



OTB LAUNCHES ITS HYPER REAL SHOWROOM

Breganze (Italy), June 22nd, 2020. **OTB** takes a step forward in its digital acceleration with the launch of an entirely digital showroom designed to allow the emotional experience of viewing – and ordering – high-end collections online.

Starting with the SS'21 sales campaign, all collections of OTB brands will be presented in a new, memorable, hyper real dimension. Buyers will take a sensory journey through virtual spaces and will be guided through remote buying sessions by vendors connected live.

Born out of the necessity to face the current situation, the digital showroom project turned into a real development opportunity. Conceived and realized with the support of Accenture, a leading global professional services company, it helps set a new standard for the digitalization of the fashion industry. Based on an end-to-end, modular group infrastructure designed by a cross-functional team, it allows for customized solutions to reflect the style, environment, and digital assets of each brand.

The way and space in which collections are presented make a difference, so it was important to keep the visual component of physical showroom visits. From the creation of realistic and unique environments, to the accurate representation of the items that compose the collections, everything will be tailor-made to and developed by the single brand. Products will be digitalized with high-quality 360° images and videos and 2D close-ups, starting from the exploration of the look book and followed by the complete collection catalogue.

The ordering process will ensure efficiency, timeliness, accuracy of data and architectural simplicity. The role of the vendor will remain extremely important and part of the buying session through live chat.

Three principles guide this project: digital acceleration – expanding our possibilities and creating new interactions in the virtual environment; positivity – turning a problem into an opportunity; sustainability – reducing samples production and travelling emissions.

Thus Renzo Rosso, President of OTB: "I always thought that limits exist only in our minds and obstacles can turn into opportunities. Difficult times call for courage, alternative ways of thinking, and creative ideas. Like this project: innovative, digital and sustainable – for the people, for the environment, and for the future of fashion".

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OTB

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