

JACQUEMUS

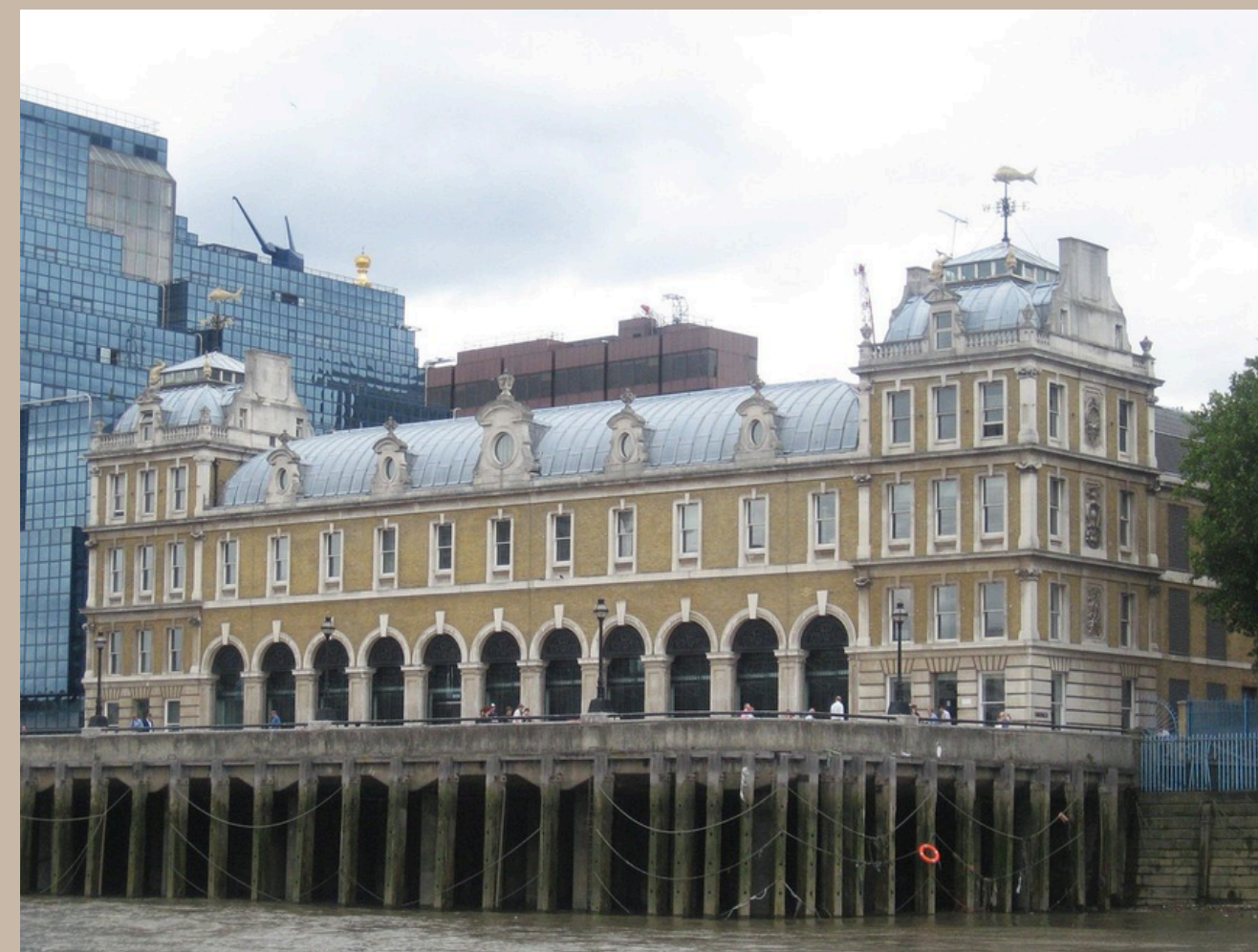
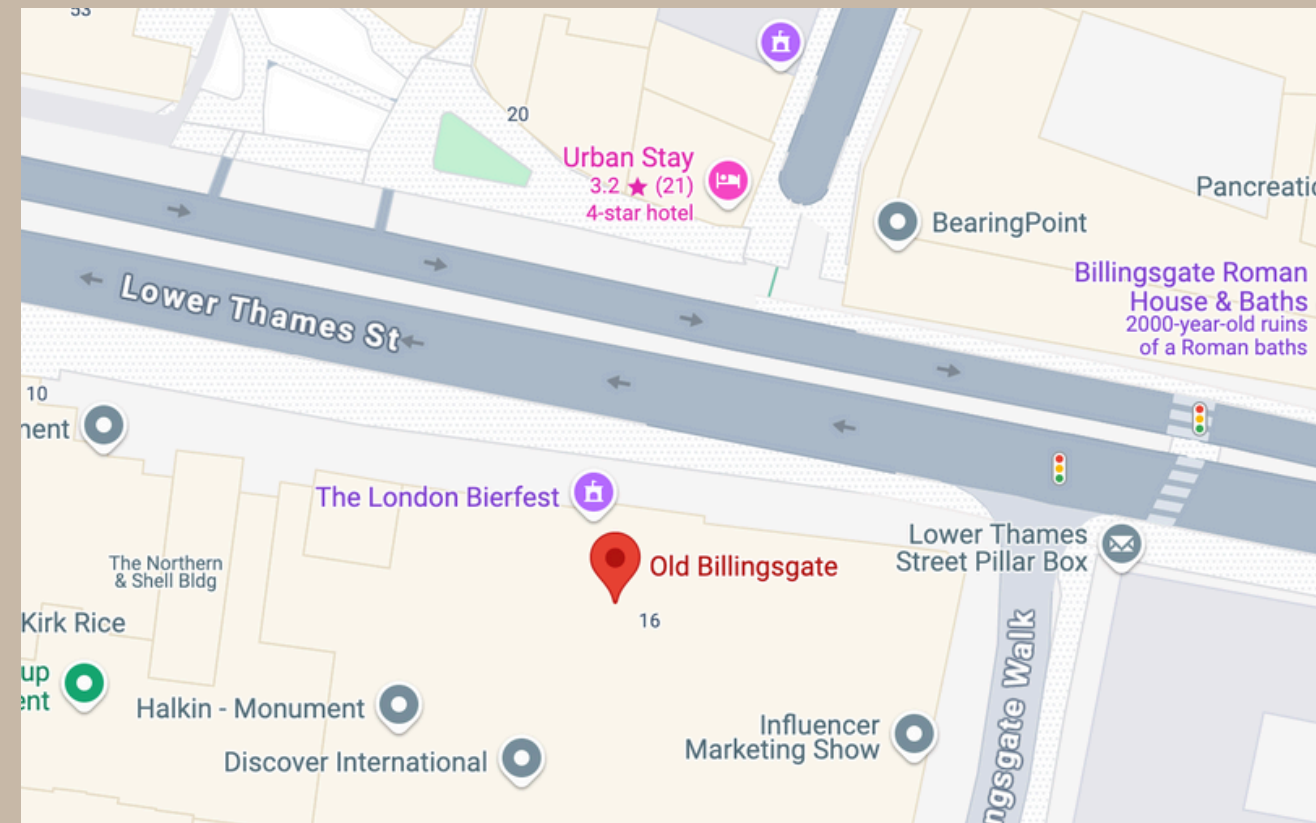


Jacquemus is a high-end fashion brand known for its innovative designs that combine minimalism with the relaxed atmosphere of the French South.



Old Billingsgate

Size: 47,000 sqft



Target Customer

- Millennials and Generation Z (18-24)
- Upper-middle-class to high-net-worth individuals
- Live in strong presence in fashion capitals
- Creative, artistic, trend-sensitive, and values uniqueness and authenticity.
- Prefer Minimalistic designs with unique twists, favoring casual-chic styles.



Game Concept - Jacquemus's Lost Inspiration

A VR RPG game that reimagines Jacquemus's creative journey as a fantasy game, where players take on the role of recovering his lost inspirations from his childhood life in Provence. Using VR technology, the game enhances emotional immersion and transforms his personal history into an interactive experience.



1. Evolution of Luxury Brands

Luxury brands are increasingly focusing on emotional engagement and storytelling to captivate Millennials and Gen Z, moving beyond mere product displays.

2. Private, Exclusive Events

Brands like Chanel and Dior are hosting private events in unique, remote locations to evoke a sense of exclusivity and escapism.



3. RPG Popularity Surge

Role-Playing Games (RPGs) are gaining widespread popularity for their immersive storytelling, quest-driven narratives, and engaging virtual worlds.



4. Rise of AR and VR in Retail

Augmented Reality (AR) and Virtual Reality (VR) are transforming retail spaces into interactive, multi-sensory environments that extend brand narratives.



Store Concept - Jacquemus Airport

Jacquemus Airport is a narrative-driven retail space that uses VR and themed zones to recreate the emotional journey of travel, inspired by the brand's Air France collaboration and Provençal roots.

Inspiration 1

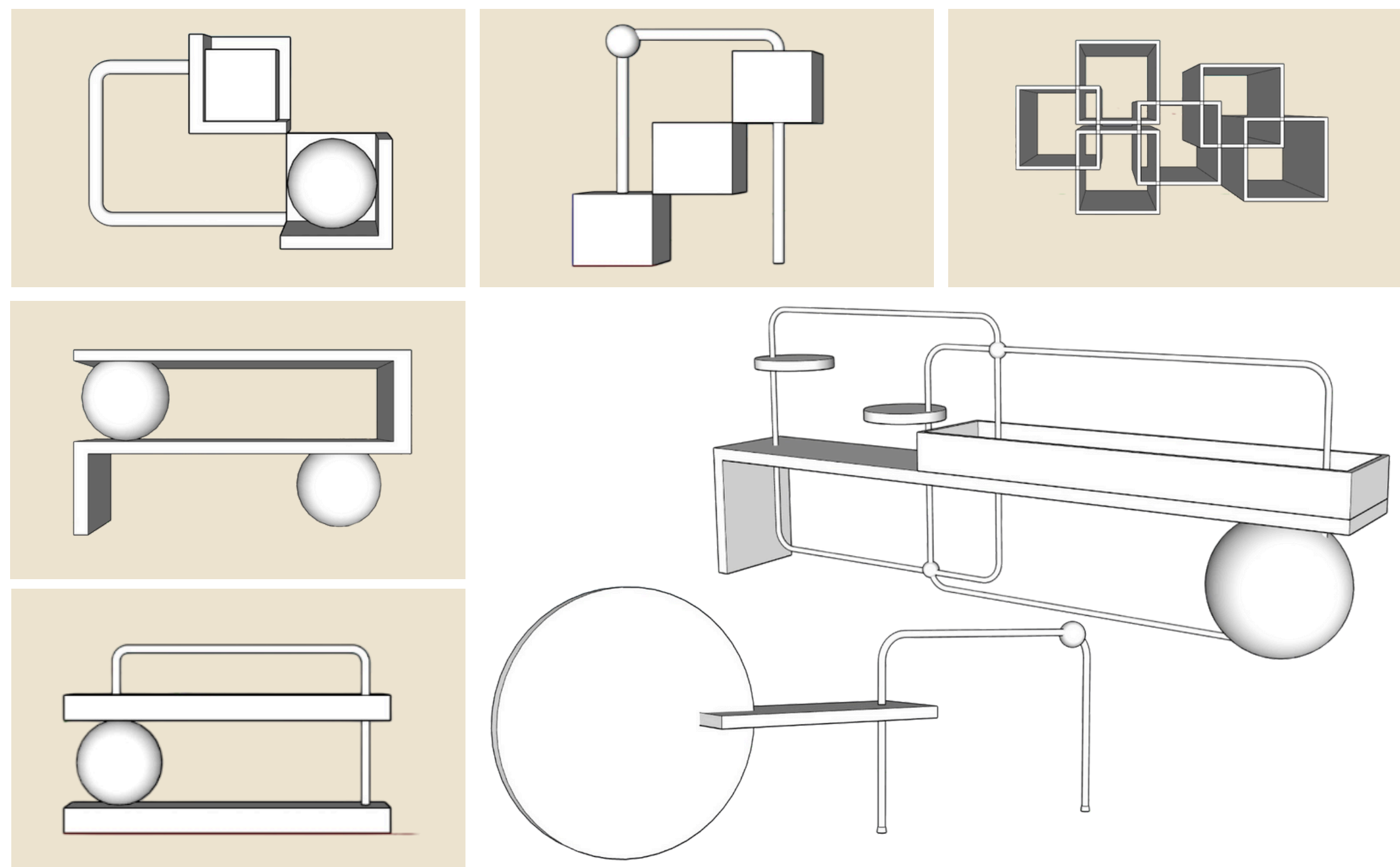


Props Design Development

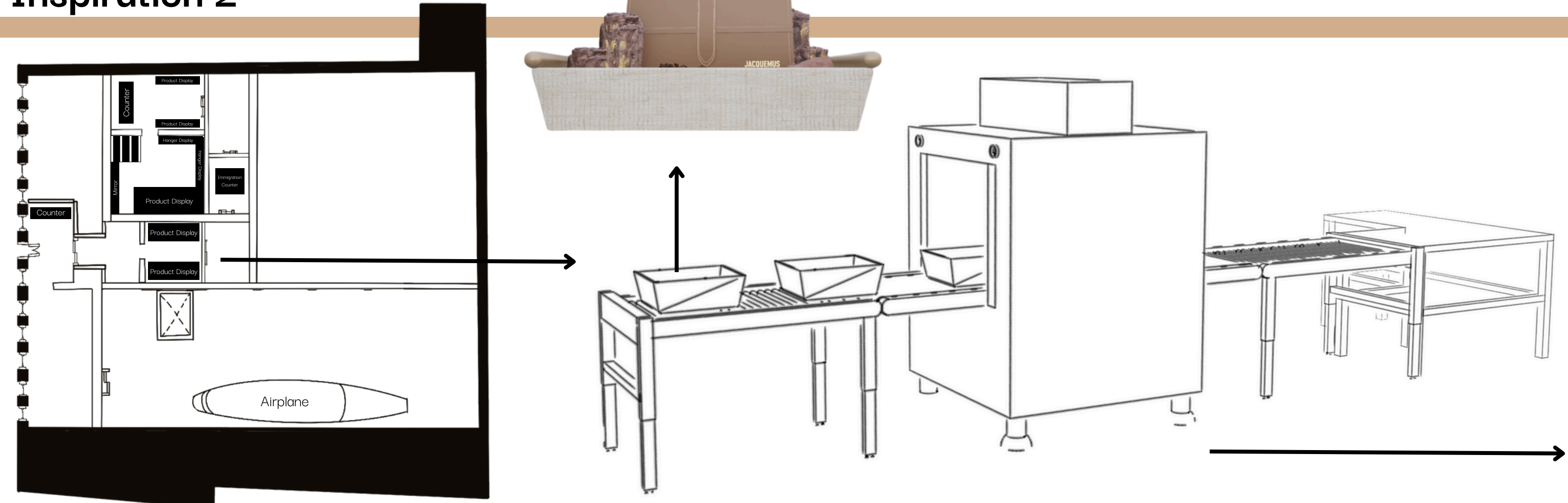
The design development drew inspiration from the cube and sphere shapes in Jacquemus' products, integrating them into display props while referencing the spatial compositions of Jeppe Hein and Anish Kapoor to explore the use of basic geometric forms.

DESIGN DEVELOPMENT

3D Design Experiment



Inspiration 2



SKETCH BOOK

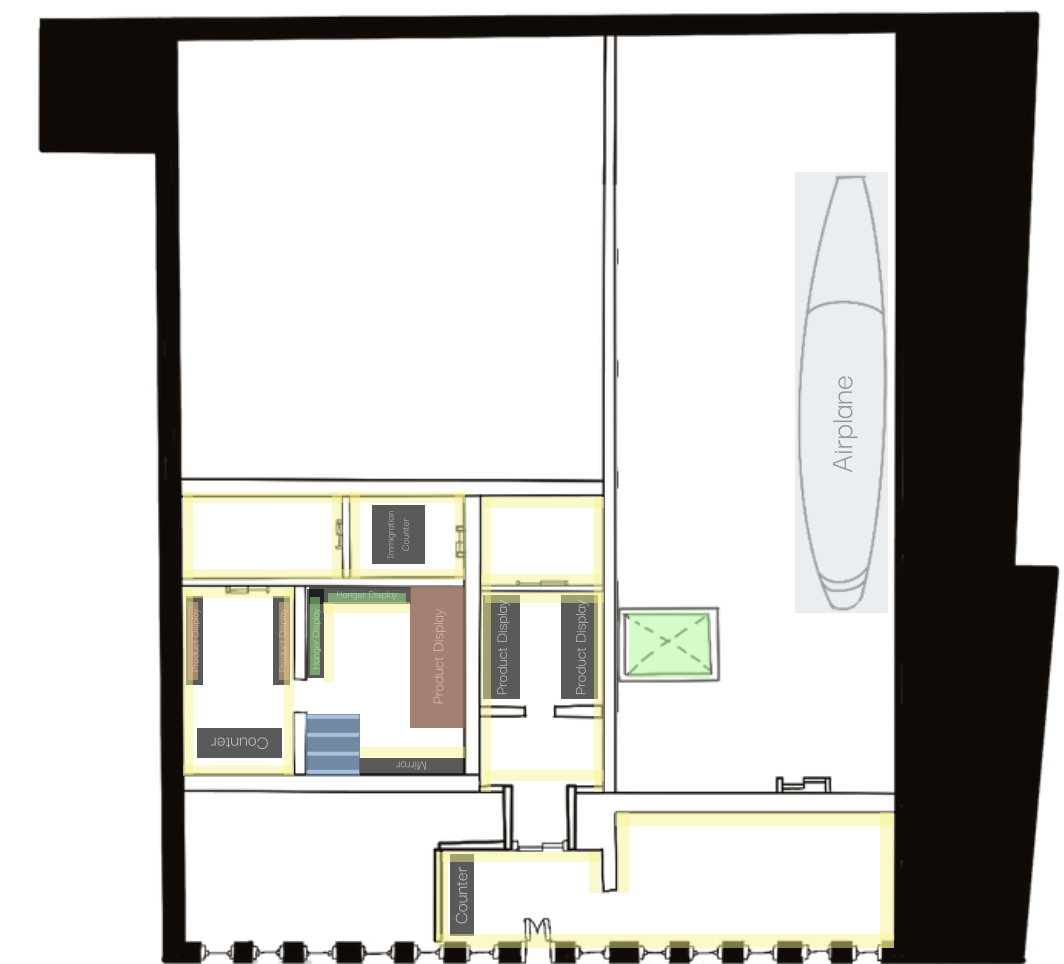
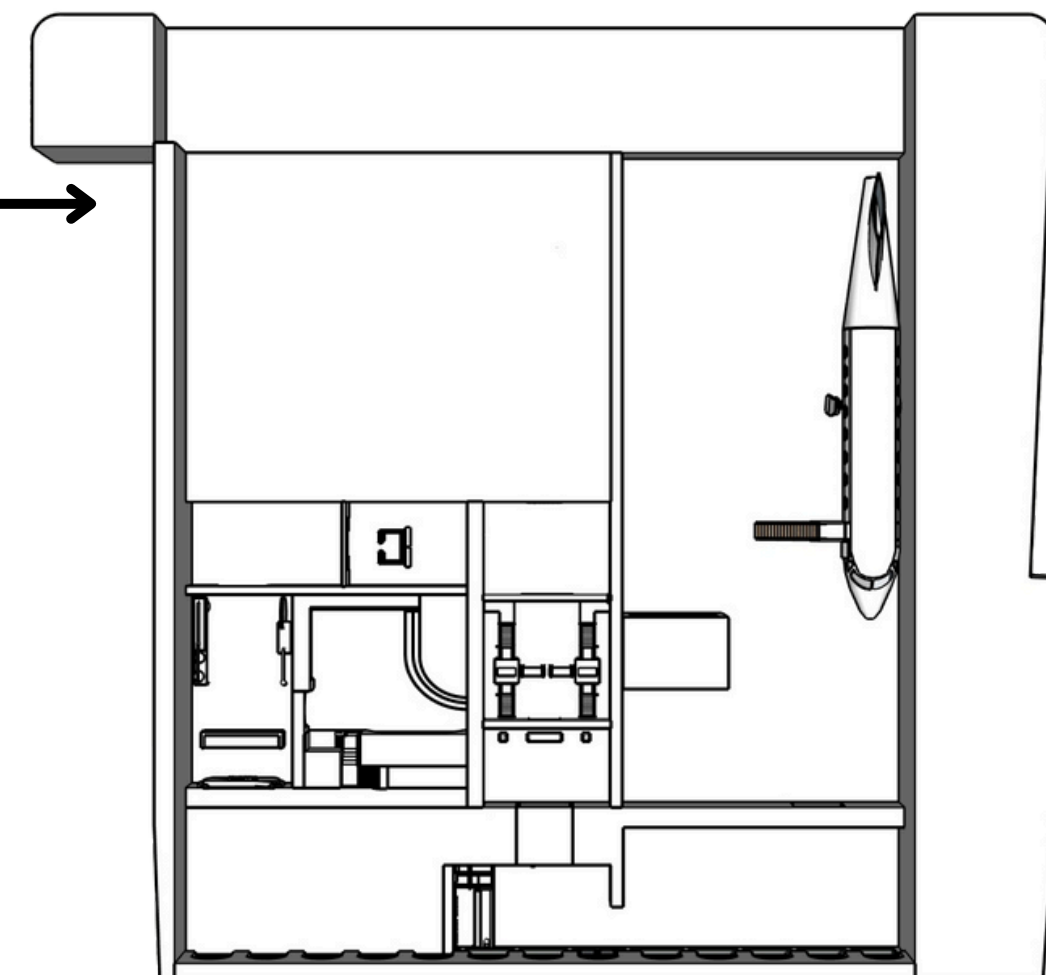
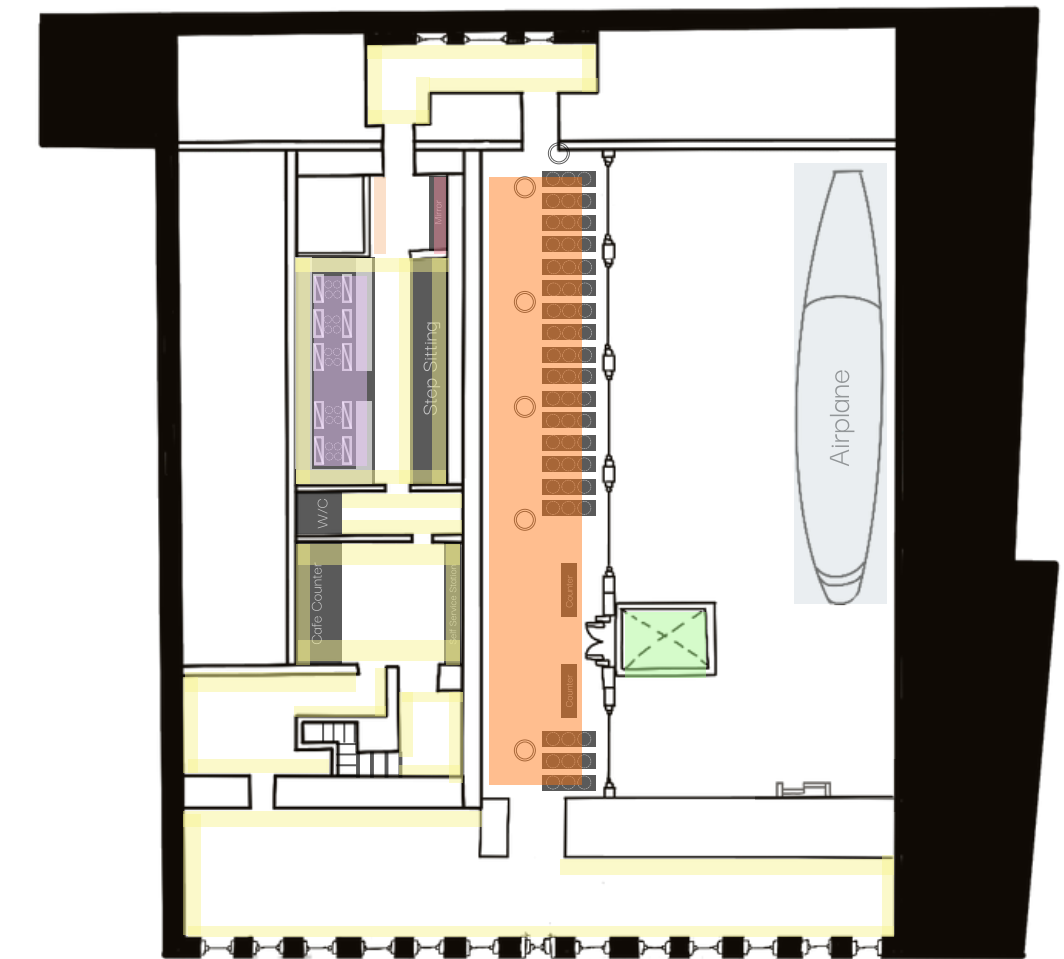
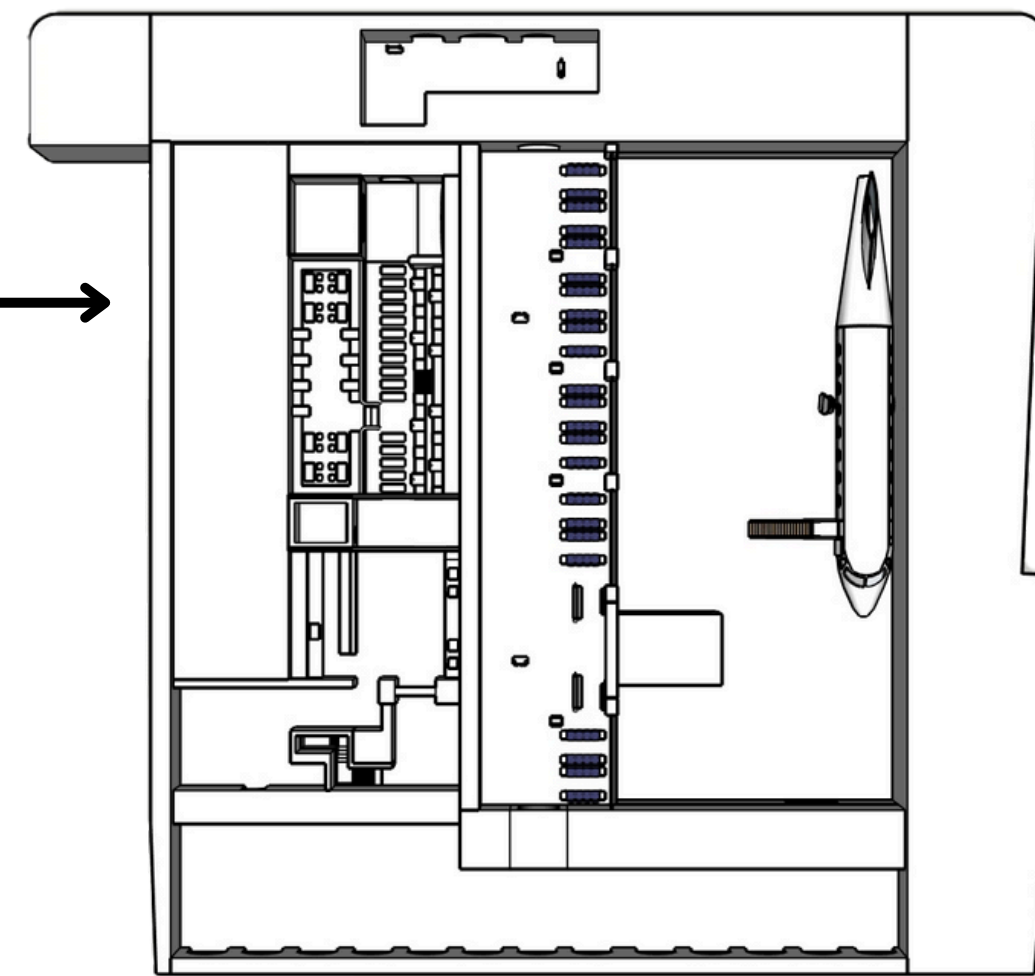
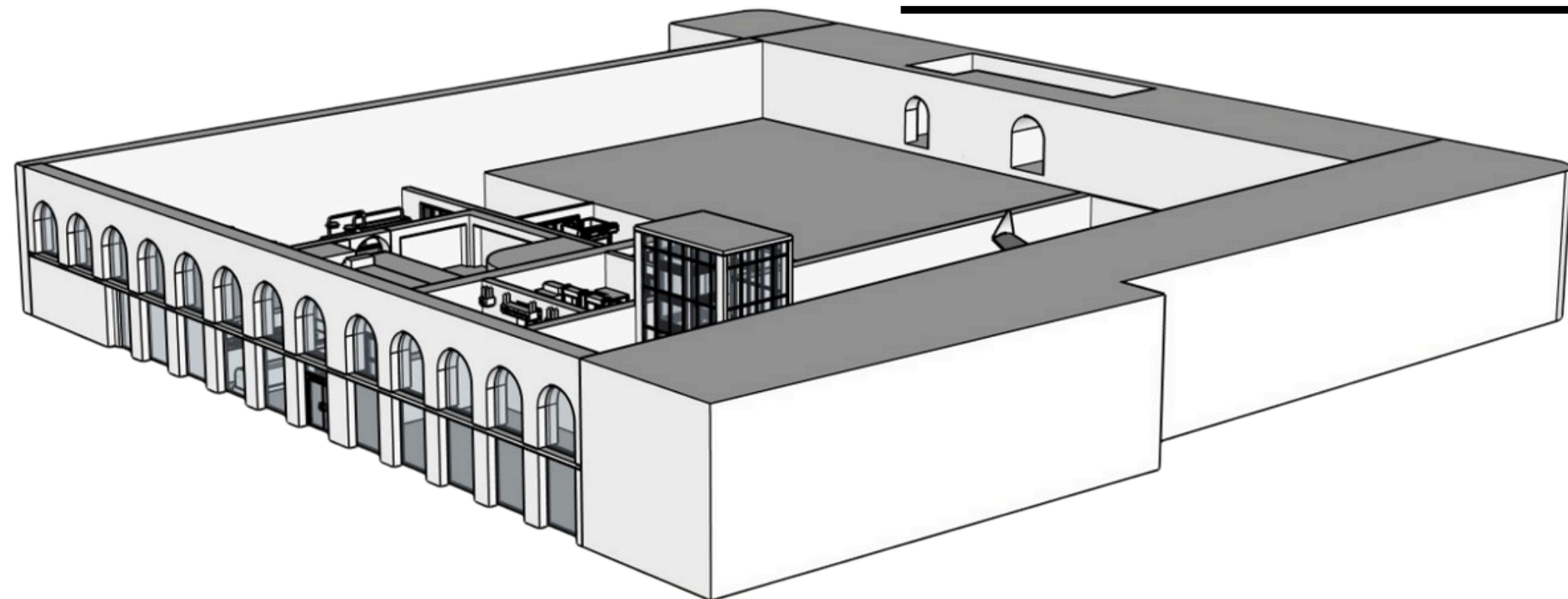
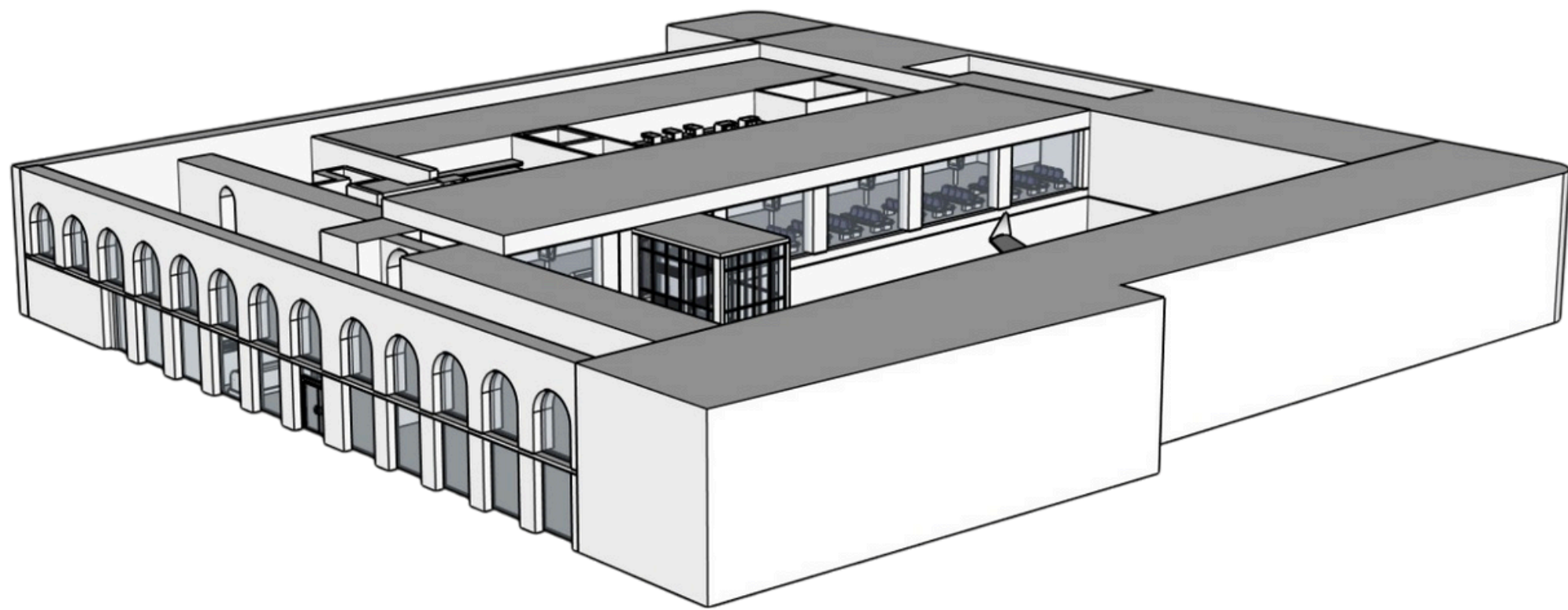
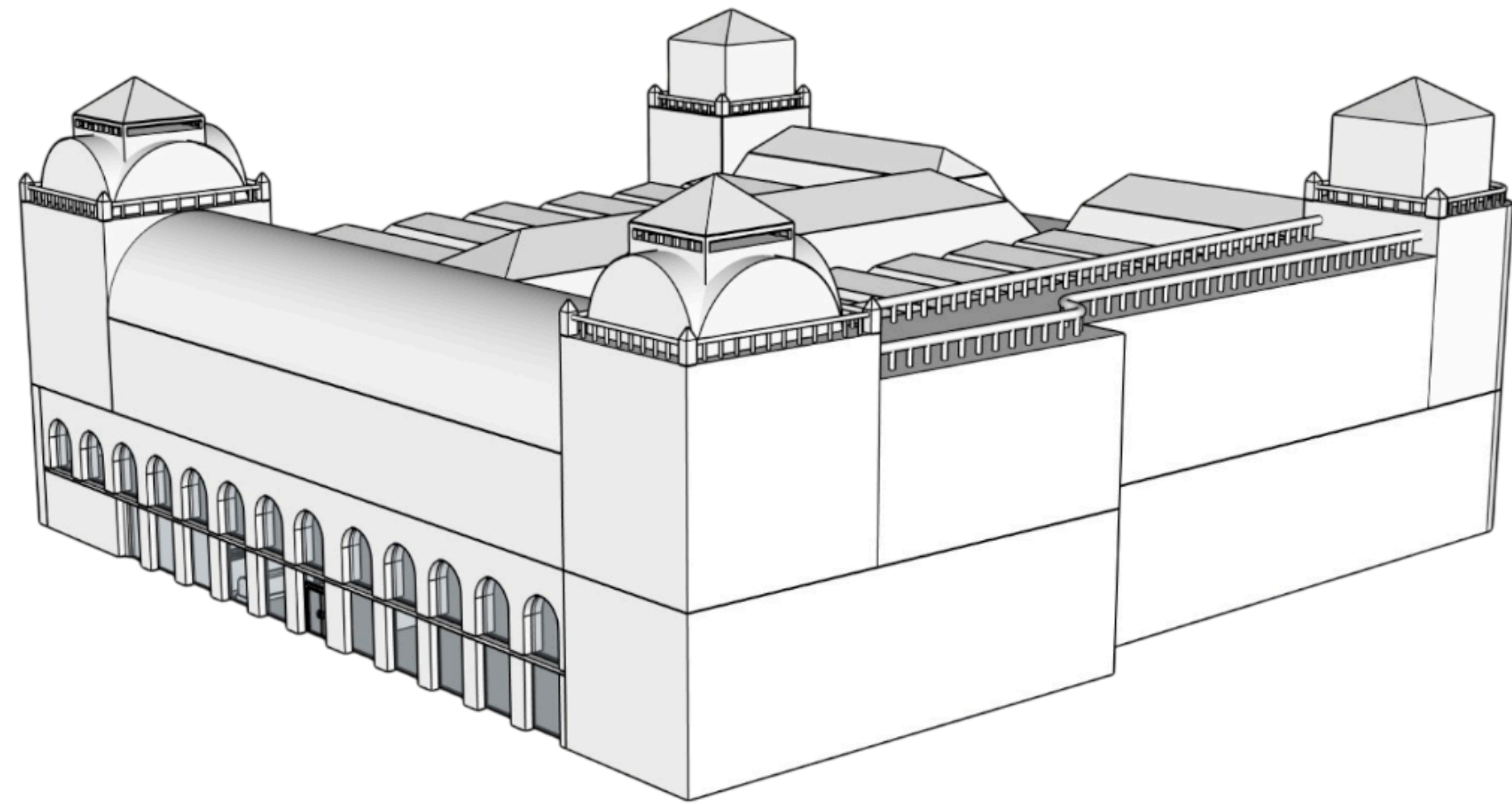
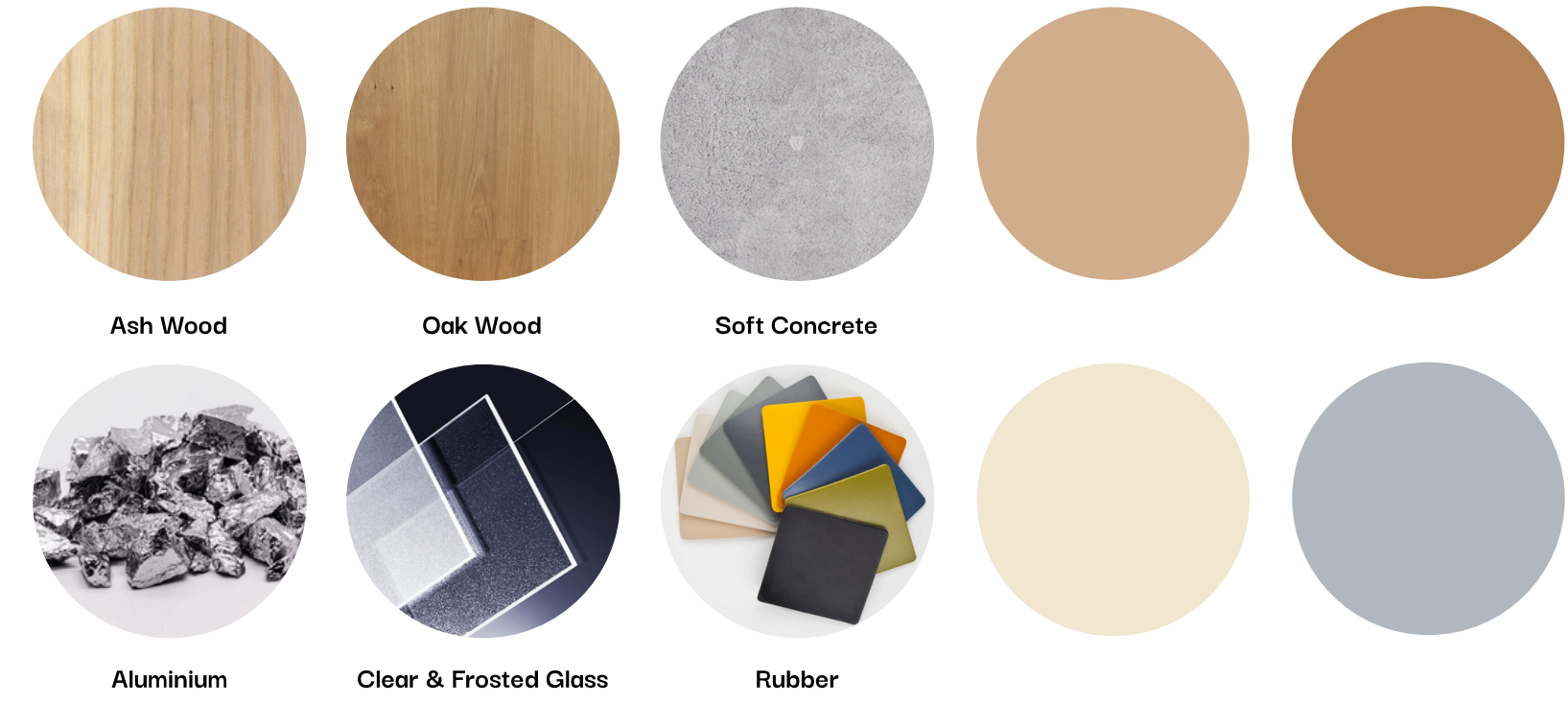
The exhibition-style product display takes inspiration from the SNS trend "airport tray aesthetic," reimagining security trays as curated showcases for Jacquemus products.

DESIGN DETAILS

Lighting Information

- Long Strip LED Ceiling Lamp
- Pendant Light
- LED Strip Light
- LED Stair Light
- LUXEON® Rebel LED
- Point Focus Ceiling Light
- Backlit LED Mirror
- LED Linear Ceiling Lamp
- RGB LED Strip Light

Colour and Materials





AIRPORT ENTRANCE (EXTIROR)



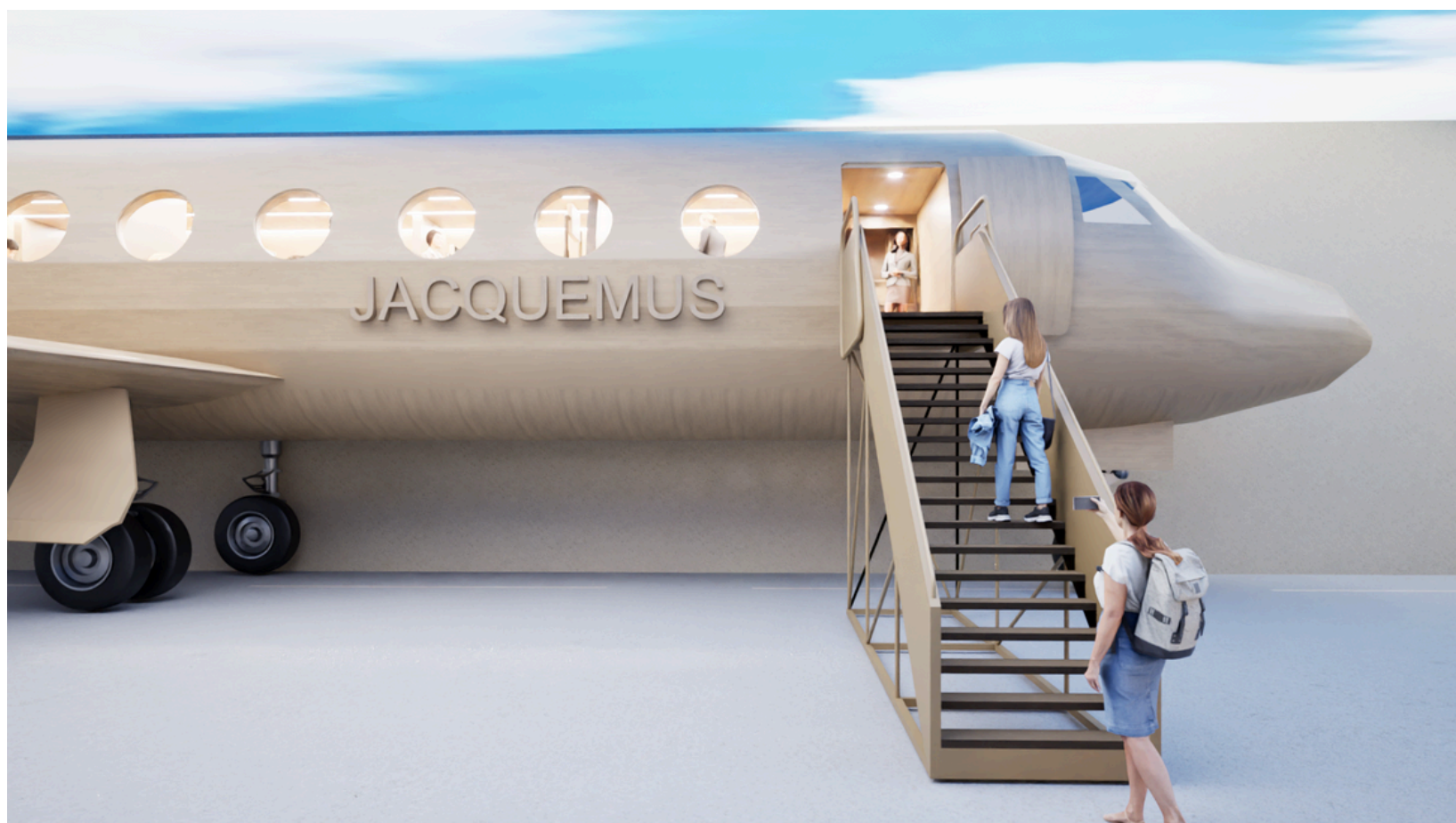
AIRPORT CHECK IN



TAX FREE



CAFE



AIRPLANE



VR EXPERIENCE SPACE (INSIDE AIRPLANE)

JACQUEMUS AIRPORT

Jacquemus Airport reinterprets the real airport experience with the brand's signature aesthetic, creating an immersive and visually captivating environment.



Walkthrough Video



JACQUEMUS AIRPORT

The artefact reimagines Jacquemus's creative journey as a VR fantasy game set on the "Island of Jacquemus's Inspiration," where players help the designer recover fragmented memories and lost inspirations rooted in his childhood in Provence, using RPG mechanics to enhance emotional immersion.



Game Preview



Gameplay Video

