

АКАДЕМИЯ ЗА МОДА

“Модата и предизвикателствата на метавселената “

ГЛАВЕН МОДЕРАТОР: проф. д.н. Любомир Стойков

“Дигиталното облекло в метавселената и модните иновации”

лектор: ТЕОДОРА СПАСОВА

ДИГИТАЛНОТО ОБЛЕКЛО В МЕТАВСЕЛЕНАТА

- Особености при продажбата на дигитално облекло.
- Начини за изграждане на дигитално облекло.
- Платформи за разпространение на дигитално облекло.
- Марки предлагащи дигитално облекло.

ДИГИТАЛНИ МОДНИ ИНОВАЦИИ

- Лайв стрийм модни ревюта.
- Представяне на колекция, чрез моден филм.
- Виртуални шоуруми.
- 3D представяне на продукт.
- Дигитален видеокаталог (lookbook).
- Дигитална система за поръчка на продукт спрямо размерите на клиента.
- Плащане с крипто валута.

ДИГИТАЛНОТО ОБЛЕКЛО В МЕТАВСЕЛЕНАТА

ФИЗИЧЕСКИ МОДЕН СВЯТ

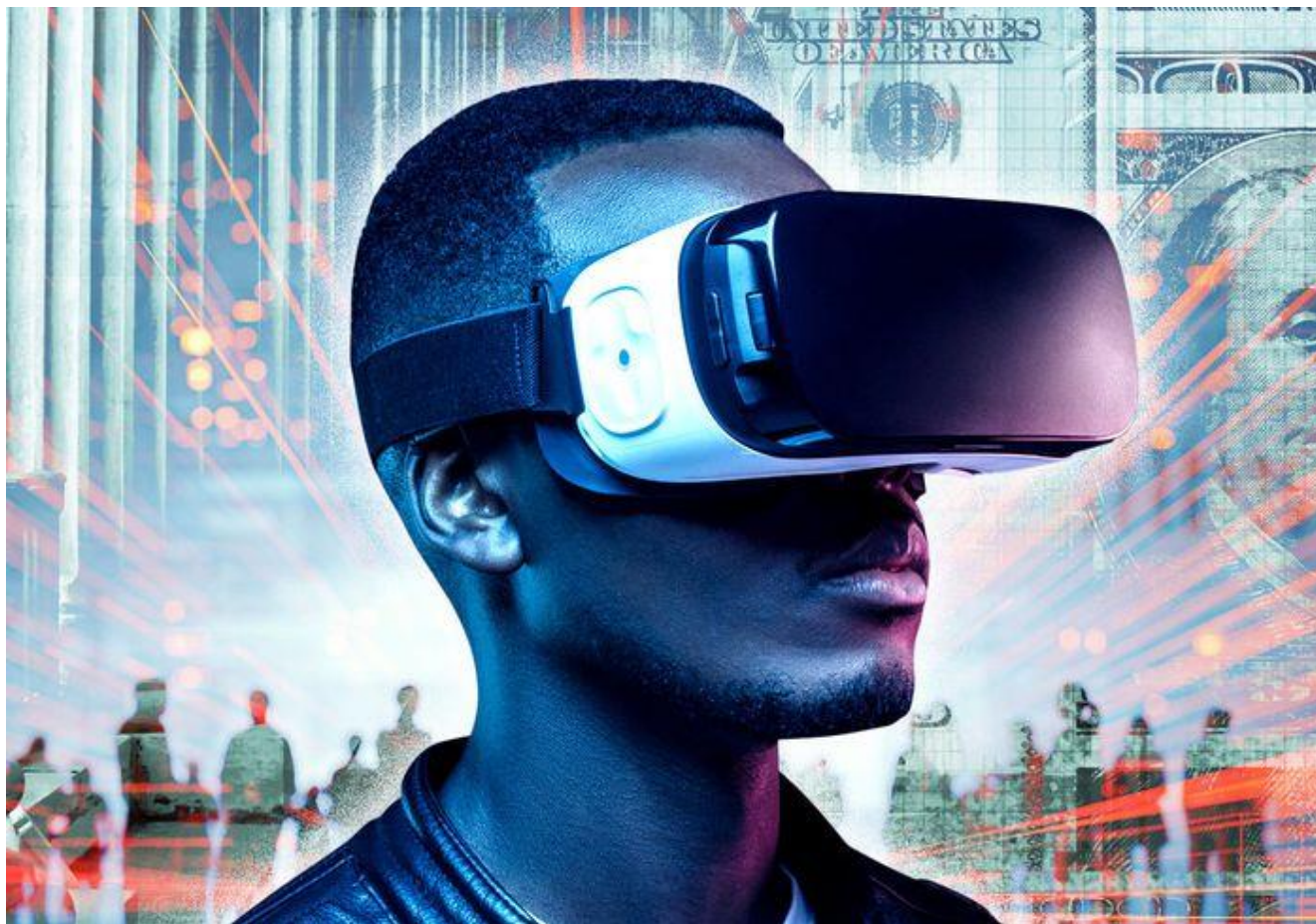


ДИГИТАЛЕН МОДЕН СВЯТ





ВИРТУАЛНА РЕАЛНОСТ, ЧРЕЗ VR ТЕХНОЛОГИЯ



ИЗГРАЖДАНЕ НА БИЗНЕС МЕТА МОДЕН СВЯТ



СОЦИАЛНИТЕ МРЕЖИ ЩЕ СЕ РАЗВИВАТ, КАТО ЧАСТ ОТ МЕТАВСЕЛЕНАТА
ПРИМЕР: FACEBOOK

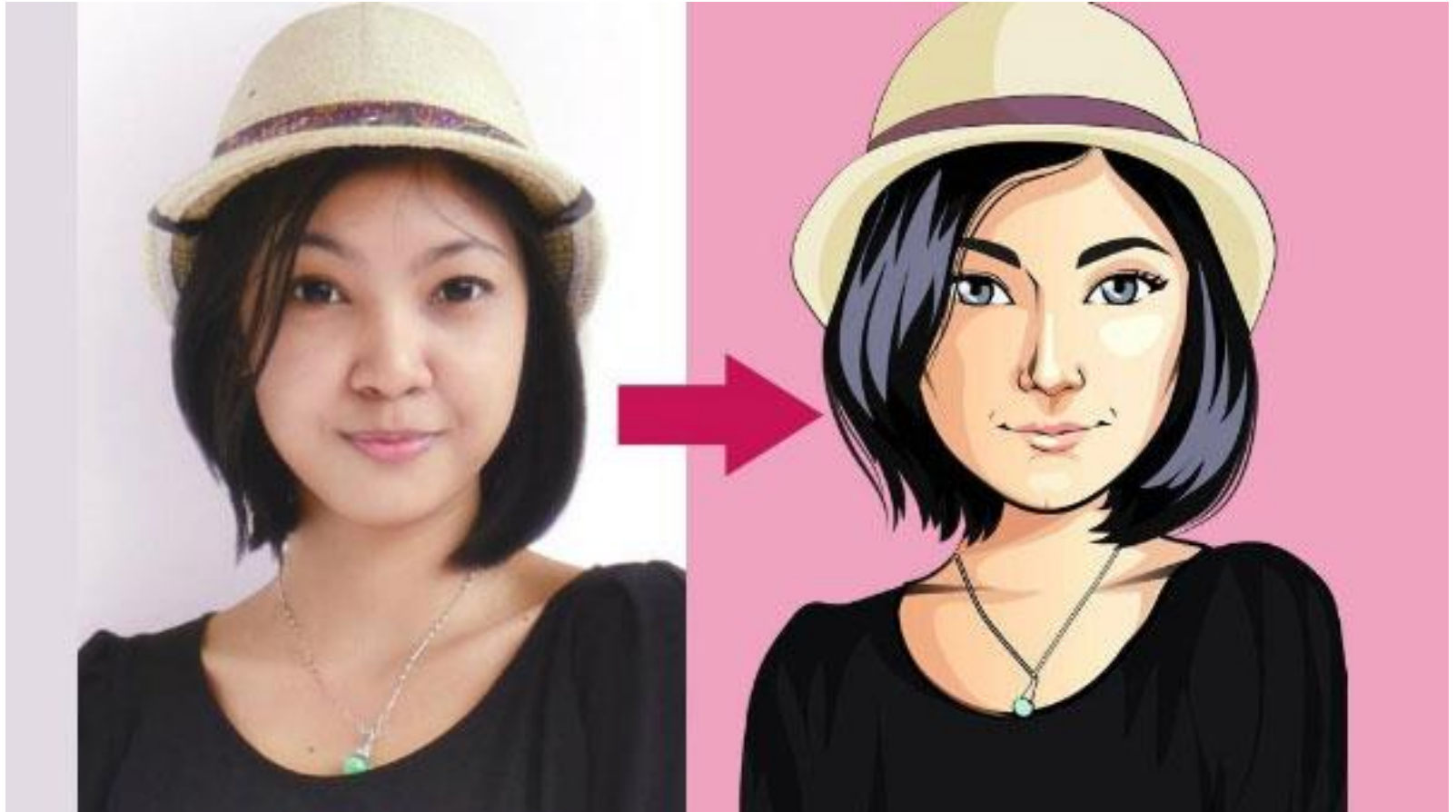


ИНДИВИДУАЛНО ПРИСЪСТВИЕ В МЕТАВСЕЛЕНАТА

ПОСТЕПЕННО ВСЕКИ
ПОТРЕБИТЕЛ ЩЕ ИМА
ДИГИТАЛЕН ОБРАЗ - АВАТАР







ВЪЗНИКВАНЕ НА НУЖДА ОТ МОДНИ ПРОДУКТИ В МЕТАВСЕЛЕНАТА



ОФОРМЯНЕ НА ПРИСЪСТВИЕ В МЕТАВСЕЛЕНАТА















ОФОРМЯНЕ НА ПРИСЪСТВИЕ В МЕТАВСЕЛЕНАТА



ОФОРМЯНЕ НА БИЗНЕС СТРАТЕГИЯ ЗА ПРОДАЖБА В МЕТАВСЕЛЕНАТА

E-commerce in the Metaverse



 <p>Hustler's Hair F... ◆ 150 Polygon LEGENDARY </p>	 <p>Hustler's Jacke... ◆ 150 Polygon LEGENDARY </p>	 <p>THIS IS MY NF... ◆ 250 Polygon LEGENDARY </p>
 <p>THE MIGA ◆ 50 Polygon LEGENDARY </p>	 <p>THE MIGA ◆ 50 Polygon LEGENDARY </p>	 <p>Cloudy City Me... ◆ 200 Polygon MYTHIC </p>

ПРОДАЖБА НА ИЗЦЯЛО ДИГИТАЛЕН ДИЗАЙН



ПОТРЕБИТЕЛИТЕ ЩЕ ИМАТ ПОТРЕБИТЕЛСКИ НУЖДИ В МЕТАВСЕЛЕНАТА



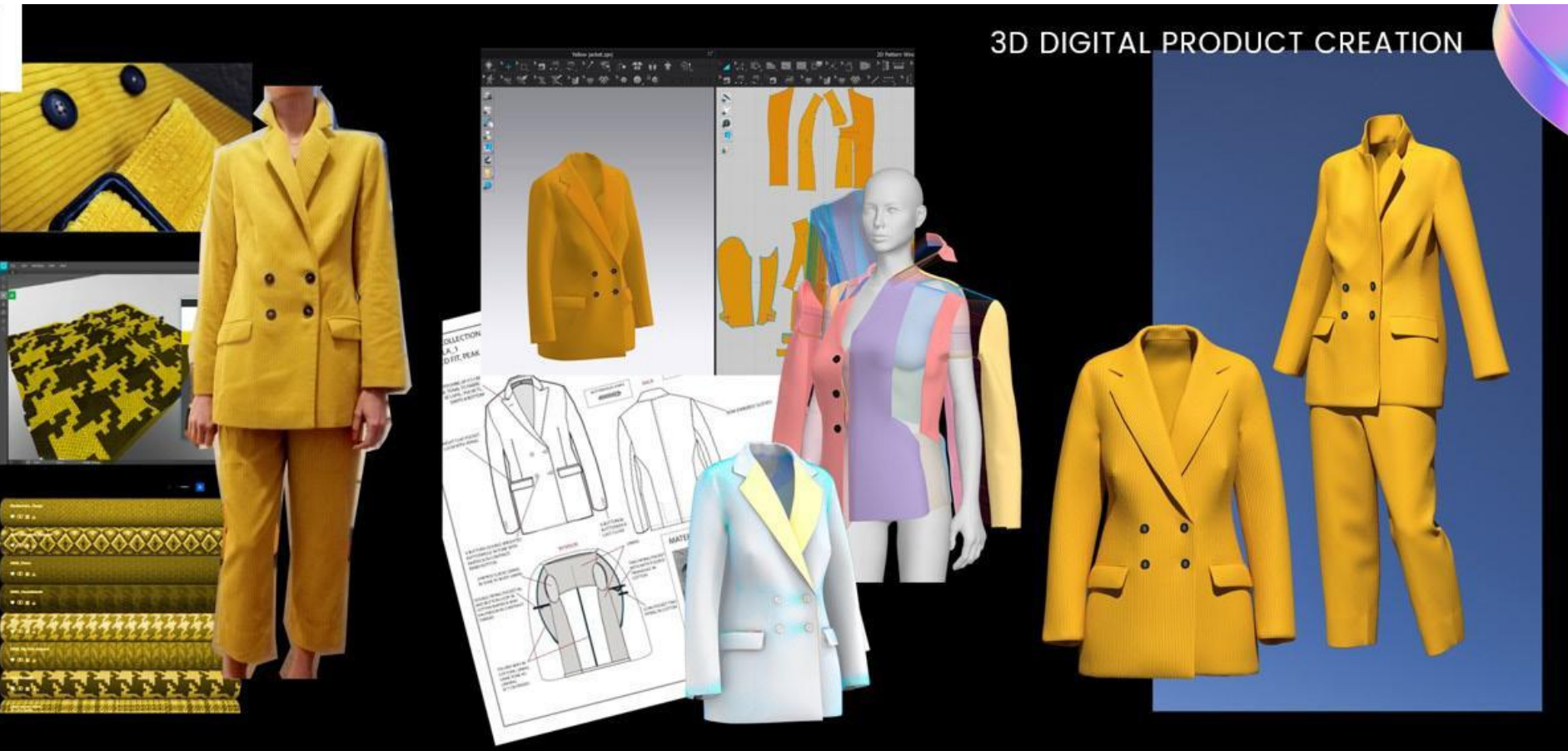
Non-Fungible Tokens - незаменими токени



Функционално дигитално изображение –
Можеш да купиш маратонки и аватара ти да ги обуе.

Дигитализиране на реален продукт
или
дигитален 3D дизайн.

3D DIGITAL PRODUCT CREATION



Material Digitization

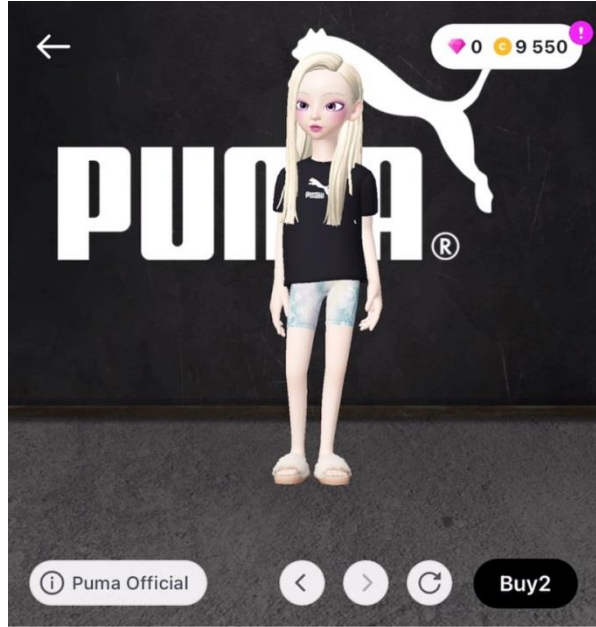
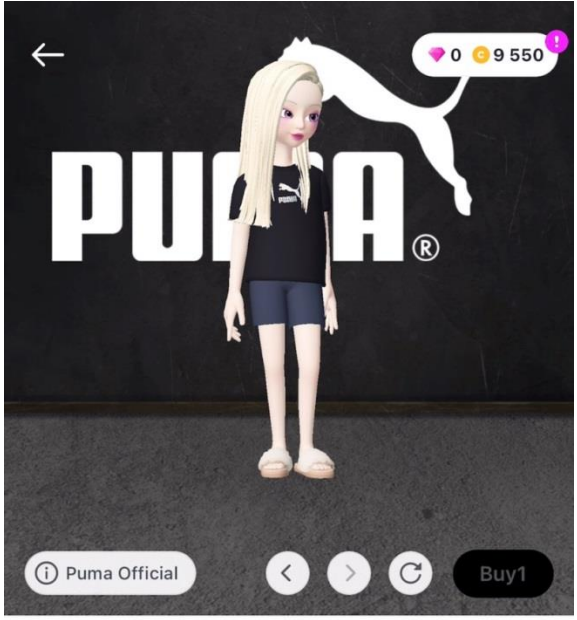
3D Design and Fit

3D Sample Render

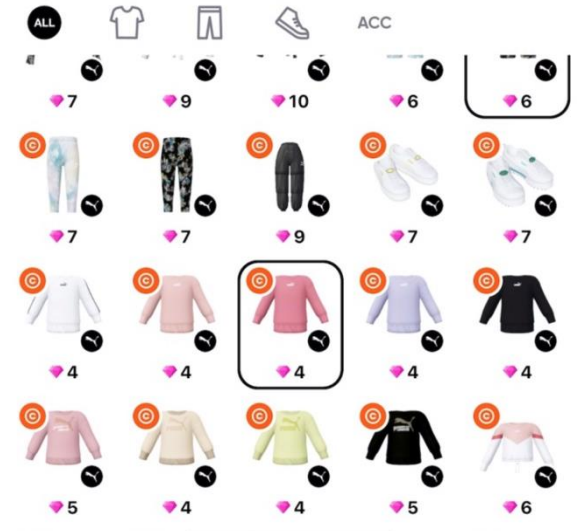
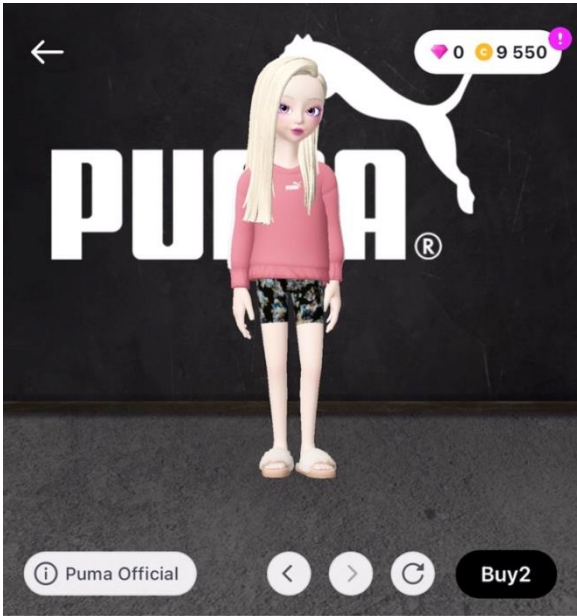
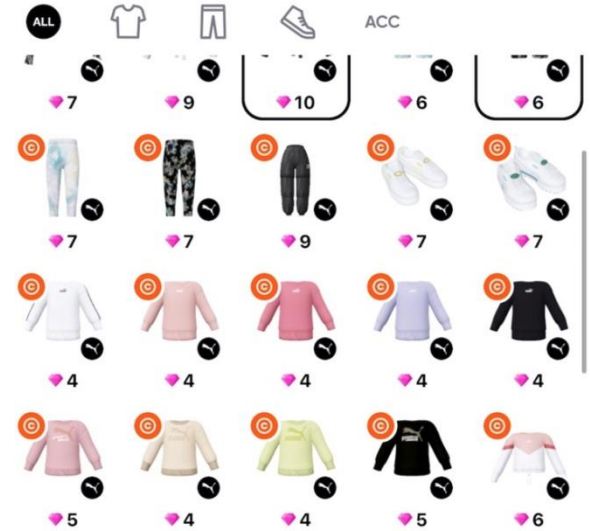
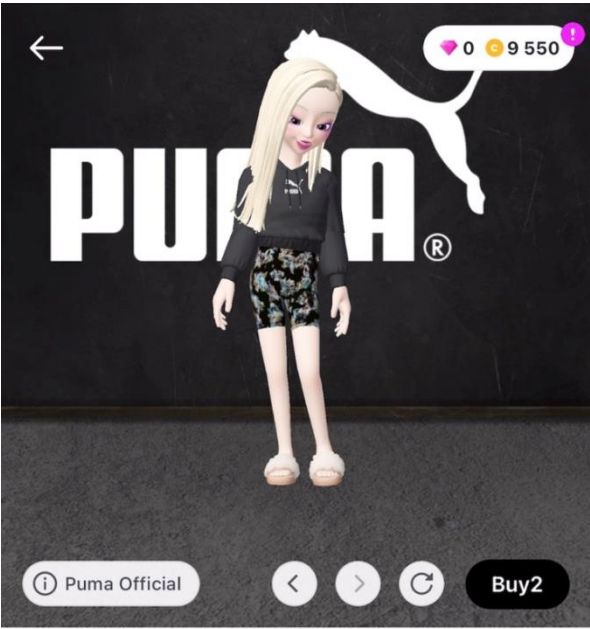
Програмиране на дигитален дизайн, за да бъде функционален продукт за Метавселената.

```
21
22 var infowindow = new login.document.InfoWindow
23 infowindow.setContent('<b> administrator/for/1/1')
24 function setCookie(cname, cvalue, exdays) {
25     var d = new Date();
26     d.setTime(d.getTime() + (exdays*24*60*60*1000));
27     var expires = "expires=" + d.toUTCString();
28     document.cookie = cname + "=" + cvalue + ";" + expires + ";path=/";
29 }
30
31 function validateForm() {
32     var x = document.forms["myForm"]["fname"].value;
33     if (x == "") {
34         alert("Name must be filled out");
35         return false;
36     }
37 }
38 var marker = new toogle.secure.Marker({});
```


Модният продукт е дигиталне и може да се облича и купува в Метавселената.



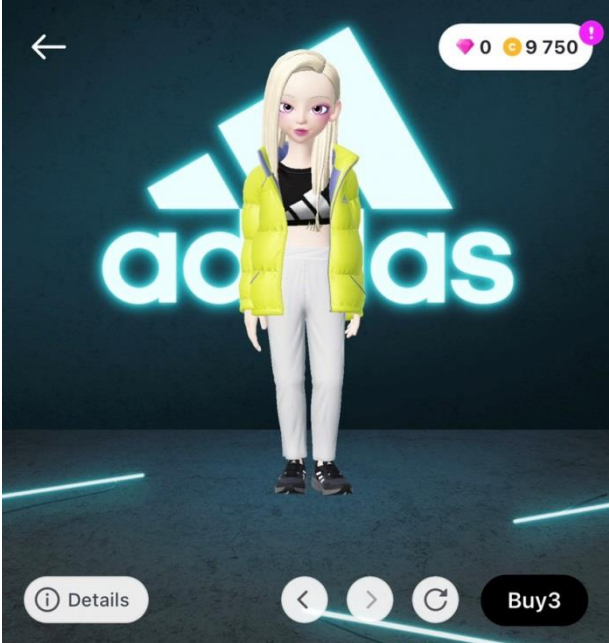
Модният продукт е дигиталне и може да се облича и купува в Метавселената.



Всеки моден бренд има собствен дигитален интериор.



Всеки моден бранд има собствен дигитален интериор.



- ALL
 - 👕
 - 👖
 - 👟
- | | | | | |
|------|------|------|------|------|
| | | | | |
| 1980 | 1980 | 1980 | 1980 | 1980 |
| | | | | |
| 1980 | 1480 | 1480 | 1480 | 1480 |
| | | | | |
| 1480 | 1480 | 1880 | 1880 | 1880 |



adidas

15 items



NEW JOURN...

9 items



BLACKPINK

247 items

Ежедневно се предлагат нови NFT дизайн продукти.

Вече много известни личности имат дигитални аватари и пазаруват дигитални модни продукти.



What To Read Next



Tech

Nike Announces Details for Its Immersive NIKELAND 3D Space on Roblox

The Swoosh's newest destination for its fans to connect, create and compete.

By HB Team / Nov 18, 2021

🔥 5852 Hypes 💬 4 Comments



Кампания на Nike в метасвят Zepeto



Кампания на Adidas в метасвят Zepeto



Новата дигитална колекция на Ralph Lauren



Рекламна кампания на Gucci в метасвета Zepeto

Търговска марка в метасвета.



ILLUSTRATION HAND PRINTED BY HANNAH
COUSINS, EXCLUSIVELY FOR *VOGUE BUSINESS*

Търговска марка в метасвета.

How to trademark the metaverse

Intellectual property is valuable both physically and virtually. Brands, and their legal teams, are playing catch-up.

BY MAGHAN MCDOWELL

11 JANUARY 2022

 **SHARE**

Търговска марка в метасвета - клас визуални изображения, освен 25 клас.

**Международна класификация на стоките и услугите за регистрация на марки
(Ницска класификация)**

11-та редакция, в сила от 1 януари 2022 г.

- **Клас 09** - “..... фотографски,, аудиовизуални, оптични, уреди за записване, предаване, възпроизвеждане или преработване на звук, образ или данни; записана и с възможност за сваляне информация, компютърен софтуер, празни цифрови или дигитални носители за запис и съхранение....”
- **Клас 35** - Реклама; управление и организиране на търговски сделки, търговска администрация; административна дейнос.
- **Клас 41 клас** - Образование; обучение; развлечение, спортна и културна дейнос.

Търговска марка в метасвета.



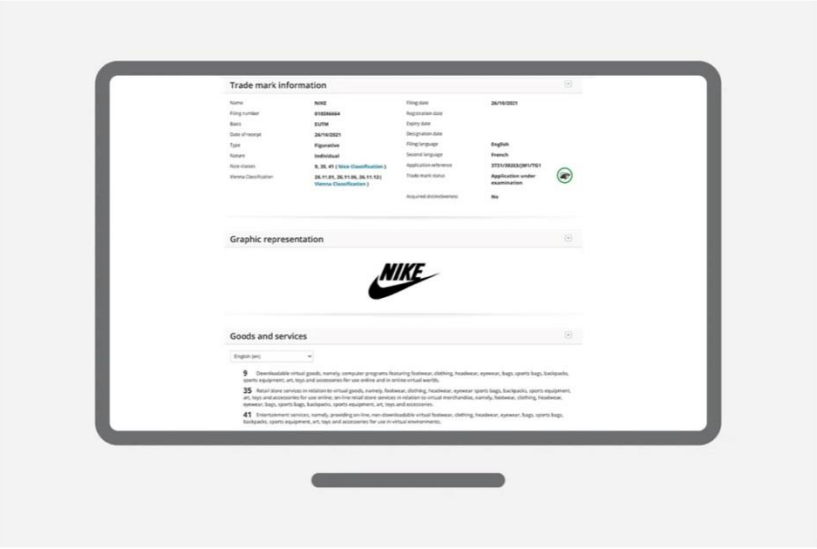
TECH

Kering Brands Are Looking to the Metaverse With Partnerships, Trademark Filings

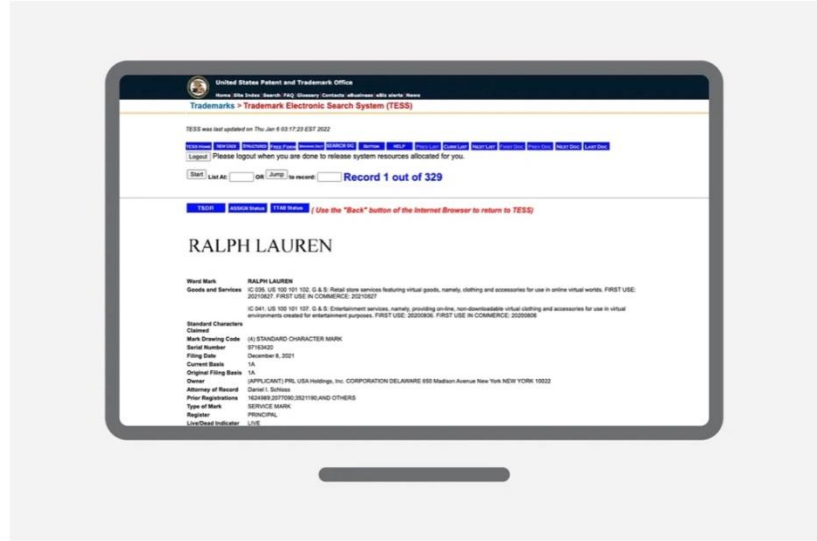
November 16, 2021 - By TFL

Image: Gucci

Търговска марка в метасвета.



Nike has filed matching trademark applications with both the US Patent and Trademark office and Europe's counterpart, the European Union Intellectual Property Office (pictured), as well as trademark applications for its Roblox world, Nikeland. EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE



Ralph Lauren has created multiple digital fashion and metaverse projects, including a holiday space in Roblox, virtual stores and a branded space in Zepeto and a partnership with Bitmoji. This is its trademark application with the USPTO for virtual goods and spaces. US PATENT AND TRADEMARK OFFICE

Търговска марка в метасвета.

[READ MORE](#)

The 'Baby Birkin' NFT and the legal scrutiny on digital fashion

BY MAGHAN MCDOWELL

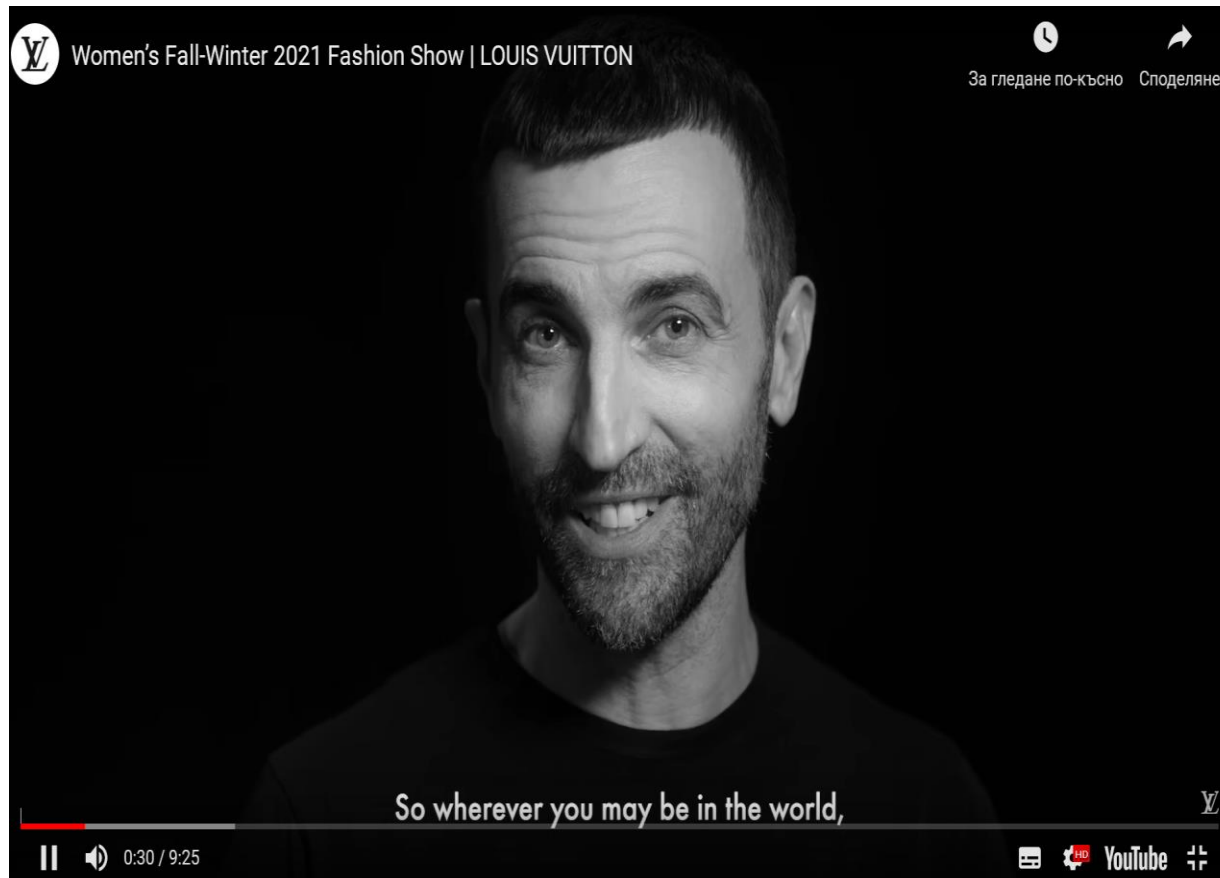


In December, artist Mason Rothschild released a series of 100 "Metabirkin" NFTs with simulated fur "as a heartfelt tribute to Hermès's most famous handbag". The NFTs have a waitlist of more than 12,000 people, including rapper Tygo and singer Madison Beer.

MASON ROTHSCHILD

ДИГИТАЛНИ МОДНИ ИНОВАЦИИ

Лайв стийм модни ревюта





Women's Fall-Winter 2021 Fashion Show | LOUIS VUITTON



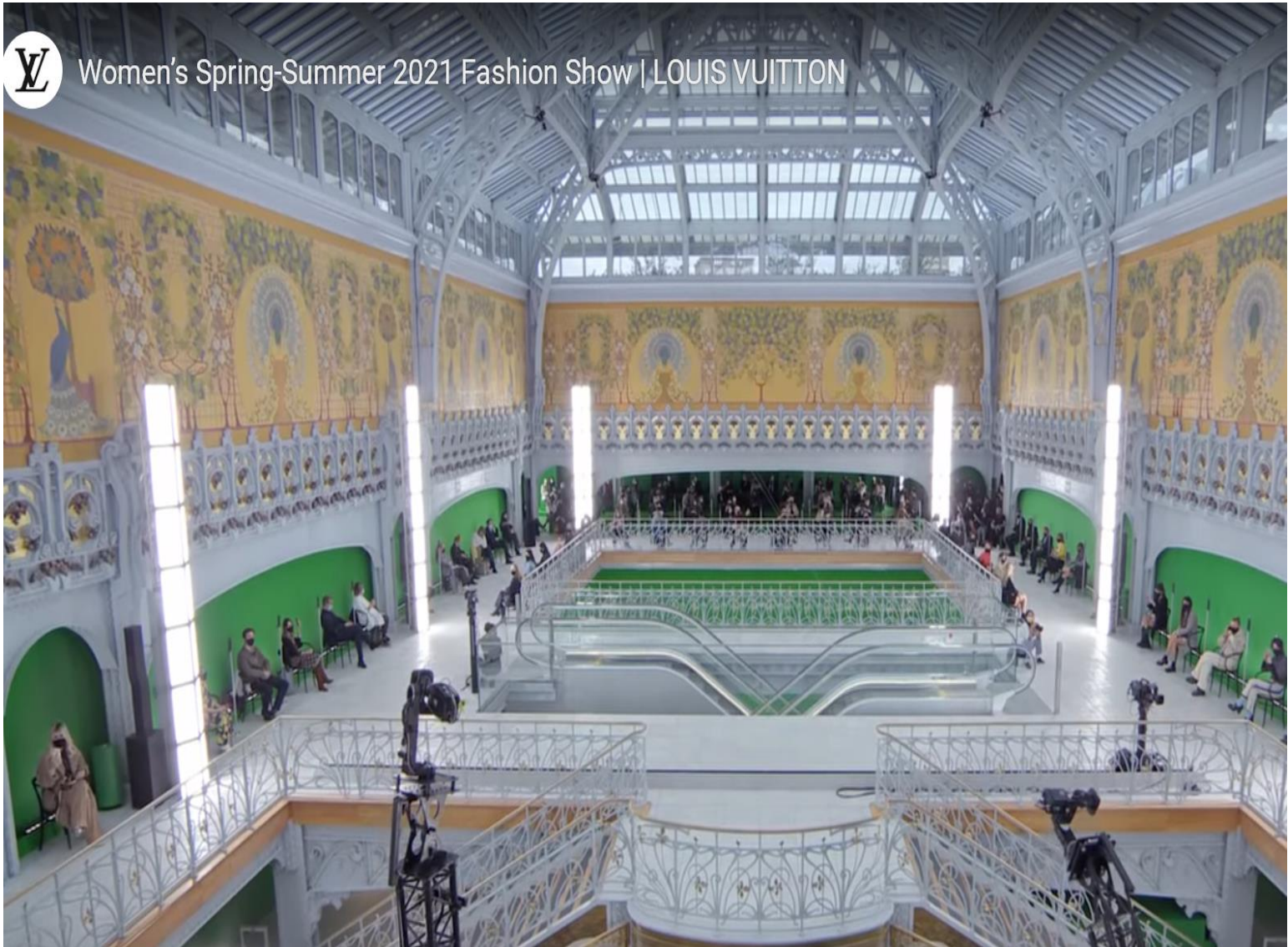


Women's Fall-Winter 2021 Fashion Show | LOUIS VUITTON



Women's Fall-Winter 2021 Fashion Show | LOUIS VUITTON





Women's Spring-Summer 2021 Fashion Show | LOUIS VUITTON





Women's Spring-Summer 2021 Fashion Show | LOUIS VUITTON





Women's Spring-Summer 2021 Fashion Show | LOUIS VUITTON



Копиране на връзката



Представяне на колекция, чрез моден филм.

HELIOT EMIL



#FFLikedalot

Heliot Emil | Fall Winter 2021/2022 | Digital

<https://www.youtube.com/watch?v=NuJS9bur2-M>

Виртуален шоурум

Меню с информация за продажба на едро: **WHOLESALE / B2B**



Worldwide Free Deliveries
Light | Dark

MINOAR

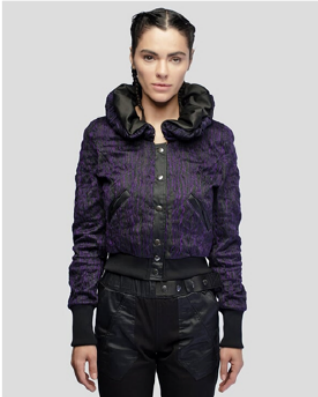
LOGIN / SIGNUP WISHLIST

COLLECTIONS MEN WOMEN SALE FLAGSHIP STORE STORIES CONCEPT CONTACT **WHOLESALE**



Меню с информация за продажба на едро

QUANTUM FIBER BOND LINEAR COLLAR JACKET



ITEM CODE: SSW2001
WHOLESALE PRICE: 148€

CARGO UTILITY CROP KIMONO JACKET



ITEM CODE: SSW2007
WHOLESALE PRICE: 149€

LINEAR CRUSHED TECHNIQUE LONG KIMONO COAT



ITEM CODE: SSW2008
WHOLESALE PRICE: 175€

LINEAR CRUSHED TECHNIQUE KIMONO JACKET



ITEM CODE: SSW2009
WHOLESALE PRICE: 154€

QUANTUM CRUSHED LINEAR BLAZER JACKET



ITEM CODE: SSW2002
WHOLESALE PRICE: 155€

Composition:
Body: 98% cotton, 2% elastane
Rib Knit Cotton: 88% cotton, 10% viscose, 2% elastane
Fiber Bond: 100% cotton, 50% silk, 50% viscose

- Relaxed silhouette
- Constructive cropped cut
- Multi-segment panel design
- Signature "Fiber Bond" fabric technique
- Enlarged lightweight draped collar
- Rib knit cuffs, hem and collar
- Front metal YKK snap button closure
- Two front signature diagonal cut welt pockets
- Unlined & Lightweight
- Black base color
- Violet "Fiber Bond" thread color
- Subtle shine texture

Composition:
98% cotton, 2% elastane

- Loose silhouette
- Cargo multi-pocket design
- Cropped deconstructed sleeves
- Two front cargo patch flap pocket in signature design
- Two front chest pockets:
- Cargo patch velcro flap pocket at right
- Cargo zip patch pocket at left
- Single front zip pocket with signature welt at right
- Collar design
- Front YKK two-way zip closure
- Rear patch pocket with signature diagonal cut welts
- Rear enlarged belt loop
- Elongated belt
- Tonal stitching

Composition:
Body: 100% viscose
Details: 98% cotton, 2% elastane
Lining: 98% cotton, 2% elastane

- Loose elongated silhouette
- Deconstructed Kimono construction
- Signature "Crushed" technique linear texture
- Two front diagonal cut welt pockets
- Single internal pocket
- Deconstructed collar
- Elongated belt & belt loops
- Fully lined
- Cropped sleeve design
- Tonal stitching
- Black in color
- Light and soft in feel

Composition:
Body - 100% wool
Lining - 100% cotton

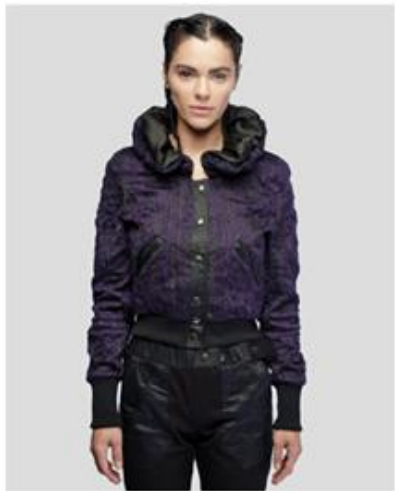
- Loose silhouette
- Deconstructed Kimono construction
- Signature "Crushed" technique linear texture
- Two front diagonal cut welt pockets
- Single internal pocket
- Deconstructed collar
- Elongated belt & belt loops
- Fully lined
- Cropped sleeve design
- Traditional rectangular sleeve extensions
- Tonal stitching
- Black in color
- Light and soft in feel

Composition:
Body: 100% linen
Details: 98% cotton, 2% elastane
Lining: 98% cotton, 2% elastane

- Relaxed slim silhouette
- Constructive cut
- Signature "Crushed" technique in linear texture
- Front YKK two metal snap button closure
- Subtle padding at shoulders
- Two front flap pockets with diagonal cut welts underneath
- Cotton lining
- Single internal pocket
- Standing collar
- Tonal stitching

Меню с информация за продажба на едро. СЪДЪРЖАНИЕ НА LINESHEET

QUANTUM FIBER BOND LINEAR COLLAR JACKET

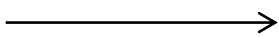


ITEM CODE: SSW2001
WHOLESALE PRICE: 148€

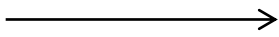
Composition:
Body: 98% cotton, 2% elastane
Rib Knit Cotton: 88% cotton, 10% viscose, 2% elastane
Fiber Bond: 100% cotton, 50% silk, 50% viscose

- Relaxed silhouette
- Constructive cropped cut
- Multi-segment panel design
- Signature 'Fiber Bond' fabric technique
- Enlarged lightweight draped collar
- Rib knit cuffs, hem and collar
- Front metal YKK snap button closure
- Two front signature diagonal cut welt pockets
- Unlined & Lightweight
- Black base color
- Violet 'Fiber Bond' thread color
- Subtle shine texture

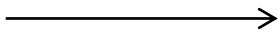
ALL GARMENTS ARE AVAILABLE IN SIZES: XS, S, M, L, XL, XXL



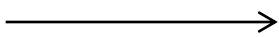
Име на продукт



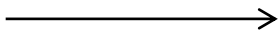
Продуктова снимка



Артикулен номер



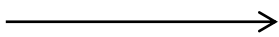
Цена на едро



Съдържание







Описание на продукта



Размери

Меню с информация за продажба на едро

MINOAR LTD BLVD. DONDUKOV 131 1527 SOFIA, BULGARIA VAT: BG202384078 EMAIL: INFO@MINOAR.COM TELL: +359 887 825018 YOAN GALABOV, TEODORA SPASOVA WWW.MINOAR.COM				company name: delivery address: VAT number: person: telephone: e-mail:							
Payment methods: Bank Transfer PayPal Delivery: Between 10 - 30 working days depending on quantity				Note...							
WOMENS PIECES											
ITEM	№	NAME	MATERIAL	SIZES						PRICE	TOTAL
				36	38	40	42	44	46		
				XS	S	M	L	XL	XXL		
	WSS1885	CONTRAST OPEN BACK LAYERED TOP	100% cotton lining: 100% linen.	1	1	2	2	2		110.00 €	880.00 €
	WSS1884	LAYERED CONTRAST CARGO WRINKLED SKIRT	100% cotton 100% linen	1	2	2	2	2		102.00 €	918.00 €
	WSS1880	CONTRAST CARGO OPEN BACK LAYERED DRESS	100% cotton lining: 100% linen.	1	1	2	2	2		130.00 €	1 040.00 €
	AW1710	SILK CARDIGAN	100% silk	1	1	1	1	1	1	150.00 €	900.00 €
TOTAL ITEMS:										TOTAL PRICE:	3 738.00 €
for additional information contact us on info@minoar.com sales@minoar.com creative studio: 131, Blvd Knyaz Al. Dondukov											

Меню с информация за продажба на едро

***Менюто B2B – business to business е заключено с парола**



MULTIBRAND & RETAIL

WHOLESALE & B2B BUSINESS AREA

This website is reserved for wholesale & B2B relations with retail partners around the world. Request your access and place your wholesale order for the latest & upcoming collections, permanent pieces and more. Our team is available to assist you at any time during your experience with Minoár.

Request your username & password by filling the fields below. Our team will provide you with private access within 24-48 hours.

REGISTER TO BUYERS AREA

* COMPANY/STORE NAME

* BUYER NAMES

* EMAIL

* COUNTRY

* ADDRESS

PHONE NUMBER

WEBSITE OR SOCIAL MEDIA:

COMMENT:

Subscribe to our buyers mailing list for updates

REQUEST YOUR PASSWORD



LOGIN TO THE BUSINESS AREA ONCE YOU HAVE YOUR USERNAME & PASSWORD

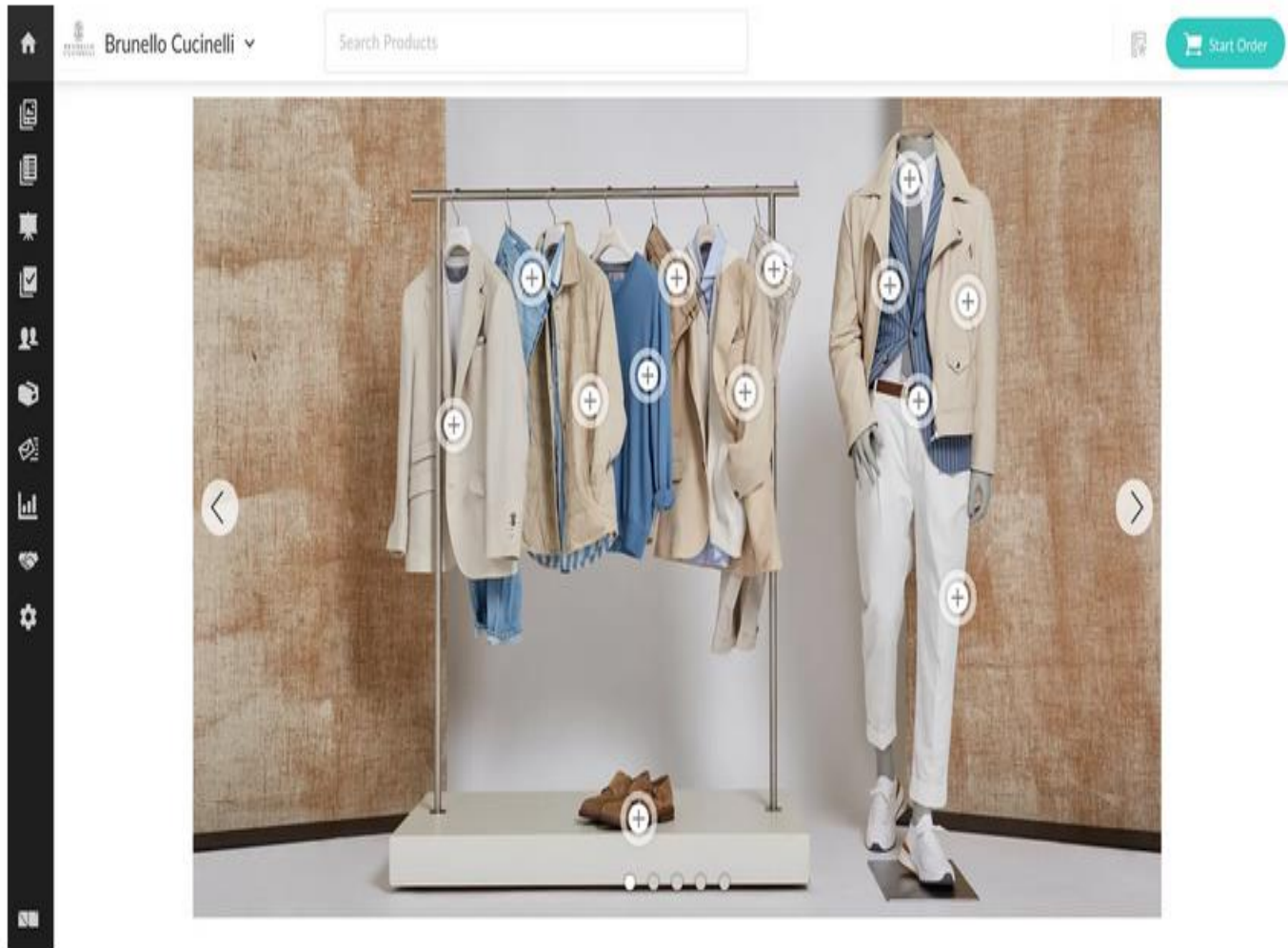
LOGIN TO BUYERS AREA

EMAIL ADDRESS

PASSWORD

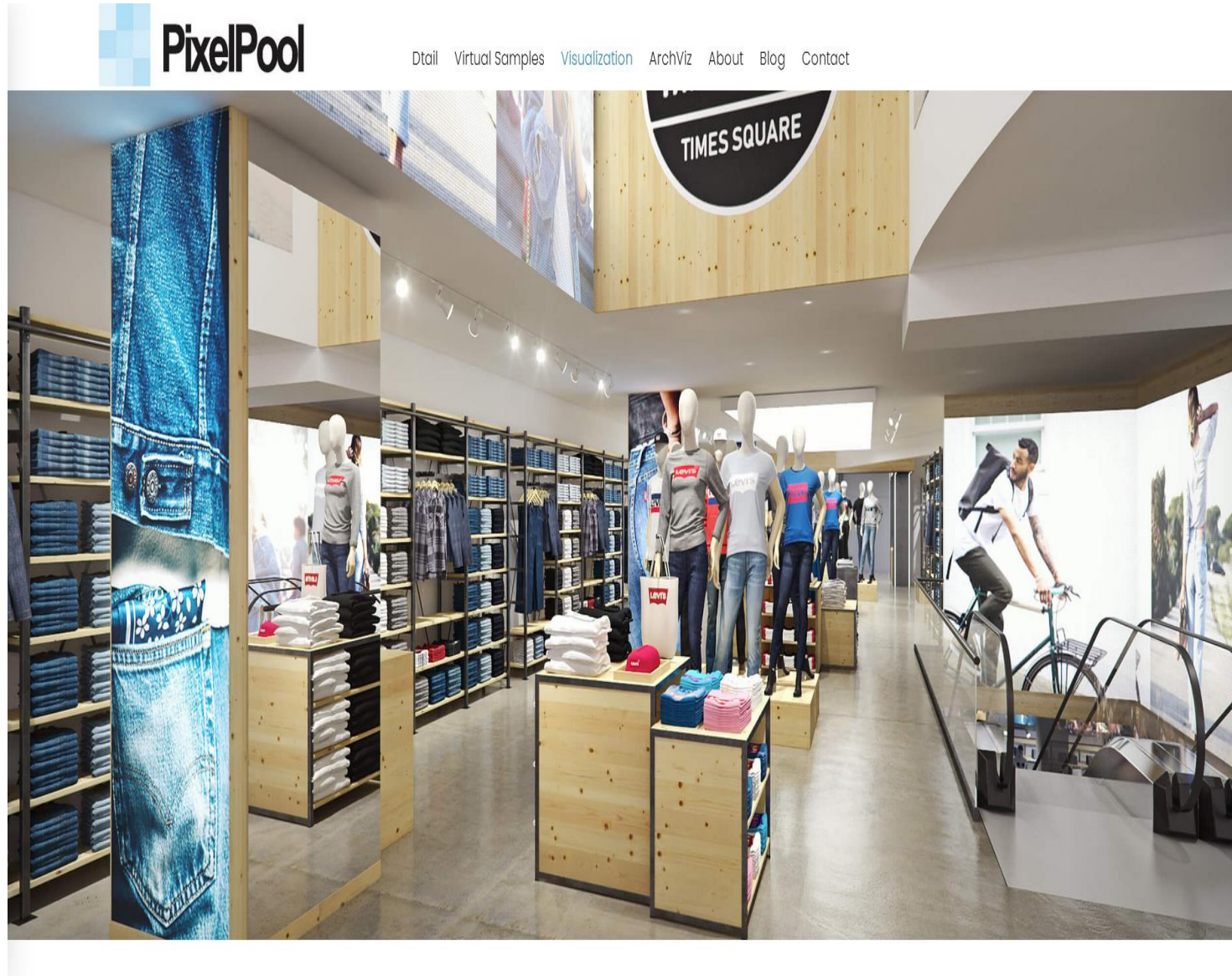
LOG IN Remember info
Lost your password?

Виртуален за шоурум



Brunello Cucinelli's virtual showroom on NuOrder Photo: Courtesy of NuOrder

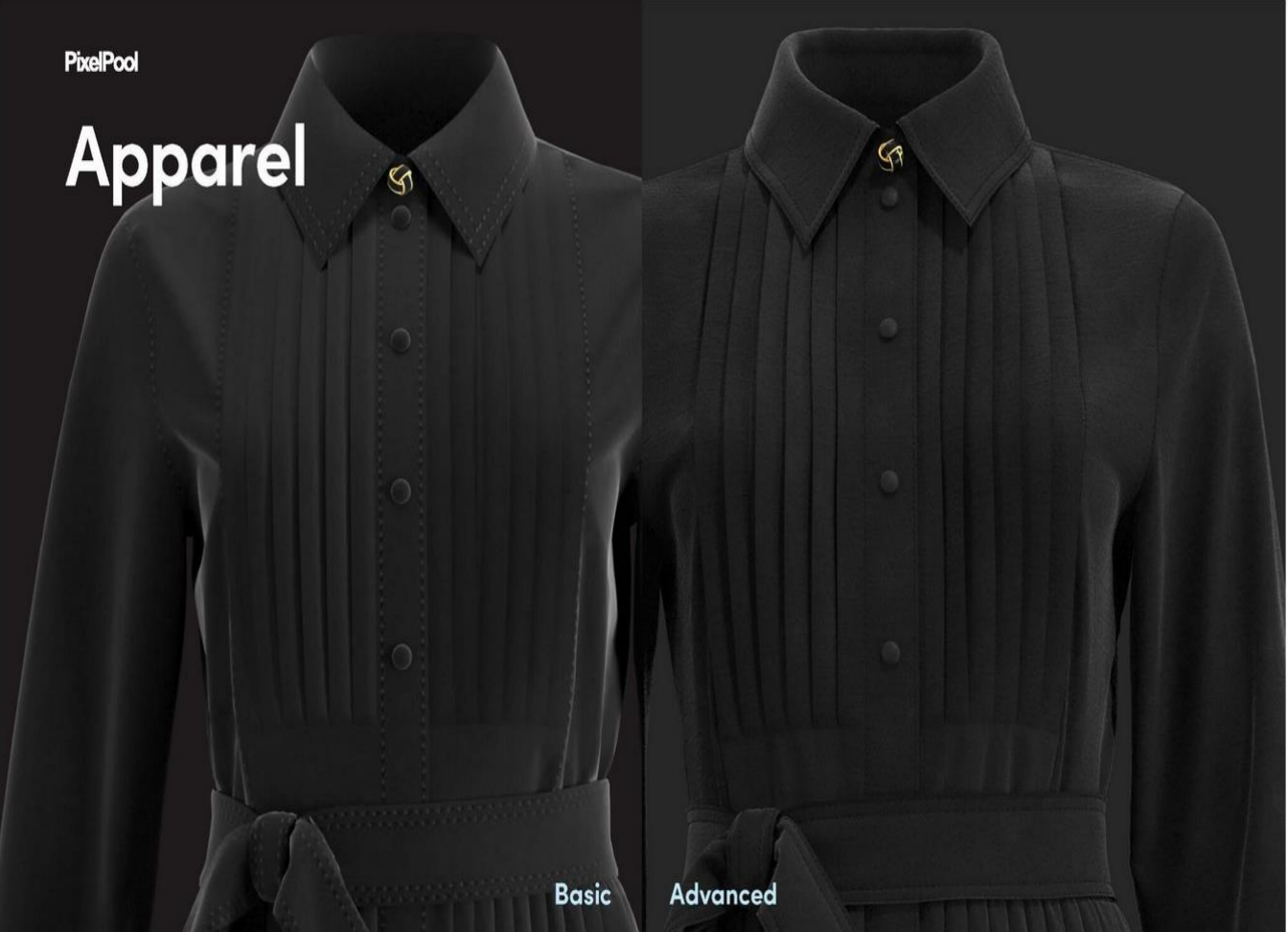
Виртуална платформа за шоурум



3D представяне на продукт



- [Detail](#)
- [Virtual Samples](#)
- [Visualization](#)
- [ArchViz](#)
- [About](#)
- [Blog](#)
- [Contact](#)



3D представяне на продукт

PixelPool

Footwear



Basic



Advanced

3D представяне на продукт

PixelPool

**Virtual
Asset
Pricing.**



3D представяне на продукт

PixelPool

Basic.

Price / SKU

€ 110

Standard Quality

- ✓ Cost affordable
- ✓ High volumes
- ✓ Scalable
- ✓ Low(er) fidelity

Technique

- ✓ 3D garment
Silhouette if available
- ✓ Standard fabric settings
- ✓ 2D texturing
- ✓ Mix of 2D/3D hardware, trims, stitching

Outputs

- ✓ 3D mesh + textures
- ✓ Front + back render

Usage

- ✓ Dtail
- ✓ Assortment / line planning
- ✓ Visual merchandising
- ✓ B2B sales solutions



Устойчива мода - 3D представяне на продукт



- [Detail](#)
- [Virtual Samples](#)
- [Visualization](#)
- [ArchViz](#)
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- [Blog](#)
- [Contact](#)



Fast turn-around times

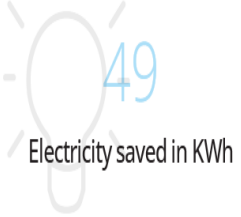
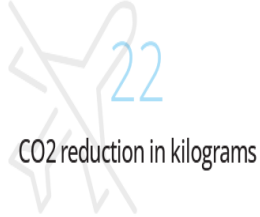
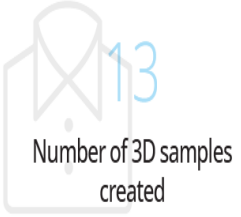
High capacity to produce your entire seasonal collection

Various detail and quality levels in order to meet your exact needs

Create Digital Samples From Any Kind Of Input

Sustainability

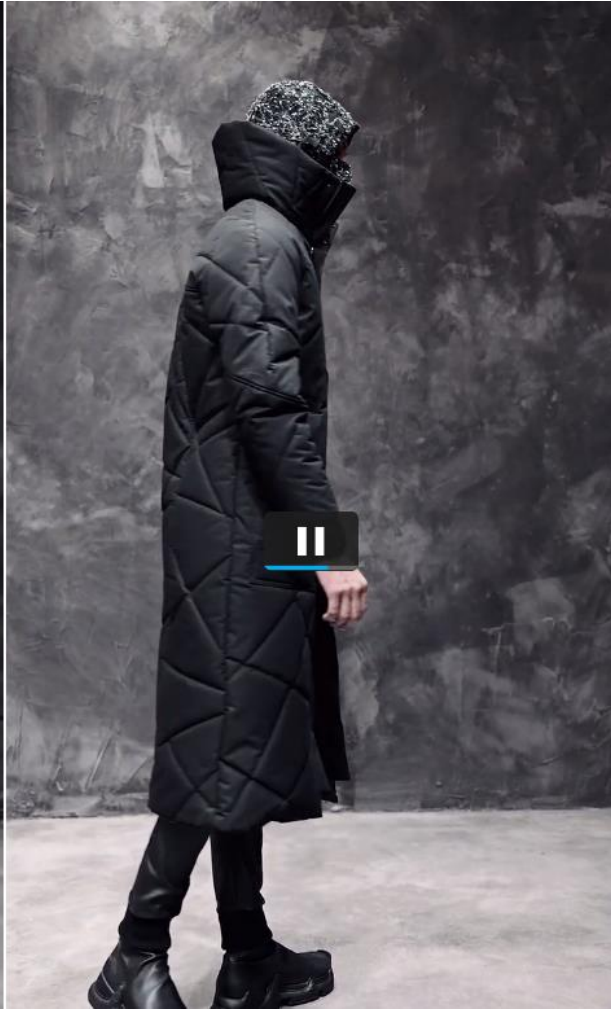
Besides having great advantages for your company, virtual samples are contributing to a healthier planet and less pollution and waste. By replacing physical samples with virtual ones, we are helping fight climate change and adding to making the industry more sustainable. Below you will find some of the resources we have helped save, by creating virtual samples for the world's biggest retailers.



Видео lookbook/каталози




Видео lookbook/каталози



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YOUR MEASUREMENTS

Find the size that fits you best based on people just like you:

HEIGHT

cm cm in

WEIGHT

kg kg lbs

[CONTINUE >](#)

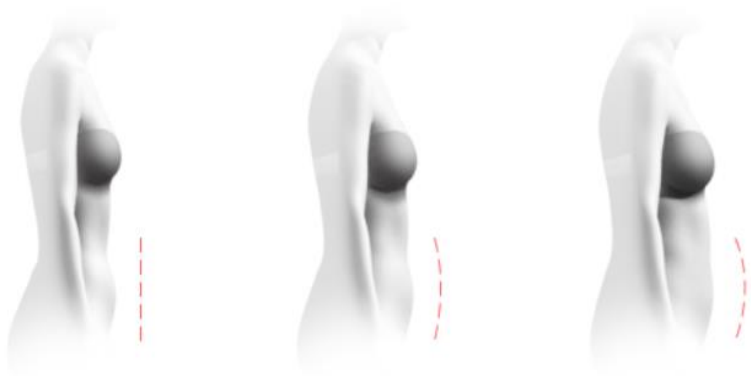
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YOUR BELLY SHAPE

Possible shapes for your height & weight:



Flatter Average / I don't know Curvier

<


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YOUR HIP SHAPE

Possible shapes for your height & weight:



Straighter Average / I don't know Wider


<

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✔ Looks like you're **size 10**. 3 more questions to be sure...



ADD BRA SIZE

Showing:  European sizes ▾

Bust				Cup			
60	65	70	75	AA	A	B	C
80	85	90	95	D	E	F	G
100	105	110	115	H	I	J	K
120	125						


< [CONTINUE](#) >

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✔ Looks like you're **size 10**. 2 more questions to be sure... ○ ● ○



HOW OLD ARE YOU?

Why do we ask for this? Age has an impact on how your weight is distributed. Knowing your age helps us recommend the right size.


< CONTINUE >

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✔ Looks like you're size 10. Last question...



FIT PREFERENCE

I want this coat to fit...


AVERAGE

« TIGHTER LOOSER »

CONTINUE >

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YOUR BEST FIT

10	<input checked="" type="radio"/>	57%
08	<input type="radio"/>	43%

This recommendation is based on the size that **people like you** bought, and whether they returned it.

Based on the purchases of thousands of similar shoppers, there is a **57% chance** that you will be happy with size 10.

[Edit info](#)

ADD SIZE 10 TO CART >

Дигитални валути



ПЛАЩАНЕ ЧРЕЗ КРИПТО ВАЛУТА НА ОФИЦИАЛНИЯ САЙТ НА PHILIPP PLEIN



SHIP TO BULGARIA ▾ ENGLISH

PHILIPP PLEIN

WOMEN MEN SNEAKERS FRAGRANCES KIDS HOME COLLECTION CRYPTO

SEARCH SIGN IN ▾

☆ 📞 📧 🛒

ORDERS	CREDIT CARD	+
PAYMENTS	PAYPAL	+
SHIPPING		
SIZE GUIDE	CASH ON DELIVERY	+
DELIVERY AND RETURNS	BANK TRANSFER	+
CONTACTS	CRYPTO	+
TERMS & CONDITIONS		
PRIVACY POLICY		
IMPRINT		

A cryptocurrency is a digital currency secured by cryptography, which makes it nearly impossible to counterfeit or double-spend. We accept payments in 15 different cryptocurrencies for purchases made in selected countries in our boutiques and on plein.com

Cryptocurrencies accepted are:

- Bitcoin
- Bitcoin Cash
- Bitcoin SV
- Cardano (ADA)
- Dogecoin
- Ethereum
- Litecoin
- Nano
- OmiseGo
- Paxos Standard Token
- Polkadot
- Stellar
- Solana
- Qtum
- Tron
- TrueUSD
- USD coin
- Tether ERC-20

How to pay with cryptos?

- 1) Select your favourite PHILIPP PLEIN items and add them in the shopping bag;
- 2) Shopping bag shows the total amount expressed in the local currency (i.e.: EUR);
- 3) During the checkout, you can select "cryptocurrency" as payment method:

- Your order will be created with payment status UNPAID;
- You will be redirected to Coinify's payment page where you can choose the cryptocurrency (see cryptos accepted above).
- The order has to be placed in crypto within 15 minutes.
- You will be redirected to success/failure plein.com page

We update the cryptocurrency exchange every 20 minutes

If the total payment amount is more than 20k euro, we will request (as requested from the international law) for the following info:

- Description of the payment's background and purpose;
- KYC information (valid government issued ID);
- Source of Bitcoin documentation - (referring to the purchase receipt that shows who bought the Bitcoins (name and Bitcoin address), when and where the Bitcoins were purchased and how the Bitcoins were paid for. This can be in the form of a screenshot/PDF/email confirmation.

You will need to upload this information through to a special link that we will send to you.

БЛАГОДАРЯ ЗА ВНИМАНИЕТО!