



Alcancia, A (2020), *Front of Store*, [Digital Image].

# VR + Retail

VRIM 380  
Team 3



[Mall] [Photograph], Antycip.



Yam, M (2016), [Virtual reality  
headset at Tom's]  
[Photograph], Los Angeles  
Times.

# Problem Statement:

## VR Solution for Eco-ethical Brands

How to create a simple, easy, and interactive experience that addresses the large scale environmental, manufacturer, and social aspects at which the efforts of eco-ethical brands are aimed to improve or revolutize.

Need for an impactful experience that will result in personal thought about one's current practices and how their decision and / or mentalities can be improved based on the information provided.

*Rosenberg, J. [Picture of VR Experience] [Photograph], Starlight Children's Foundation.*

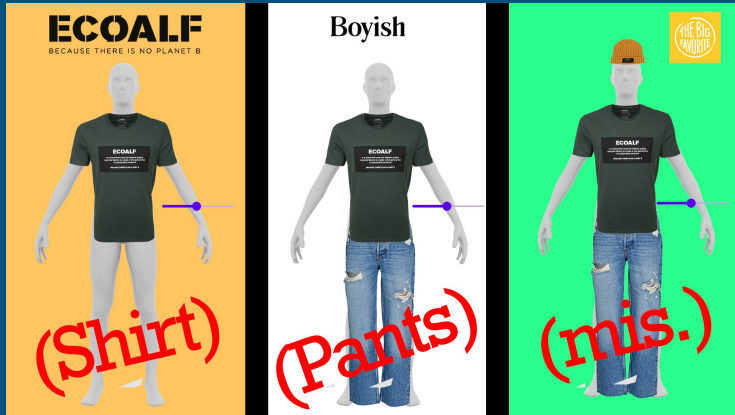


# Drexel Westphal Lobby: Physical Space

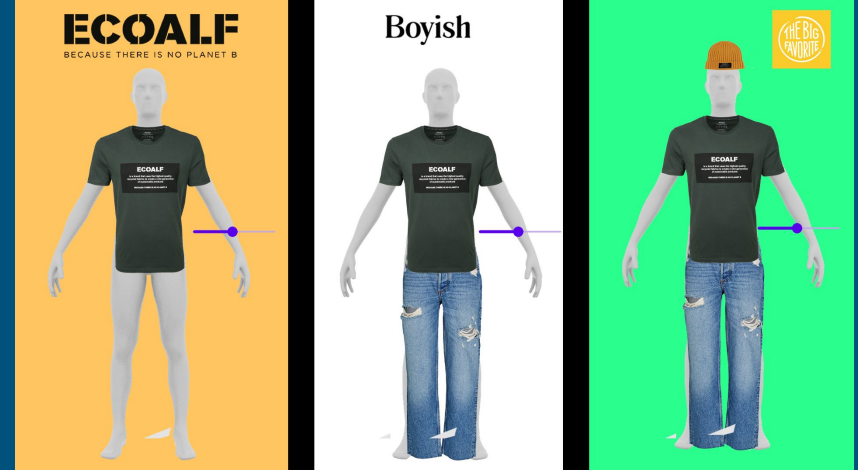
Progressional augmentation in developing an outfit

Encourage multi-brand / multi-product shopping

- Increase product visibility and interchanging brands
- Present qualities of individual brands in a collective store experience
- Generate exposure to themes and style
- Fitting / sizing augmentation



Alcancia, A (2021), *Outfit Augmentation*, [Digital Image].



Alcancia, A (2021), *Outfit Augmentation*, [Digital Image].



**ECOALF**  
BECAUSE THERE IS NO PLANET B



(Shirt)

A yellow vertical panel displaying the brand name "ECOALF" and the slogan "BECAUSE THERE IS NO PLANET B" at the top. Below is a black t-shirt with a white graphic. A blue arrow points from the t-shirt to the right. At the bottom, the word "(Shirt)" is written in large, red, handwritten-style font.

Boyish



(Pants)

A white vertical panel with the word "Boyish" at the top. It shows a black t-shirt and blue jeans. A blue arrow points from the t-shirt to the right. At the bottom, the word "(Pants)" is written in large, red, handwritten-style font.

(mus)

A green vertical panel featuring a mannequin wearing a black t-shirt, blue jeans, and an orange cap. A blue arrow points from the t-shirt to the right. At the bottom, the word "(mus)" is written in large, red, handwritten-style font.

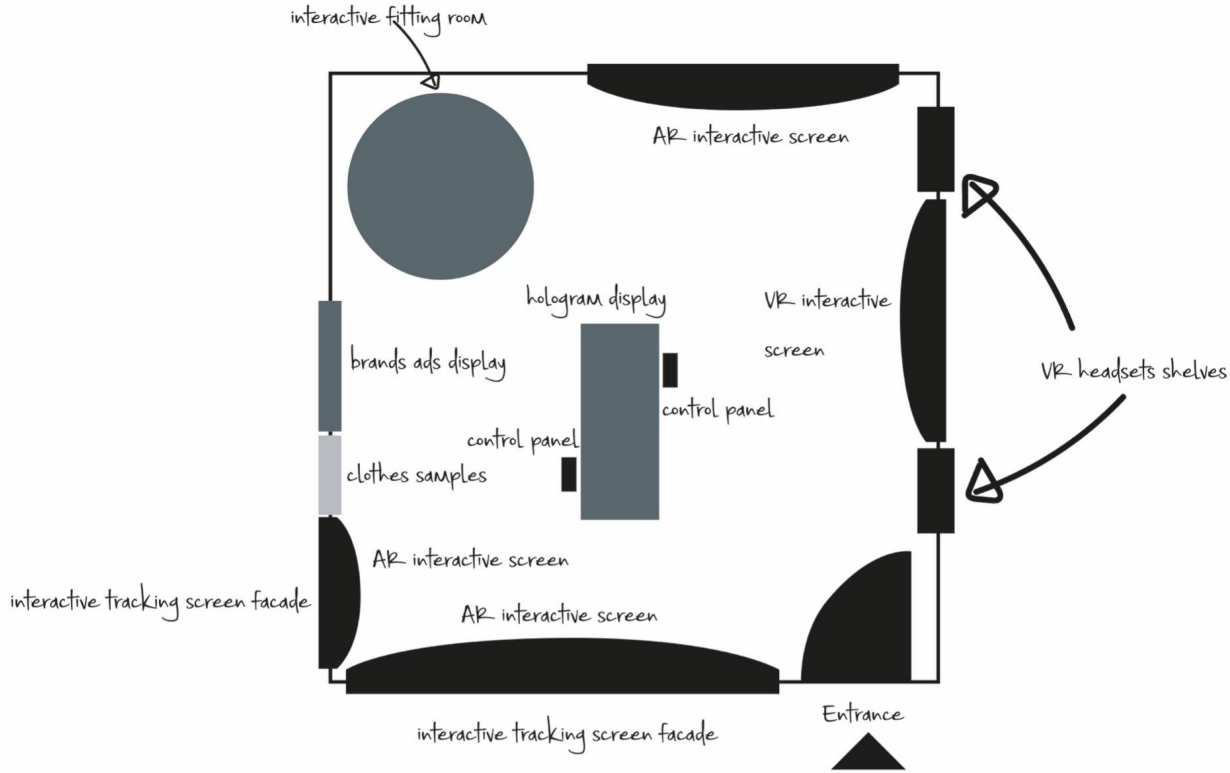
Alcancia, A (2021), *Front of Store*, [Digital Image].













Balkhyoor, R. (2021), *Physical Space*, [Digital Image].



Balkhyoor, R. (2021), *Physical Space*, [Digital Image].



Balkhyoor, R.(2021), *Interactive Space*, [Digital Image].