

Good afternoon,
We are Team Kuosi and we would like to introduce to you to MariVision.

The Marimekko core values are democracy, inclusivity and above all- self-confidence and joy. Marimekko wants to give everyone the opportunity to be a part of the Marimekko World, and experience this optimism and colourful lifestyle.

Marimekko's fanbase is as colourful and vibrant as the brand itself, and already has a loyal fanbase- and for good reason! The instant someone puts on a Marimekko print, you can instantly feel the colour and joy of the brand- and we want to share this with everyone- no matter who they are, where they are or what age they are.

Not only did we consider the wonderful, technologically talented people in this room- but also the average person in the street. We are fortunate enough to be familiar with the incredible technology that augmented and virtual reality provide- but what about Jaana, a 44-year old mother living in Tampere who is not familiar with such technology? Or Li, 25 year-old woman living in Beijing, who may not yet know the Marimekko brand?

We want to take the first step towards making the Marimekko brand available to everyone- not just the core fans, but the potential customers, no matter where they are or what age they are. Our aim is to share the Marimekko spirit, express the brand values of joy and inclusivity, and increase brand awareness all around the world in order to advance market expansion.

So how do we do this?

As huge fans of the Marimekko print, there were no questions where the inspiration for our app came from- the Marimekko Prints!

With more than 3500 different prints in the Marimekko archives, we wanted to delight and surprise people with these vibrant, optimistic prints- and let them experience the prints first-hand, without even having to step in store or need technological proficiency.

From a business perspective, we also found it important to let people experience the prints, but also focus the prints on the seasonal

selection, as well as the classic prints in store- in order to let customers know what they can buy, and what looks good on them.

And above all- feel the joy of the prints!

Split into 2 key concepts, the MariVision lets people experience the Marimekko print spirit via two interactive augmented-reality based channels.

Part I- The MariMirror

Imagine you're walking down the street. It's October, it's cold, it's grey- it's a Monday morning and you're feeling, well... a bit grey. All of a sudden, you see you- and you're bright and printed! By simply walking past the MariMirror digital portal, anyone can get an instant injection of joy and colour in their life by visualising Marimekko prints on you.

Simply have fun and play, or get to know the prints! By moving around, the print changes. See a print you love? Click on the screen and get to know more- where can you buy this? Or even, what is this incredible brand?

The MariMirror includes anyone who walks past- and does not exclude anyone. The MariMirror lets everyone experience the Marimekko spirit, increases brand awareness and lets people be part of the brand.

By also giving people the option of sharing their images, this also shares the Marimekko brand further, and lets your friends experience your joy too.

By strategically placing MariMirrors in locations where Marimekko has stores, where Marimekko will introduce stores, and even where Marimekko will want to be in the future, Marimekko can maximize their brand reach.

The Marimirror also works in store- easily implementable in changing rooms, try on the prints in store instantly!