

Building the Virtual Buying Plan

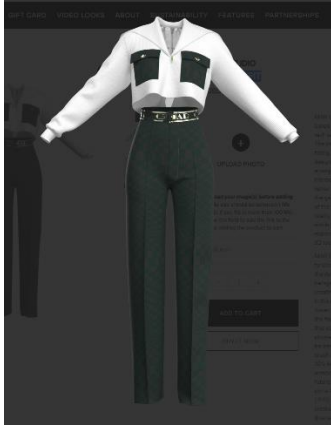
1. Integrate the knowledge and understanding gained from the previous activities.
2. Develop the virtual buying plan based on the given scenario and resources.
 - BrandLab 360 is the digital software platform designed to streamline the wholesale and buying by using virtual reality showrooms.
 - Ask students to visit the BrandLab 360 website <https://www.brandlabfashion.com/> and go to "Virtual Reality Showrooms" and browse its VR showroom
 - *Share your experience of browsing its VR showroom.*
 - Buying digital fashion products from virtual showrooms
 - Review the available products for buyers on the resources below. The designers and brands provide the virtual product images.
 - <https://hanifa.co/> (Pink Level Congo Collection)
 - <https://dress-x.com/>
 - Give students the scenario to make a virtual buying plan.

"Scenario: You are working for the fashion company, named "NuLook." The target market of your company is composed of men and women, 18-40 years of age, with mid-range incomes. They are very fashion forward and trend conscious, residing in an urban area. You are in need to buy digital fashion products for Fall/Winter 2021 for your consumers from the virtual showroom due to the time and travel constraint."

 - Ask students to imagine that "Dress-X" (<https://dress-x.com/>) is your virtual showroom where you will buy digital fashion products for your consumers. Students can:
 - a. Browse the showroom based on your specific keywords or you can sort/filter by different categories.
 - b. Choose one product and see the details of it from the 3D images and virtual video. Explain the details of the product and explain why you choose that product for your consumer.
 - c. Work on the worksheet and share it with your classmates.
 - d. Discuss the pros and cons of buying virtual fashion products on the virtual showroom.

[Example worksheet]

Make a table with the product image, information about the product and its details as well as a reason to buy (If students don't have an access to this worksheet, they can just verbally discuss what they found and decided on their buying plan).



FW21 for Women		ITEM: ART DECO OUTFIT	
Color	Black & white	Cost	\$35
Material	Denim and rib knit	Retail Price	\$100
Details on 3D images: Two pockets in front of the top and came with the belt.			
Reason to buy: The style is "urban yet elegant" with artistic and sophisticated details and will be good for our fashion forward and trend conscious consumers.			

Competencies: Critical decision-making, collaboration and teamwork, project management and leadership, spatial visualization assessment, creative problem solving