

mar  
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mekko

team kuosi



# MariVision:

an augmented-reality visualisation screen  
which lets you step into the magical world  
of Marimekko and lets anyone, anywhere  
become part of the print!

# marimekko's fanbase is as colourful & vibrant as the brand itself



@janitaautio



@fashionworries



@jennipupulandia



@margaret\_zhang



@zoe\_normalchic



@nytimesfashion

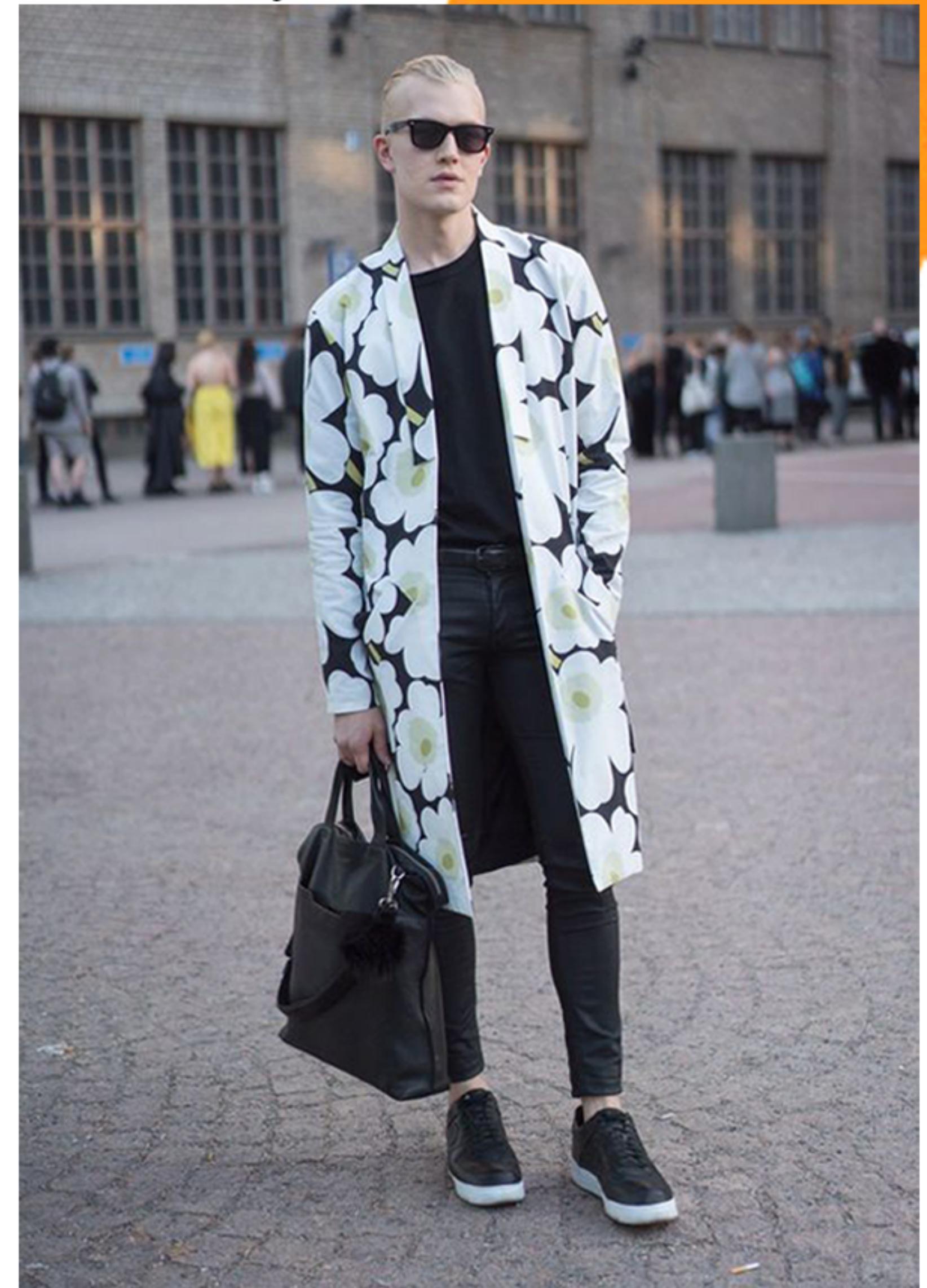


@mirkkametsola



@jiyayingwang

**CONCEPT:** Make the Marimekko spirit of joy & democracy available to everyone-



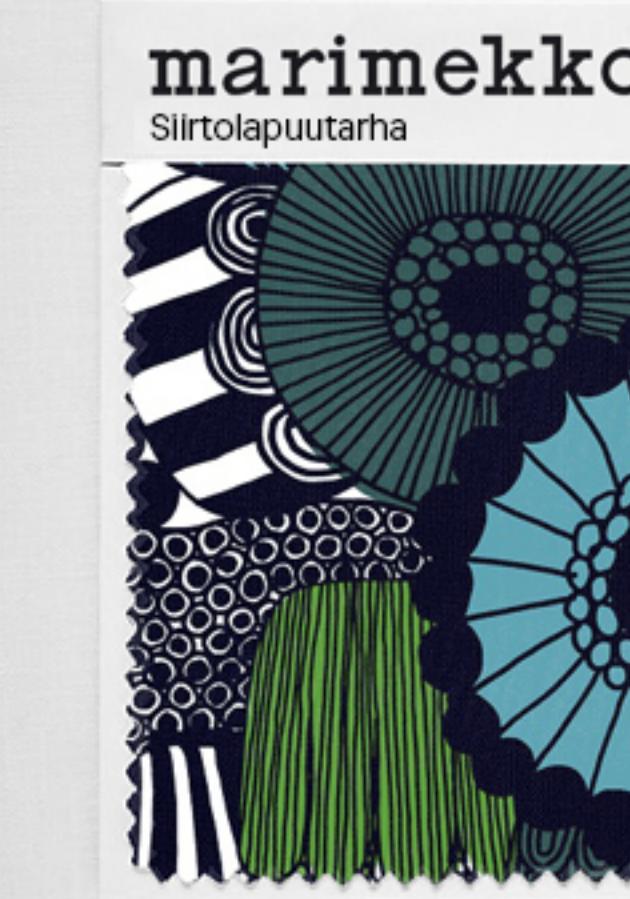
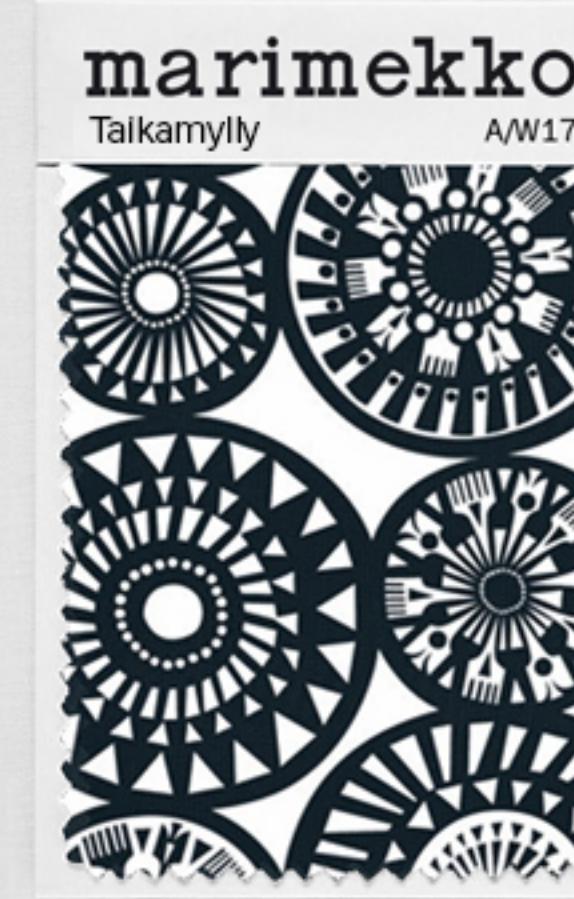
No matter who they are, where they are or how old they are.

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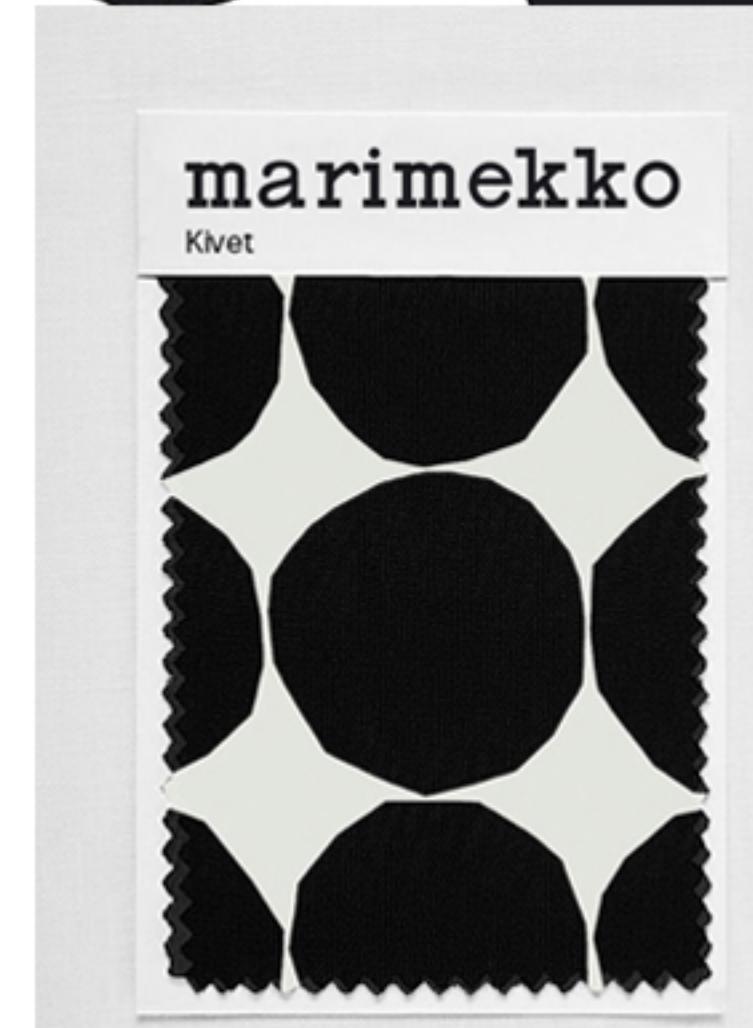
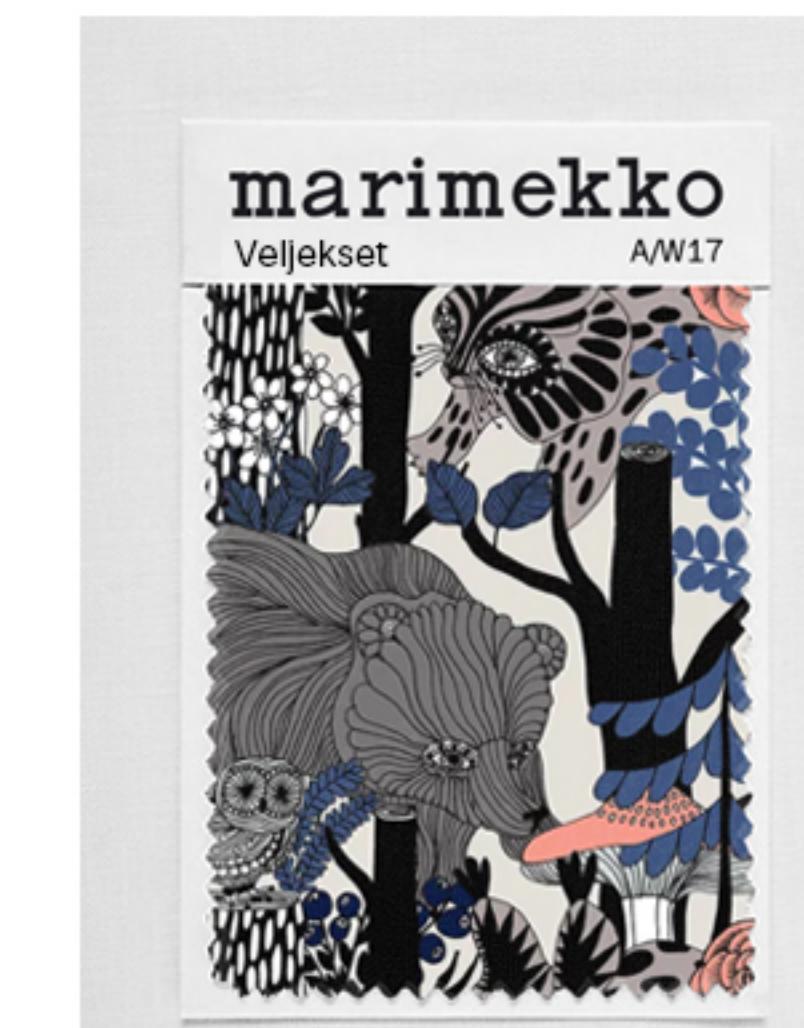
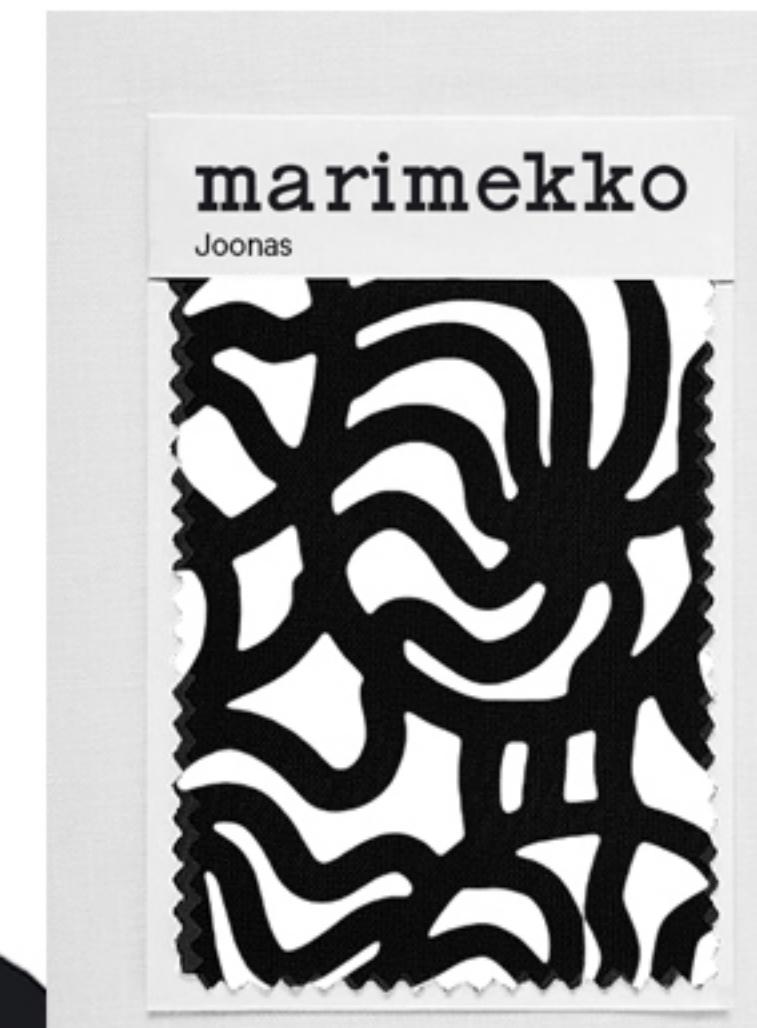
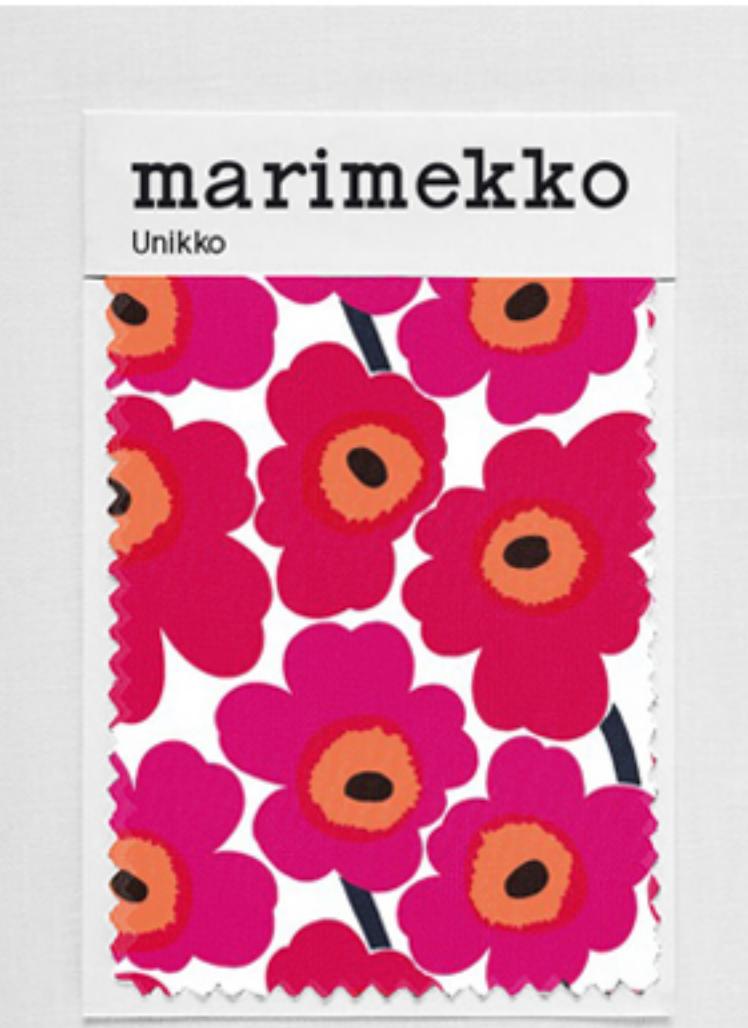
## Introducing: MariVision

Take a step into the Marimekko World using  
Augmented Reality (...insert text)



# marimekko

has more than 3500 different prints in their archive,  
selling both seasonal and classic prints in store.



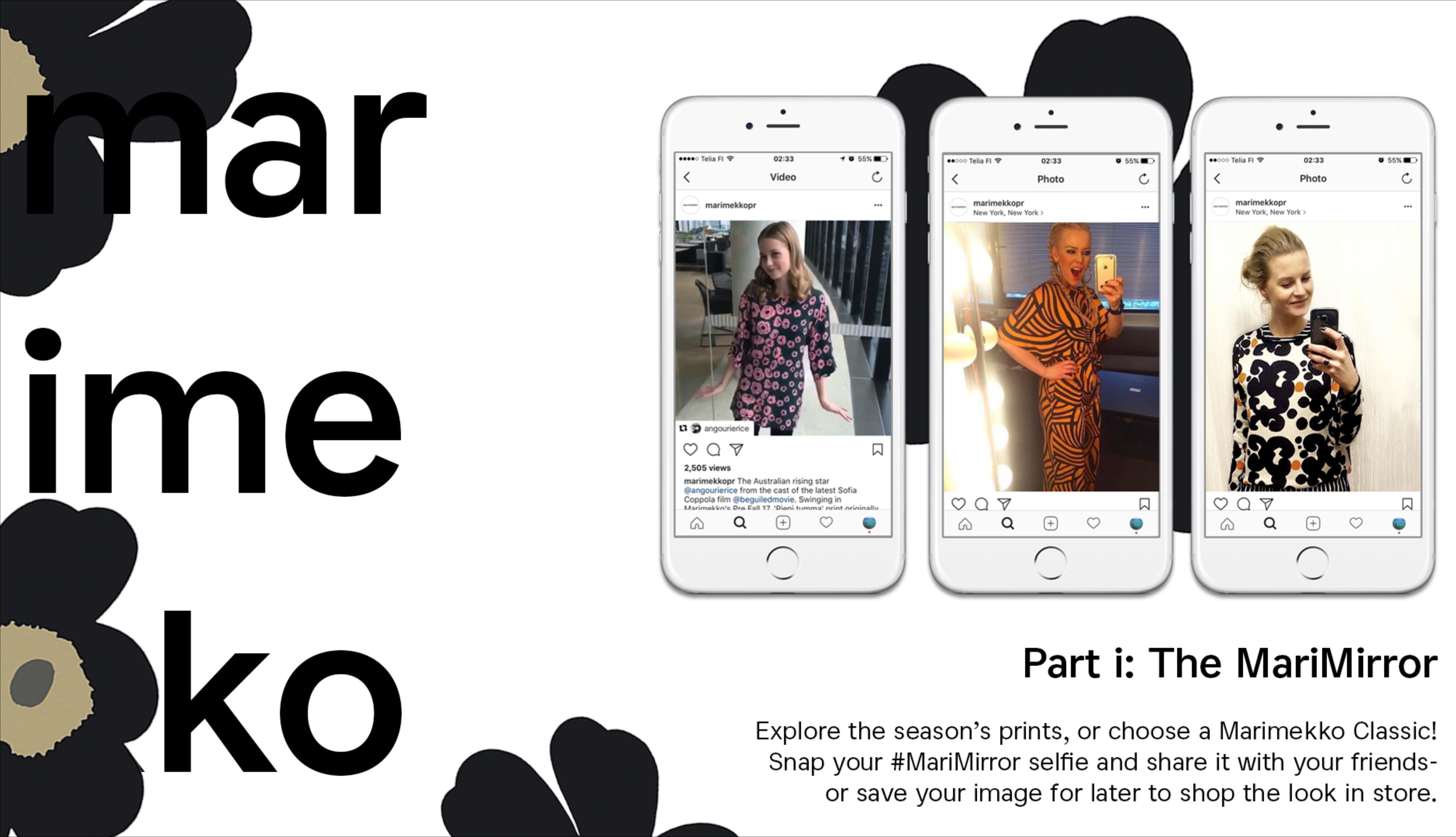
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v=izuNAWC4n4M&feature=  
youtu.be](https://www.youtube.com/watch?v=izuNAWC4n4M&feature=youtu.be)

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## Part i: The MariMirror

An augmented reality street screen which shows you -in Marimekko! Simply walk up to the MariMirror and instantly become part of Marimekko's world of colour. Choose your print and share your Marimekko story!



## Part i: The MariMirror

Explore the season's prints, or choose a Marimekko Classic! Snap your #MariMirror selfie and share it with your friends—or save your image for later to shop the look in store.

# marimekko experience around the world

Introducing the Marimekko experience to new markets & customers around the world via MariVision



Melbourne, Australia



Hong Kong



Beverly Hills, US



Helsinki, Finland



Boston, United States



London, United Kingdom



Tokyo, Japan



Helsinki, Finland



Seoul, South Korea



Singapore City

# marimekko



## Part ii: MariMirror

Easily implementable into Marimekko stores across the world, try on the season's prints before heading to the changing room.



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Solution – Marivision

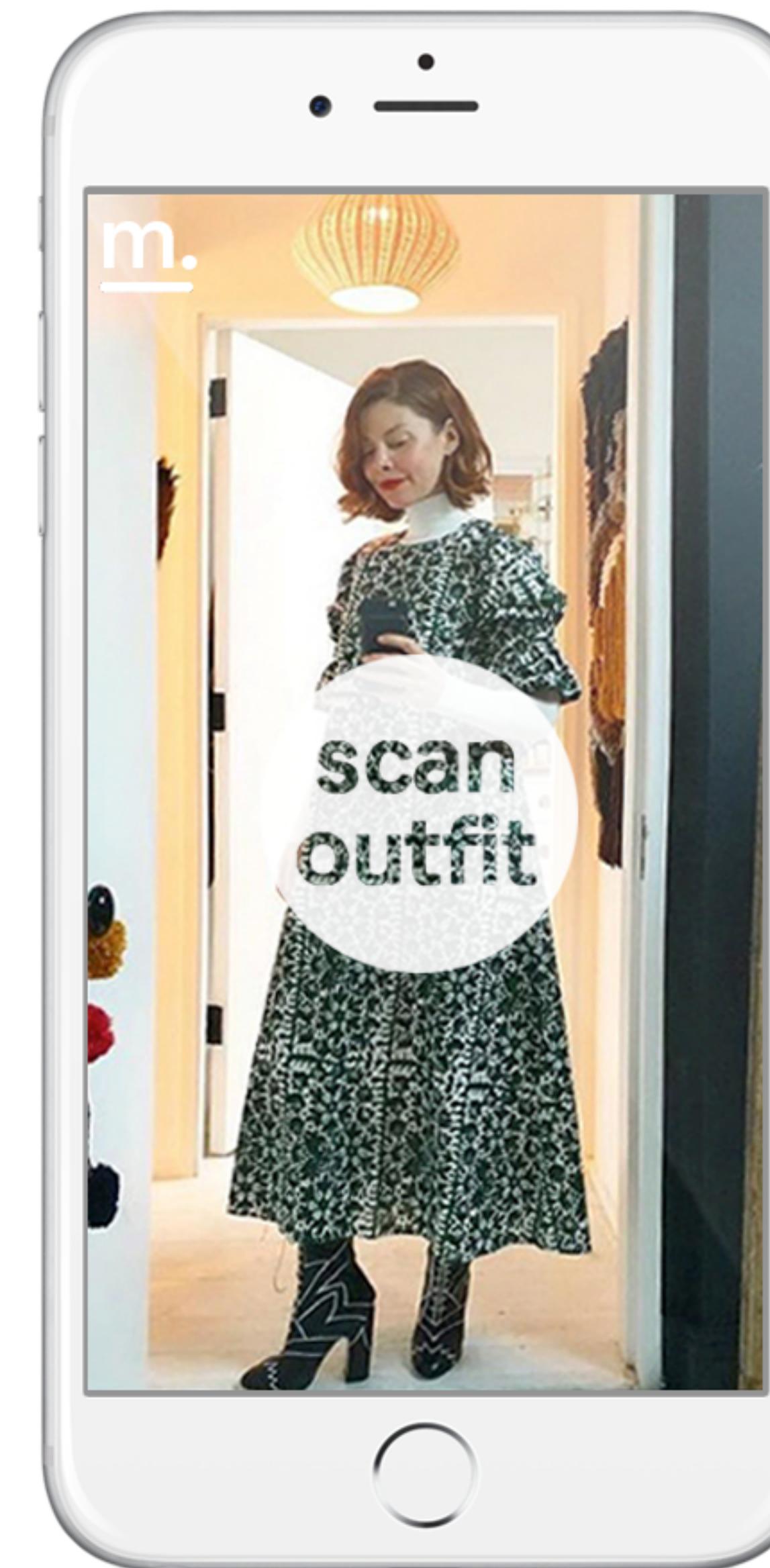
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The iOS app



# MariVision:

an augmented-reality iOS application  
which lets you pick colours from your  
world and let you choose the perfect  
Marimekko print for you!



## Part iii: MariVision App

Searching for that perfect  
Marimekko print that suits you?

Scan your outfit in the comfort  
of your own home, at work or  
wherever you feel inspired-  
try on Marimekko's signature  
silhouettes and flip through  
the season's prints and classics  
& find your perfect print.

Want to match prints together?  
At the touch of a button, scan  
your outfit and create a colour  
palette- then choose from a  
selection of colour matched  
prints to find the print to  
match your outfit.

With a simple Marimekko print picker, you can try on different prints on you and find your Marimekko experience



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