

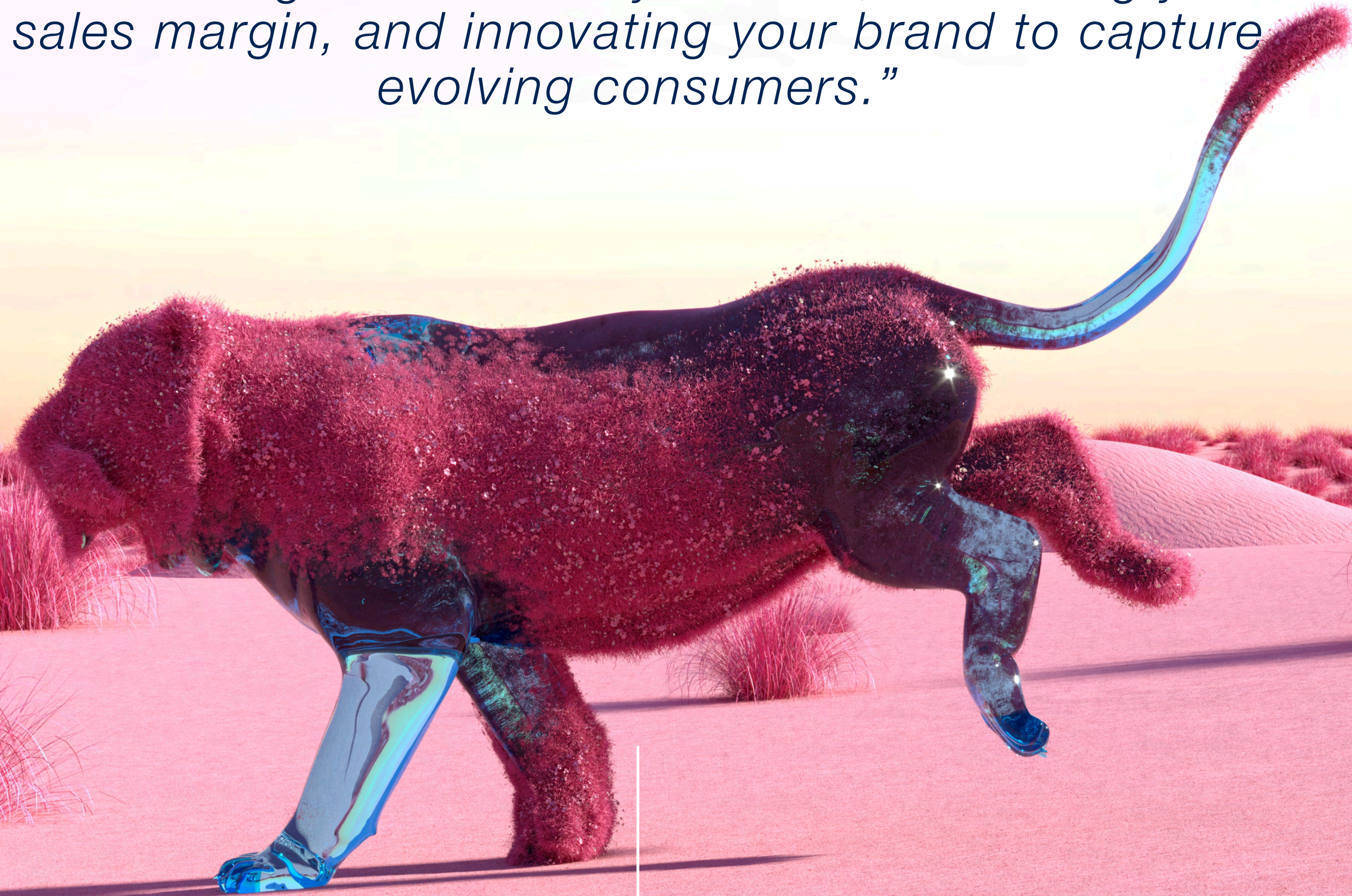
**VSLB** Inc.®

# A Guide to 3D Technologies, Marketing & E-commerce

For evolving consumer and inspiring Brands.



*“3D Technologies can be leveraged to engage your audience consistently through impeccable artistry while saving 40% time of your time, increasing your sales margin, and innovating your brand to capture evolving consumers.”*



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# Introduction

**Whether you are from the Fashion,-Beauty,- Electronics,-Home Appliance,- Industry, this guide serves to gain a deeper understanding of how 3D technologies can enhance your content production workflows and increase the return of your investments, while continuously engaging your audiences with impeccable artistry.**

3D Technologies have evolved rapidly during the times of Covid and are the basis of the metaverse, AR, VR, and 3D Visual Content. With the shift of consumers shopping online, brands and retailers are forced to provide the same seamless experience from offline to online. Moreover, The Gen-Z generation's engagement with the digital world has shaped them into the most individualistic, self-loving, and expressionistic generation. This means for brands the way they set up their digital presence and engage those audiences has to be done with a refined brand individuality, artistic creativity, supported by the newest technologies. Combined with the right 3D Solutions, your business can consistently engage global audiences, save cost and time, while reinventing the brand image to continuously evolve with your consumers.



# What are 3D Technologies?

3D Technologies that utilize 3D visual appearances to create real-life or different virtual experiences. Such experiences range from the overlap of technology to completely immersive reality devices.

Various Software can be used to create 3D Digital Assets and Environments which can be utilized to create Visual Experiences from Images, Videos, and VR Experiences.

The beauty of 3D is, that there are no boundaries to your imagination and that everything is possible due to no physical limitations.

3D Technologies play a vital role in today's marketing landscape, as they are the foundation of Virtual Reality, Augmented Reality, and Product Campaign Production. They can be used to replace any physical photoshoot creating all marketing visuals and digital experiences remotely and flexibly.



# 3D Technologies For Marketing in Virtual Spaces

A Virtual Space is a great way to shoot any kind of Video or Image Content of your product for your marketing initiatives.

A Virtual Space can further be designed as a VR Commerce Experience for your products to be enjoyed with Oculus, Desktop, or Mobile.

With 3D Technology, you can create amazing art spaces as a digital environment, which in short is a 3D Model digitally created. Virtual Architects are specialized to design digital branded worlds that showcase your products and reflect your brand image through a well-defined concept.



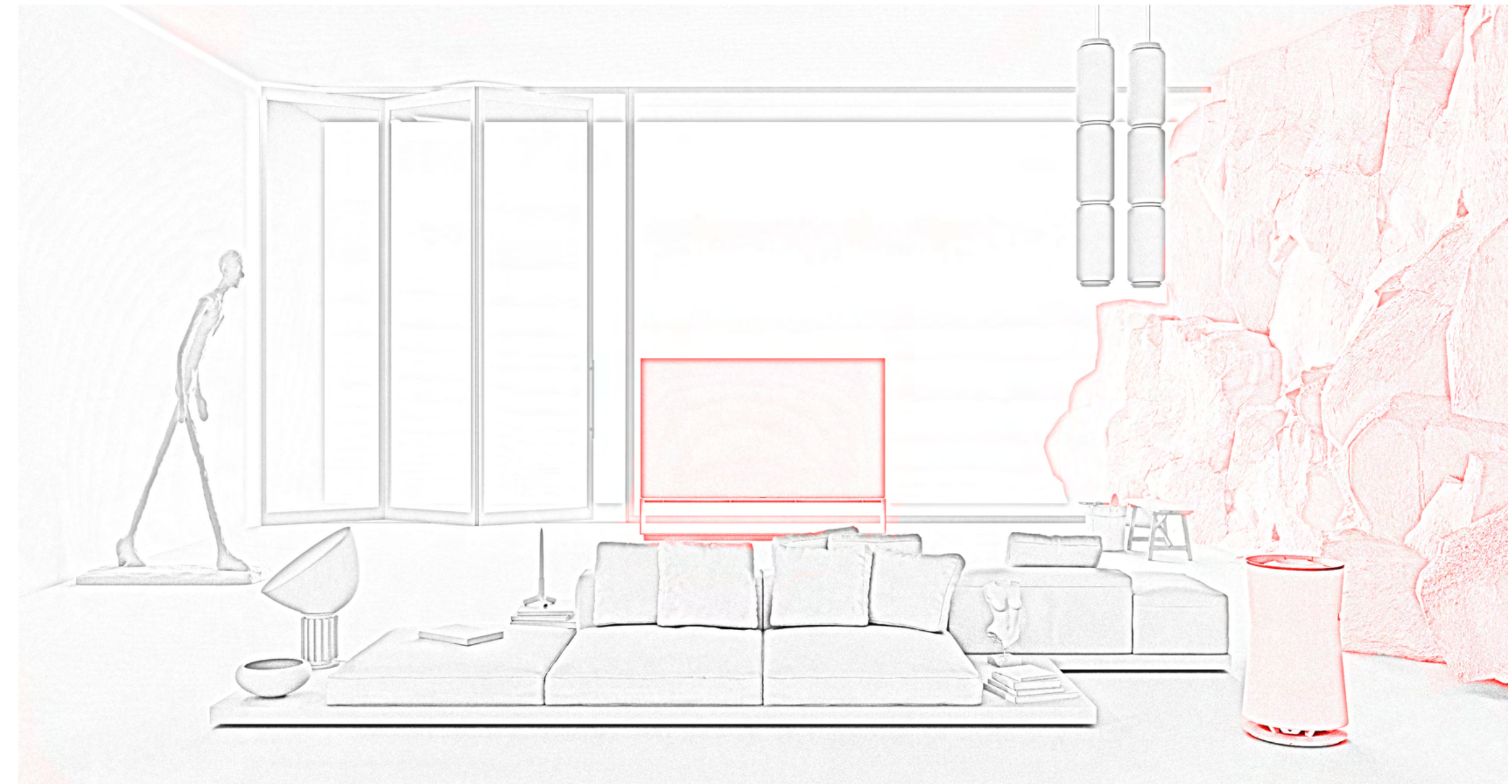
# The Benefits of 3D Virtual Spaces

(Videos, Images)

Unlike physical photoshoots virtual spaces allow:

1. 40% faster content production
2. No more physical photoshoots and editing constraints after content production
3. Showcase your product features in lifelike and enticing visuals created Digitally
4. Experience boundless flexibility in product showcasing all done all virtually and remotely
5. No set goes to waste, being more echo-conscious as a brand
6. Create any type of background to your product showcase: abstract, fantasy, market and consumer tailored

Increase your sales margin, due to the time efficiency and unlocking inspirational experiences for your consumers.



# How do Virtual Spaces help retailers?

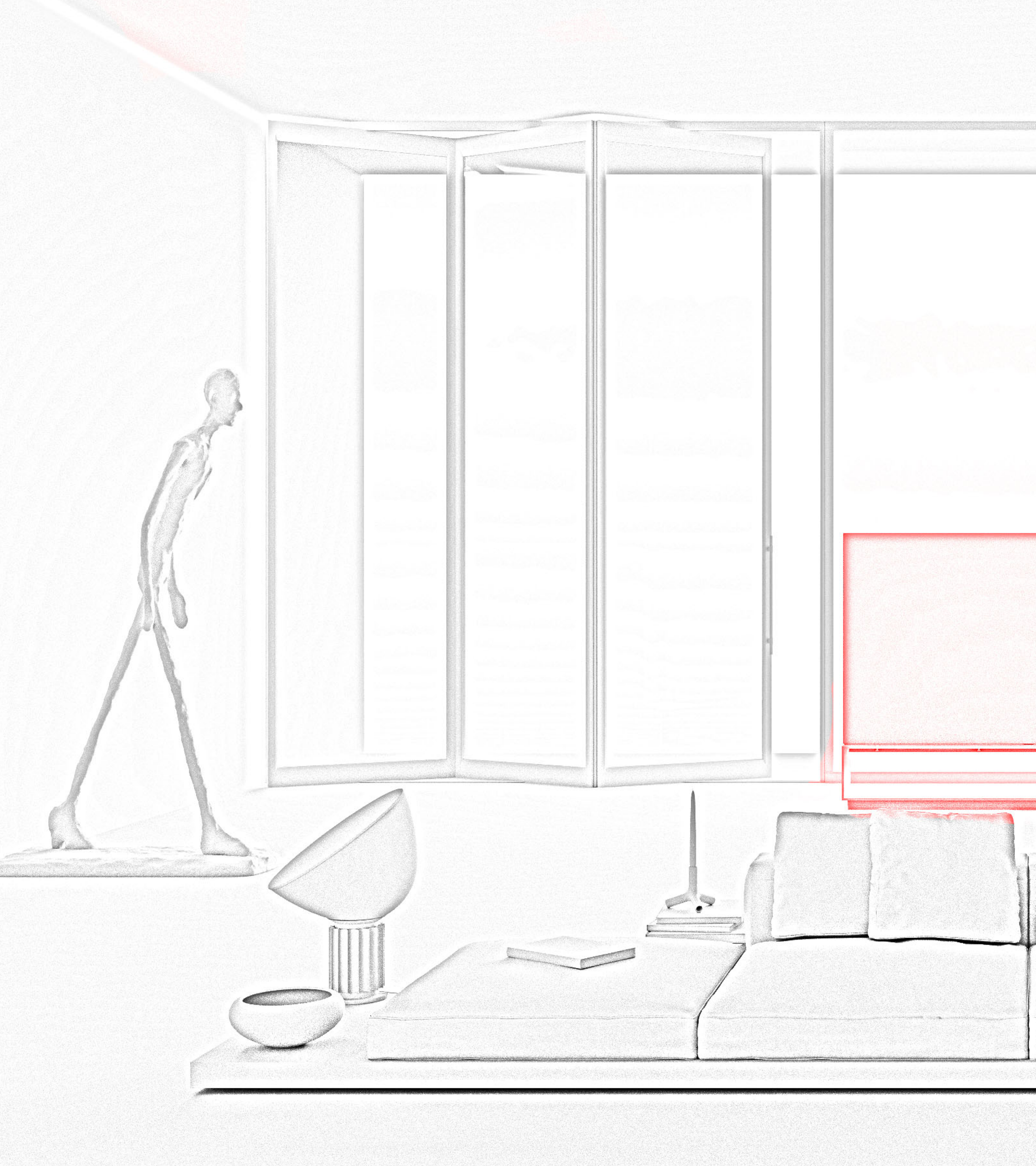
Our Customer insights show that Digital created content outperforms any other content on social media and commerce platforms. This is due to their ultra-realistic nature and creative freedom to express a product and brand in an inspirational manner. Consumers are drawn to unexpected visual experiences and want to deeply connect with the brand through an enticing visual story. Below are some of the business opportunities when you utilize 3D Virtual Spaces for campaign production.

- 1) Up to 120% more engagement during a period of 6 month
- 2) Up to 10% more organic followers during a period of 4 month
- 3) Increase in Sales margins due to spending less time on content production
- 4) Increased conversion through inspirational and better quality visual experiences for all platforms

\*The above data is based on our past client's success stories and sets the opportunity for every other client working with us.







# The Process of Creating Virtual Spaces

- Define Target Audience and Platform of the release of your Visual Campaign or VR Experience (Social Media, Website, Micro Site)
- Choose how many spaces you need for your product showcase
- Choose what will the virtual space be used for VR, Video, or Image Content Production

## **VSLB will handle the rest...**

1. Decide on a type of space: fantasy-like or real-lifestyle environment, Brand Colors, Lifestyle, Moodboards
2. Artistic Concept setting the tone and manner of the Virtual Space packed with Artistry
3. 3D Production of Virtual Space with 3D Softwares
4. Production of Fashion Items is possible
5. Create Previews to review
6. Render Image, Video, or 360VR Tour
7. Launch your experience



# Virtual Spaces for Retail E-commerce

Virtual Reality Experiences have become inevitable for brands due to the rise of the metaverse. We at VSLB predict that 80% of younger consumers online will want to be immersed through a virtual environment when digitally interacting with a brand by 2025. With VR Experiences can bring your immersive brand experiences right into your phone of your consumers. Thus, brands have the opportunity to create their own virtual experience that is showcasing their products and immersing their consumers through their Virtual Reality Worlds, hosted on their websites.

VR Tours can be created to co-exist with your e-commerce site, informative features, and strengthen the bond between you and your consumers.

They can be used solely within a digital device or using oculus.



# Engagement Opportunities

## VR

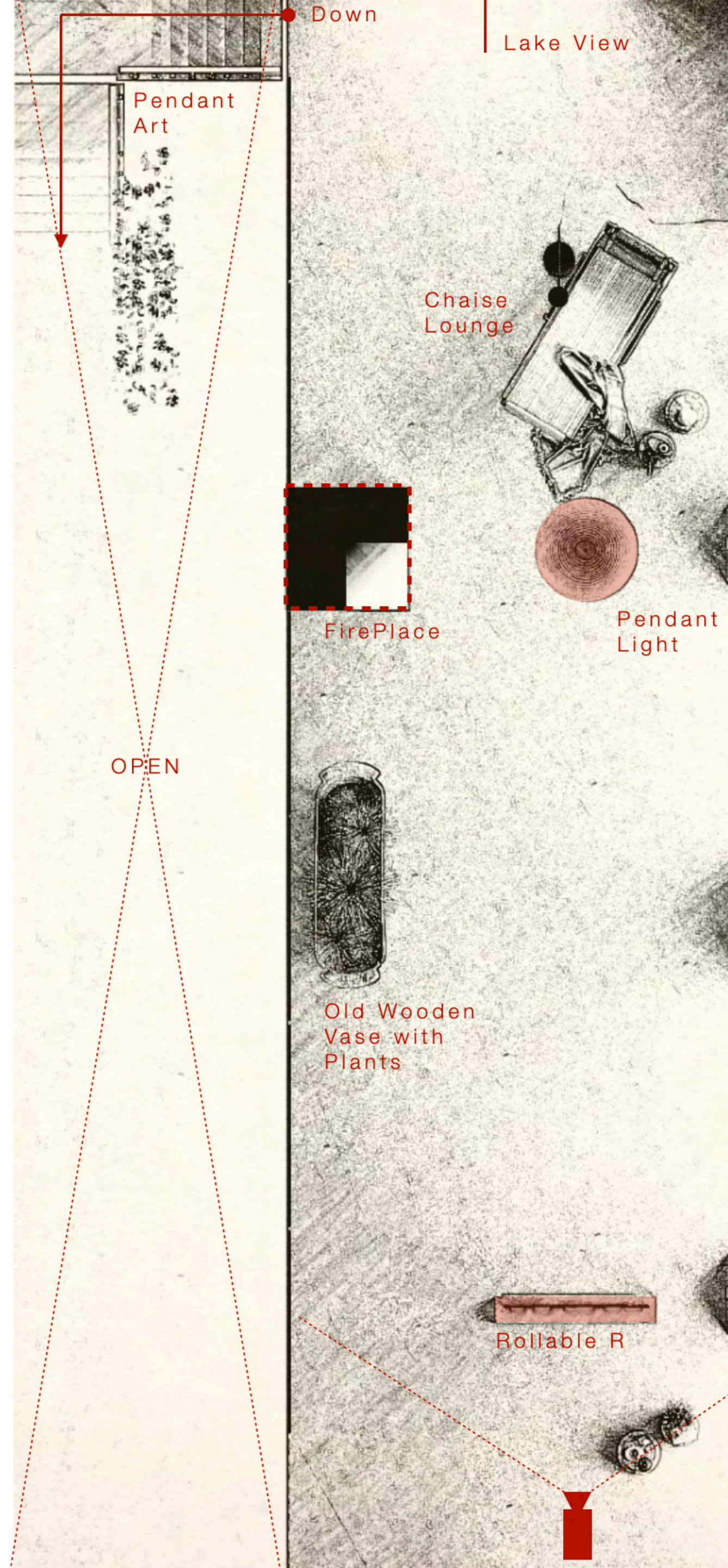
The estimated market size is projected to increase from less than 5 billion USD in 2021 to more than 12 billion USD in 2024, and up to a staggering 84.09 billion USD in 2028.

With more consumers drawn to experience brands in virtual worlds opens up immense opportunities to brands. Advancing your online presence and Website Experiences with VR means you will be amongst the innovative companies which offer a unique online presence to their customers and you want to start early.

1. Inspire your audience with a seamless online experience
2. Tap into new ways of data collection: perhaps integrate checkpoints and interactive features to gain data insights on the popularity of products
3. Built customer loyalty and re-enforce engagement on our brand-owned platform.
4. Engage with never seen before artistry.

\*Data: Statista/ Fortune Business Insights





# The Process of VR Commerce

VR Tours can be either set up with Three.js which is a coded website in 3D or a 360 Image-based. The latter is the more convenient one to produce.

- Know your target customers' demographics, age, and lifestyle
- Decide what's the purpose of the Tour (showcase my product, highlight a special collaboration on my site, want to connect it to e-commerce, want to immerse my consumers, and create something different).

## VSLB will handle the rest...

1. Create an Artistic Direction for your Virtual Space
2. Built out the VR Tour with 3D software
3. Video assets for animated features within the VR Tour
4. Create all promotional assets for your marketing platforms (Videos or Images)
5. Render Space into a 360°
6. Generate embedded code or Link to implement it into your site



# Art inspires beyond Space and Time.

More than ever, people want **to be immersed and inspired by brands to connect with them deeply.** Therefore brands need to be more original and artistic. And that is why we at **VSLB exist.**

At VSLB, We are Millennial Digital Artists and Architects. We bridge the gap between Baby Boomers and Gen-Z, thereby generating stories, creative ideas, and an artistic vision around consumers' most prominent desires.

With the **art, 3D technology,** and **design expertise** at the heart of our work, we craft branded experiences capturing a brand's heritage, bringing it into the present, and transforming it into the future.



[Hello@vs-lb.com](mailto:Hello@vs-lb.com)  
[www.vs-lb.com](http://www.vs-lb.com)

Contact us Today  
**Click Here**

# Inspiring your Audiences is our Passion.

Our customers' data shows that VSLB's 3D visual experiences **perform 80% better than others.**  
In addition, our customers **save 40% time** in their entire campaign production process.



**VSLB** Inc.®

Email us





# Need Inspiration?

Scroll Down to discover some of our latest Projects.



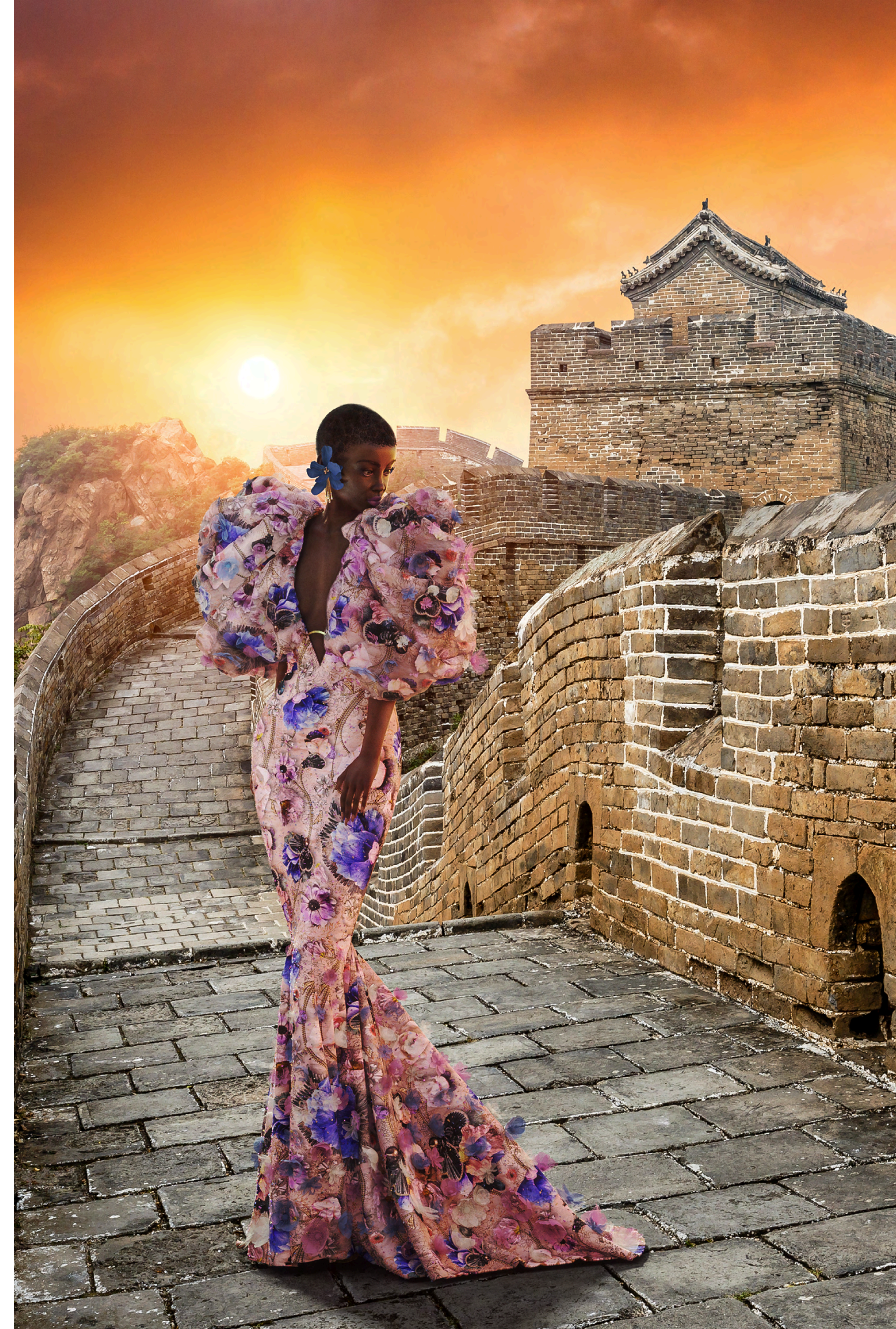
# & RALPH & RUSSO

"The Luxury Fashion House was the **first luxury brand** to realize a **Digital Haute Couture Collection** with VSLB 3D consultancy and production presented at the famous **Paris Fashion Week** and **Semaine de la Haute Couture**. VSLB consulted Ralph and Russo regarding technologies and created the entire collection in 3D including the digital production of **Hauli** the brand's first **Virtual Human**.

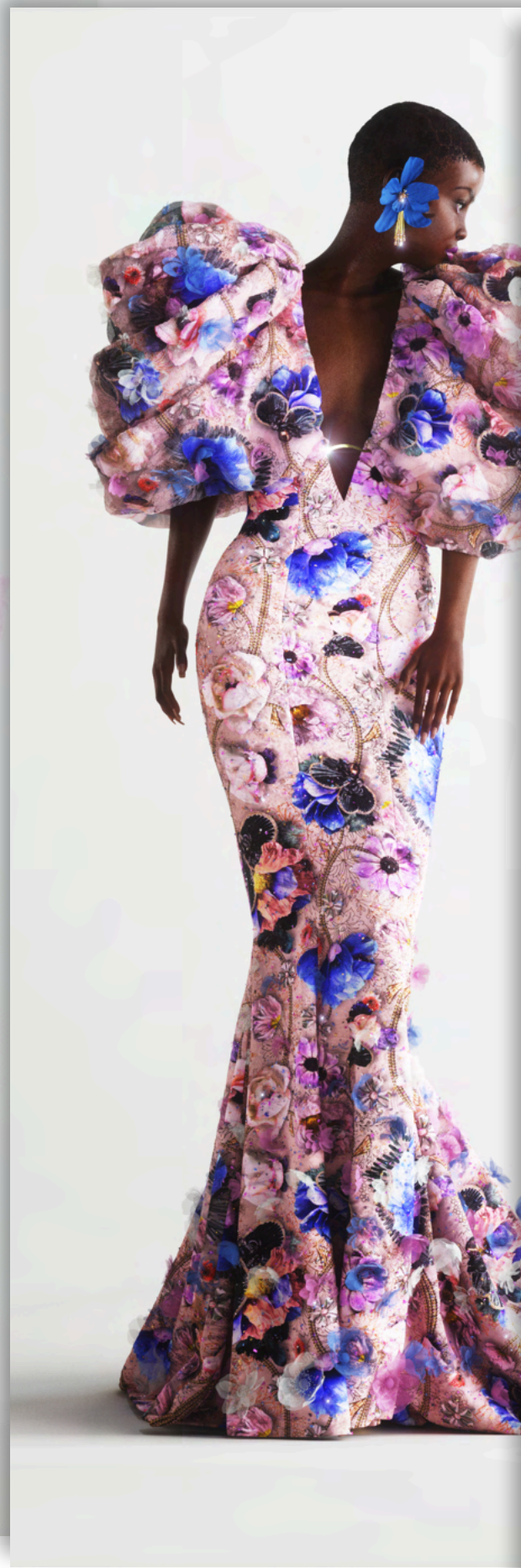
*"VSLB delivered an industry first for Couture. Their dedication to showcasing the same craftsmanship virtually to physically was unparalleled. I can't wait to work with them again" - Tamara Ralph*

*Founder and Creative Director Luxury Fashion Label Tamara Ralph*

View the full Project  
[Click Here.](#)









## su:m<sub>37</sub>° × Reem Acra NEW YORK

"Reem Acra an Haute Couture Designer and SUM:37 Luxury Cosmetic Brand were able to speak their foundation and concept of brand collaboration through **VSLB Artistic Direction and digital art-inspired Images and Animations.** The brand was able to effectively target its audiences in China, the USA, and APAC Regions across multiple channels. People deeply connected with the brand through a visual experience brought to life by VSLB."

View the full Project  
[Click Here.](#)



su:m 37  
Summa Elixir  
Essence



## VSLB's FIRST DIGITAL VENUE THE WAREHOUSE

Giacomo Mason Artistic Director and Architect created the Warehouse as the first Digital Space of the VSLB Digital Space Catalogue.

The space harnesses the contemporary, minimal lifestyle a brand seeks to display its Products in.

Use any area within the space to create Digital Art Animations and Videos of your Products, or convert the space into a VR Retail Tour.

Ultra Realistic Textures, Materials, and refined design allow a product to stand out and speak to your consumers with an artistic approach.

Contact us to book this space





# LOCK IN YOUR LOVE FOREVER

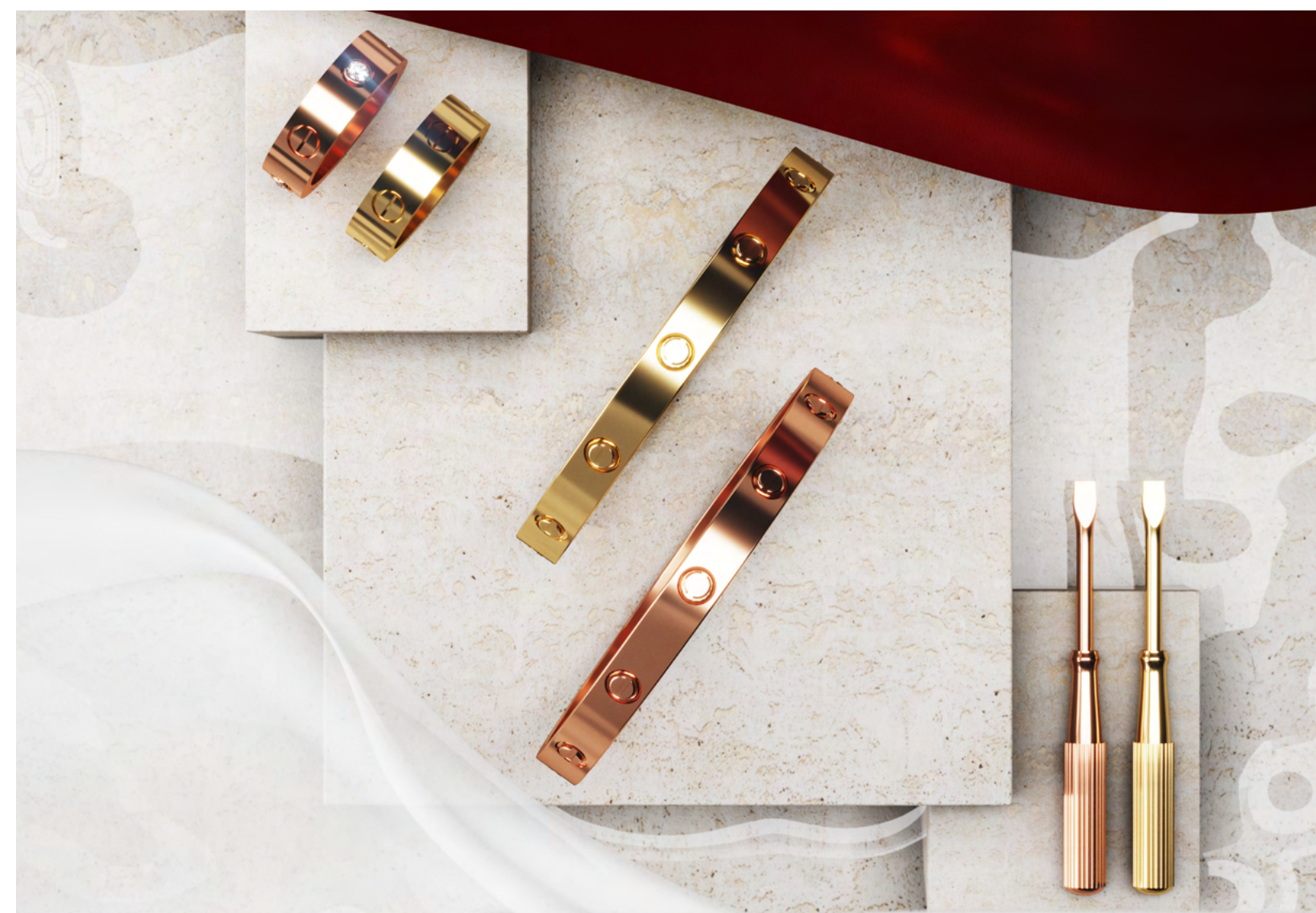
Personal Project

A love child of '70s New York, the LOVE collection symbolizes **free-spirited love**.

Its binding closure and screw motif give it true permanence, while diverse interpretations allow for a unique expression of feelings.

Lock in your love forever represents VSLB Artistic Vision brought into a Virtual Space, crafted around Cartiers brand foundation and showcased in digital art images.

View the full Project  
[Click Here.](#)





## LG SIGNATURE

“VSLB Visuals increased Lg Signatures Luxury Home Appliance brand's engagement significantly within a few months. “

We provided **artistic direction and production of ultra-realistic digital images and animations.**

The brand's audience was able to experience their products in 5 virtual destinations right from their homes and virtually travel the world with the brand.

As a result, the brand could grow its social media presence globally in only 4 months.

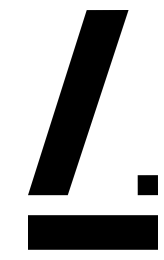
View the full Project  
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