

Fashion Crafters

By Ultracine Studios

Realistic fashion design game for the generation Z

A “create your own fashion and take it to the runway” game on mobile devices

A tool to create and share digital fashion on social media

Targeting the the gen-z crowd: clear focus on creative gameplays and fully animated representations

Still an underserved market in 2021

Technology is the enabler

Never seen before level of clothes and hair animation quality on mobile devices

Tech also fuels creative core mechanics:

- **Garment creation:** starting with a blank pattern, choose and adjust fabrics, add sewing accessories (buttons, pockets, zippers, stitching, shirring, etc.), prints and surface elements. Create garments, shoes, jewelry, hats, etc. Endless possibilities to invent “uniquely yours” items.
- **Styling:** choose your model and its animation (from classic catwalk to crazy dancing), select and customize hair, make-up, body ink, and style a full outfit + accessories (supporting tuck-in/out)

Fully animated representations = needed to work with modern, video-centric social media (tiktok, instagram) + opens doors to VR/AR and professional applications (virtual fashion shows, digital fashion creation platform, e-commerce virtual world, etc.)

Full online back-end allows fine tweaking of many game systems and seamless content updates

Light RPG meta-game

Linear single player mode: *Fashion Stories* driving the player to become the “world's next top fashion creator”.

Battle against contenders: style points are awarded based on your interpretation of the story requirements (theme, colors, “copycat” challenge, etc.)

Live community-sanctioned missions take place on social media (we bring the game to the social networks rather the other way around) + it is an integral part of our organic UA strategy

Collection-driven: several hundred items of garments, shoes, body-ink, make-up, fabrics, sewing accessories, animations and models.

Cross-promotion & licensing

Opportunities for fashion brands and apparel makers willing to reach out to the gen-z segment

Digital fashion is happening now and has tremendous value (see: Carlings, Buffalo London, Fortnite+Nike, LOL+LVMH, etc.)

No particular focus on luxury brands: we want streetwear, sportswear, music-inspired brands to join us

Real-life prizes for live missions can fuel UA in a meaningful way

Production

Keeping the cost structure in check: small, dedicated team of seasoned professionals + freelancers + external partners (e.g.: VestechPro, Ministry of Economy, National Research Council)

Unique content production pipeline mitigating the content treadmill issues while maximizing realism: we are working with real patternists and fashion designers, tools inherited from the fashion industry

Timeframe

Soft-launch in Q3-2021