

Engage Production Builds “Virtual Changing Room”

Written by Bob Snyder
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Commissioned by Avantgarde Middle East, Engage Production Ltd built a ‘virtual changing room’, or **Virtual Style Pod**, showcased at luxury retail destination *The Galleria*, on Al Maryah Island, Abu Dhabi.

A new retail experience, the Virtual Style Pod enables visitors to click through a range of clothing – with the world’s first “accurate cloth simulation” – and accessories while a 3D virtual styling expert assists with fit and colour.

Built by Engage Production (with Space3D supplying its Fashion3D application under licence as the core software) and Avantgarde Middle East (responsible for concept creation, project management, and hosting), the Virtual Style Pod brings together the virtual and physical worlds. Utilising a life-size screen mirror, augmented reality software overlays the user’s image with realistic 3D renders of clothing. It enables users to quickly create outfits by mixing and matching a wide range of garments from the host’s inventory.

Utilisation of mobile engagement and social media allows Virtual Style Pod hosts to further increase conversions through follow up marketing activities such as sending users selective reminders about items they ‘tried on’ and related marketing materials.

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Avantgarde’s wholly owned intellectual concept, the Virtual Style Pod was installed in The Galleria over a period of 12 weeks, with Avantgarde project managing the installation. In addition, Avantgarde managed the participation of 24 elite fashion brands along with the photography of all the apparel used.

Go [Virtual Style Pod](#)