

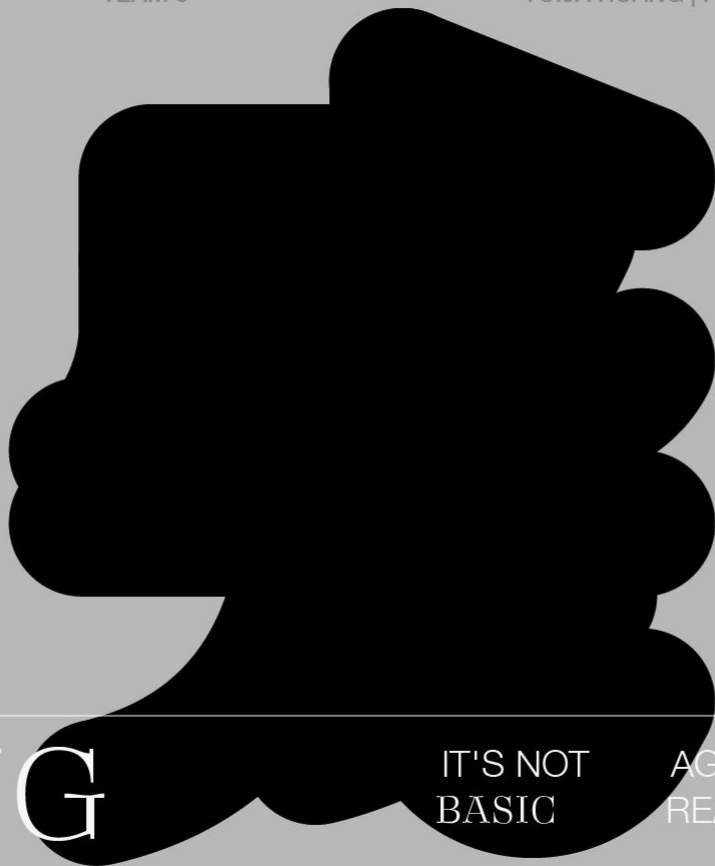


IF YOU KNOW,  
YOU KNOW

REMIX REVIVE SURVIVE

TEAM 5

YUIJA HUANG | PEIXUAN LI | LITONG SUN | MARIAM IBRAHIM



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DUANG

IT'S NOT  
BASIC

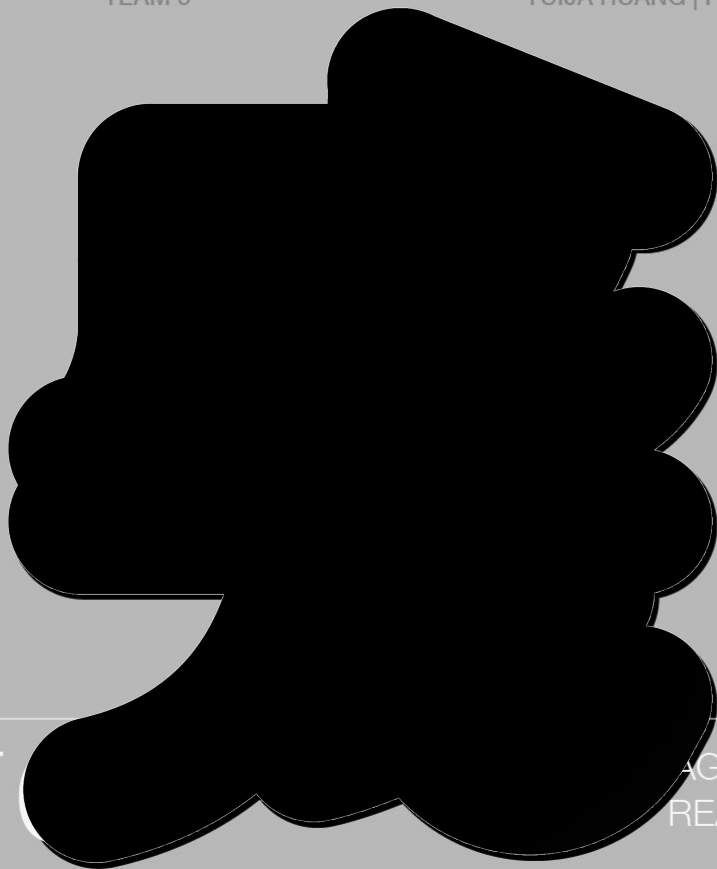
AGUMENTED  
REALTY 3D

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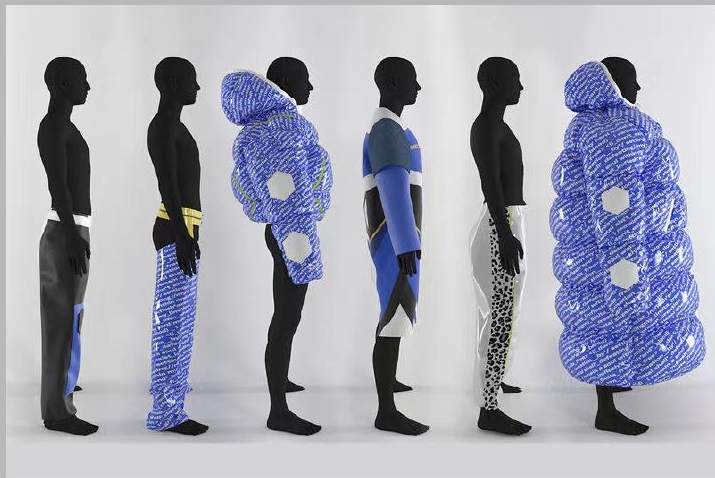


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ARGUMENTED  
REALTY 3D

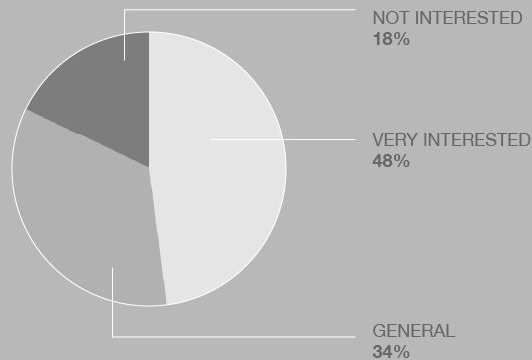
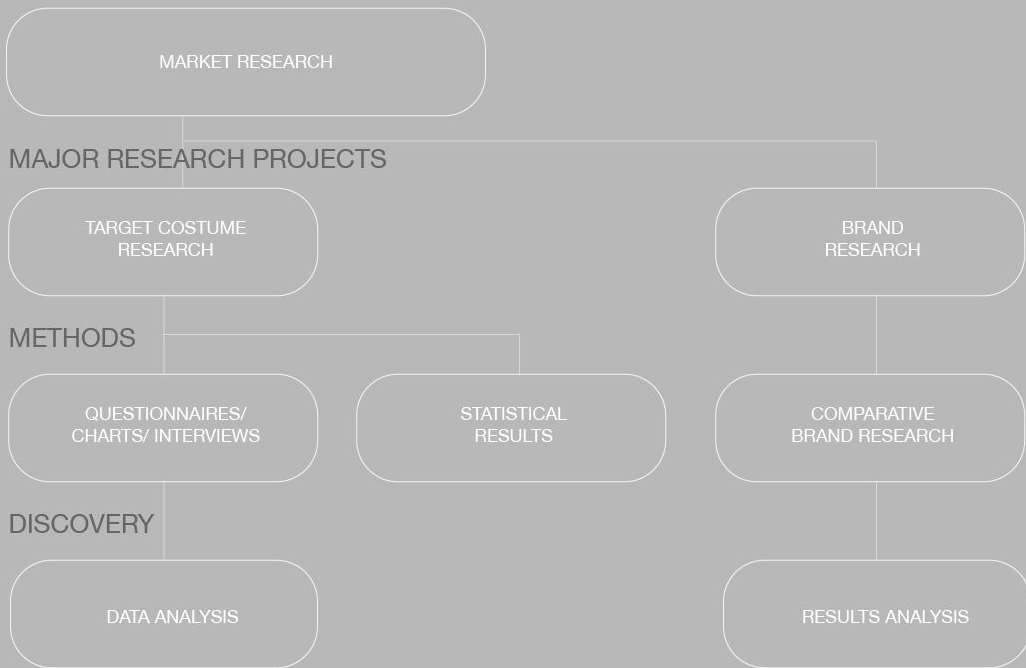
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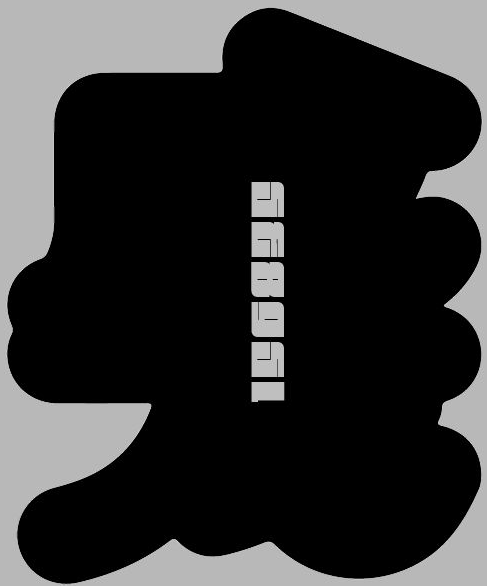
REAL vs. VIRTUAL

## MARKET RESEARCH & DISCOVERY:



# MARKET RESEARCH

Q&A



**FERRARI**

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UNIQUE MARKER



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LESS

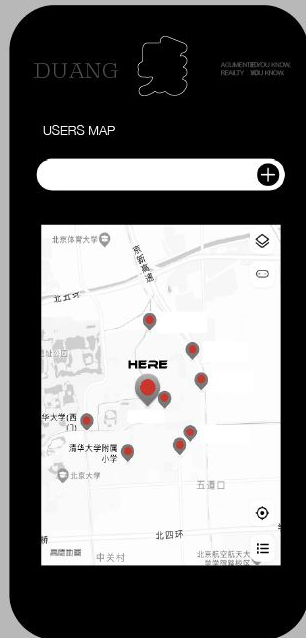
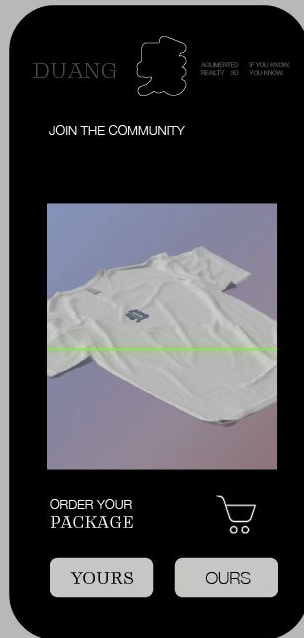
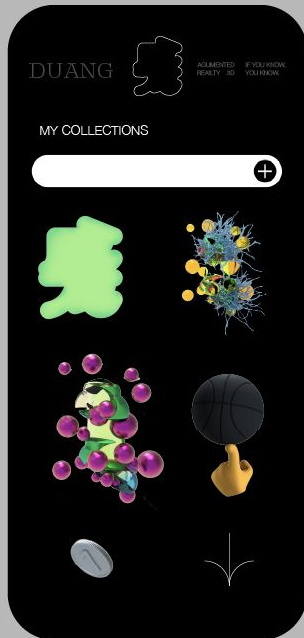
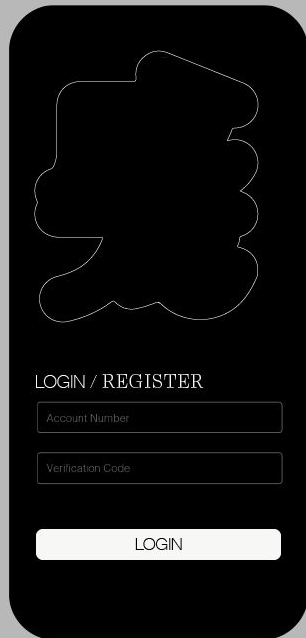
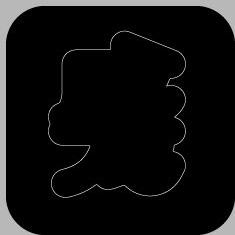
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BASIC



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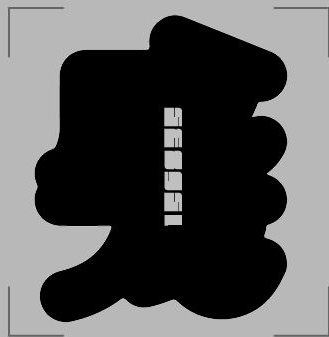
IN THE KNOW



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IN THE KNOW

STEPS:



FOR REAL



GET YOUR FIRST DIGITAL CLOTHES

FOR REAL





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EDIT

ABLE

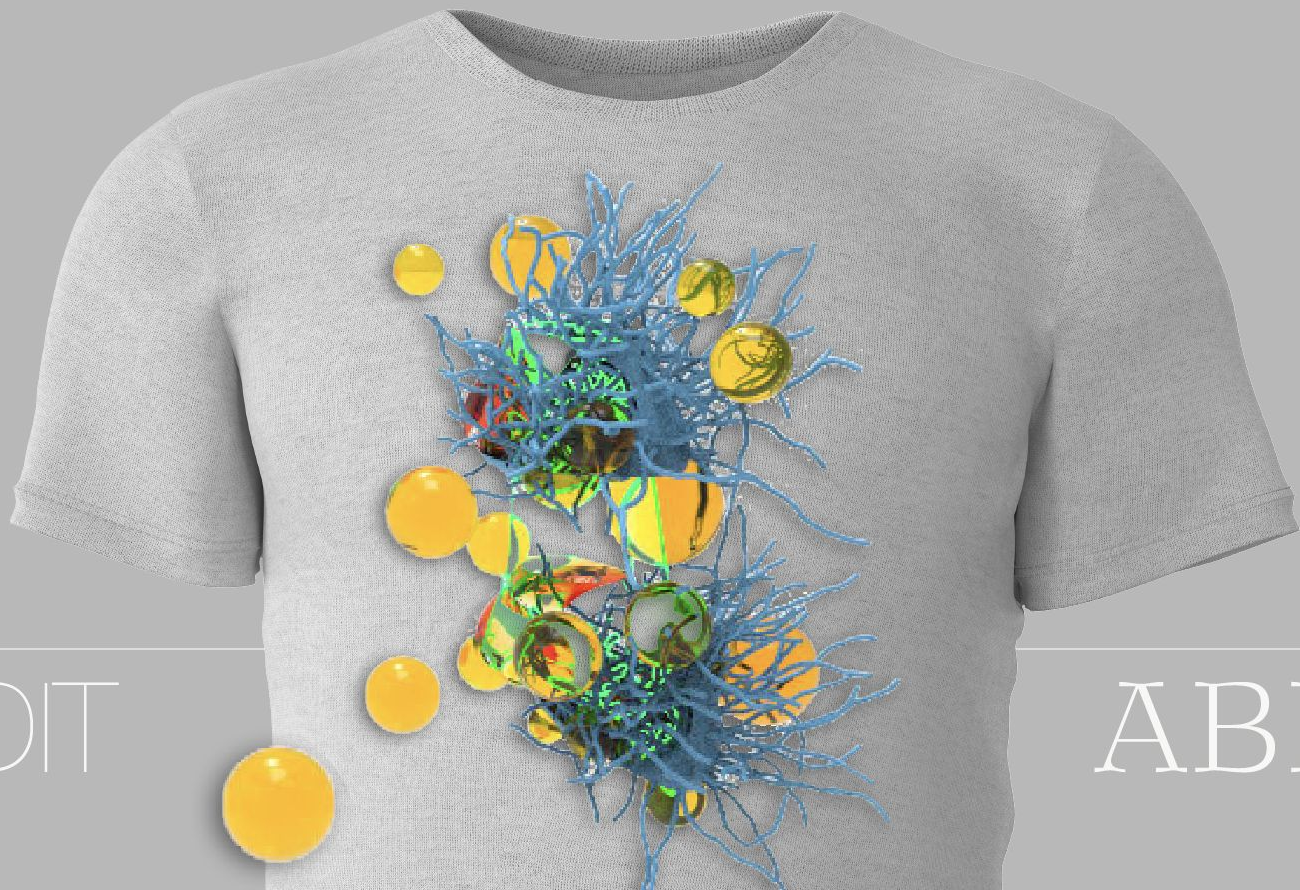


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EDIT

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ABLE



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EDIT

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ABLE



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EDIT

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ABLE



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EDIT

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ABLE



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IN THE

KNOW

OUR TAG

\$ 9.9

OUR SHIRT

\$ 59.9

---

PRICE POINT



## FROM US

Order your package from our app.

## PACK & SEND YOUR BASIC T-SHIRT TO US

Send back as many t-shirts to us - free of charge.

## GET YOUR UNIQUE APP-CONNECTED CODE

You can now access our collections & join community

---

# FROM US TO YOU

**AGE:** 26-35

**GENDER:** M:48 | F: 52

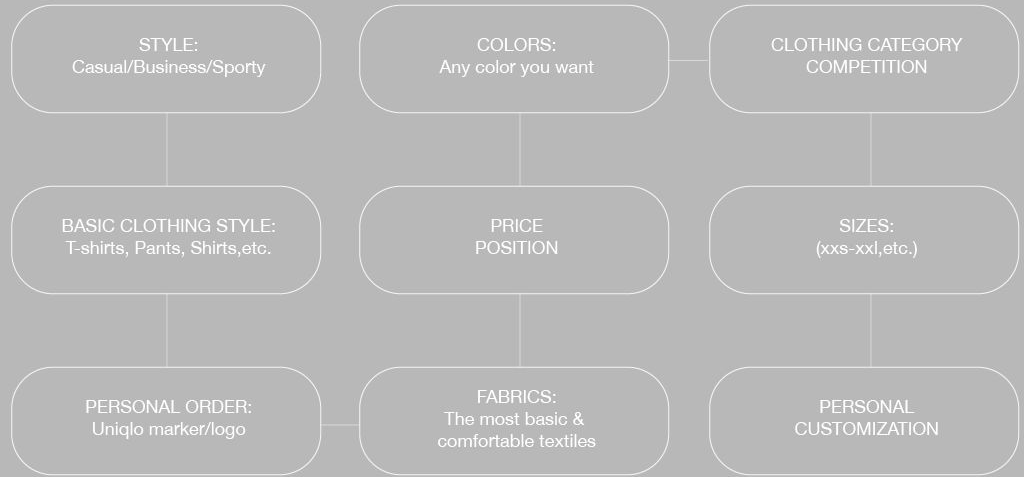
**LOCATION:** FIRST/SECOND  
TIER CITIES

**OCCUPATION:** NEWLY GRADS/  
YOUNG WORKERS

**ECONOMICAL  
LEVEL:** LOWER TO  
MIDDLE CLASS

**CHARACTERISTICS:**

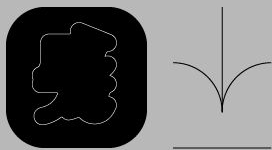
GROWS IN NEW TECHNOLOGY AGE,  
WILLING TO ACCEPT NEW THINGS



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# CUSTOMER PERSONA

## ONLINE APP:



Download DUANG App to start your experience

## OFFLINE STORE



Collaboration with other brands like Uniqlo, Off-White, Nike, etc.

## VENDING MACHINE

**Access it anywhere.**

A new way of selling,  
A way to collaborate with other brands,  
Providing recycling service,  
Providing special edition through vending machine.

---

# MARKET STRATEGY

## STRENGTH

- Trend in digital fashion
- Unique digital-physical connection
- Unique vending machine
- Private group as attraction for young people
- Special edition collection

## WEAKNESS

- Lack of reputation as a new brand.
- Lack of digital fashion designer in our team.

## OPPORTUNITIES

- Empty market on bridging digital with physical
- Young people has needs to digital fashion
- Most NFT are targeting higher markets

## STRENGTHS

- Fast fashion brands (H&M,Zara)
- Tech Brands (Iris Van Herpen)
- NFT Brands (Balex Sneakers, The Fabricant)

---

# VANTAGE POINTS

## DIGITAL FASHION COMPETITION

Allow customers to mismatch or recreate their digital clothings.

Hold competition for our customer to increase impact.

## NFT ARTISTS

Collaboration with NFT artists to generate new edition to collect

## VENDING MACHINES

Build more vending machine for people to access.

## COLLABORATIONS

Collaboration with fashion company to advertise for our new fashion.

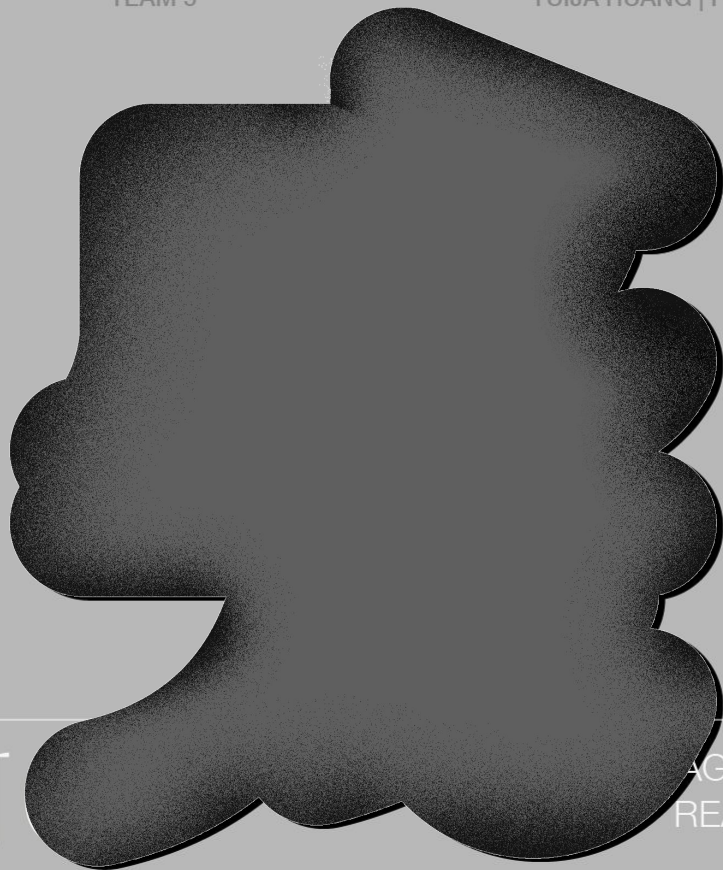
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# FUTURE PLANS

REMIX REVIVE SURVIVE

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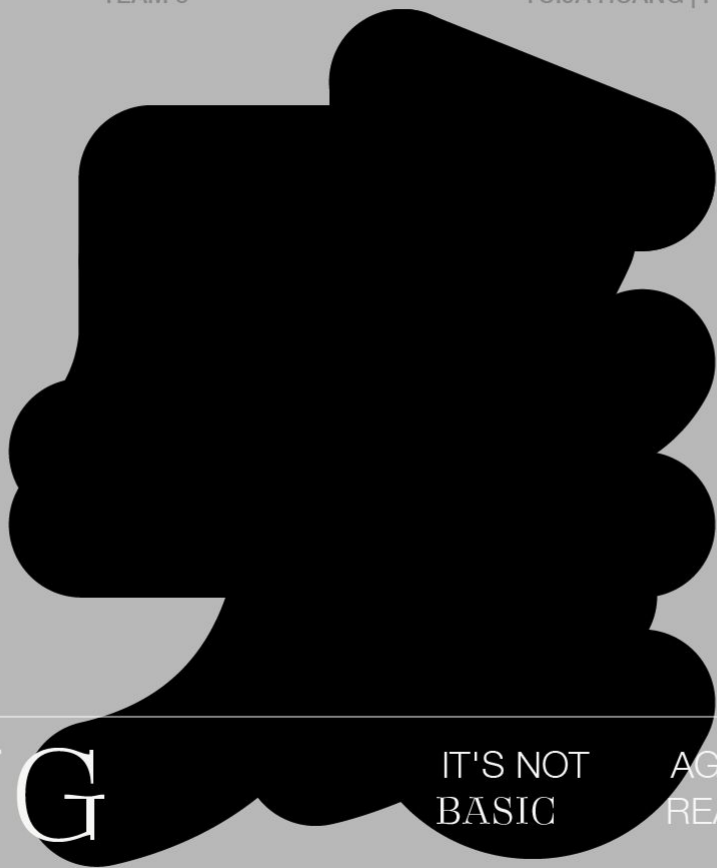
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