "**ONE DRESS**" at **LFW 24**. The dress will feature a digital twist provided by **VISTA**. Using our **digital configurator**, the public can learn more about the dress and the patches placed on it.

Real



One Dress, TAMMAM

Digital



JOHN RICHMOND®

John Richmond collaborated with VISTA to **digitally prototype** their forthcoming **AW 24-25 collection**. As part of this collaboration, we delivered a **digital catalogue** to the brand that seeks to showcase the garments before they are produced. The digital catalogue serves as a tool to provide customers with an **immersive experience** of the collection, thus helping the brand to **generate interest** and **promote sales**.

Digital



Jacket, JOHN RICHMOND AW 24

Digital



Dress, JOHN RICHMOND AW 24

GEST

GEST srl is an Italian brand from Apulia, Italy. Their beautiful mission is to value the **prestige** of the **material** utilized to produce their collections - **Ecological Italian Cotton**, which in turns is produced directly from them.

GEST is admirable from both a **Sustainability** as well as **Made-in-Italy** point of view. Apart from offering the **files ready** for the production, VISTA created a **Digital Catwalk** as well as an effective **Digital Catalogue** to boost the brand's **visibility** and **engagement**

Digital



Denim shirt, GEST

Luxury Brand Examples

DOLCE & GABBANA



MISSONI



Other Projects



**Projects yet to go into production*



Unique Media Proposal

DIGITAL MARKETING

UMP provides Fashion Brands with **solutions** to their **Digital Marketing** - *Social Media & E-Commerce* needs, and **Management** - *Traceability and Archiving*

EFFECTIVE MARCOMMS

Through the creation of **3D Assets, Posts and Dynamic Videos, MARCOMMS Strategies** significantly increase the possibilities of **Interaction and Visibility** with the desired **Target Audience**



3D Viewer

This proposal offers an **interactive** 3D feature implementable on your **website** to **boost** your E-Commerce **sales** through the **zooming** and **rotation** of the garment taken into account

Example



Skirt, JOHN RICHMOND AW 24



T-Shirt, URBAN INDIAN



T-Shirt, URBAN INDIAN

To see the projects in detail, click on the link above.

Technical Videos

A 10-12 seconds 3D Technical Video composed by different Camera Movements as well as **Dynamic** Lighting showcasing the **details** and **characteristics** of the **Brand's** garment

Technical Videos

These are set videos to visualize the garments



To see the projects in detail, click on the link below.



Technical Videos

Digital Catalogue

This feature is extremely useful for **external buyers/selling** points and for the **Visibility** of the Brand itself as it offers **12 different 3D Pictures** of the apparel from **different perspectives**

Example



AI Enhanced



Renders



Renders



AI Enhanced



VUARNET

Vuarnet has a story, it's unique. It began on **Rue Boissy d'Anglas** in **Paris in 1957** where Roger Pouilloux had his workshop. This **avant-garde optician**, passionate about skiing, will **revolutionize** the sunglasses world by inventing an exceptional glass that can protect his eyes on the slopes and provide a clear vision of the landscape relief in overcast weather.

VISTA created a **3D mockup** of the Oracle - Paris 2024 which is the official licensed product for **Paris Olympics 2024**. In this example you can see is a **Digital Catalogue**, **Technical Video** and a **configurator** that can be added to the website for better user interaction.

Digital



Oracle - Paris 2024
[Configurator Link](#)




"Be a part of our journey as we step into the future of fashion!"



VISTA

V

 office@vistaservice.co

 [Our Links](#)

Personalization

Diversity

Efficiency

Sustainability

Innovation

Transparency

Storytelling



JOHN
RICHMOND



ABSOLUT

enel x

vorn
THE MEDIA FOUNDATION HUB



Posteitaliane

