

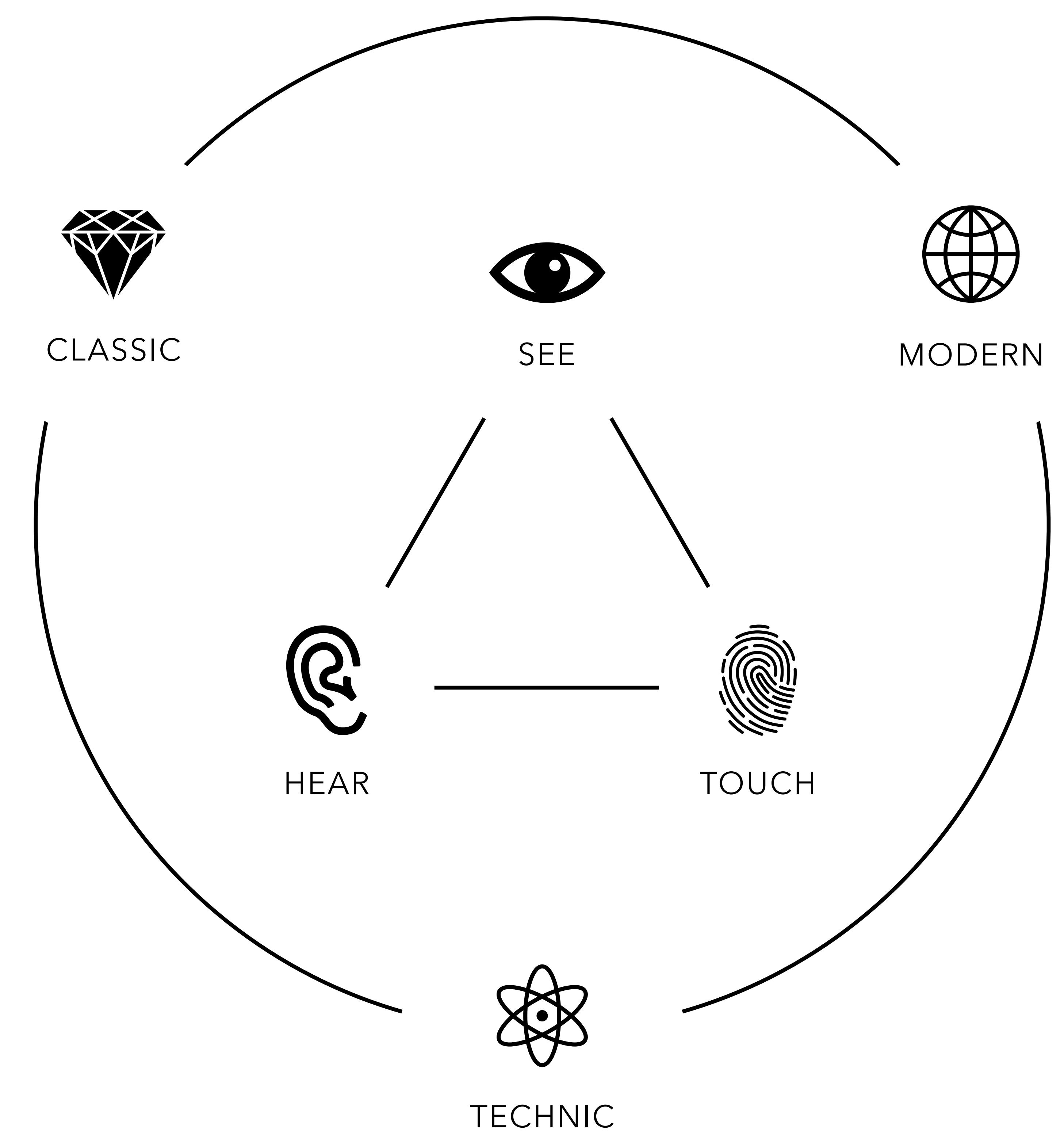
[X]

F[X]LAB.

F(x)Lab is a global digital innovation agency that focuses on creating digital solutions for luxury brands. Our team of interdisciplinary experts helps brands like Louis Vuitton, Zegna, Jil Sander, Celine, Karl Lagerfeld, Amiri, Lisson Gallery, Leica Camera and Swire Properties realize omnichannel, cross-border and digital transformation strategies. We exist to empower brands to tell their stories, to make a difference with great experiences.

VIBE DESIGN

[x] OUR THEORY

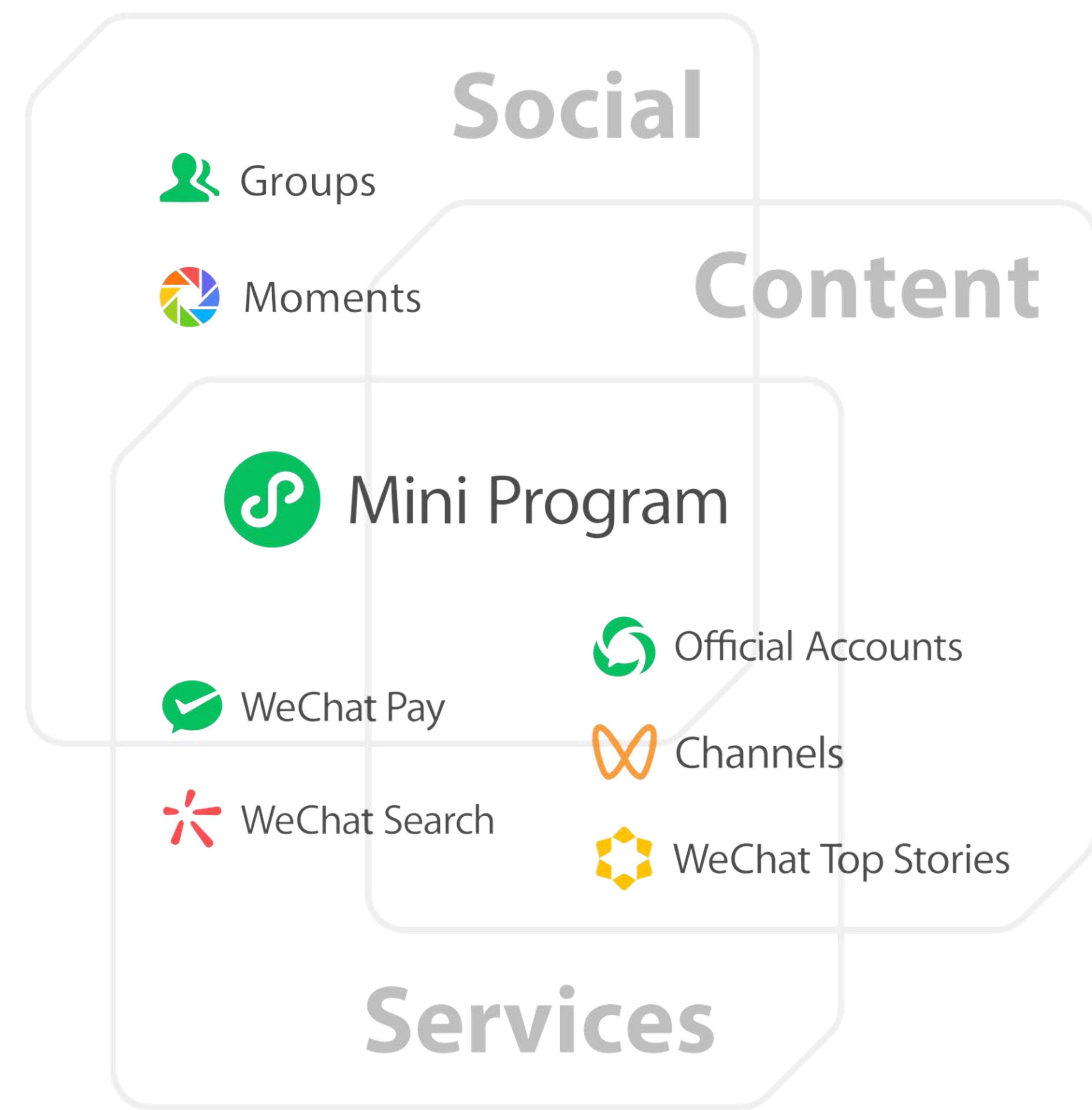


WECHAT ECOSYSTEM

[x] OUR FOCUS

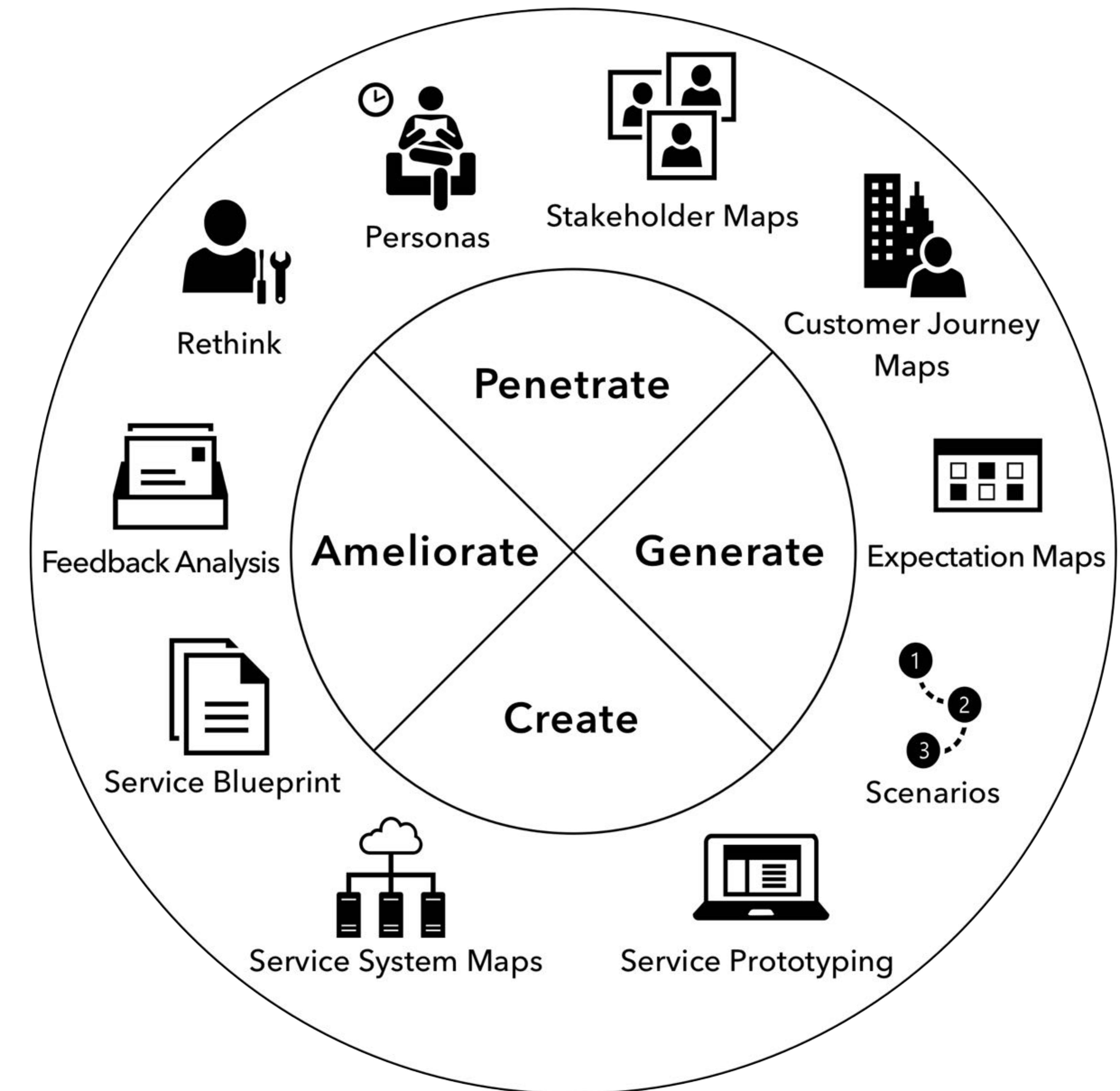


WeChat



EXPERIENCE MAKES THE DIFFERENCE

[x] DESIGN PROCESS



GLOBAL DIGITAL INNOVATION AGENCY

[x] SCOPE OF SERVICE

SCOPE

Luxury & New Luxury
Streetwear Culture
Art & Lifestyle

SOCIAL

Campaign / Pop-Up Raffle
Catalogue Livestream
RSVP Exhibition

CREATIVE

Visual Design Advertising
UI / UX Mini Game
Copywriting Collaboration / IP

DIGITAL

E-Commerce
CRM & Social CRM
Data Tracking & Monitoring

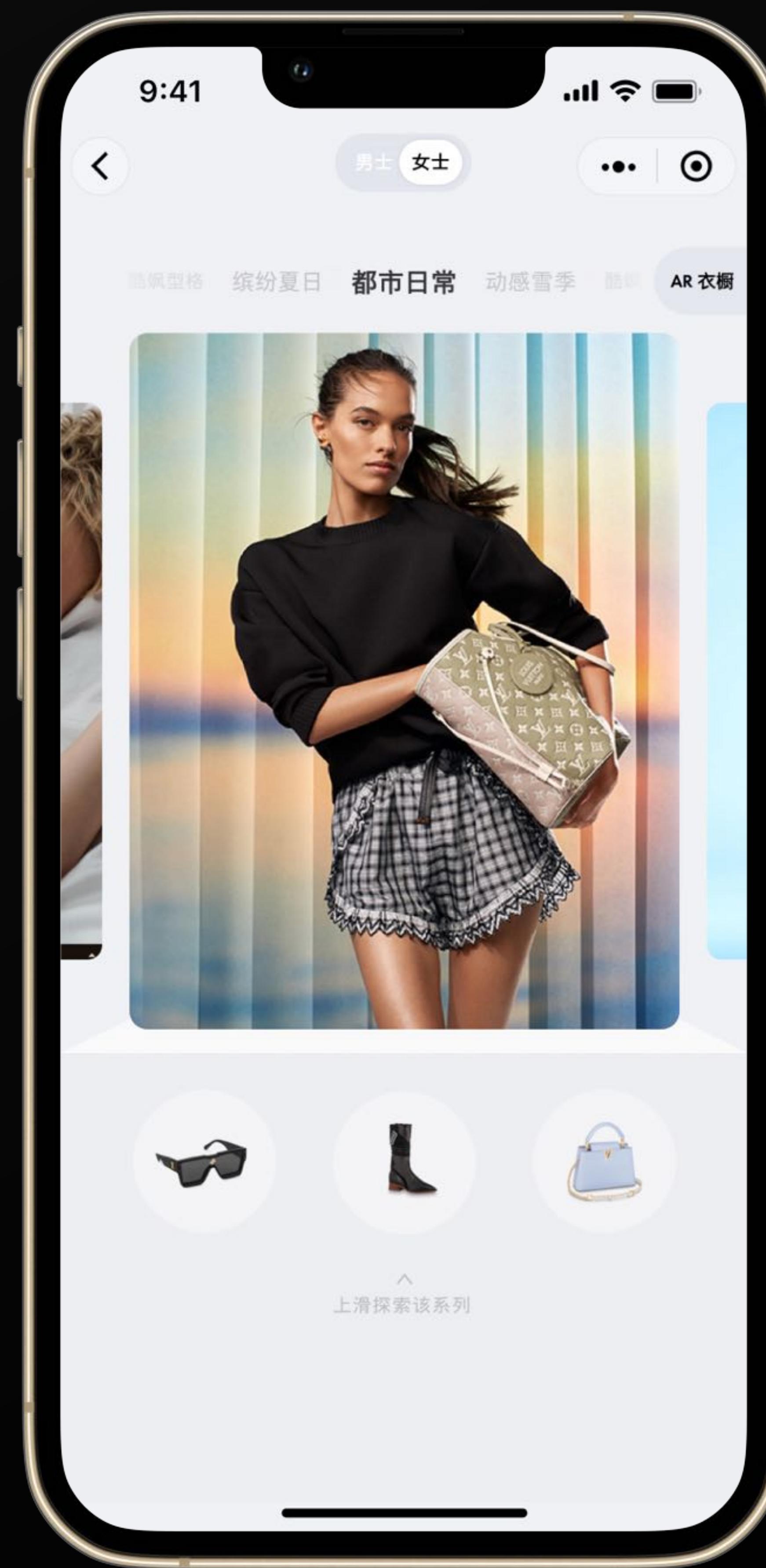
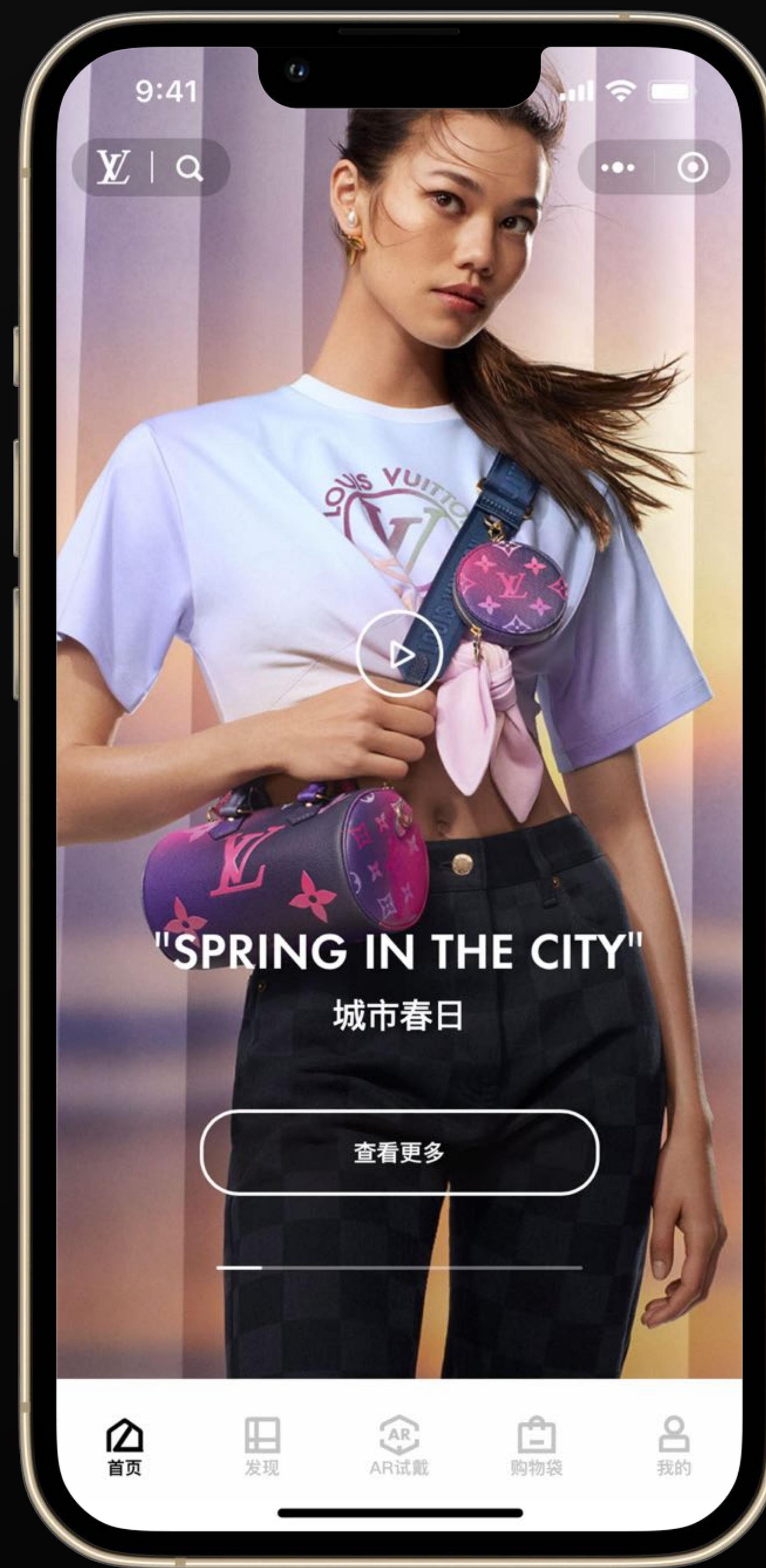
LUXURY & NEW LUXURY

[x] SHOWCASE

LOUIS VUITTON OMNICHANNEL

Powered by F(x)Lab's Vibe Design, the revamp of the LOUIS VUITTON Omnichannel WeChat Mini Program focuses on improving the sensory experience of this digital touchpoint. In this way, the exquisite vibe of the brand, which combines the classic and modern, can be expressed completely and perfectly.

[x] LUXURY | ONLINE BOUTIQUE
OMNICHANNEL | ALL-IN-ONE



CELINE ONLINE FLAGSHIP STORE

Entrusted by CELINE, WeChat Mini Program presented by F(x)Lab manifest the House's classic Parisian Chic with a bold and smooth digital experience. With an elegant layout as the core, F(x)Lab applies interaction details, guided flow and animated effects to deepen the immersive aesthetic experience.

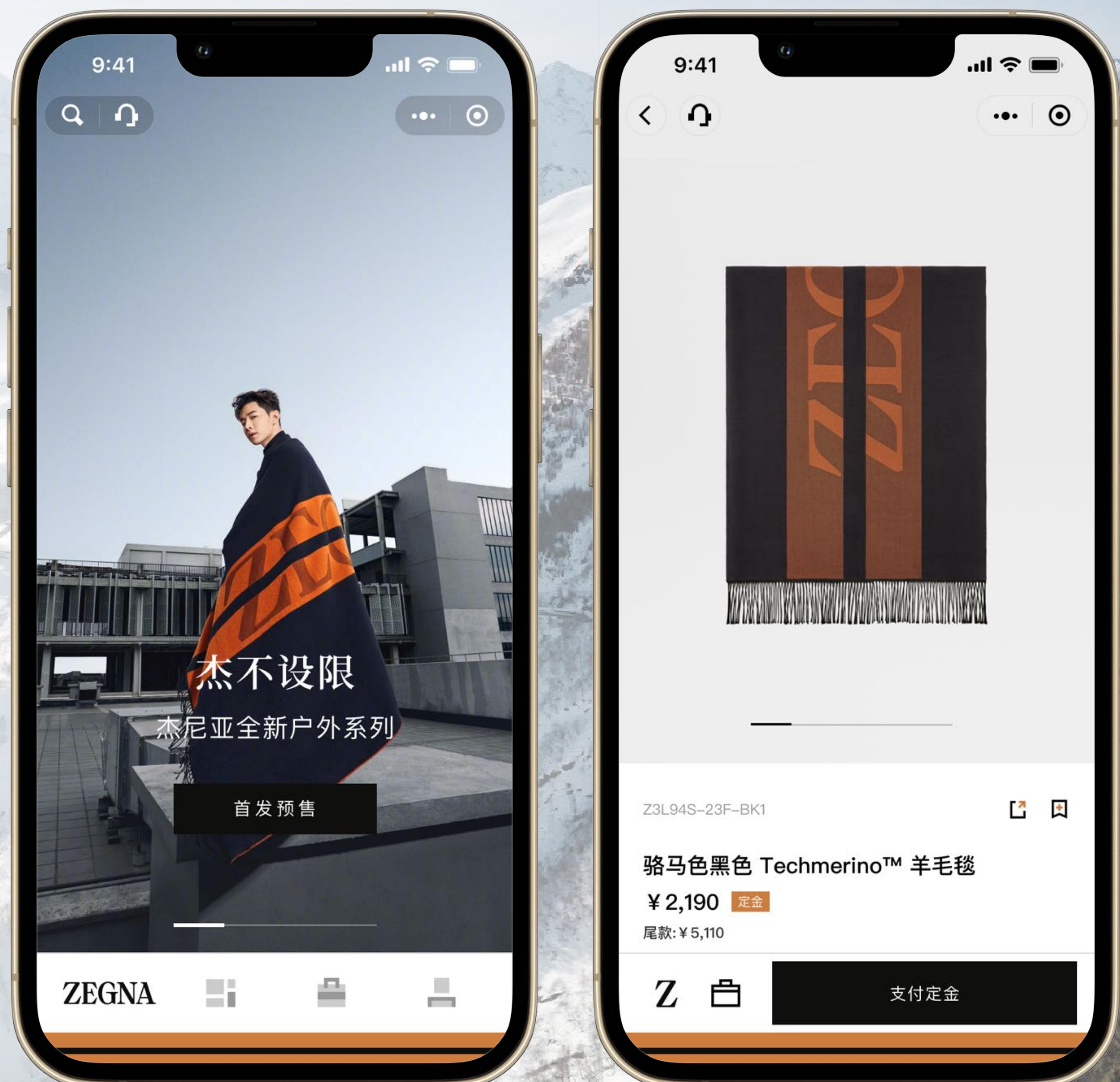
[X] LUXURY | ONLINE BOUTIQUE
OMNICHANNEL | ALL-IN-ONE



ZEGNA ONLINE BOUTIQUE

F(x)Lab starts an innovative journey of Zegna's digital assets in China with the revamp of the Zegna WeChat Mini Program as the preface. It interprets the brand recognition of luxury and leisure with a more youthful sense. It also witnessed the NYSE listing of the Zegna Group in December 2021.

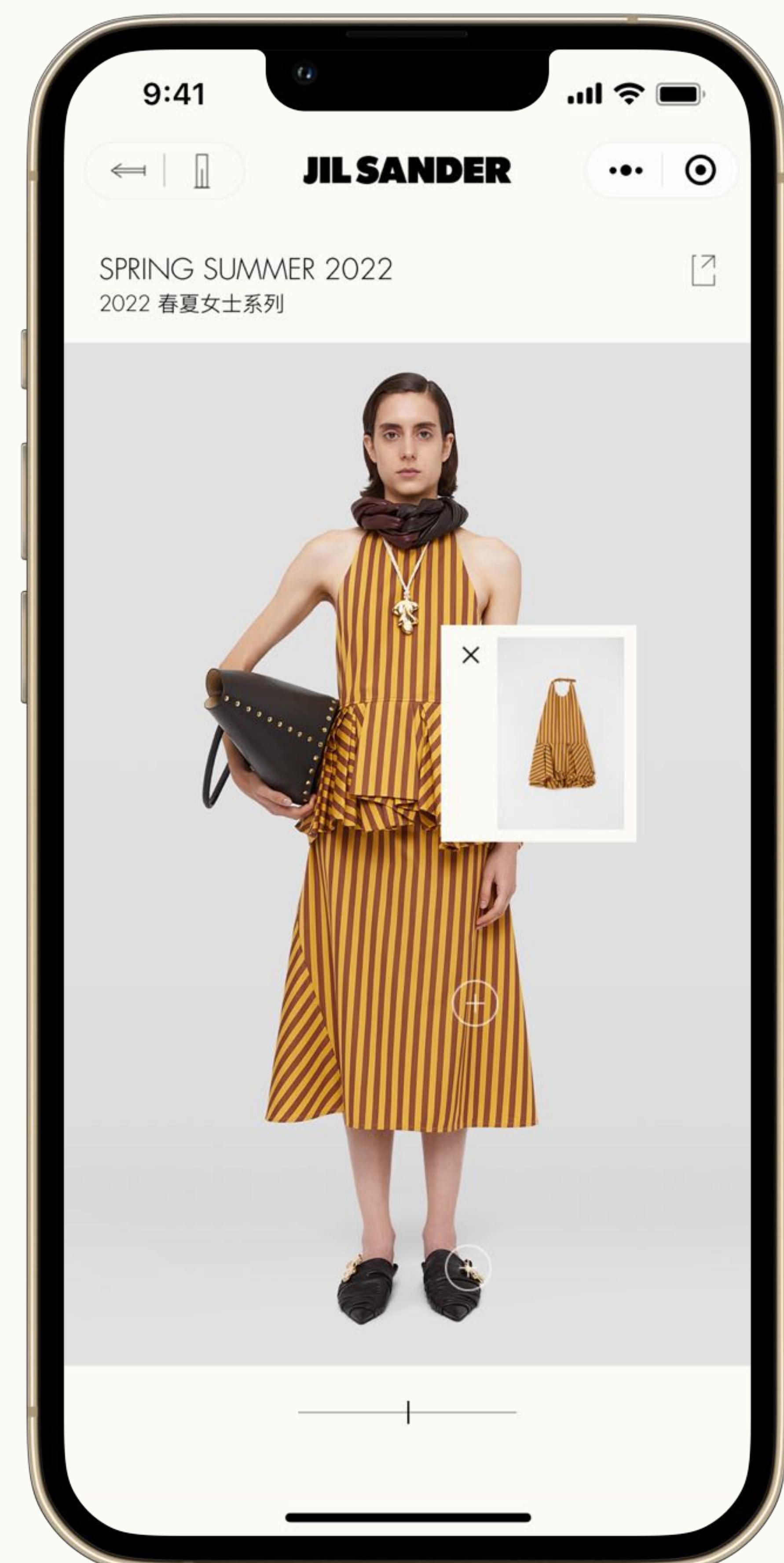
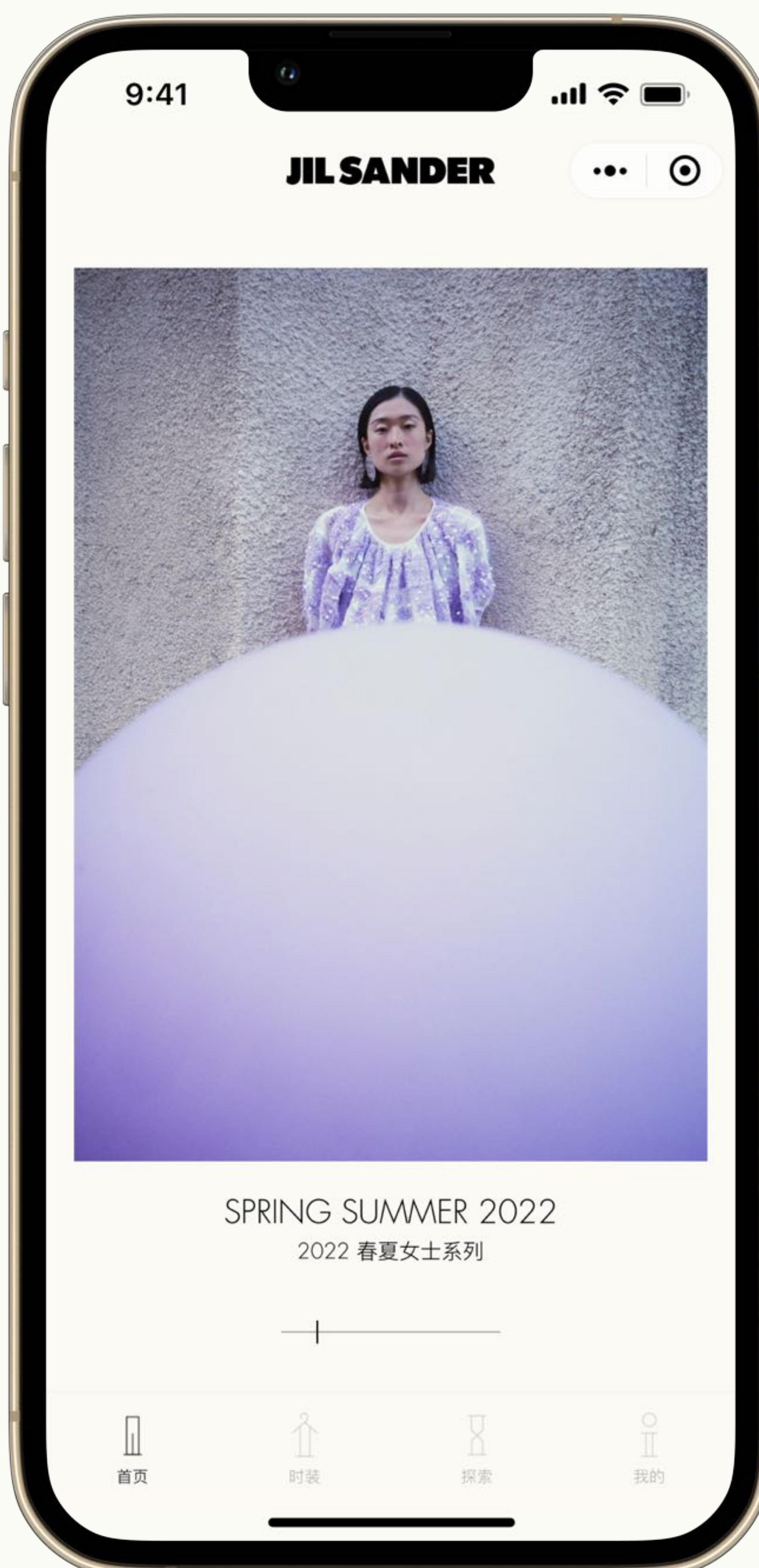
[x] LUXURY | ONLINE BOUTIQUE
OMNICHANNEL | SOCIAL E-COMMERCE



JIL SANDER ONLINE BOUTIQUE

F(x)Lab is creating a brand-new WeChat Mini Program for Jil Sander, the star brand of the OTB Group. The elegant and pure UI/UX design expresses the modern and sophisticated fashion image of the brand. Here users can view Jil Sander's latest collections, add products to their favorites and contact with SA. In the near future, the platform will also include the Virtual Store and RSVP functions.

[x] LUXURY | ONLINE BOUTIQUE
OMNICHANNEL | ALL-IN-ONE

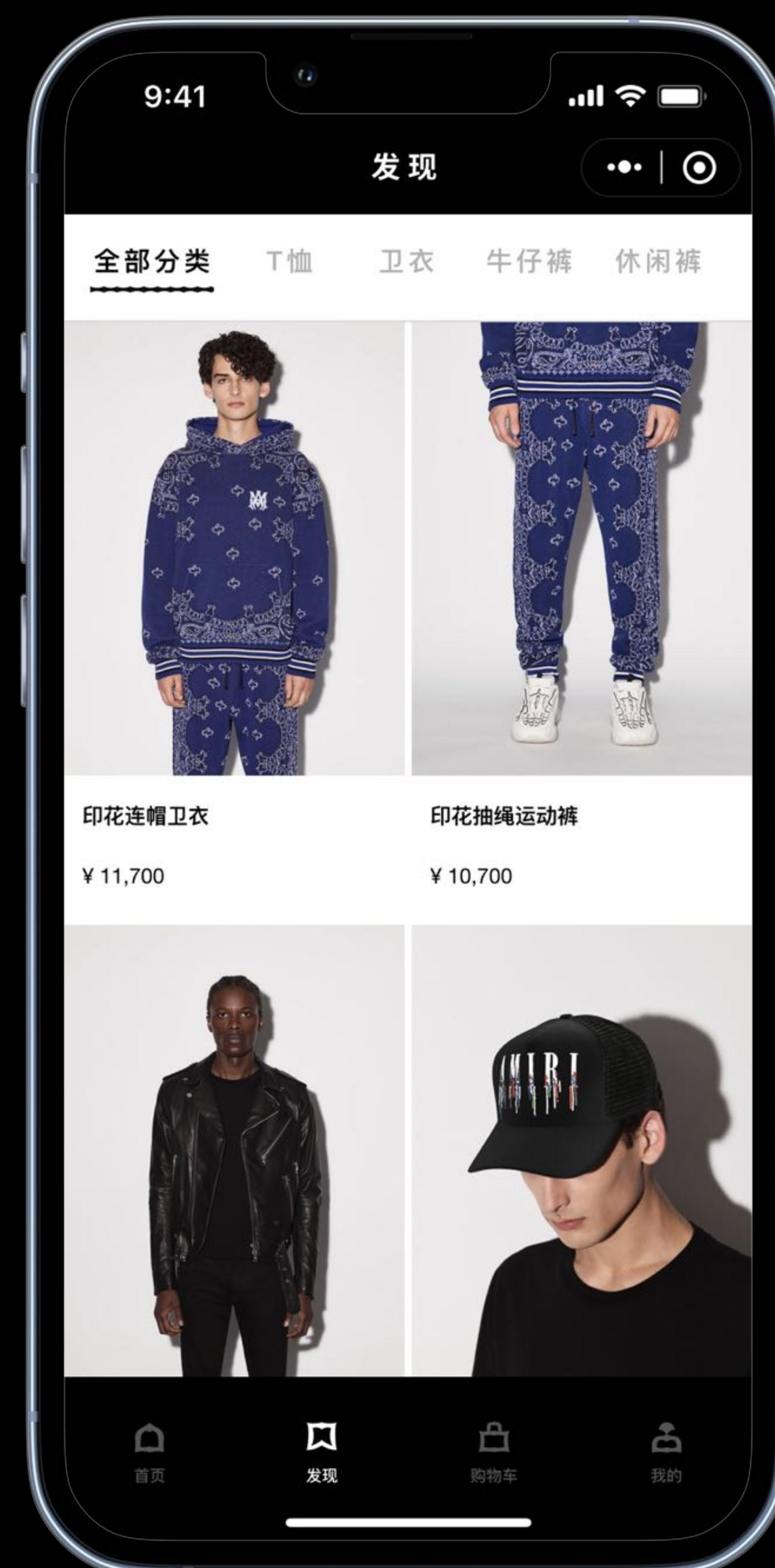


AMIRI ONLINE BOUTIQUE

F(x)Lab and American luxury brand AMIRI co-produced its WeChat Mini Program to provide an avant-garde yet stylish vibe. We are committed to creating a communication matrix integrating brand awareness and e-commerce in the WeChat ecosystem so that we embark on a new journey of dream-making with AMIRI Shanghai.



[x] LUXURY | ONLINE BOUTIQUE
OMNICHANNEL | ALL-IN-ONE



KARL LAGERFELD ONLINE BOUTIQUE

Entrusted by Karl Lagerfeld, F(x)Lab reshaped its WeChat Mini Program to express the brand identity with a clearer vision. Here users can view Karl Lagerfeld's quotes and sketches, and shop for selected latest products. Bold layout and smooth interaction bring users a high-quality brand experience.



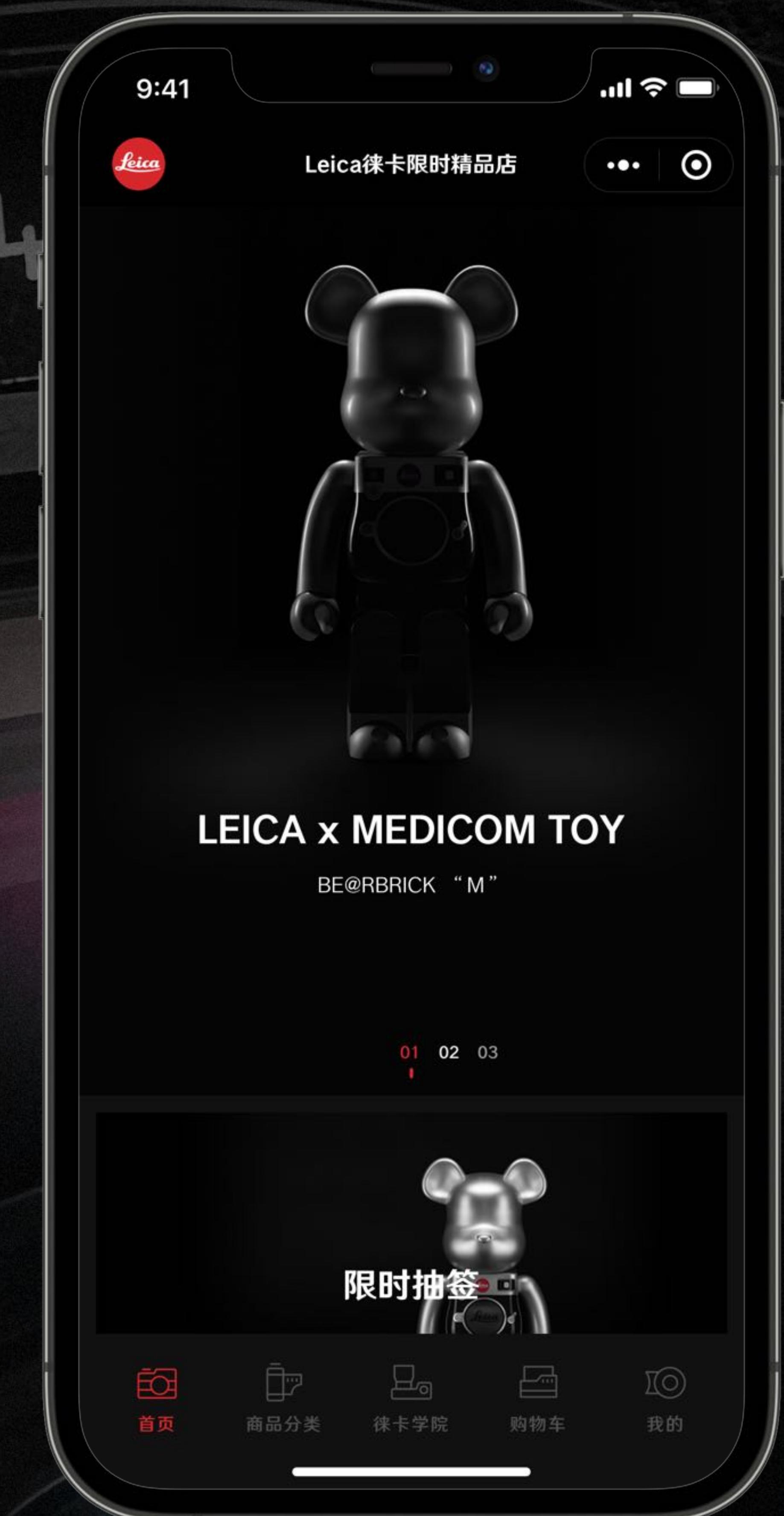
[x] LUXURY | ONLINE BOUTIQUE
OMNICHANNEL | SOCIAL E-COMMERCE



LEICA CAMERA ONLINE BOUTIQUE

The revamp of the Leica Camera WeChat Mini Program powered by F(x)Lab focuses on sorting out the logical structure of this digital touchpoint. In this way, the Leica Camera Series, Leica Akademie Workshops and other services can be browsed as clearly and hierarchically as possible, creating a smooth and distinctive digital journey.

[X] LUXURY | ONLINE BOUTIQUE
OMNICHANNEL | ALL-IN-ONE



LOUIS VUITTON JD.COM

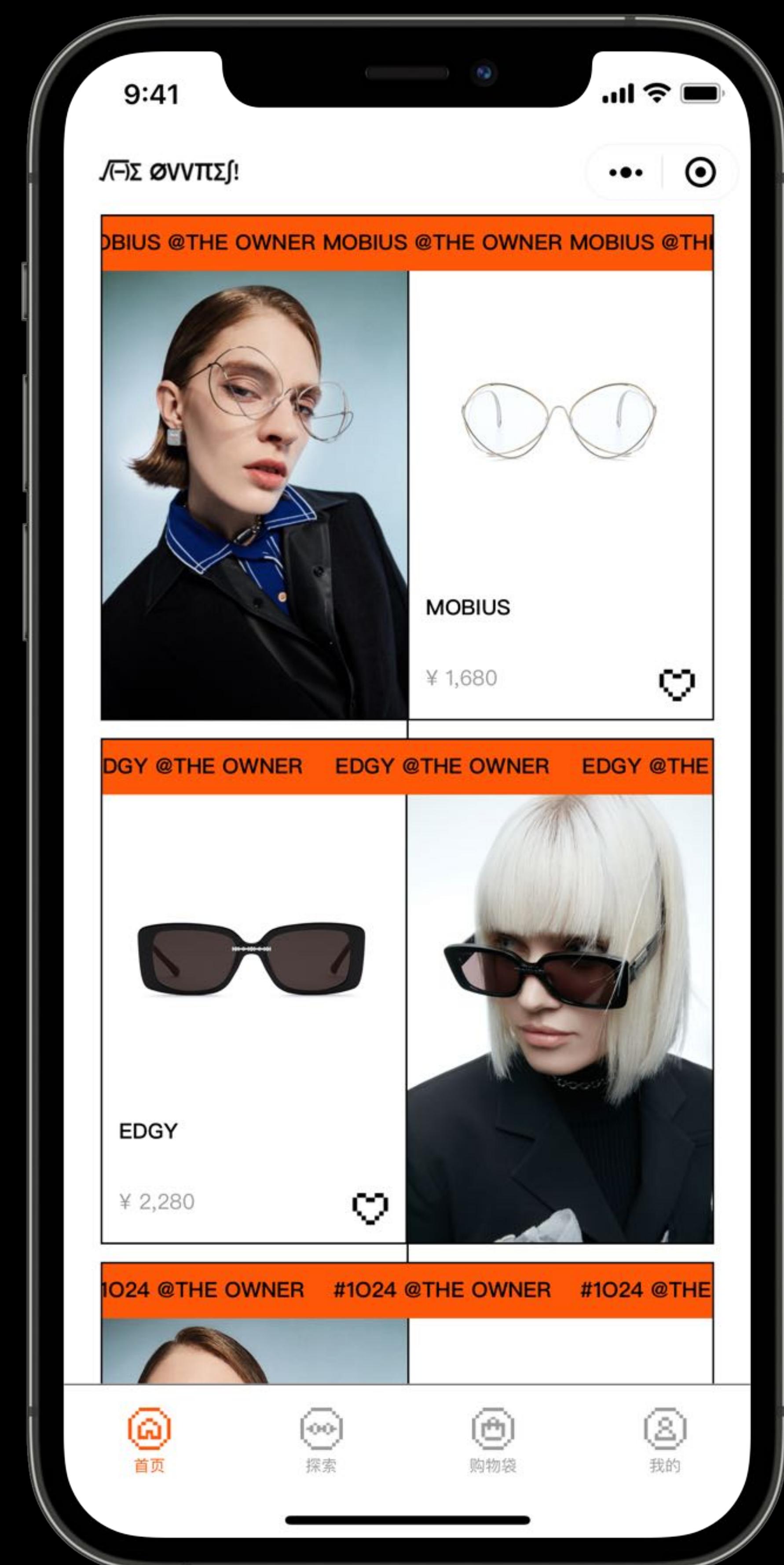
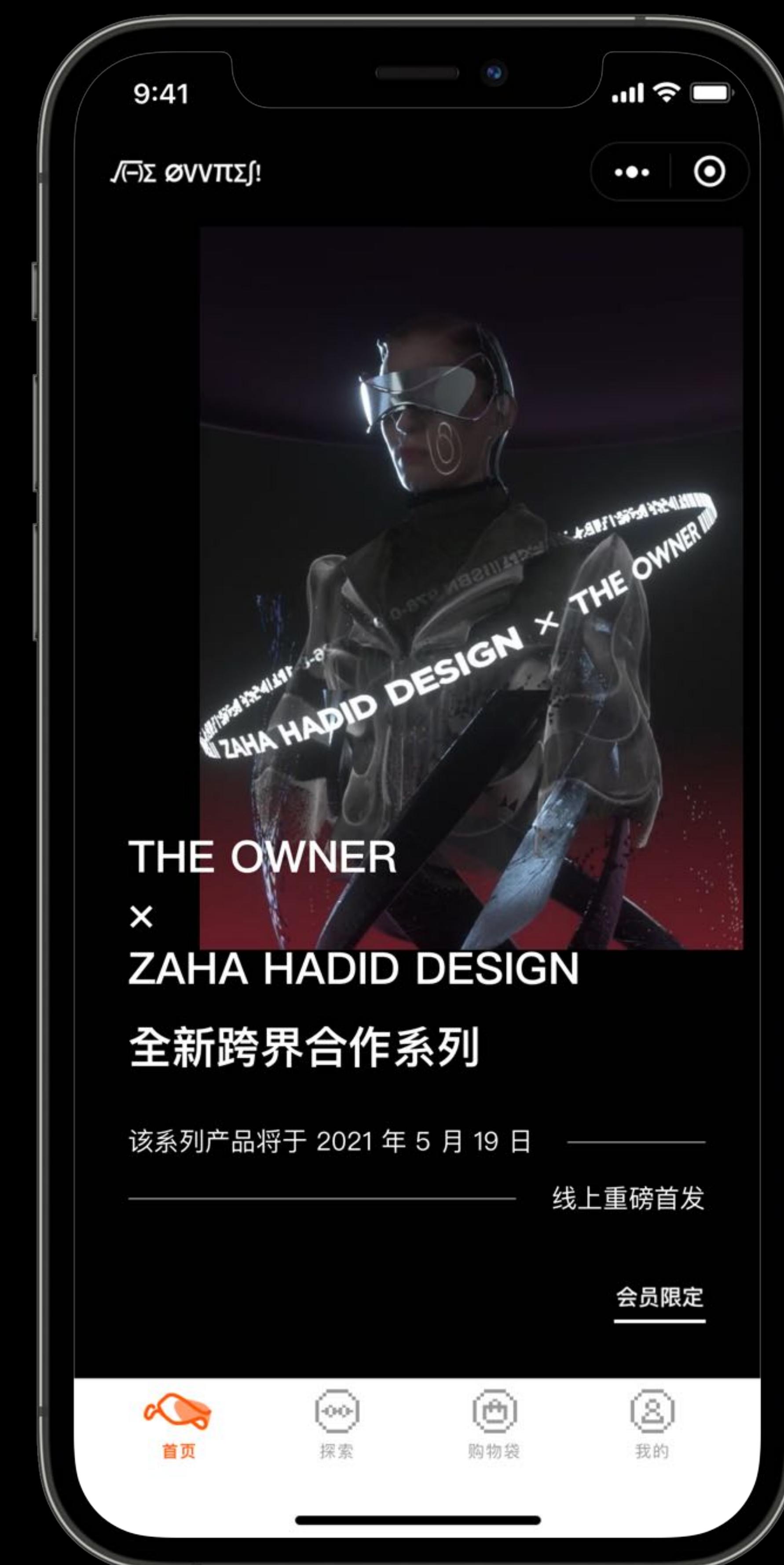
In April 2021, LOUIS VUITTON entered a partnership with JD.com powered by F(x)Lab's Vibe Design. Chinese consumers will be able to search for LV on the JD app, gaining access to LOUIS VUITTON's omnichannel WeChat Mini Program and exclusive shopping experience.



THE OWNER ONLINE SPACE

In the WeChat Mini Program powered by F(x)Lab, users can freely browse, try, collect, order, and share various eyewear works of THE OWNER. It continuously expresses the industrial thinking and humanistic concern of the brand, captures the favor of the younger generation, and feeds back the fashion culture.

[x] NEW LUXURY | ONLINE BOUTIQUE
OMNICHANNEL | ALL-IN-ONE



LOUIS VUITTON FASHION SHOW

F(x)Lab integrates minimalist icons, bold layouts and smooth interactions to create an immersive experience of the LOUIS VUITTON fashion show. The WeChat Mini Program presented by F(x)Lab enables Chinese audiences to enjoy an immersive moveable fashion feast that originated in Paris.

[x] LUXURY | LIVESTREAM
FASHION SHOW | RUNWAY



LOUIS VUITTON 1V1 LIVE ROOM

As a primary part of LOUIS VUITTON's digital transformation in China, the 1V1 Live Room WeChat Mini Program designed by F(x)Lab connects VIC and SA of the Maison. In this way, the livestream and social e-commerce can benefit from each other, supporting the Maison to deeply develop the WeChat ecosystem with over 1.26 billion monthly active users.



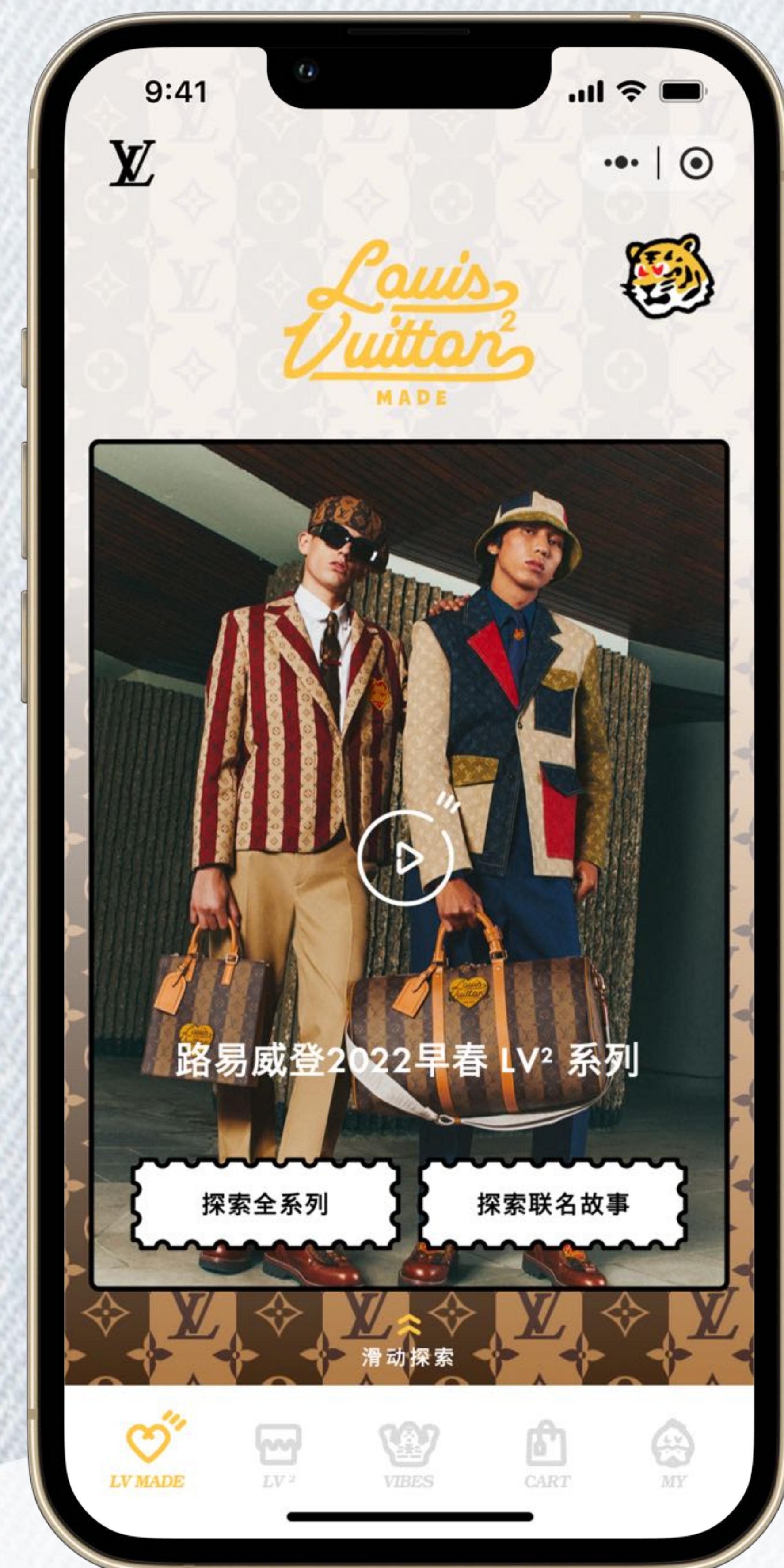
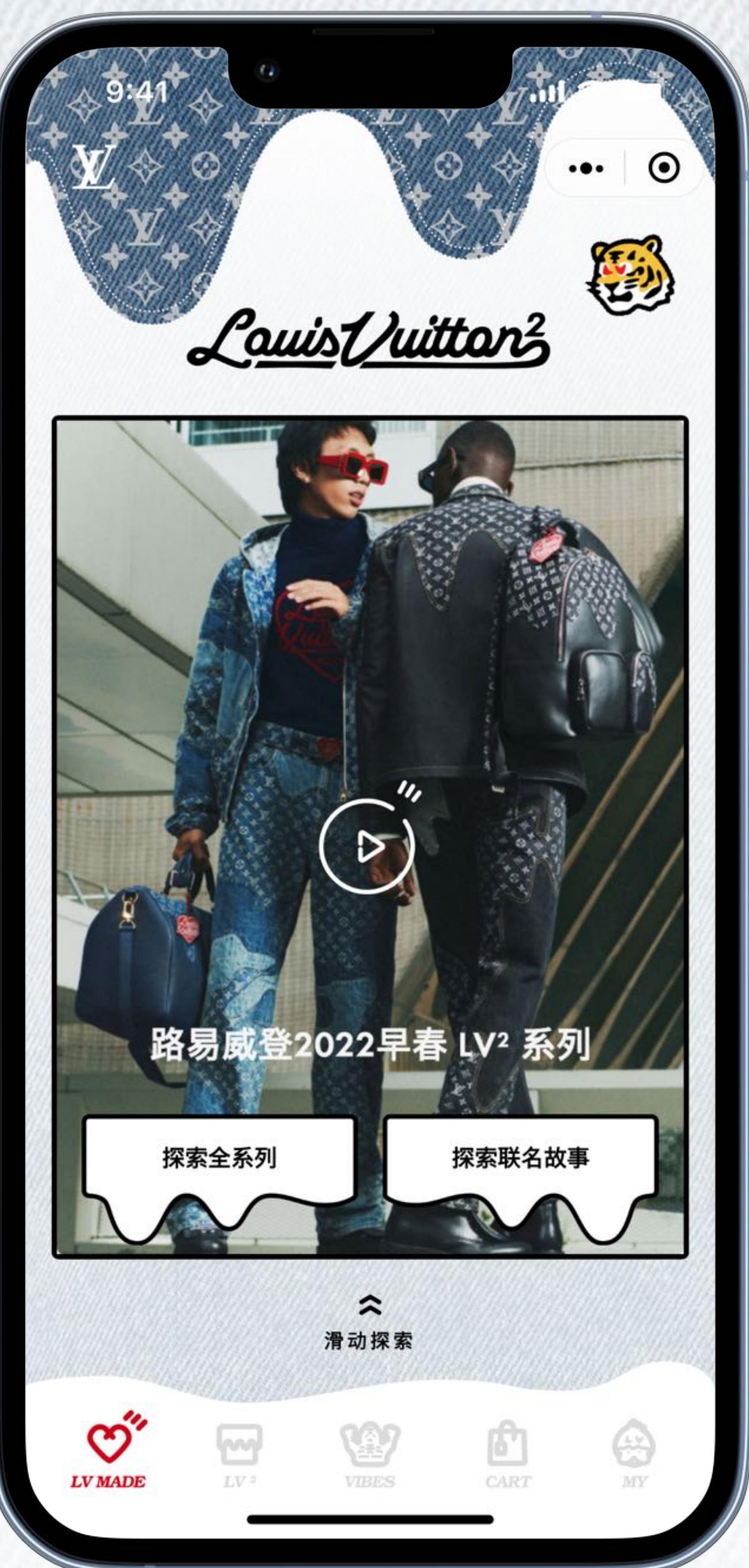
[x] LUXURY | LIVESTREAM
VIC SERVICE | SOCIAL E-COMMERCE



LOUIS VUITTON × NIGO® POP-UP STORE

LOUIS VUITTON worked collaboratively with F(x)Lab to produce the Pre-Spring 2022 LOUIS VUITTON × NIGO® WeChat Mini Program that combines streetwear culture and classic luxury style. Multiple subcultures are welcomed and accepted here. In this fashion, the brand conquers the market of the younger generation and creates new growth records.

[X] LUXURY | POP-UP STORE
STREETWEAR | COLLABORATION



LOUIS VUITTON MEN'S FALL-WINTER 2020

Virgil Abloh unveiled the "Heaven on Earth" Men's Fall-Winter 2020 Campaign full of blue sky and white clouds. F(x)Lab applied Vibe Design to create the lightness of traveling between clouds in the digital space of the WeChat Mini Program. Fresh colors, exquisite icons and sophisticated layouts reveal the dreamlike scene of the show.



[x] LUXURY | POP-UP STORE
MENSWEAR | SOCIAL E-COMMERCE



LOUIS VUITTON MEN'S SPRING-SUMMER 2021

Following the LOUIS VUITTON Men's Spring-Summer 2021 Fashion Show, an unprecedentedly grand occasion in Shanghai, F(x)Lab's carefully customized WeChat Mini Program debuted. The inclusive, diverse and splendid colors of the young generations came together to open the fantasy world of the new season.



[x] LUXURY | POP-UP STORE
MENSWEAR | SOCIAL E-COMMERCE

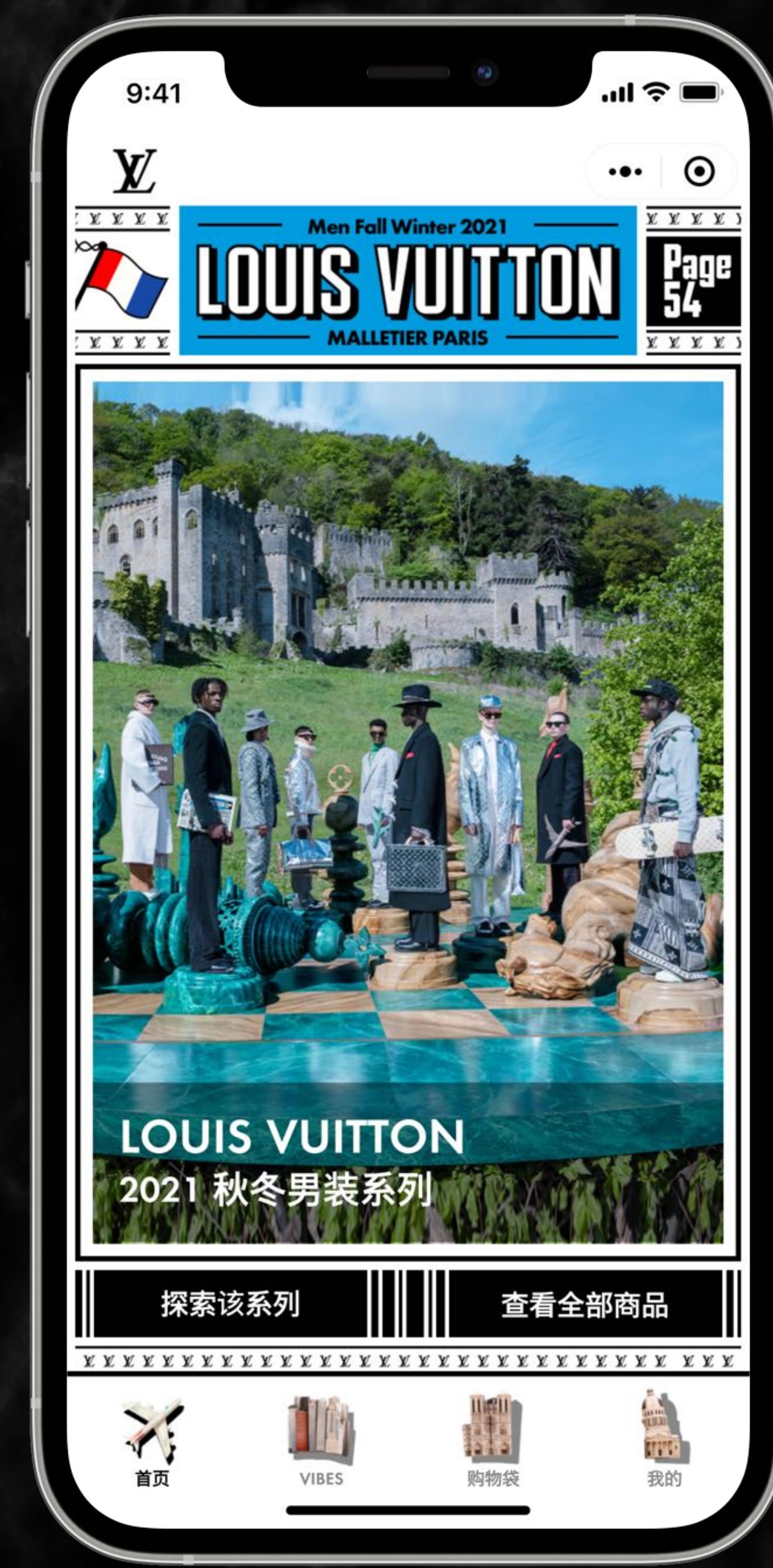


LOUIS VUITTON MEN'S FALL-WINTER 2021

F(x)Lab unveiled the new season theme of "Tourist vs. Purist", bringing a global journey in the digital space. The grid layout of the WeChat Mini Program pays tribute to the retro tabloid. The collage decorations are on the UI occasionally. Our design breaks through the stereotypes and develops an avant-garde and unique style.



[x] LUXURY | POP-UP STORE
MENSWEAR | SOCIAL E-COMMERCE

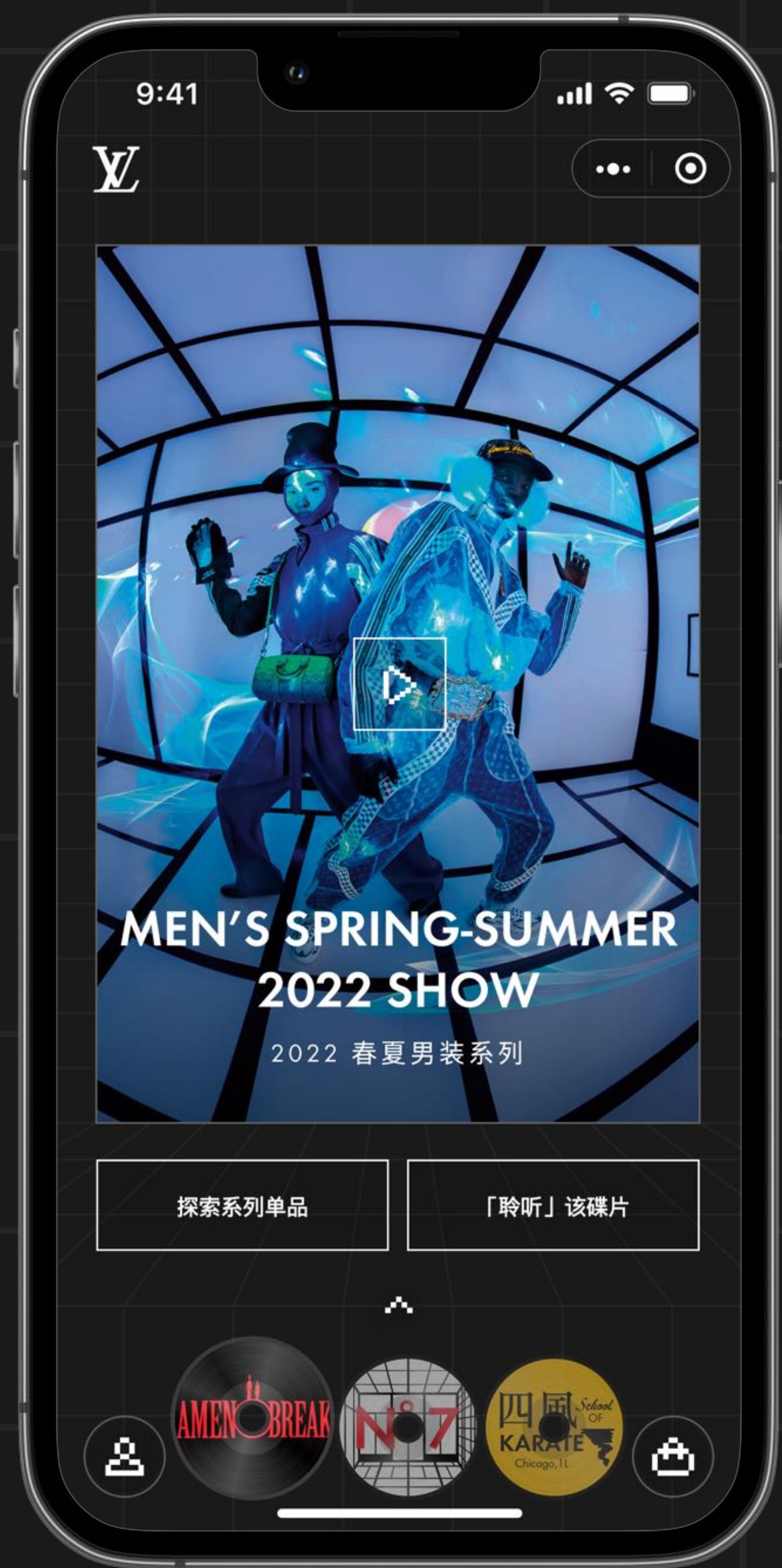


LOUIS VUITTON MEN'S SPRING-SUMMER 2022

"No season is an old season." As Virgil Abloh said, F(x)Lab has constructed an open digital space where elements with various styles can freely collide to produce novel ideas. Audio discs and visual catalogue add to the topicality of this bold and interesting menswear collection.



[x] LUXURY | POP-UP STORE
MENSWEAR | INNOVATION

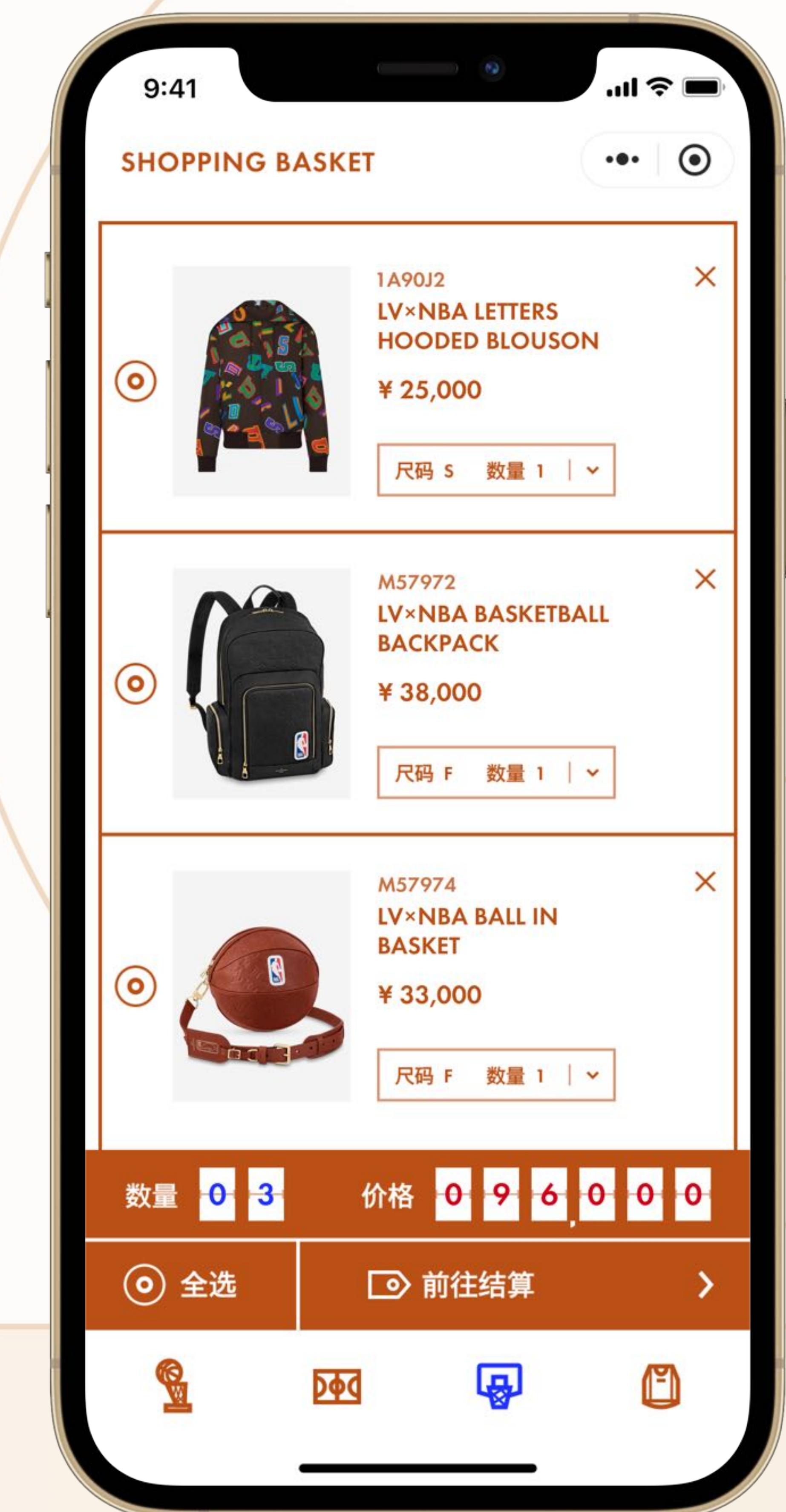


LOUIS VUITTON × NBA POP-UP STORE

F(x)Lab adapts the designer's codes with the iconography of the basketball universe to present two seasons of the LV×NBA collection in the WeChat Mini Program. In this digital space, we honor the values of relatability and inclusion key to Virgil Abloh's vision at LOUIS VUITTON.



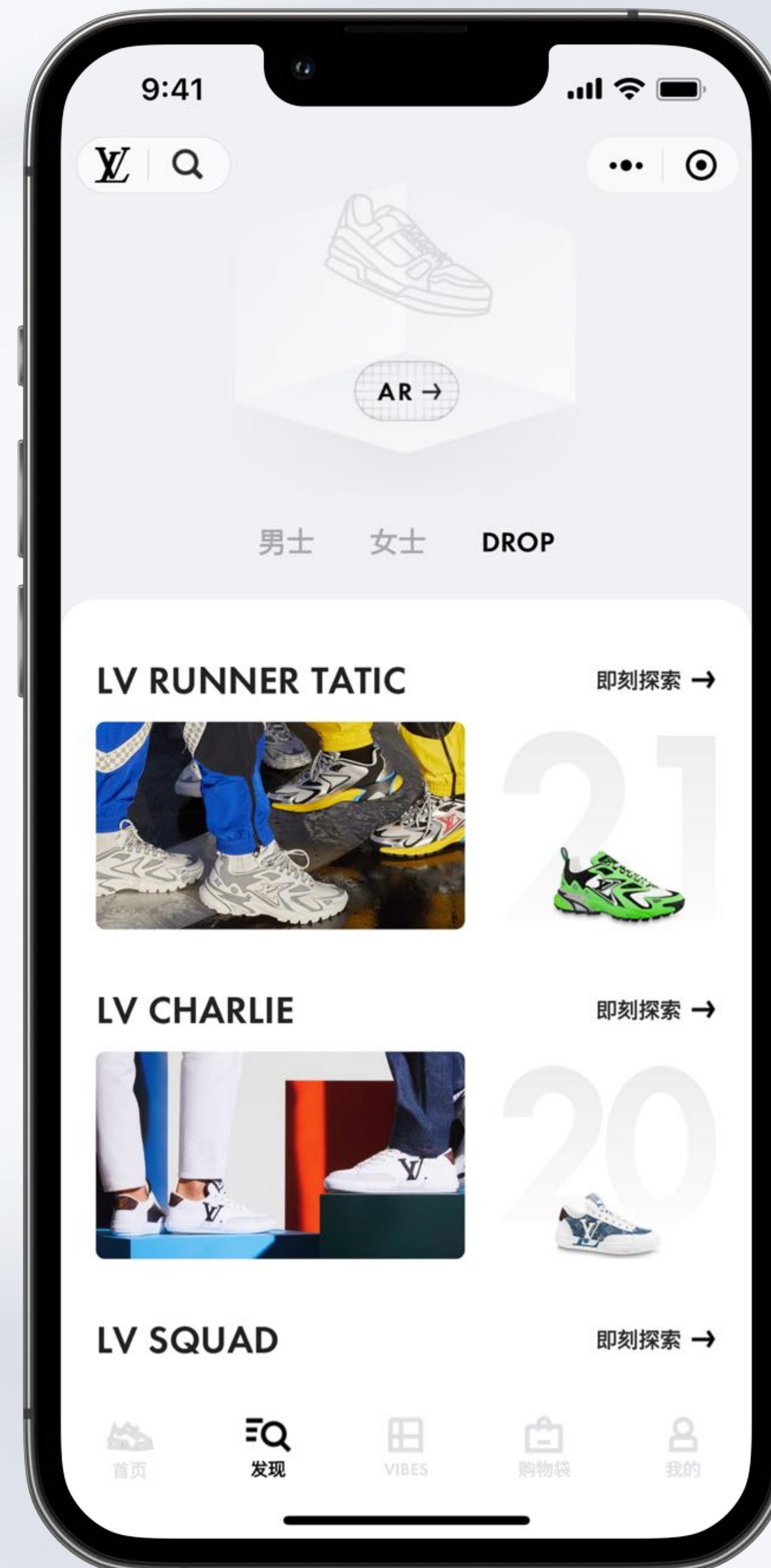
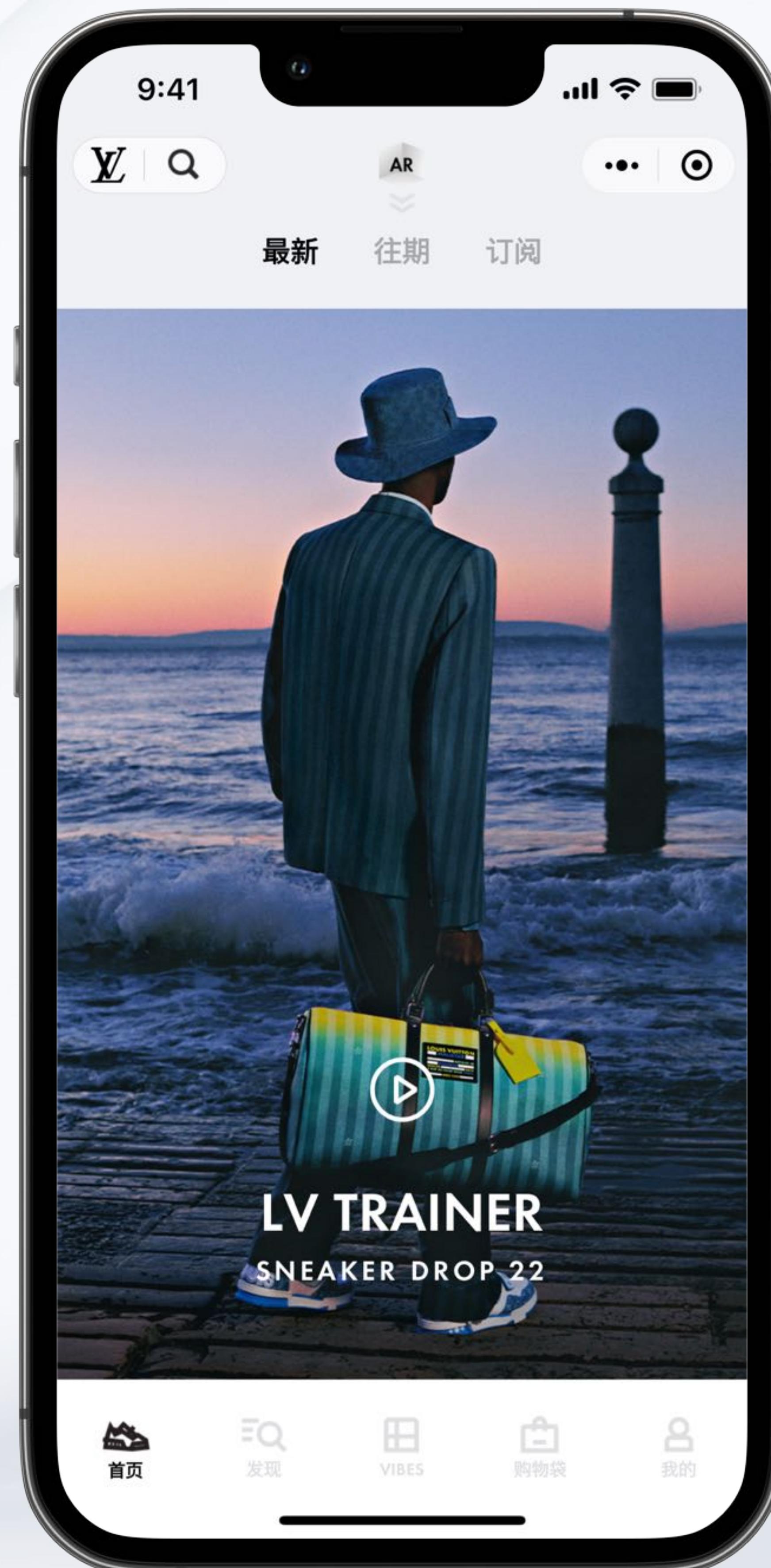
[x] LUXURY | POP-UP STORE
STREETWEAR | COLLABORATION



LOUIS VUITTON SNEAKERS STORE

Entrusted by LOUIS VUITTON, F(x)Lab provides creative & design solutions for the LOUIS VUITTON Sneakers Store WeChat Mini Program. Powered by 3D and AR technology, it helps the Maison to deeply develop the new benchmark category of luxury sneakers with a fun and smart digital experience.

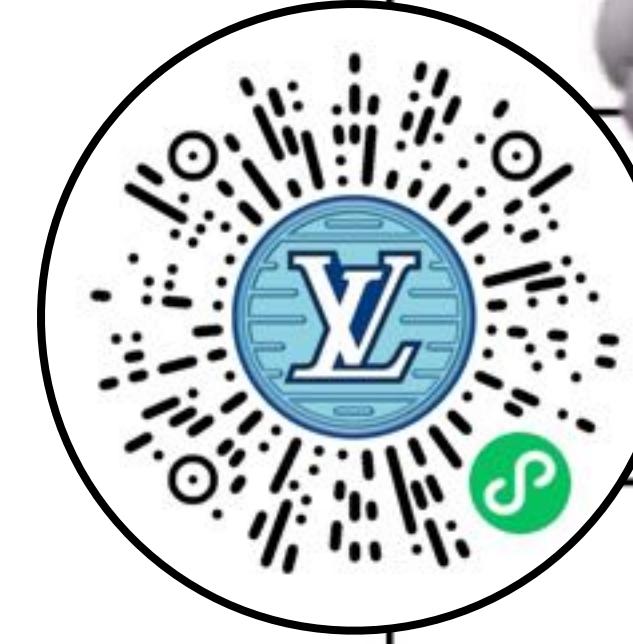
[x] LUXURY | POP-UP STORE
STREETWEAR | SNEAKERS



LOUIS VUITTON AND NIKE "AIR FORCE 1" BY VIRGIL ABLOH

Inspired by the black and white backdrop from Virgil's latest fashion show, our design curated motion 3D assets with signature details including the LV monogram, quotation text, and quality leather construction. Tribute to this decades of dreamed up mash-ups, making the digital identity on WeChat Mini Program both street and luxury.

[X] LUXURY | POP-UP STORE
STREETWEAR | SNEAKERS



LOUIS VUITTON CHINESE NEW YEAR

With the help of F(x)Lab, diverse marketing forms (WeChat Stickers, WeChat Red Pocket Covers, Voice Gift Cards, etc.) allow the Maison to span Eurasia, communicate with audiences in the Chinese Cultural Circle, and spend the Chinese New Year holiday together with precious gifts.





AMIRI CHINESE NEW YEAR

To celebrate the 2022 Chinese New Year, which heralds the Year of the Tiger, AMIRI has released a new capsule collection in the WeChat Mini Program. F(x)Lab uses unconventional interface design to produce distinct and entertaining interactive experiences so that the brand can reach young Chinese consumers more widely.



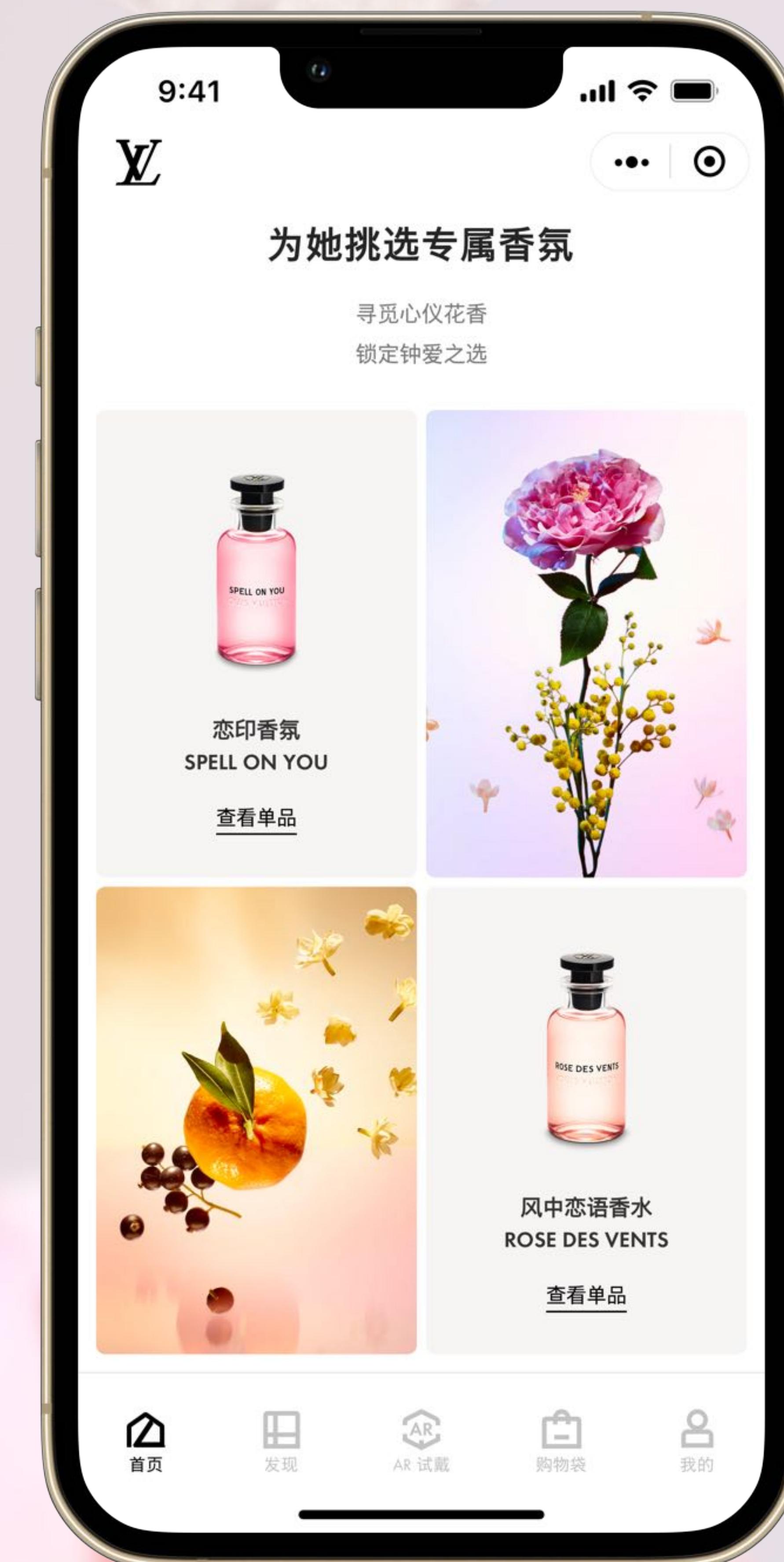
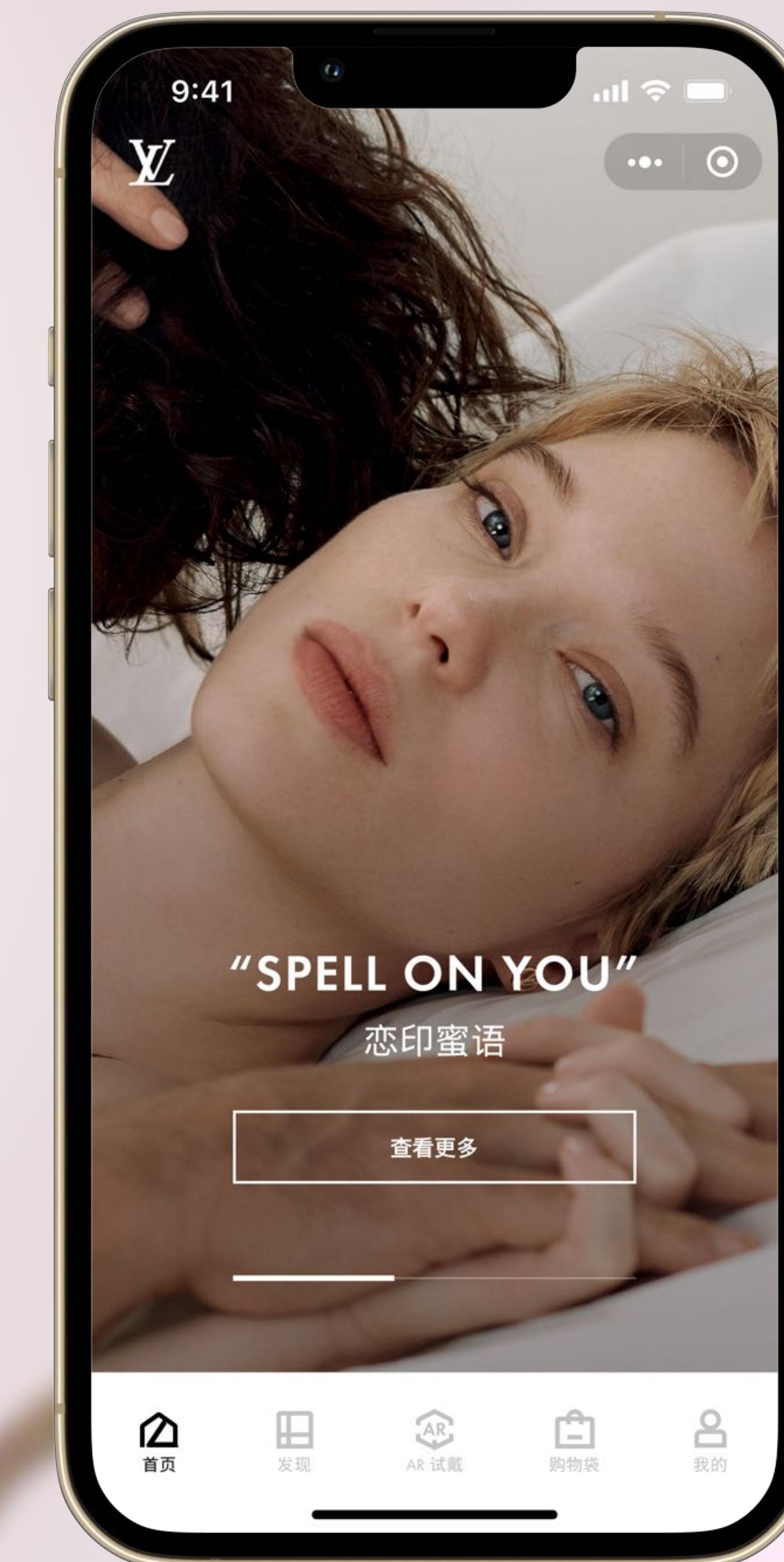
[x] LUXURY | POP-UP STORE
SOCIAL E-COMMERCE



LOUIS VUITTON SPELL ON YOU

LOUIS VUITTON Omnichannel WeChat Mini Program launched the "Spell On You" Valentine's Day campaign. Taking Spell On You fragrance as the key product, customized pages presented by F(x)Lab create romantic vibes for the lovers to send out sincere feelings with selected gifts.

[X] LUXURY | POP-UP STORE
SOCIAL E-COMMERCE



CELINE 520 VALENTINE'S DAY

In May 2022, CELINE has launched an official flagship store on JD.com, providing a full range of items. F(x)Lab designed a pop-up store on both WeChat Mini Program and JD.com by the 520 Valentine's Day. Users learn about CELINE 520 capsule collection through micro-interactions and the mini-game before they buy gifts and send their wishes.



[x] LUXURY | POP-UP STORE
SOCIAL E-COMMERCE



LOUIS VUITTON CHINESE VALENTINE'S DAY

LOUIS VUITTON SCRM WeChat Mini Program released the "Draw Your Love" Chinese Valentine's Day campaign. Users can draw the shape of a heart by taking LOUIS VUITTON products as brushes. Exclusive fragrances that represent unique personal characteristics will be identified and the results can be shared with others.



[X] LUXURY | POP-UP STORE
MINI-GAME

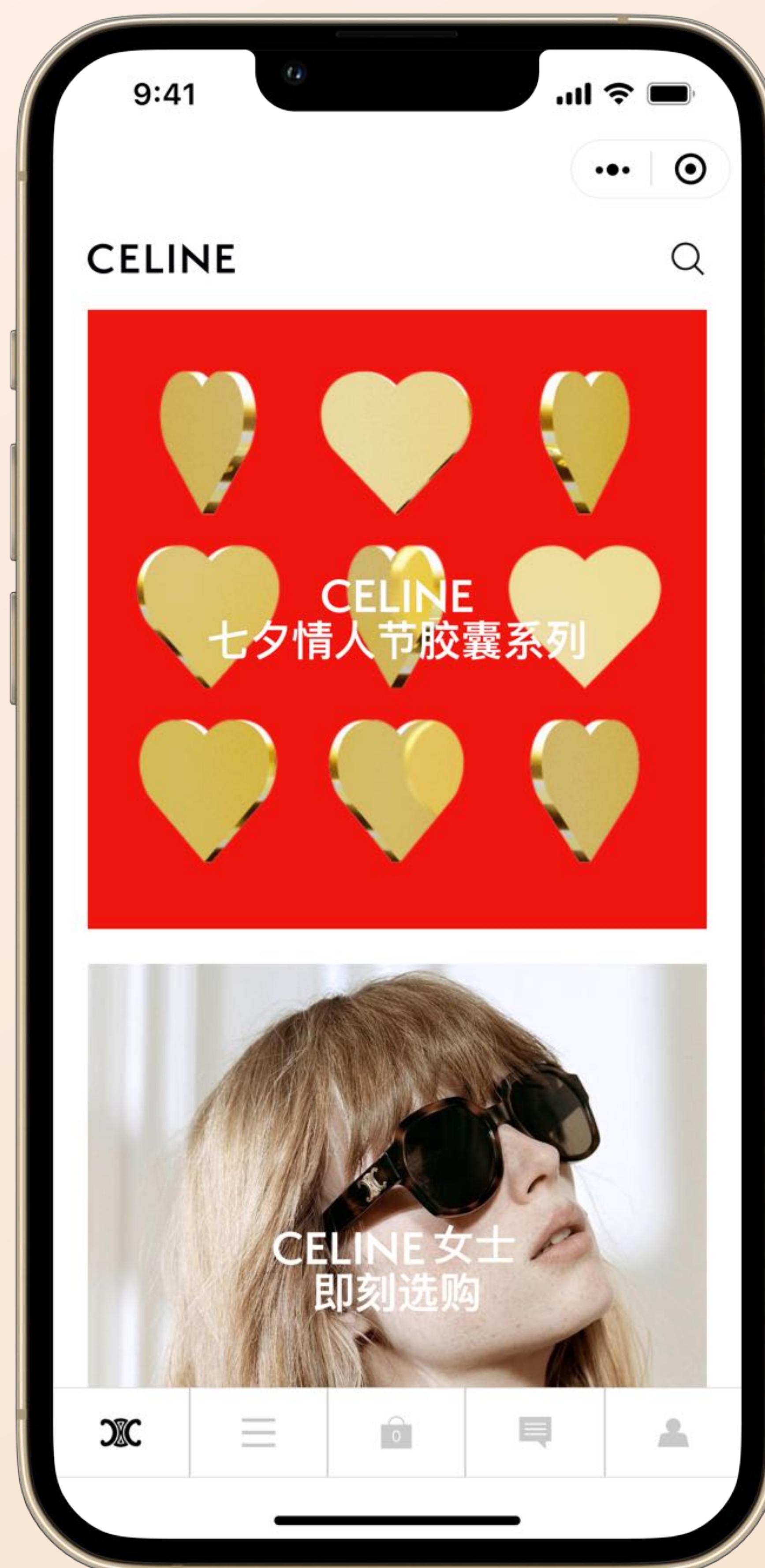


CELINE CHINESE VALENTINE'S DAY

Based on the colorway of CELINE Chinese Valentine's Day capsule collection, F(x)Lab caters to the aesthetic preferences of the younger generation with a bold and straightforward user interface design. Customized WeChat Mini Program strengthens the local relevancy, attracting the younger generation to bring significant growth in social e-commerce.



[x] LUXURY | POP-UP STORE
SOCIAL E-COMMERCE



CELINE THE DANCING KID

CELINE WeChat Mini Program launched a pop-up store for the Dancing Kid Collection. Our design extracts the most recent trend of streetwear culture and adds to the classic and elegant personal style of Hedi Slimane. It manifests the House's classic Parisian Chic with a bold and smooth digital experience.

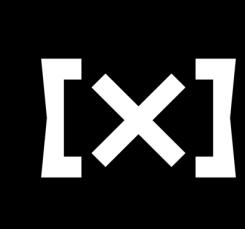


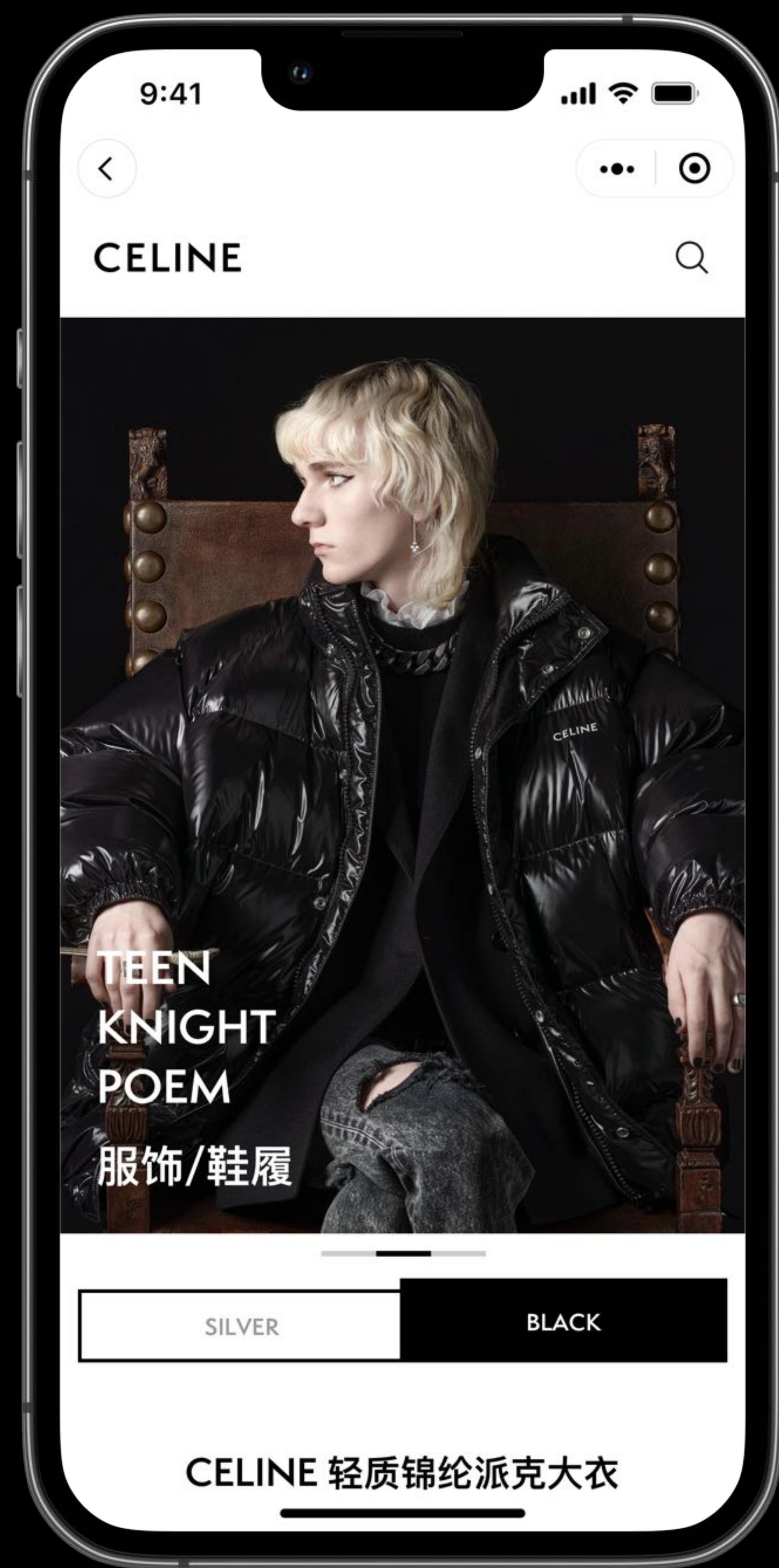
[X] LUXURY | POP-UP STORE
SOCIAL E-COMMERCE



CELINE TEEN KNIGHT POEM

CELINE WeChat Mini Program launched a pop-up store for the Teen Knight Poem Collection. We are aimed to construct a rich, complete and dynamic brand experience from multiple senses of seeing, hearing and touching. Every product of CELINE gains high recognizability here and becomes a favorite choice for consumers at first sight.

 LUXURY | POP-UP STORE
SOCIAL E-COMMERCE

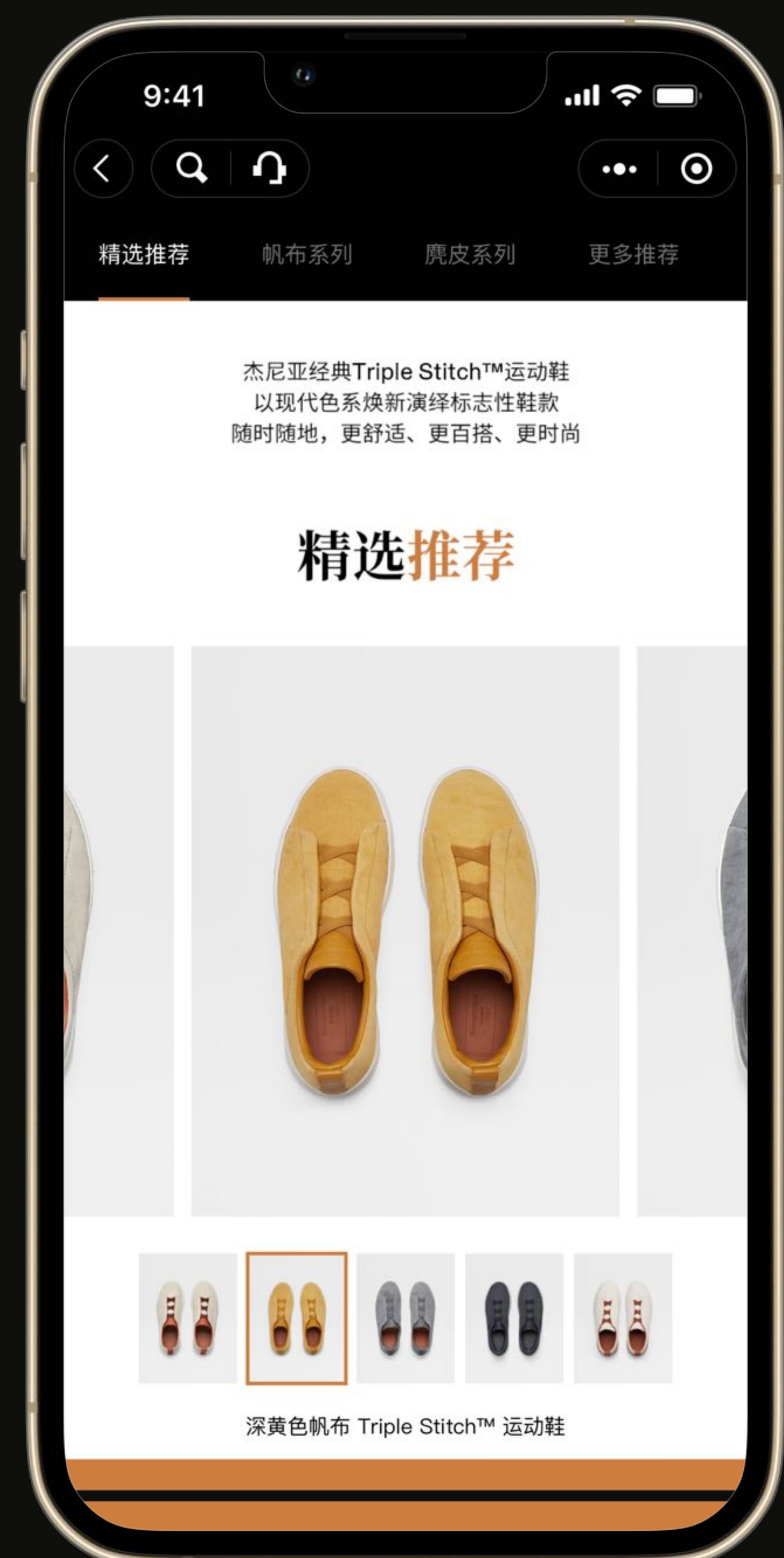


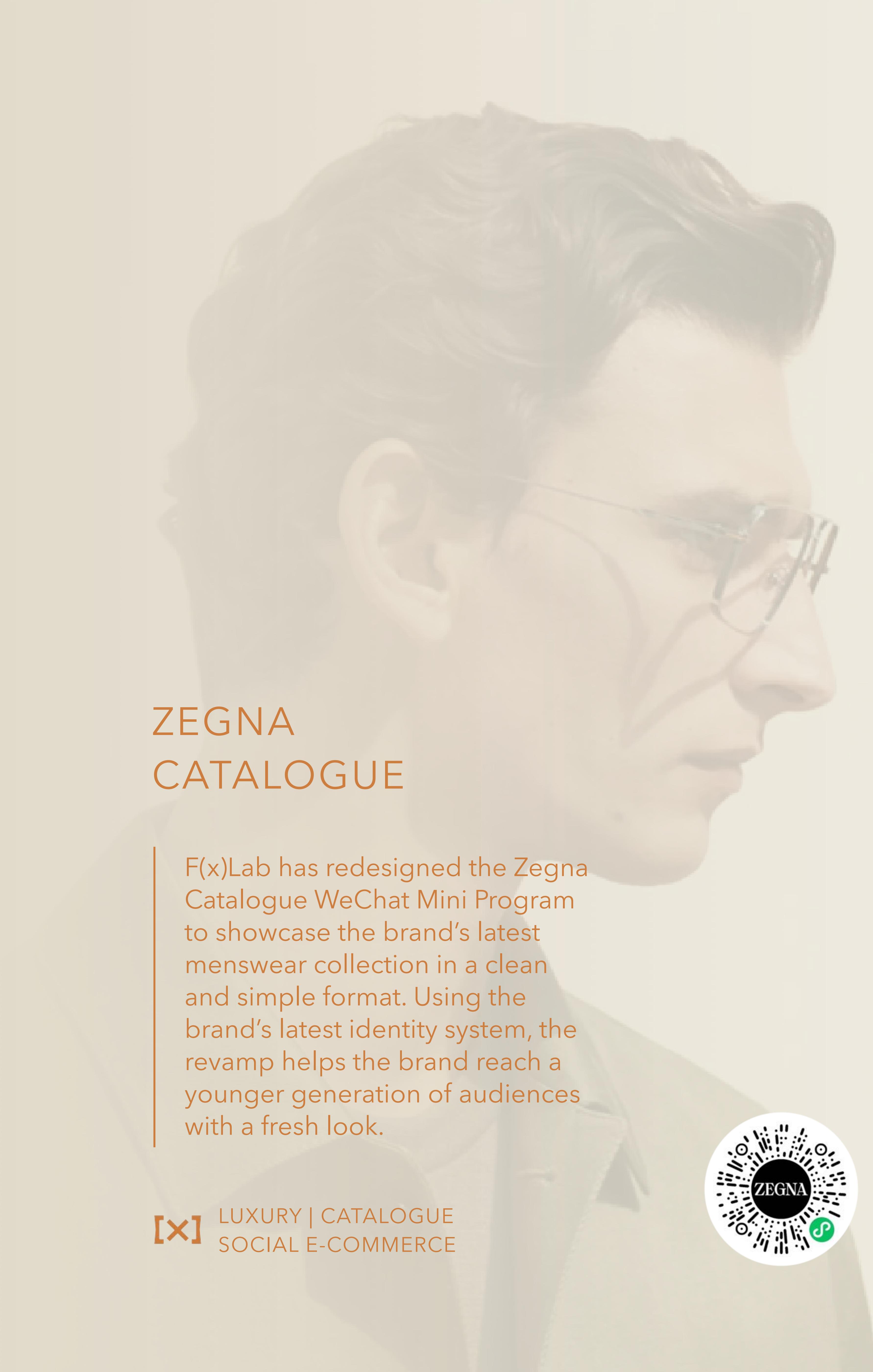
ZEGNA TRIPLE STITCH™

From tailored suits to casual wear and sneakers, Zegna embraces a more youthful sense of luxury and drives design change. Starting from the new brand identity of Zegna, F(x)Lab promotes design innovation through two aspects: a simplified visual expression and a clear content classification.



[x] LUXURY | POP-UP STORE
SOCIAL E-COMMERCE

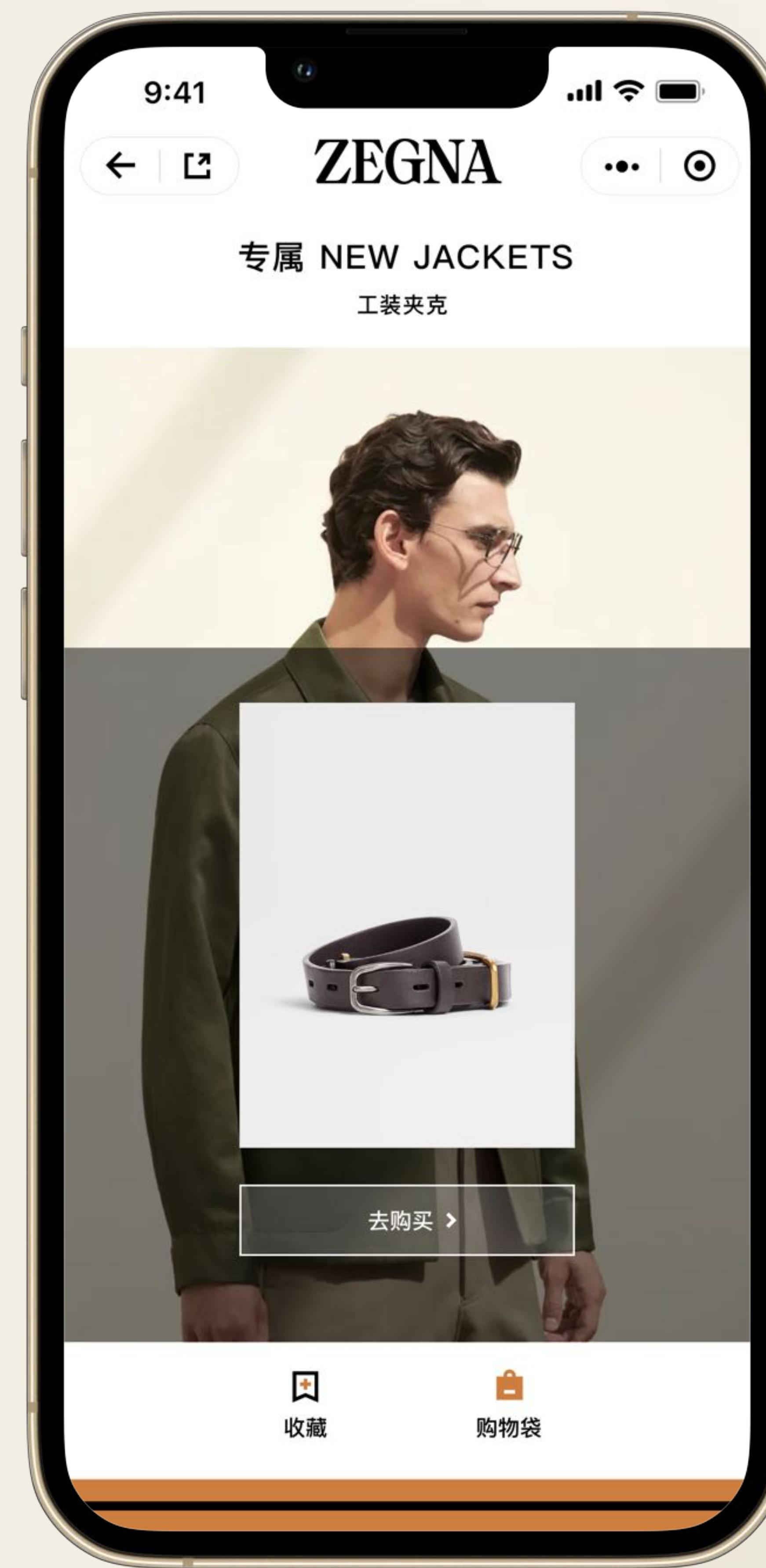




ZEGNA CATALOGUE

F(x)Lab has redesigned the Zegna Catalogue WeChat Mini Program to showcase the brand's latest menswear collection in a clean and simple format. Using the brand's latest identity system, the revamp helps the brand reach a younger generation of audiences with a fresh look.

[x] LUXURY | CATALOGUE
SOCIAL E-COMMERCE



AMIRI LOOKBOOK

Unveiled by F(x)Lab's Vibe Design in the WeChat Mini Program, the AMIRI Spring-Summer 2022 Runway exists in an escapist dreamscape alive with blissful possibility. Natural colors like earth tones and pastoral greens flow freely on the immersive lookbook pages. F(x)Lab's light and casual visual tone express AMIRI's gentle and playful design style.

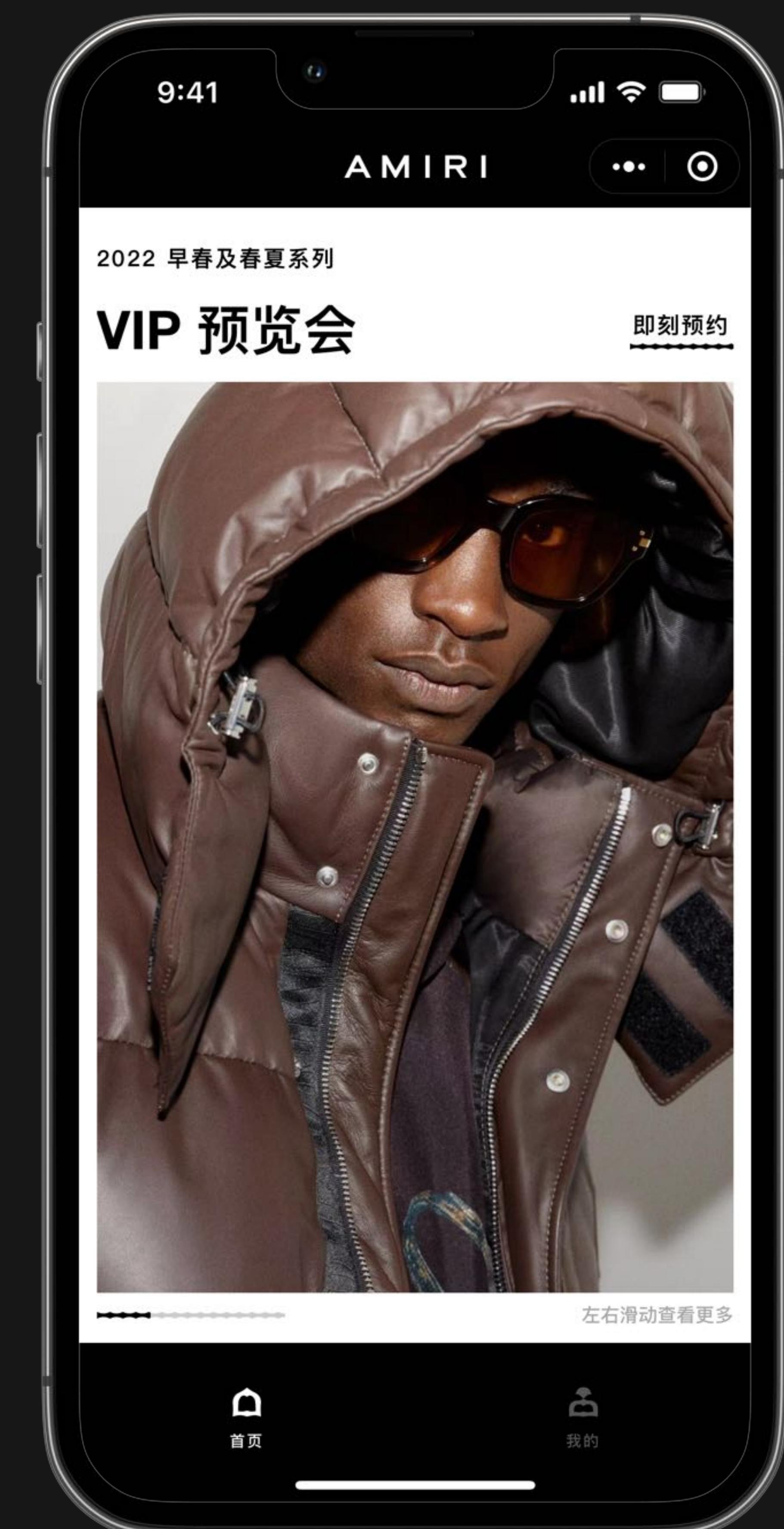


AMIRI VIP PREVIEW

On 30 December 2021, a VIP preview of AMIRI's Pre-Spring and Spring-Summer 2022 collections was held in a unique historic Shanghai mansion on Dongping Road. In the AMIRI WeChat Mini Program, the invitations designed by F(x)Lab are clear and slightly mysterious, leading guests into a whimsical world that combines California inspirations and Shanghai vibes.



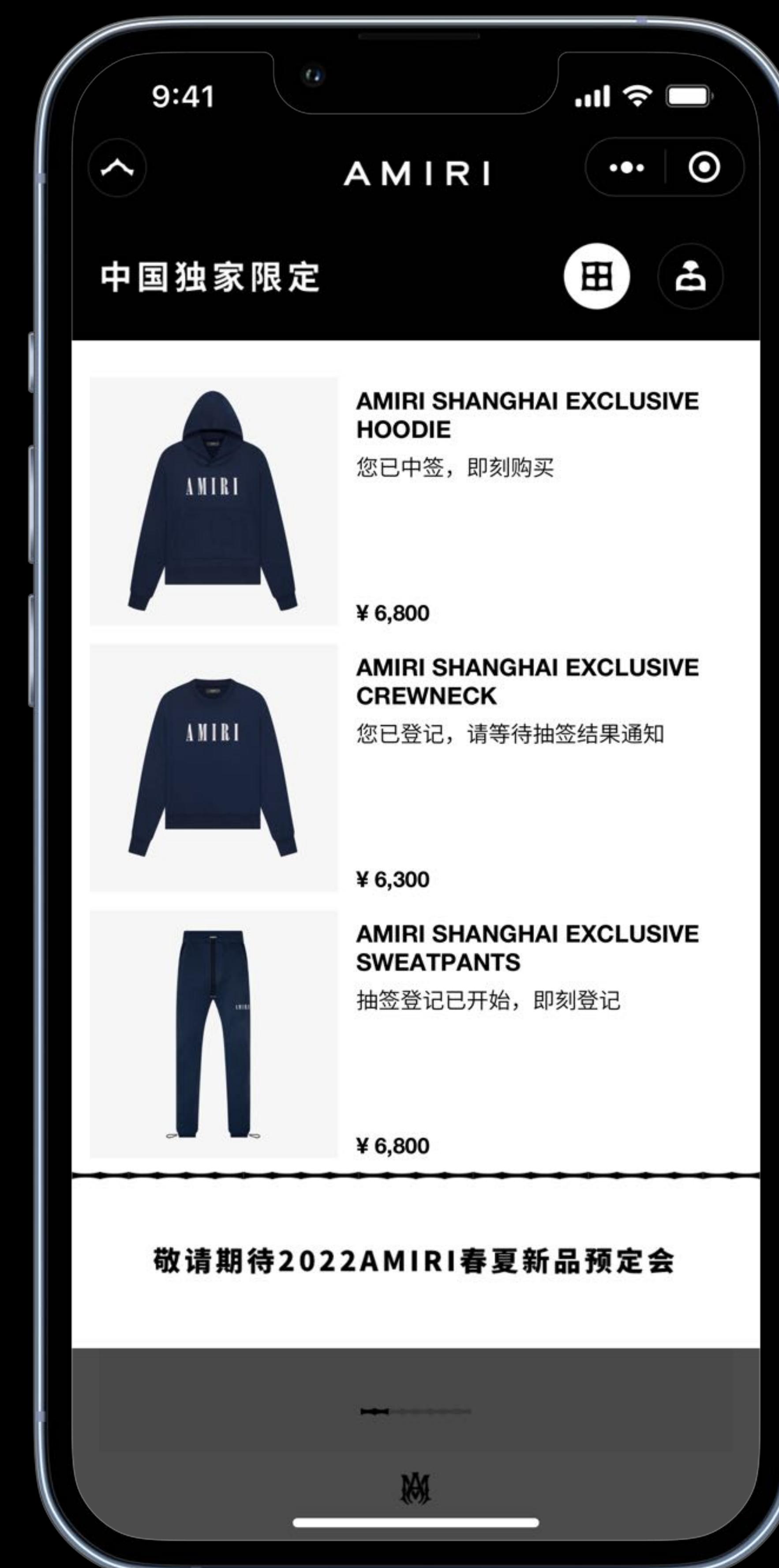
[X] LUXURY | RSVP
VIP SERVICE



AMIRI RAFFLE

To promote the coming AMIRI Shanghai, AMIRI launched a raffle of its Shanghai exclusive capsule collection in the WeChat Mini Program. F(x)Lab uses unconventional interface design to produce distinct and entertaining interactive experiences so that the brand can reach young Chinese consumers more widely.

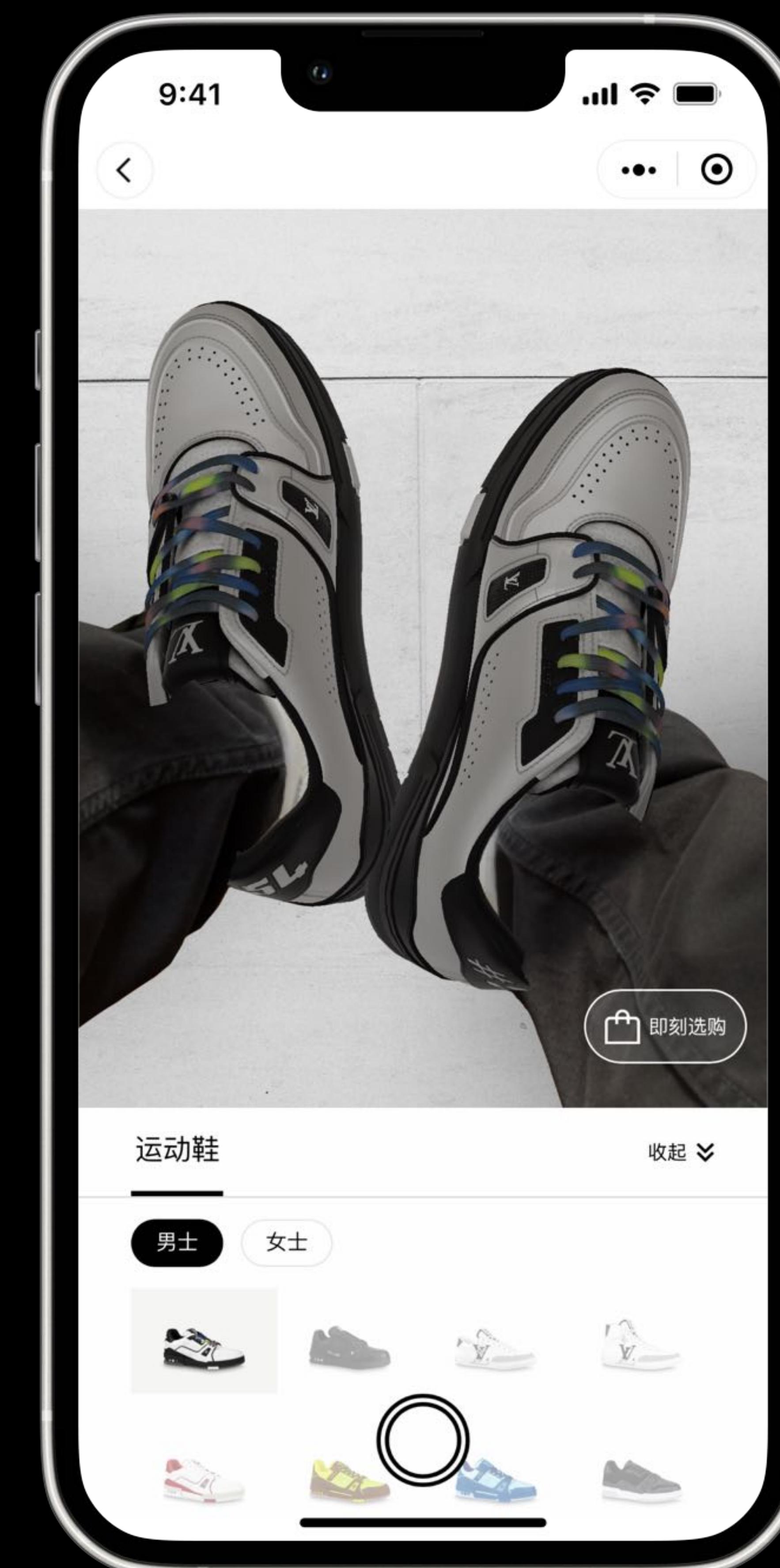
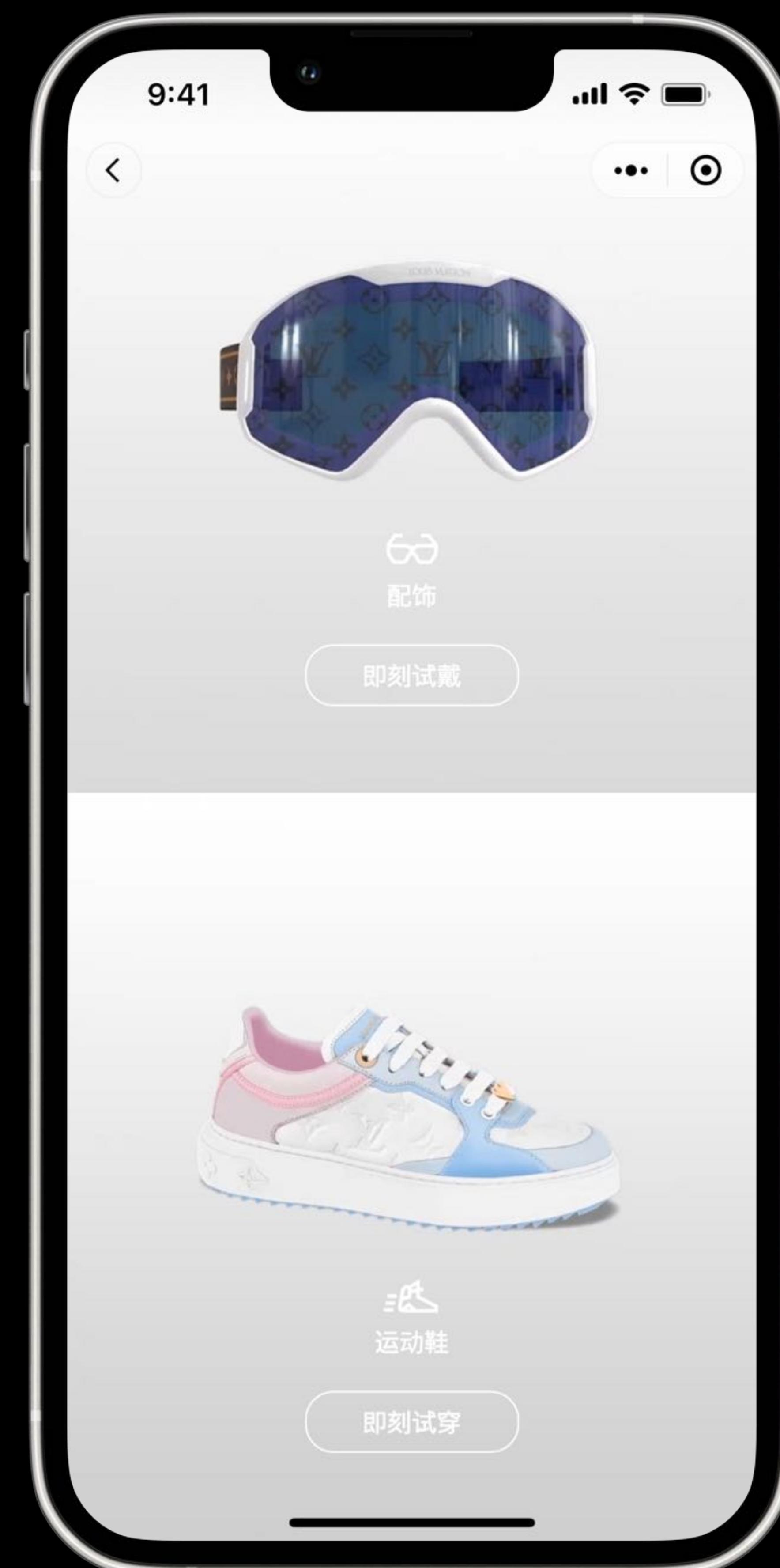
[x] LUXURY | RAFFLE
POP-UP STORE



LOUIS VUITTON AR TRY-ON

F(x)Lab launched the AR Camera inside the LOUIS VUITTON Omnichannel & Sneakers Store WeChat Mini Programs along with AR tech vendors. Users can try on and buy accessories, sneakers and other products, take photos of the try-ons and share them with friends.

[x] LUXURY | INNOVATION | AR
SOCIAL E-COMMERCE | SNEAKERS

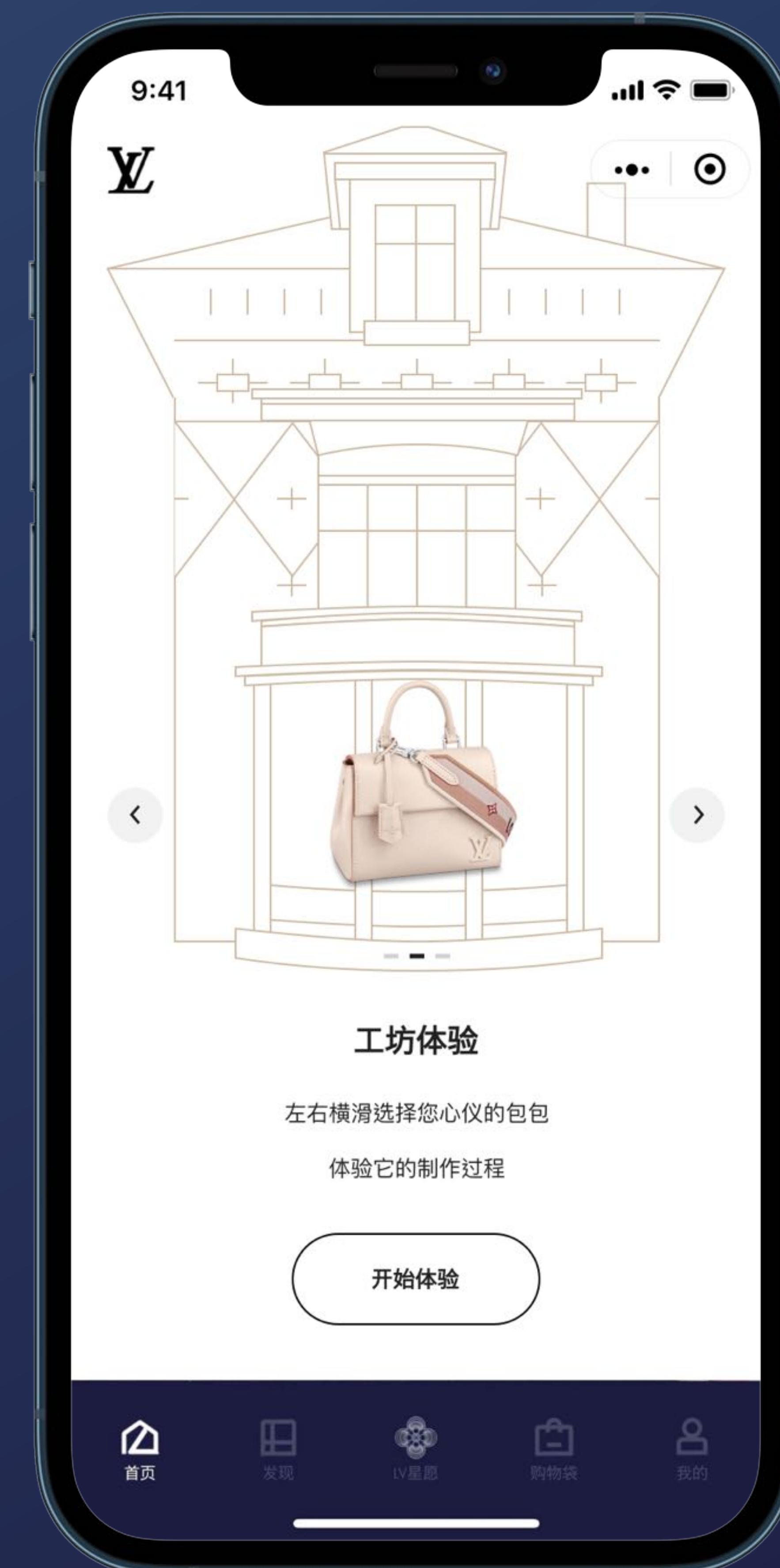


LOUIS VUITTON LEATHERPEDIA

In order to show LOUIS VUITTON's outstanding craftsmanship and deepen the audience's brand awareness, F(x)Lab and the Maison have planned the Leatherpedia mini-game. Users learn about the production process of LOUIS VUITTON bags, choose their favorite styles and share the results with lovers or friends.



[X] LUXURY | MINI-GAME
SOCIAL E-COMMERCE



LOUIS VUITTON CHRISTMAS GIFT FINDER

Merely select the Christmas star, fill in the color, then the exclusive Christmas tree is created. The sparkling 3D Christmas tree will arrive at the loved one with good wishes and selected gifts. F(x)Lab's exclusive Vibe Design makes the whole process of WeChat Mini Program shopping and gifting convenient and smooth.



[x] LUXURY | MINI-GAME
POP-UP STORE | SOCIAL E-COMMERCE



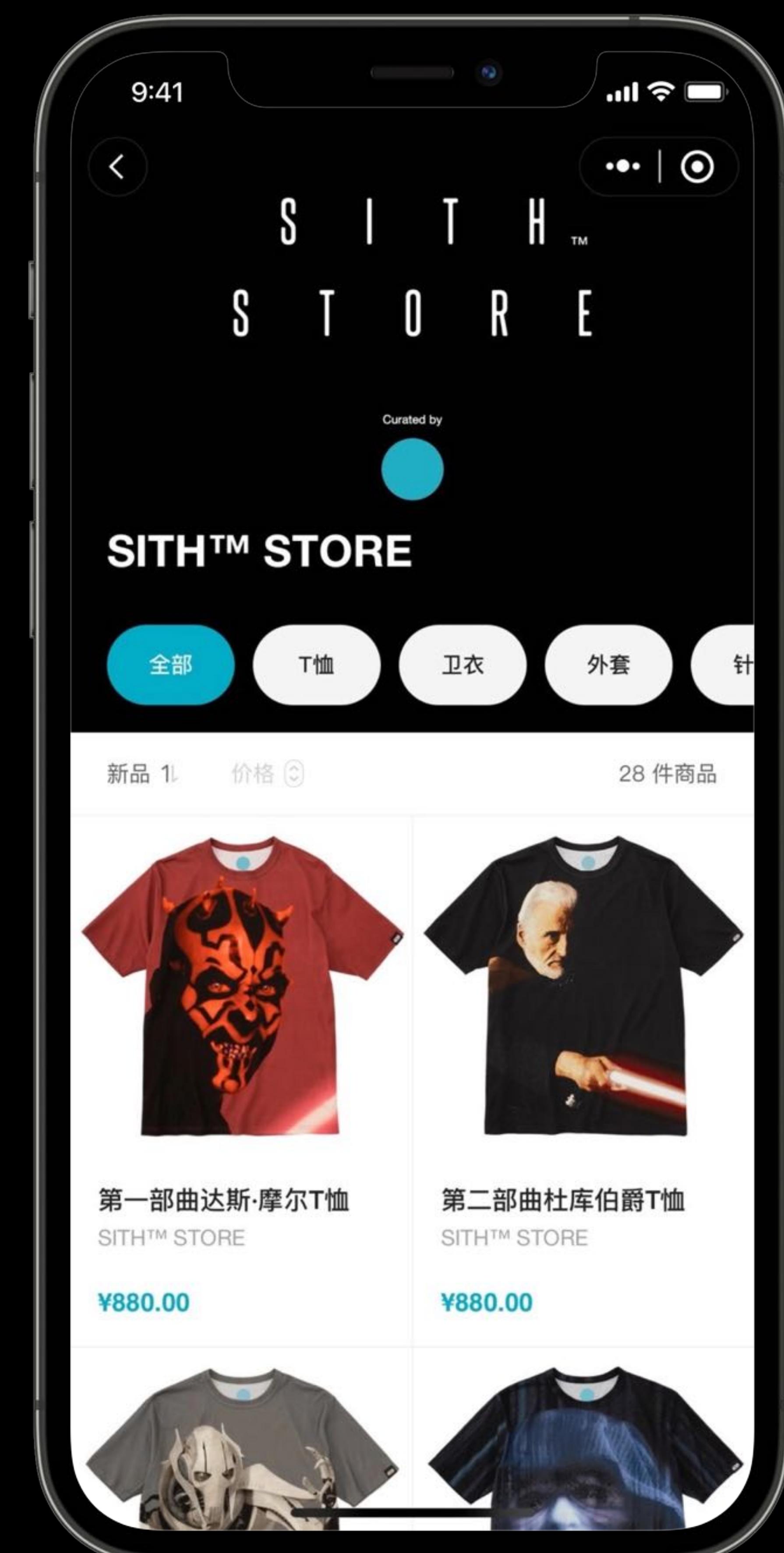
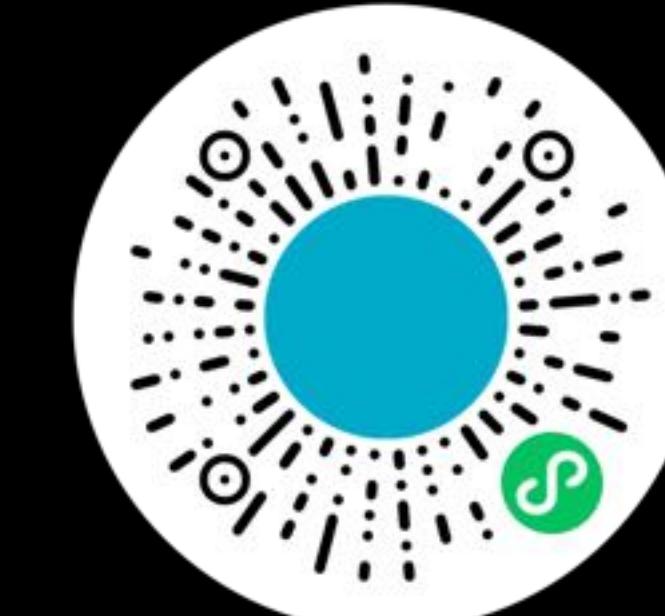
STREETWEAR CULTURE

[x] SHOWCASE

THE STORE DOT BY 3125C

In the shared vision of 3125C and F(x)Lab, The Store Dot is a virtual space like a cinema where people can immerse themselves and feel streetwear trends. The design language is as expressive as the IMAX screen, which maximizes the details of IP cooperation products curated by 3125C.

 STREETWEAR | RAFFLE | POP-UP STORE
COLLABORATION | ALL-IN-ONE

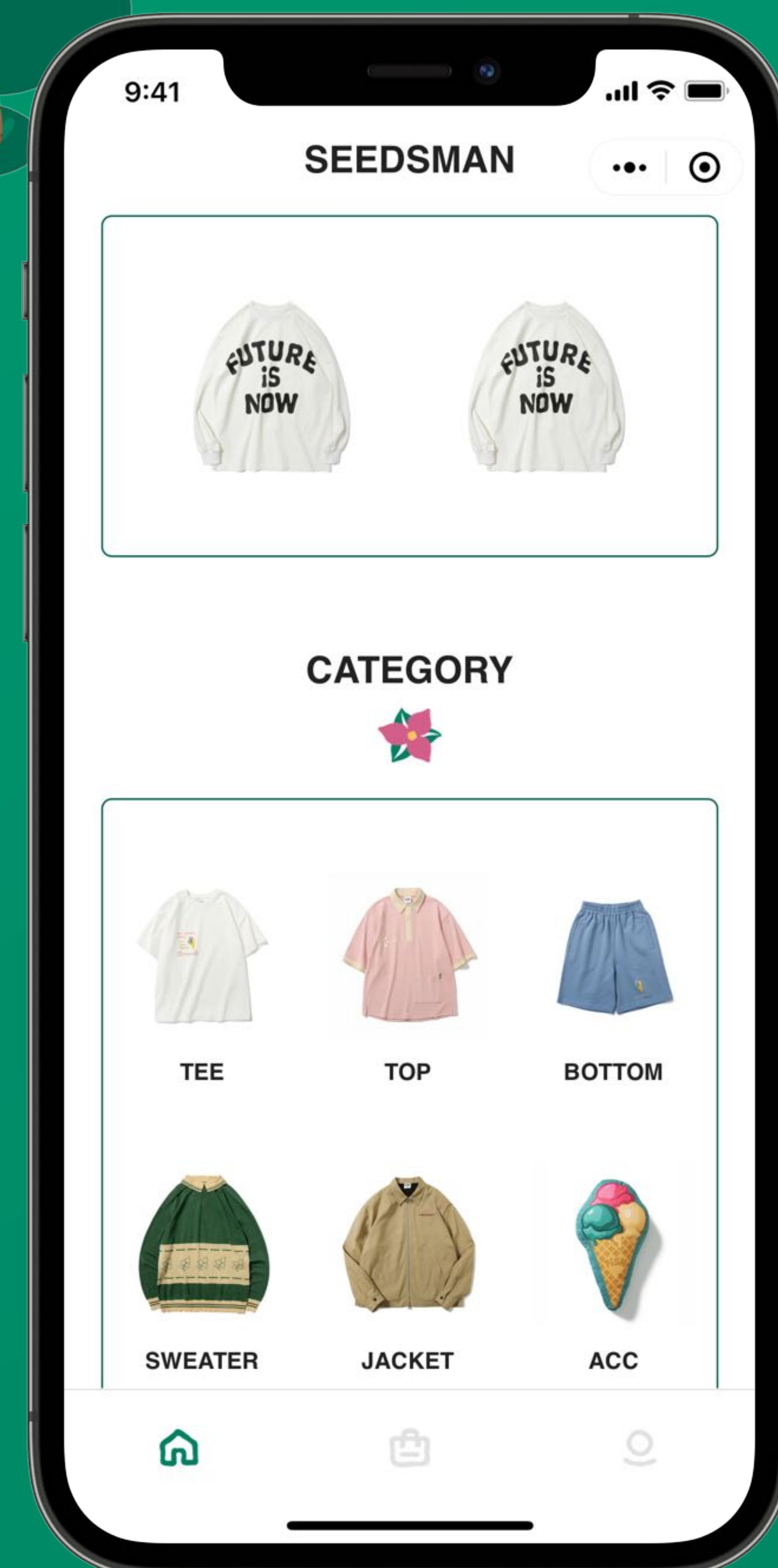
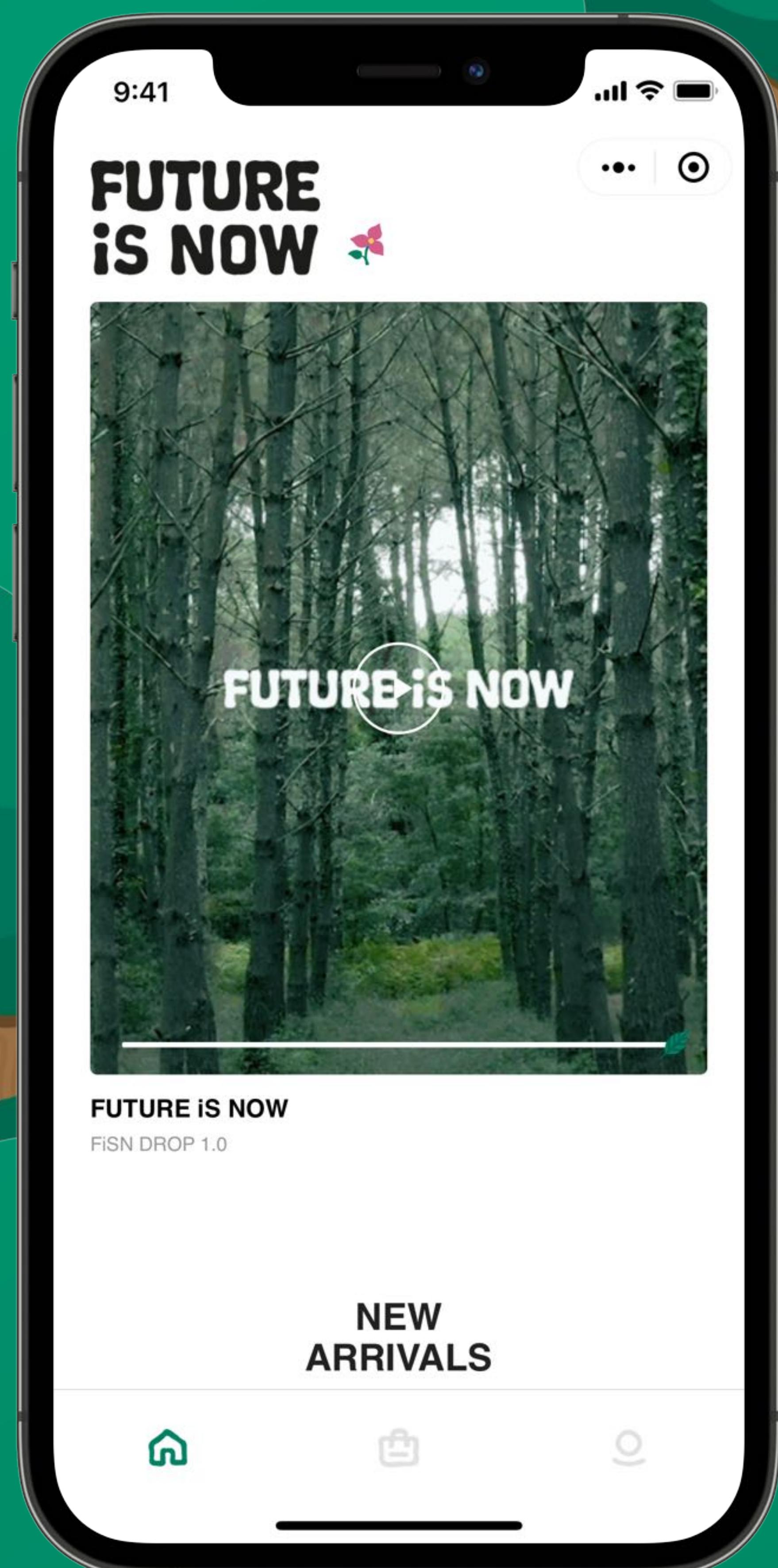


FiSN ONLINE STORE

CU, the director of OALLERY and OSBBAT, launched his new personal brand FiSN (short for FUTURE iS NOW) in 2020. The F(x)Lab team has deeply explored Bougainvillea and its leaves, the two major visual elements of FiSN, to build an online space full of a sense of life, youth, and future.



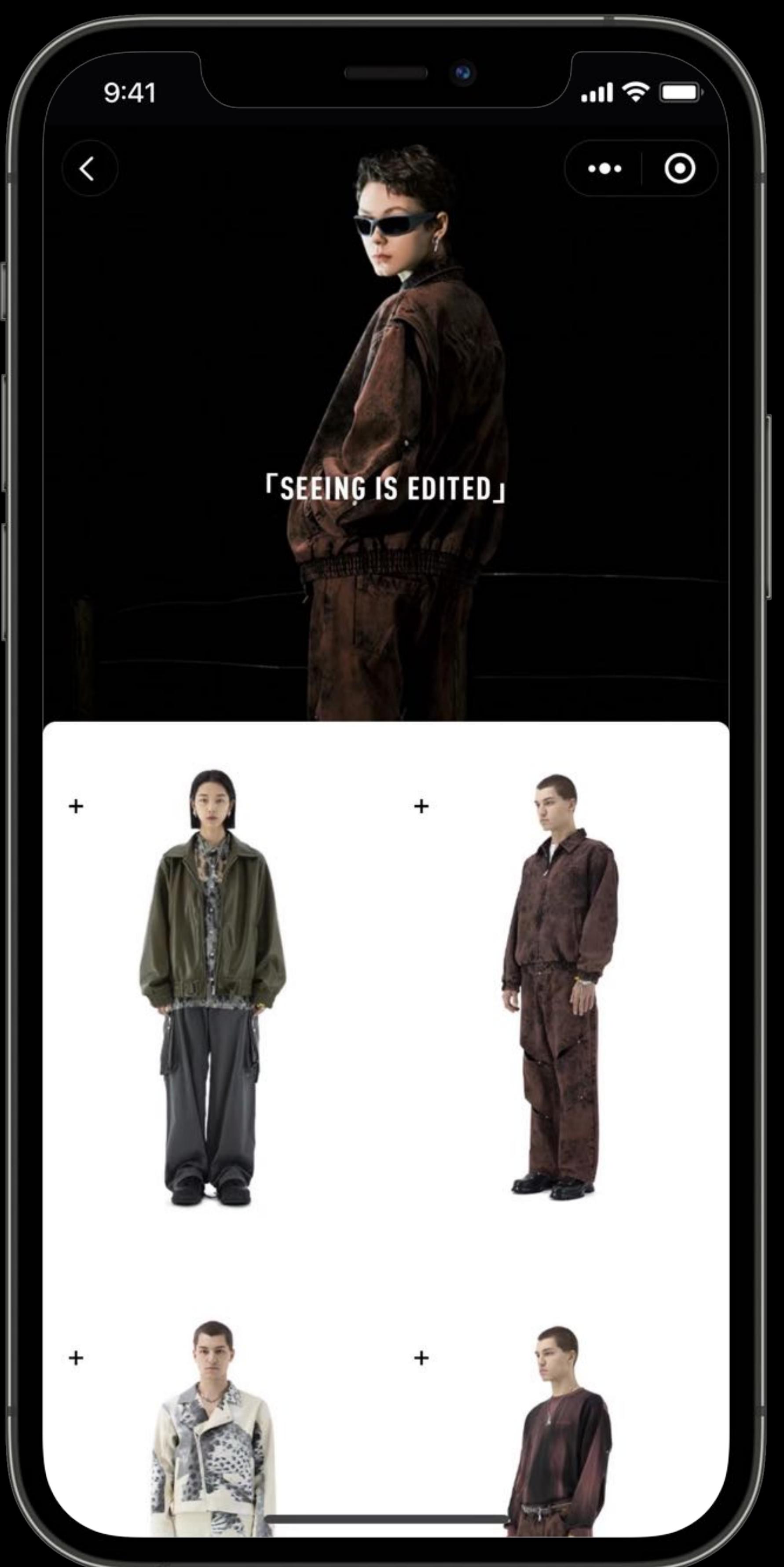
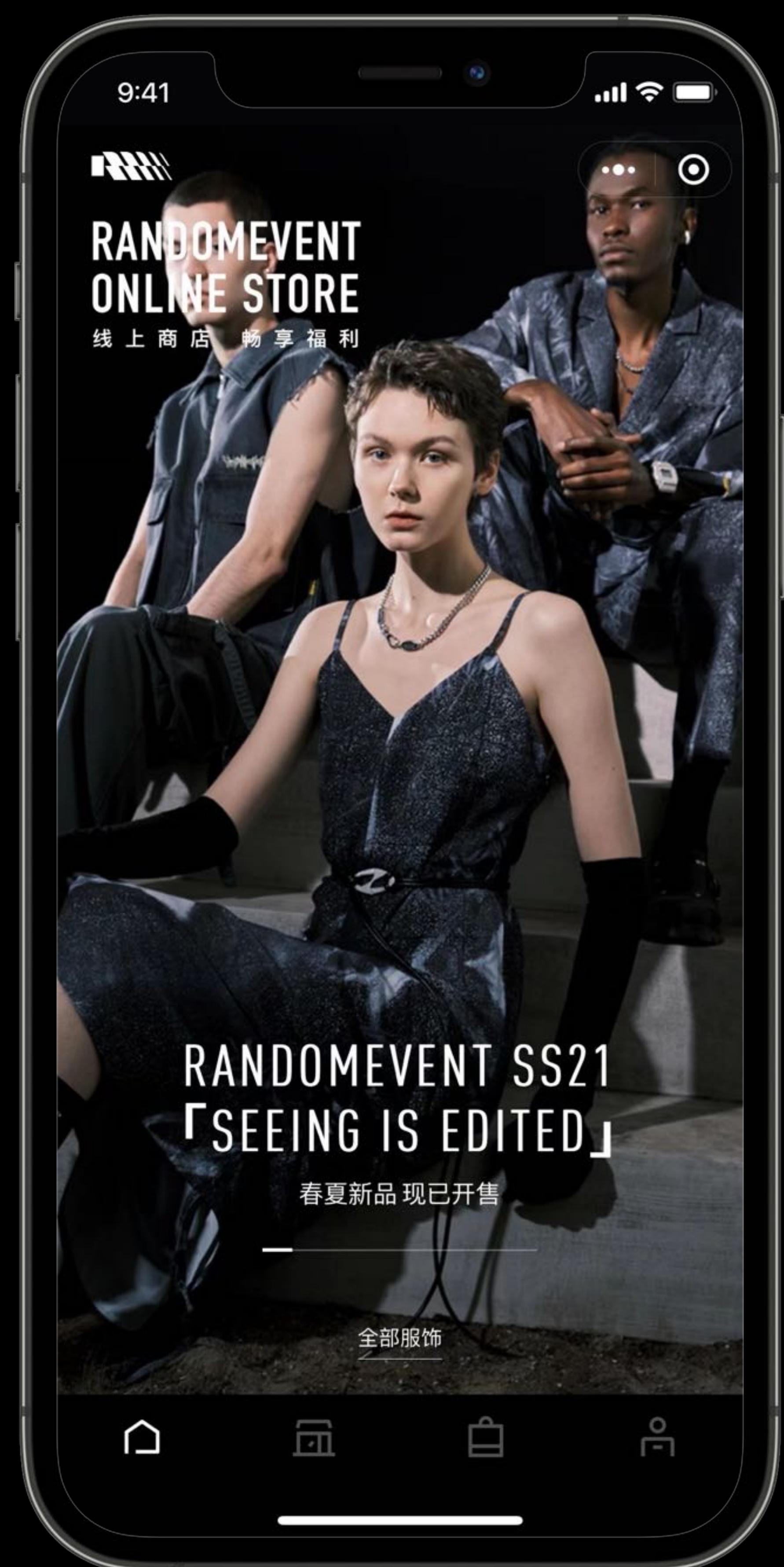
[x] STREETWEAR | ALL-IN-ONE
SOCIAL E-COMMERCE



RANDOMEVENT ONLINE STORE

From clearly structured fonts to exquisitely rounded icons, from immersive content design to restrained color palette, each scene has its own reference to the physical world and internal logic to echo it. The smooth experience of the WeChat Mini Program gives users a relaxed and enjoyable feeling, which makes the brand culture of Randomevent deeply rooted among the people.

[X] STREETWEAR | POP-UP STORE
COLLABORATION | ALL-IN-ONE

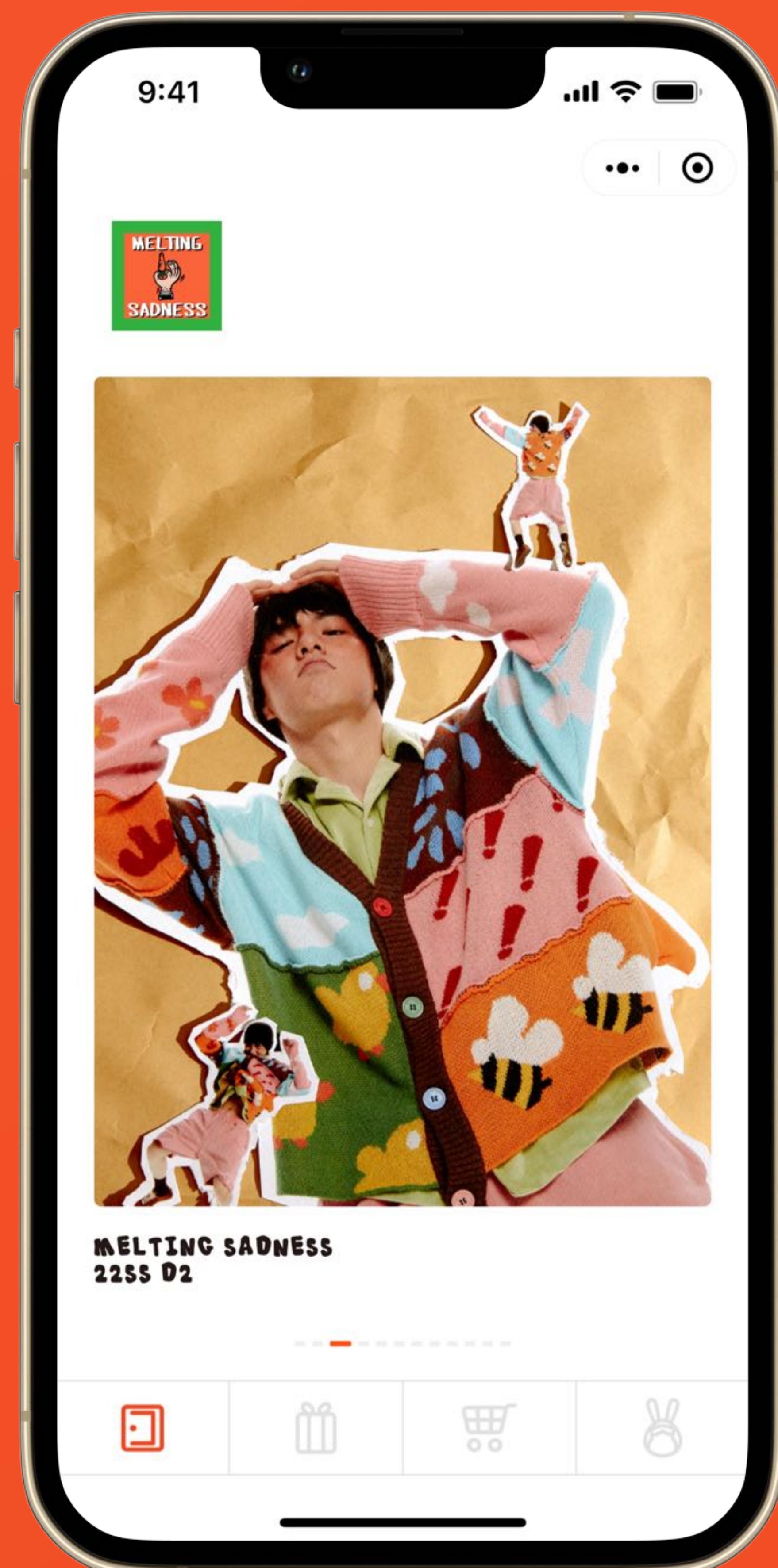
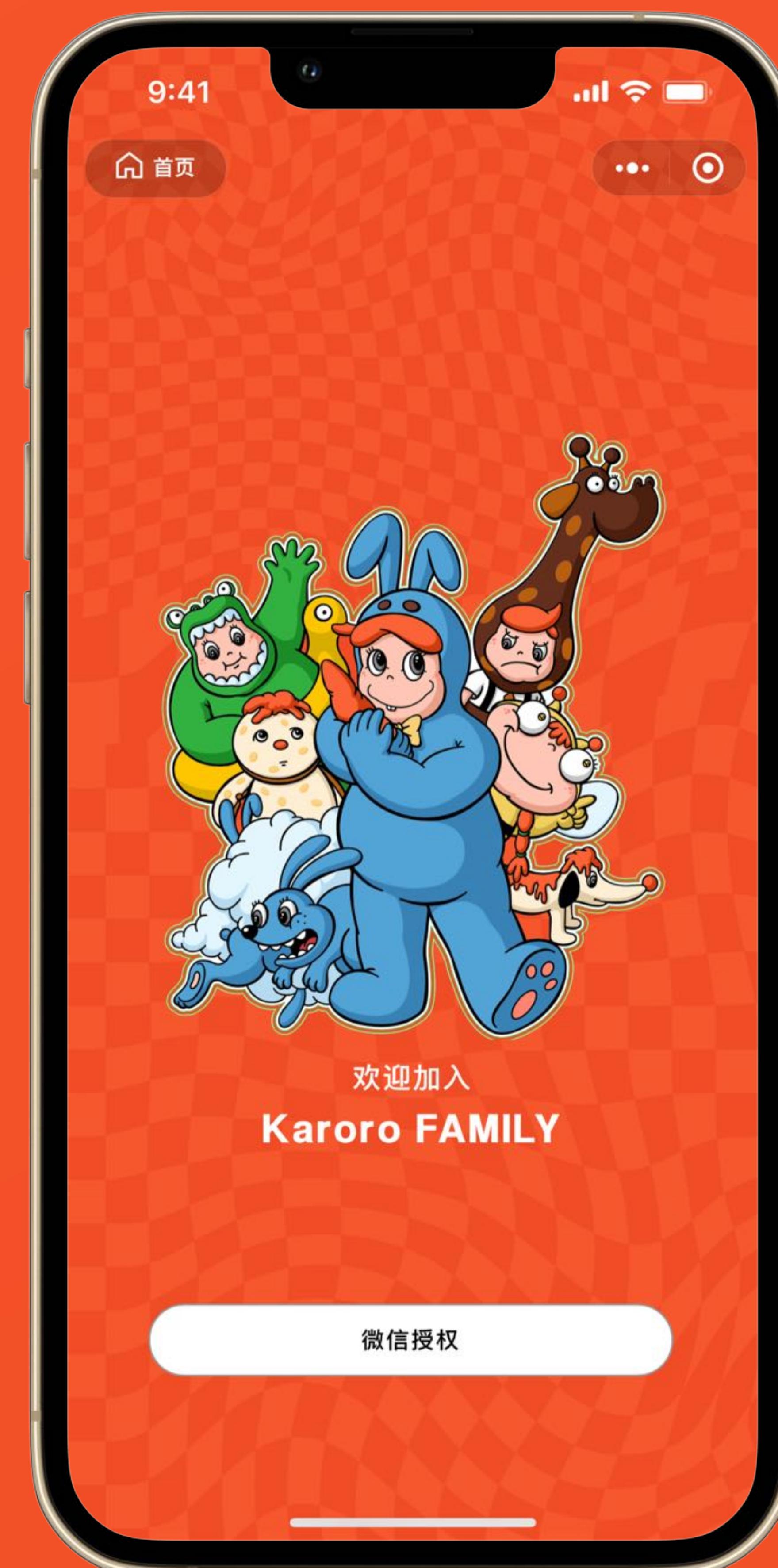


MELTING SADNESS ONLINE STORE

Entrusted by the emerging designer brand MELTING SADNESS founded by artist Zhang Quan, F(x)Lab designed and developed this WeChat Mini Program. The playful and lovely visual style highlights the abundant creativity of the brand. Customized fonts and icons enhance the immersive user experience, making users feel like they are in a theme park.



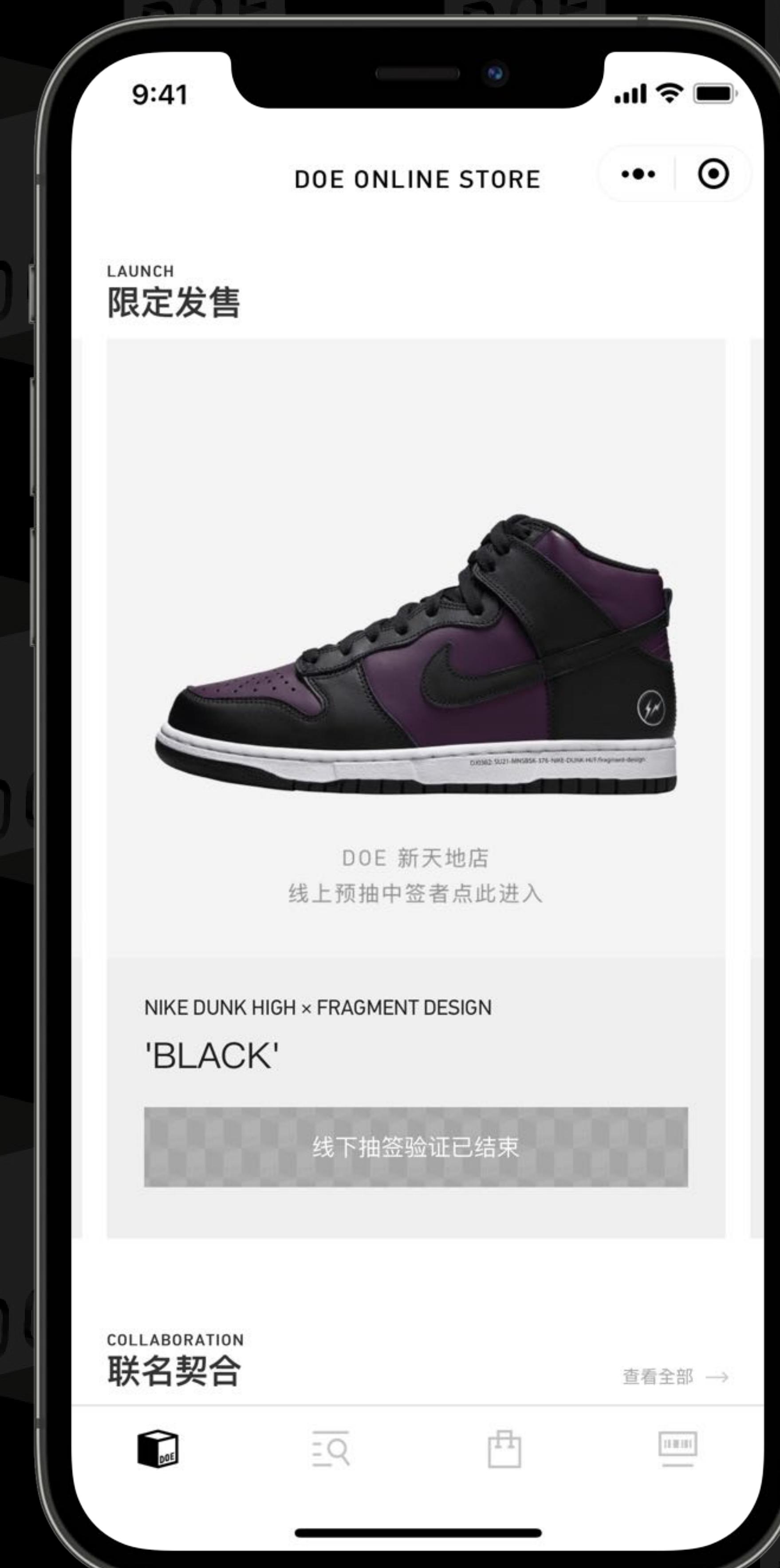
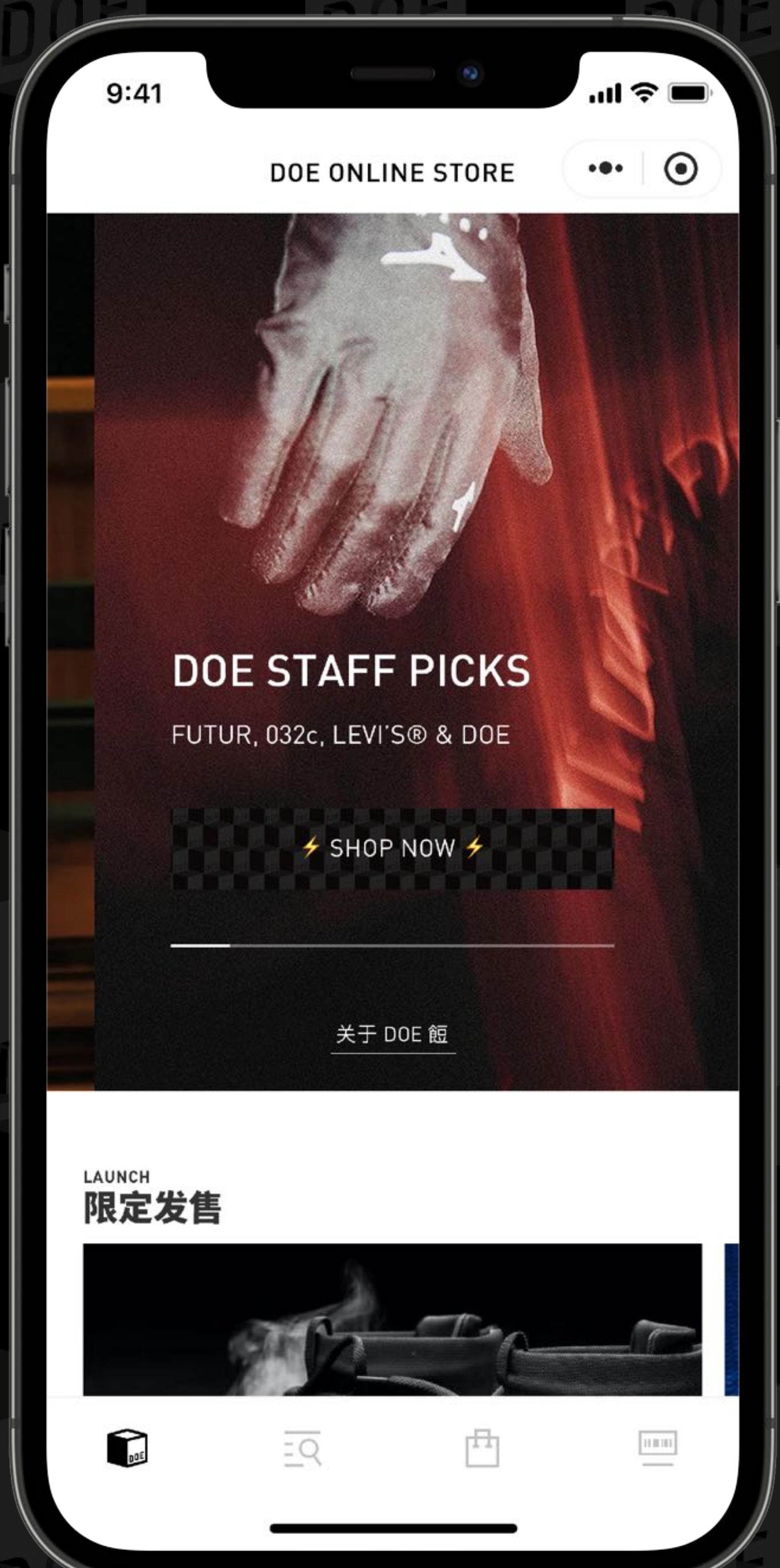
[x] STREETWEAR | ALL-IN-ONE
SOCIAL E-COMMERCE



DOE SHANGHAI ONLINE STORE

The new version of the DOE WeChat Mini Program sincerely shows the philosophical thinking of DOE brand: Non-replicable and Formless. The simple interactive interface and the exquisite visual style brings the pioneering atmosphere of the physical boutique into the virtual world, restoring and expressing the good vibe of DOE as completely as possible.

[x] STREETWEAR | RAFFLE | POP-UP STORE
COLLABORATION | SNEAKERS | ALL-IN-ONE

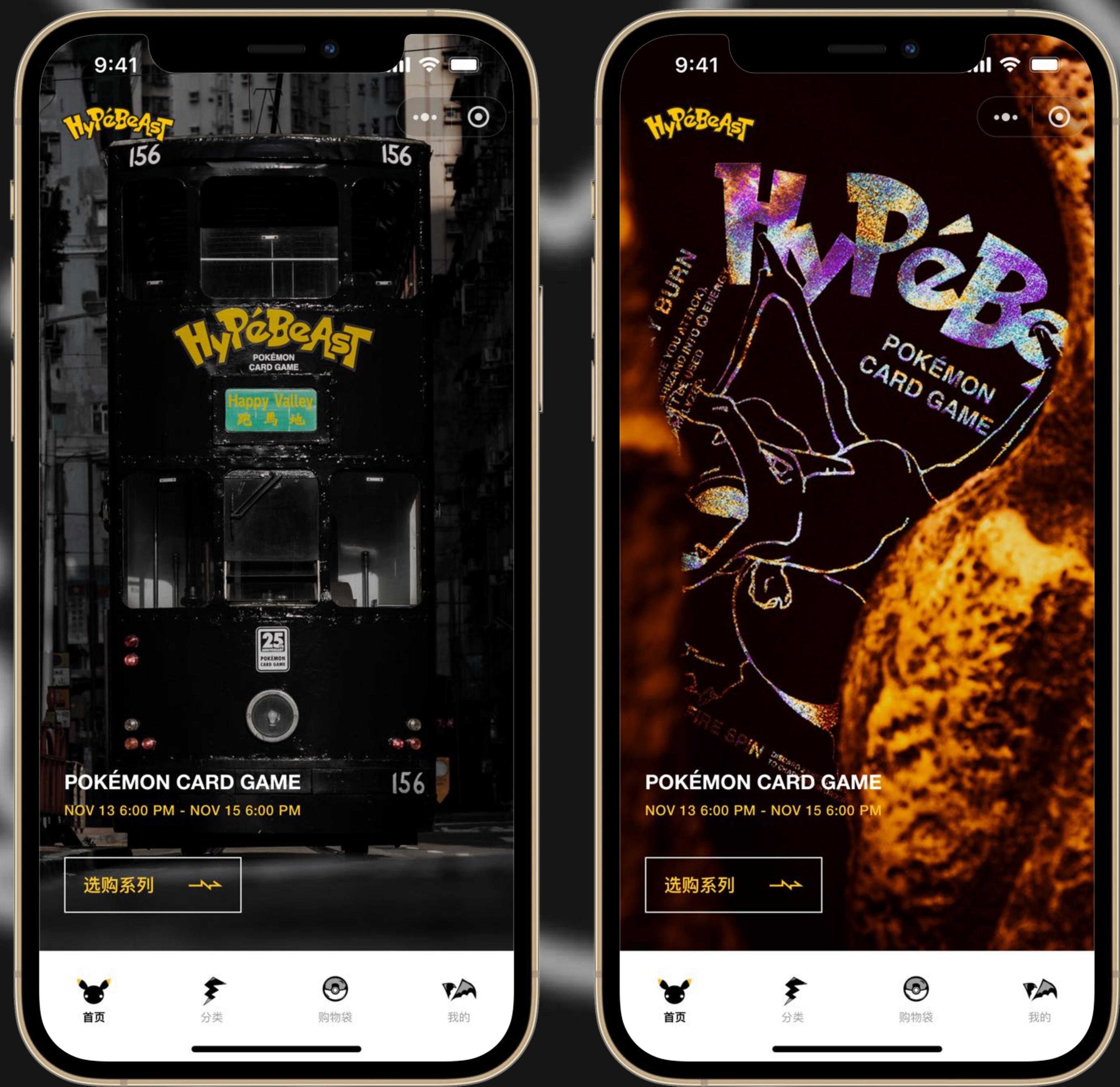


HYPEBeAST

HYPEBEAST × POKÉMON TCG POP-UP STORE

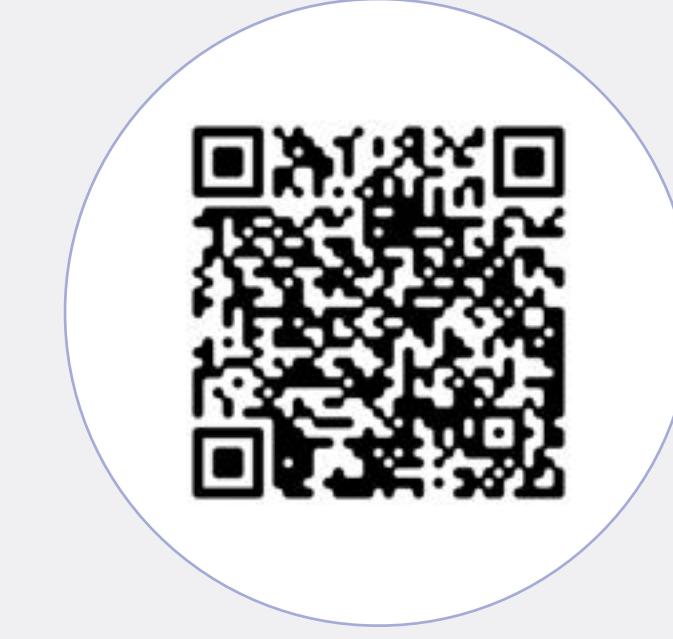
Avant-garde, minimalist, efficient, and universal are the design principles of HYPEBEAST ONLINE STORE. F(x)Lab produced a welcoming and inclusive online space by exploring grid systems, the interaction of color, typography, and icon customization. HYPEBEAST and its partner brands can fully display their own styles here.

[X] STREETWEAR | POP-UP STORE
COLLABORATION

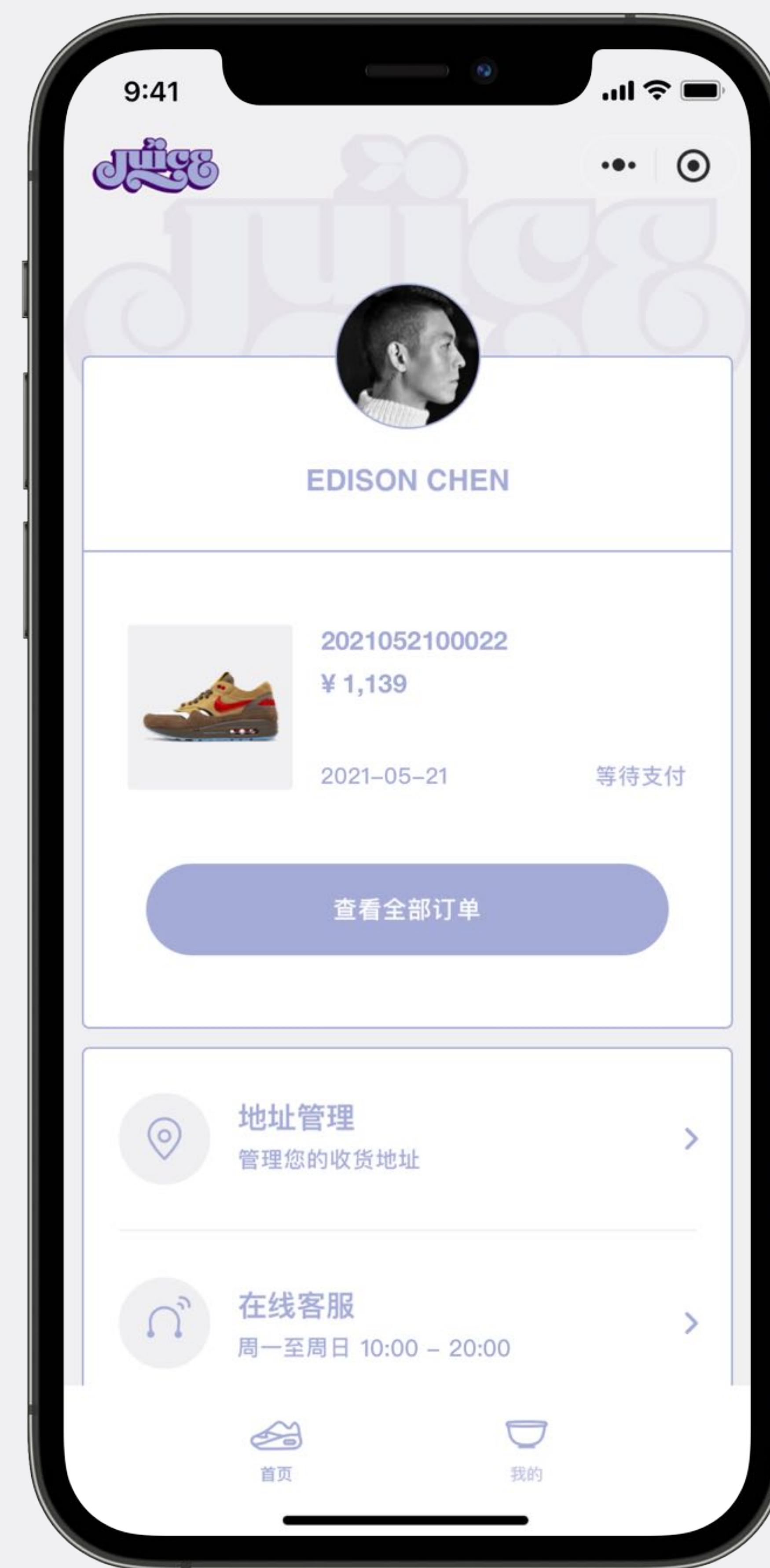
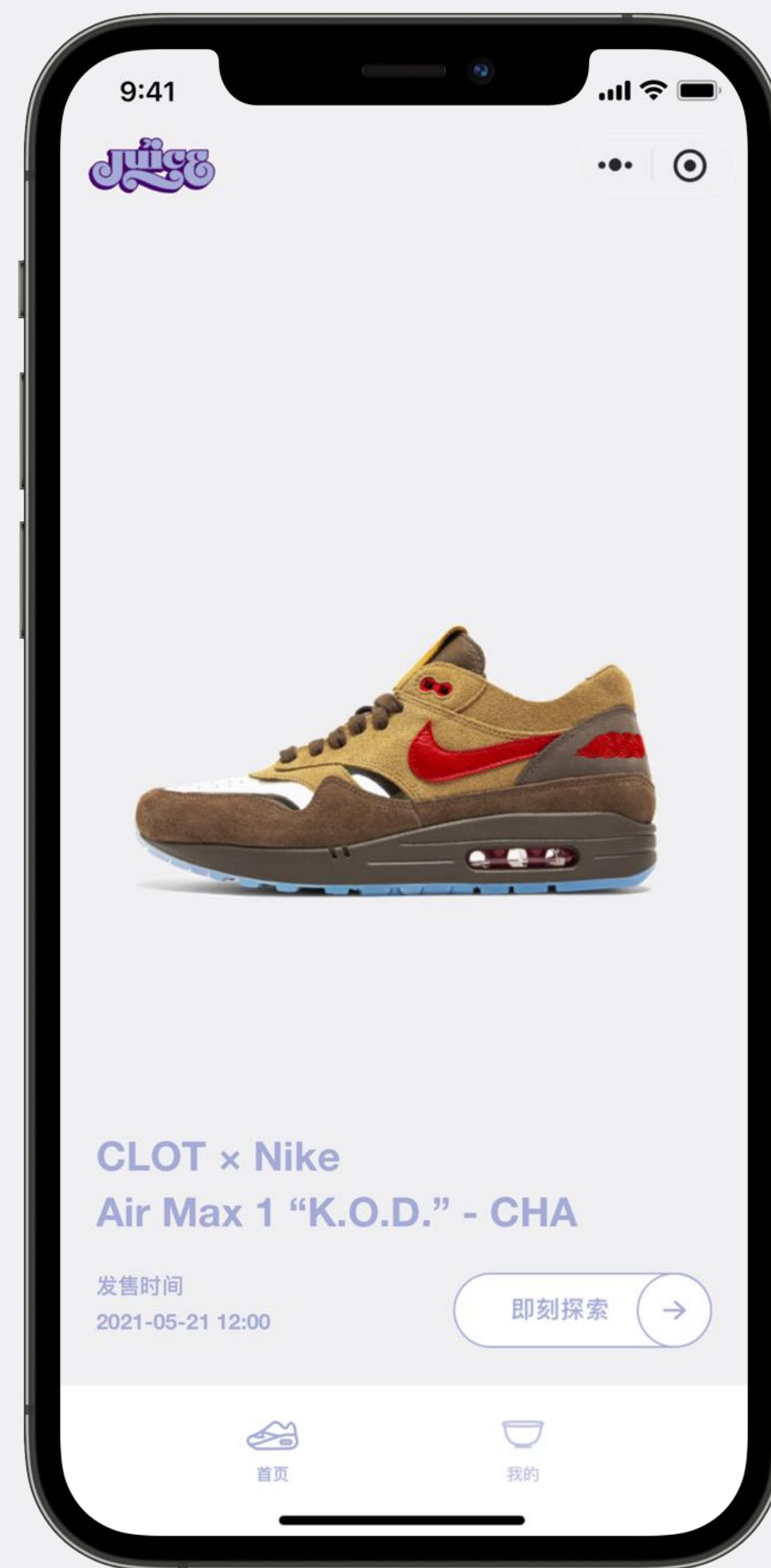


CLOT × NIKE AIR MAX 1 "K.O.D." - CHA

In May 2021, the JUICE SH WeChat Mini Program presented by F(x)Lab went online and released CLOT x Nike Air Max 1 "K.O.D." - CHA on a first-come-first-served basis. F(x)Lab turns the sneaker and teacup into icons and utilizes a variety of purple to design the user interface. The smooth user flow brings consumers a fresh and pleasant shopping experience.



[x] STREETWEAR | POP-UP STORE
COLLABORATION | SNEAKERS



HYPEBEAST × FRAGMENT DESIGN POP-UP STORE

In late 2020, HYPEBEAST and Hiroshi Fujiwara's fragment design launched the HYPB/FRGMT collection of office essentials, home & outdoor accessories, and everyday apparel. The two trendsetters converge in HYPEBEAST ONLINE STORE WeChat Mini Program and adequately express the glamorous lifestyle of top fashion players.



[X] STREETWEAR | POP-UP STORE
COLLABORATION

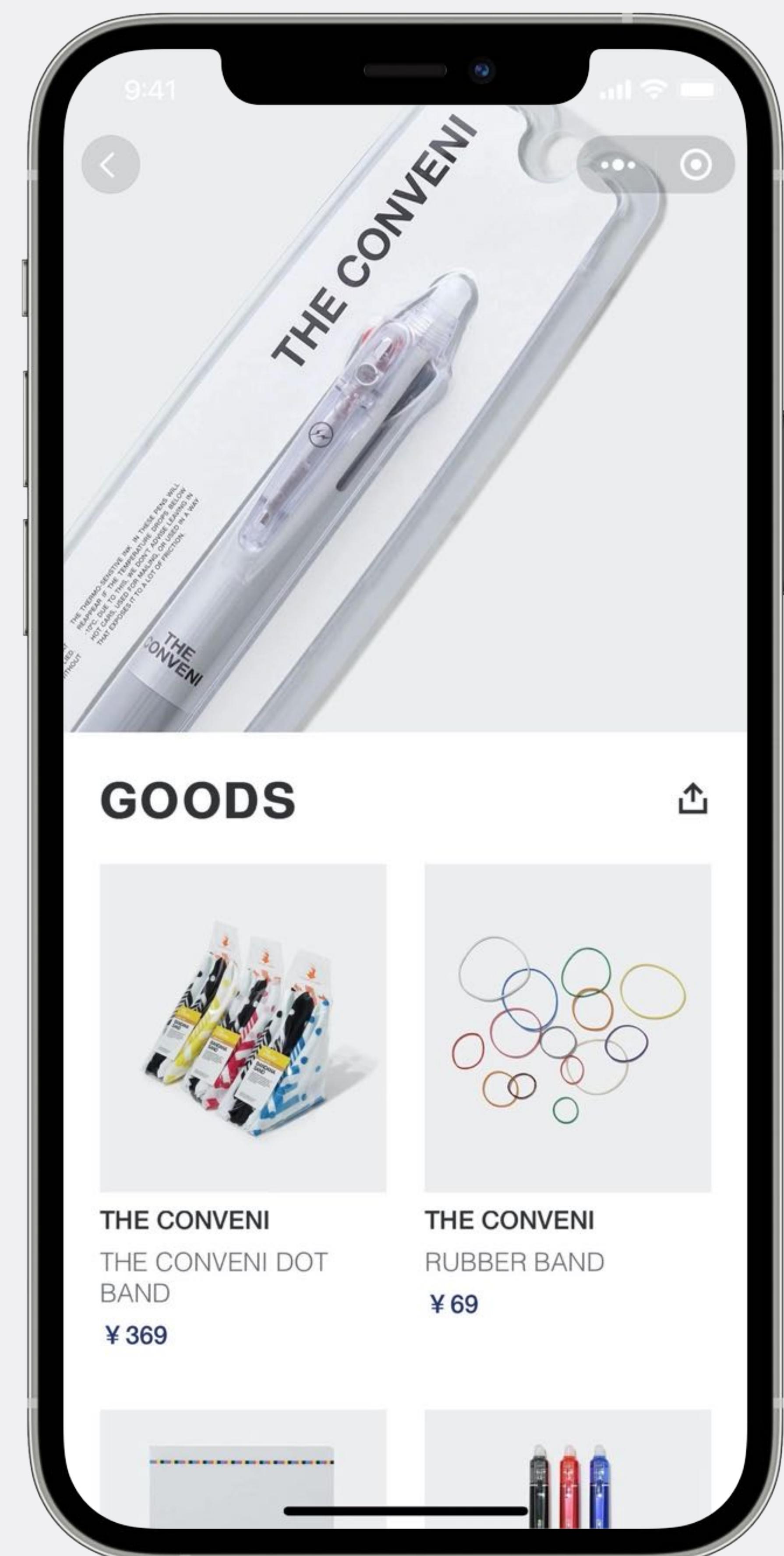
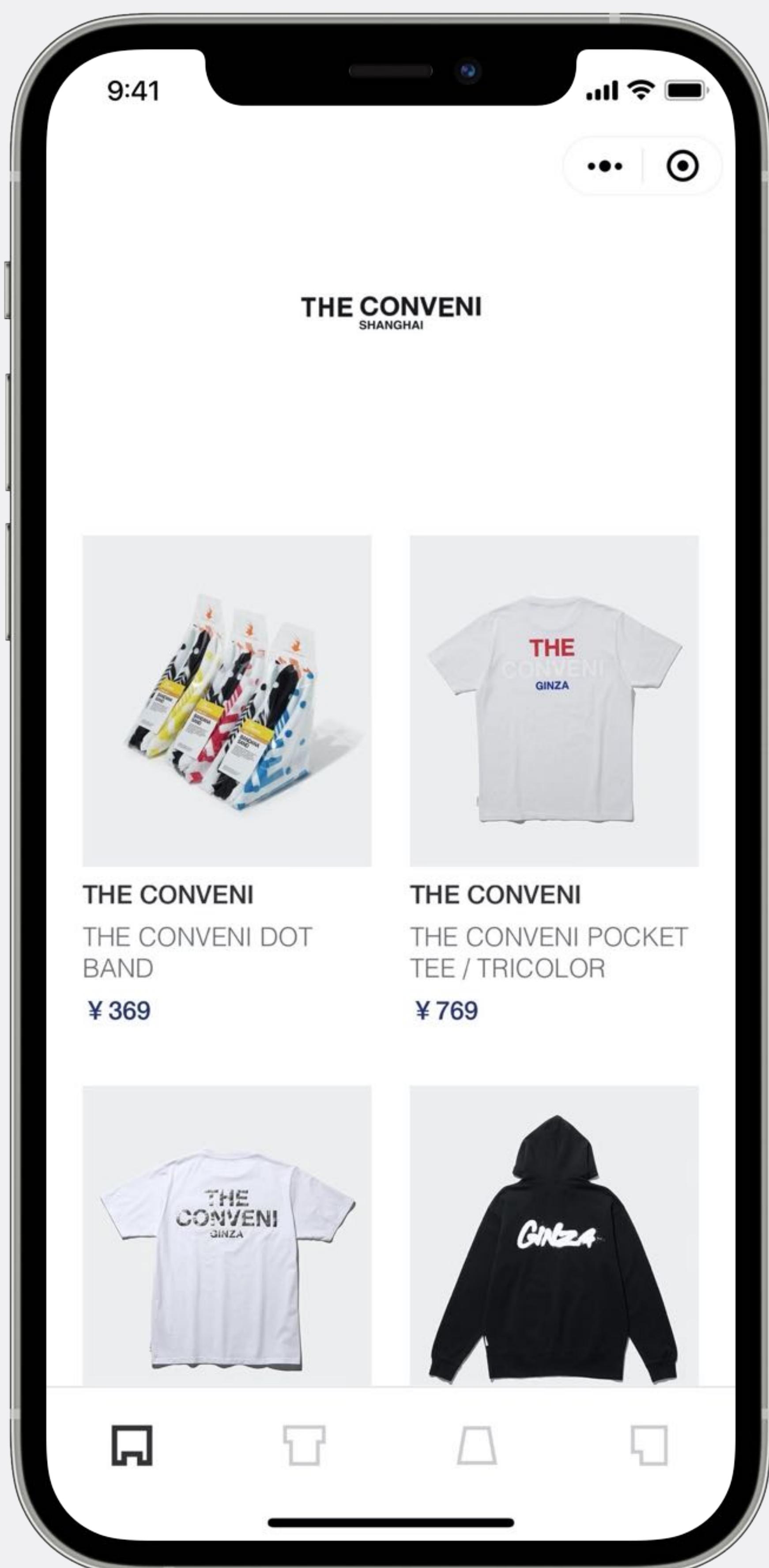


THE CONVENI SHANGHAI POP-UP STORE

In 2020, with THE CONVENI's announcement that the Ginza Store would be closed in late September, THE CONVENI Pop-Up Series came to China (Shanghai, Beijing and Chengdu). Among them, the Shanghai Pop-Up Store transplanted the offline experience online. The exclusive WeChat Mini Program was launched where items can only be mailed to addresses in Shanghai.



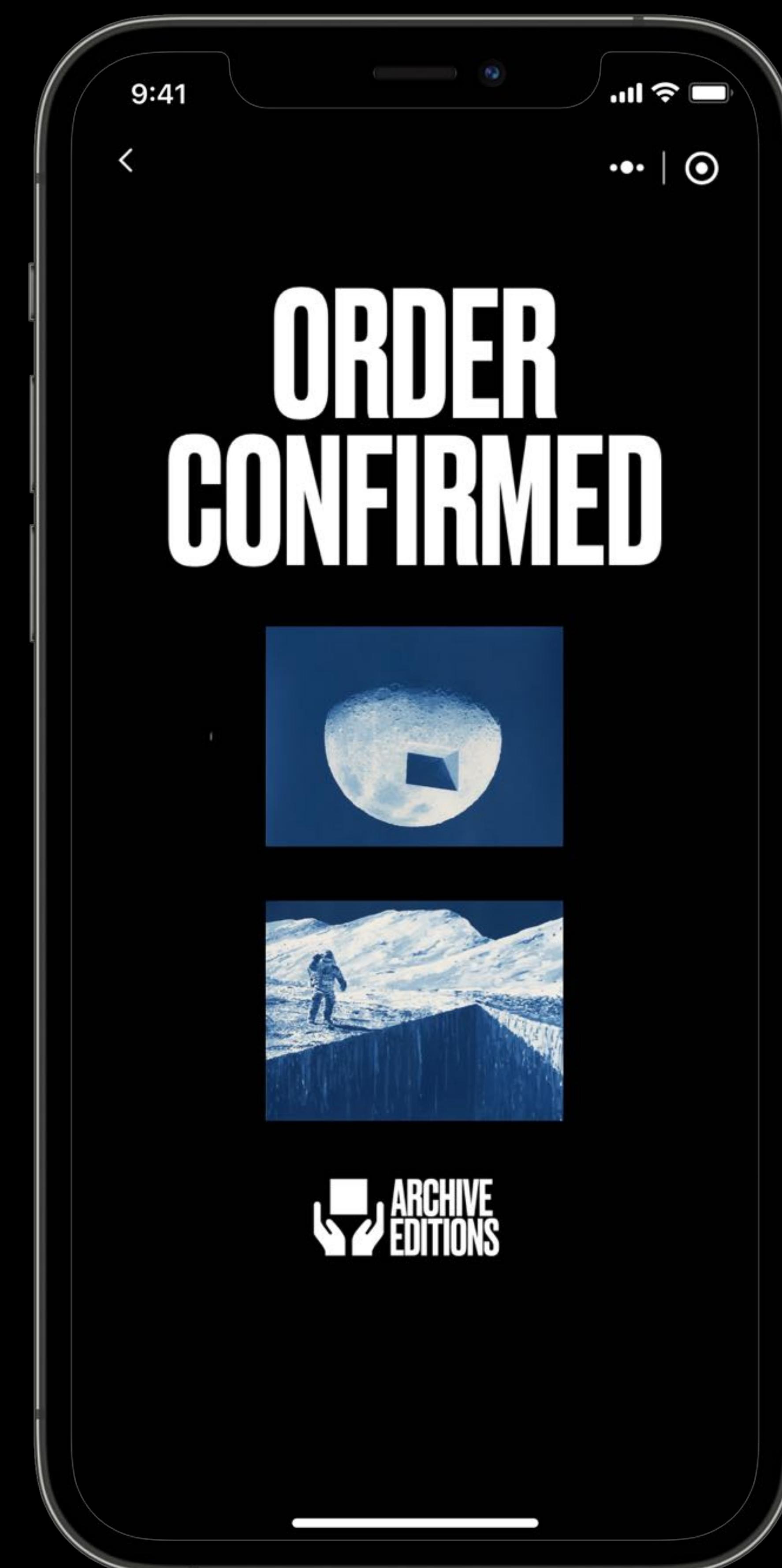
[x] STREETWEAR | POP-UP STORE
COLLABORATION



ARCHIVE EDITIONS ONLINE STORE

Archive Editions is an artistic platform established by Daniel Arsham to connect artists and creatives with fans through the release of limited edition artwork and collectibles. F(x)Lab assists Archive Editions to unleash the potential of DTC mode based on the WeChat Mini Program and develop product launch forms including pop-up releases and raffles.

[x] STREETWEAR | RAFFLE
SOCIAL E-COMMERCE

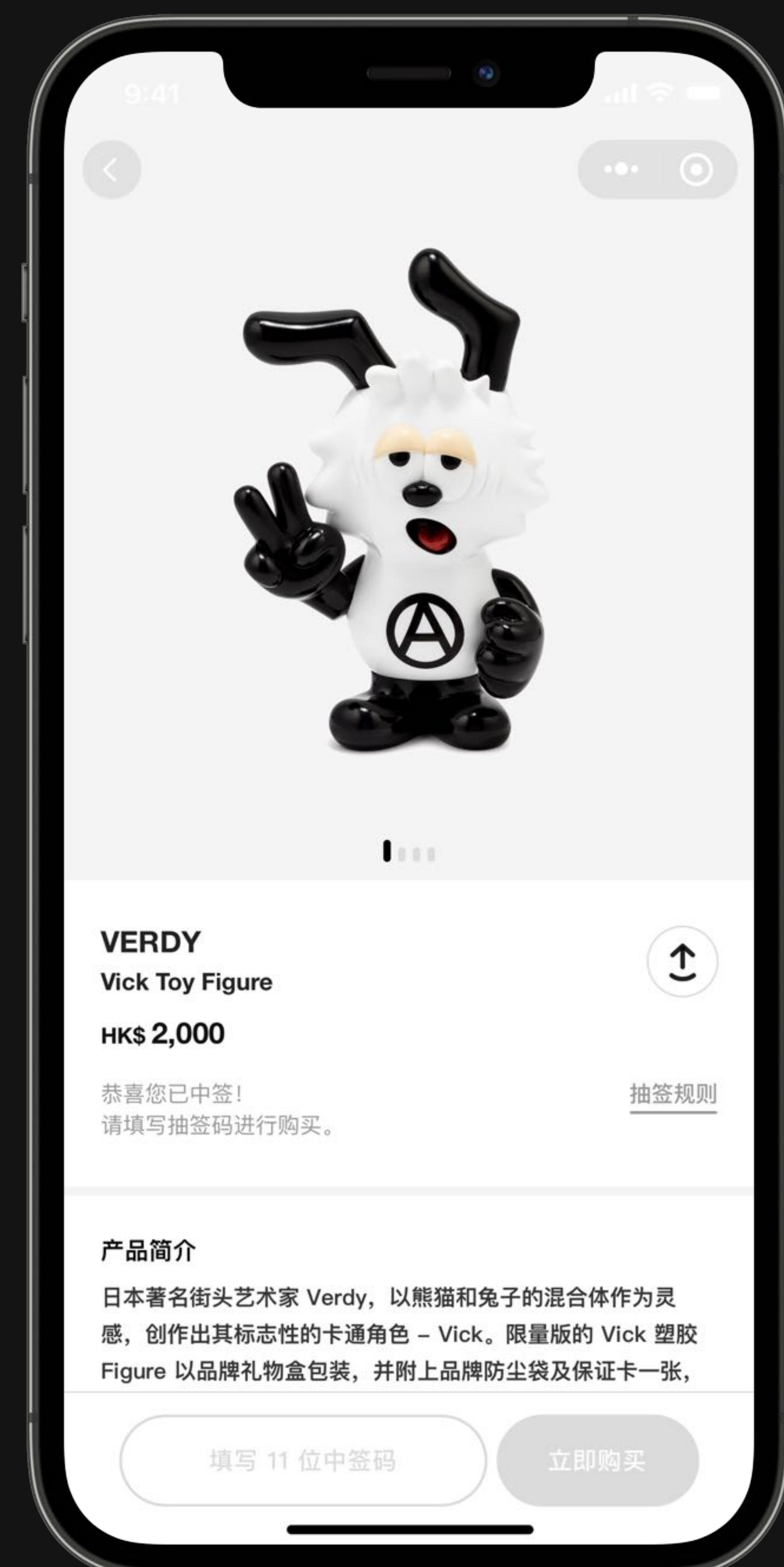


VERDY VICK TOY RAFFLE

In February 2021, the Verdy Vick Toy raffle was launched on the HYPEBEAST WeChat Mini Program. F(x)Lab selects the classic black-and-white color and captures Vick's iconic "V" gesture, eyes and ears to design icons. With a clear and smooth raffle process, we completely restore and express the street pop-art vibe of Verdy's works.



[X] STREETWEAR | RAFFLE
COLLABORATION | POP-UP STORE



FiSN GARDEN VIP MEMBERSHIP SYSTEM

Different from the complicated and stereotyped VIP membership system on the market, we integrate fun and interaction into the FiSN Garden mini-game that expresses the environmental protection concept of SEEDSMAN, the FiSN classic series. Lovely and vivid plants give users a comfortable feeling of returning home.

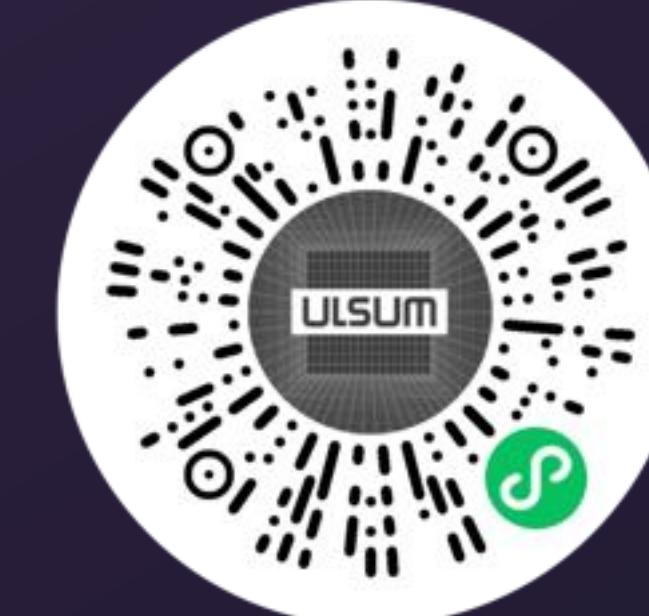


[x] STREETWEAR | MINI-GAME
MEMBERSHIP | COUPON

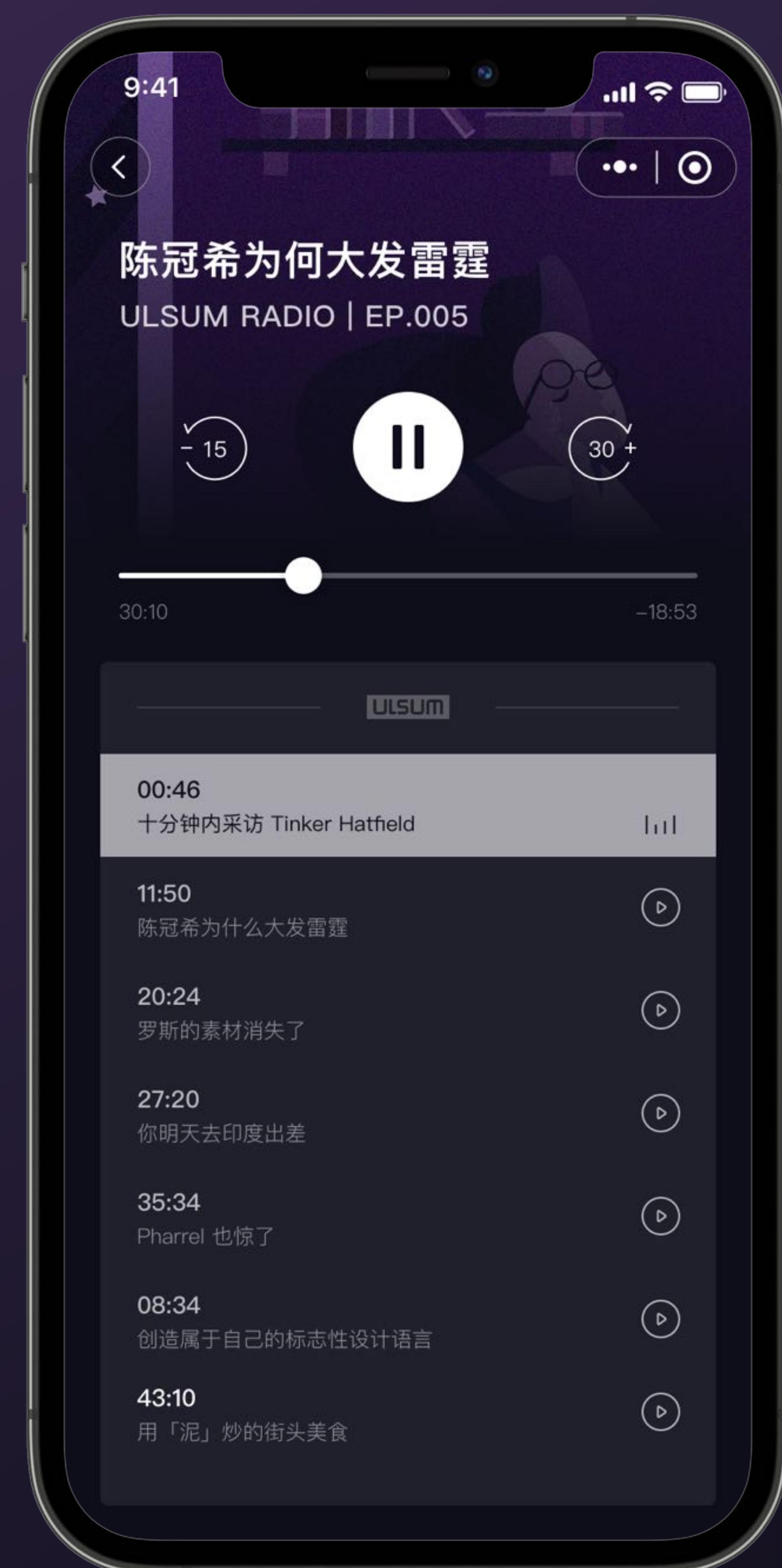
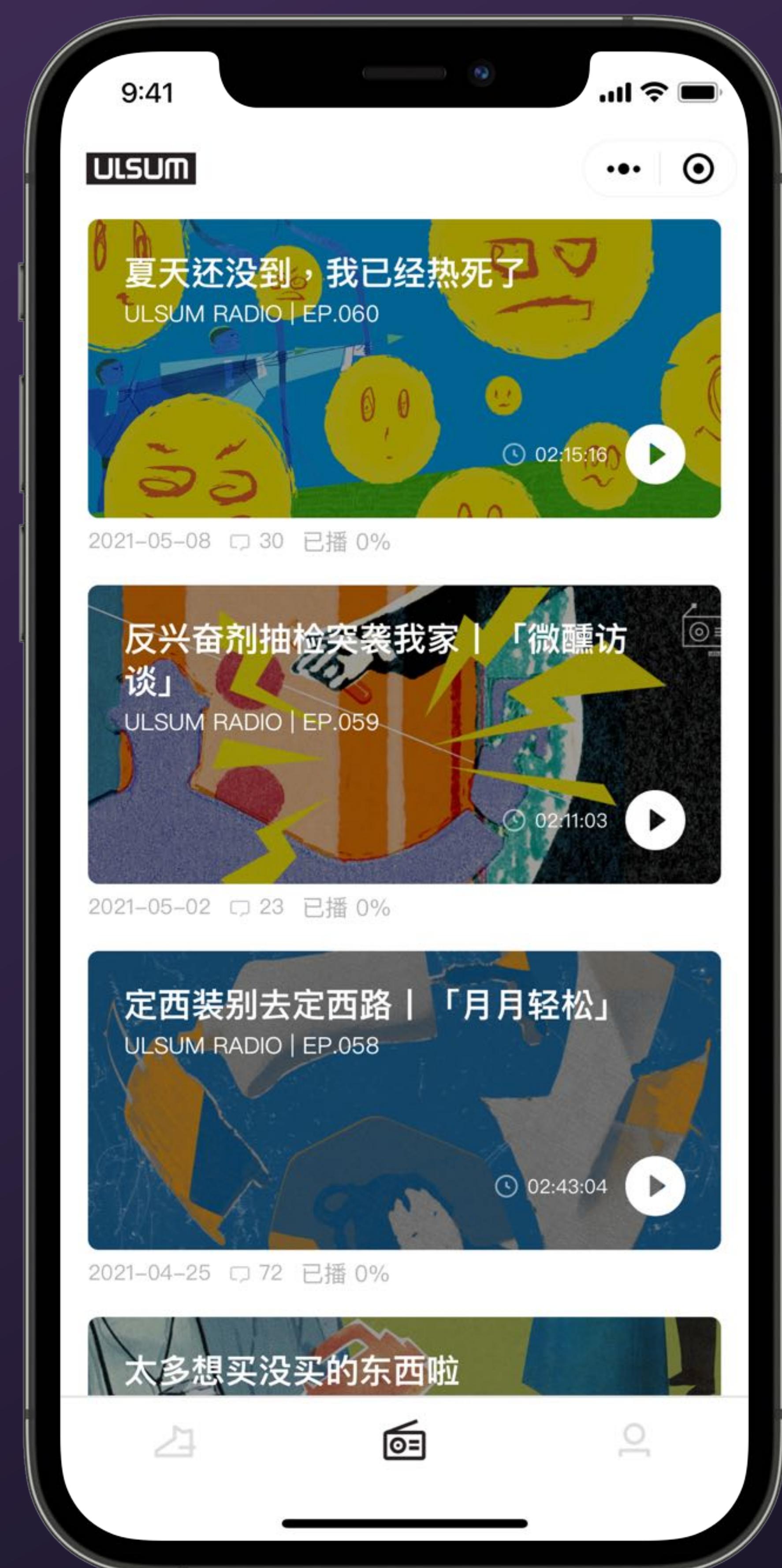


ULSUM RADIO PODCAST SERIES

F(x)Lab and ULSUM focused on ULSUM RADIO, the popular podcast series, to co-produce the ULSUM WeChat Mini Program. It is aimed to provide the audience with the most vivid and complete experience. This content-oriented WeChat Mini Program opens up a new imagination space for the communication of sneaker culture in the WeChat ecosystem.



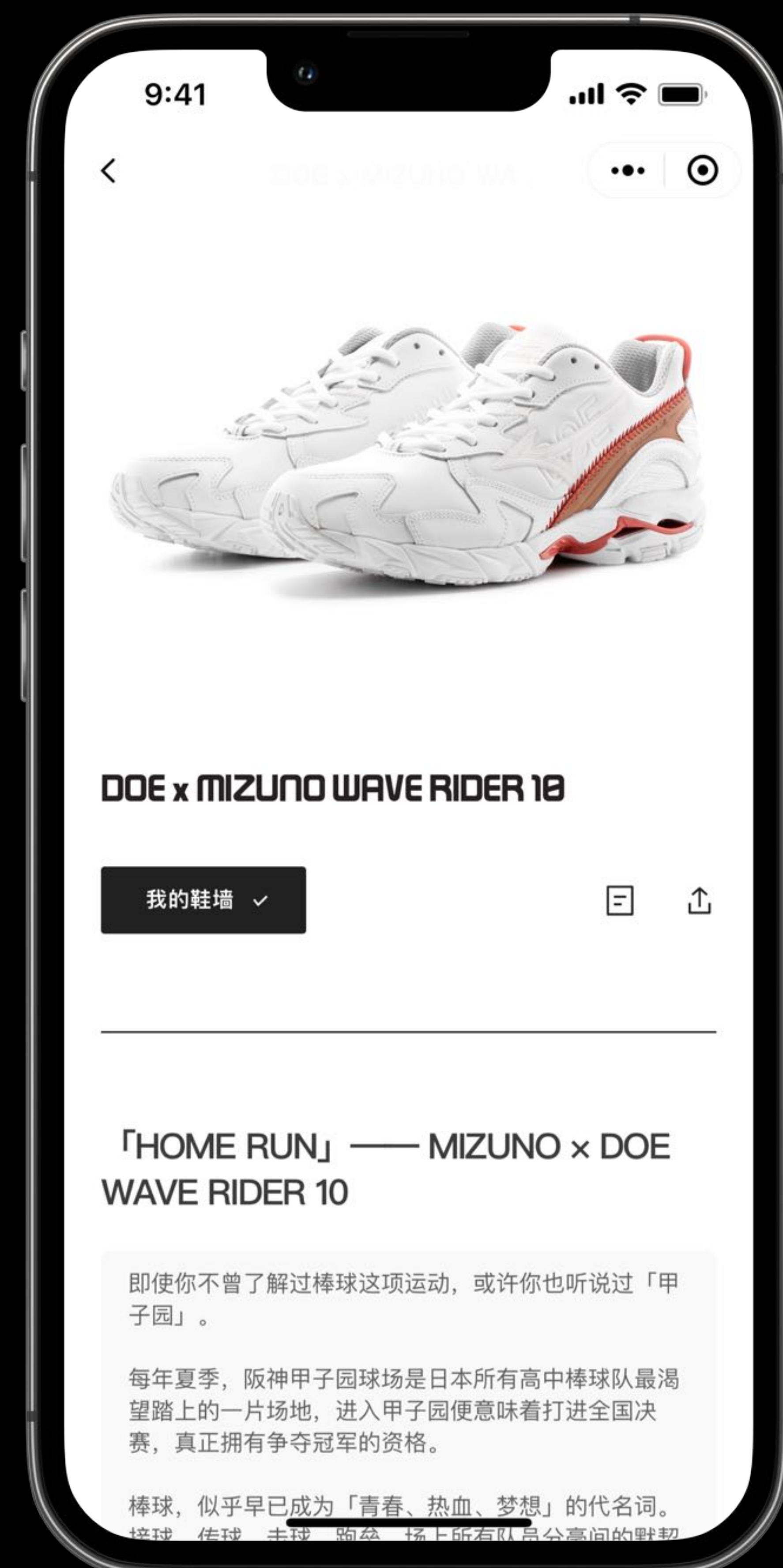
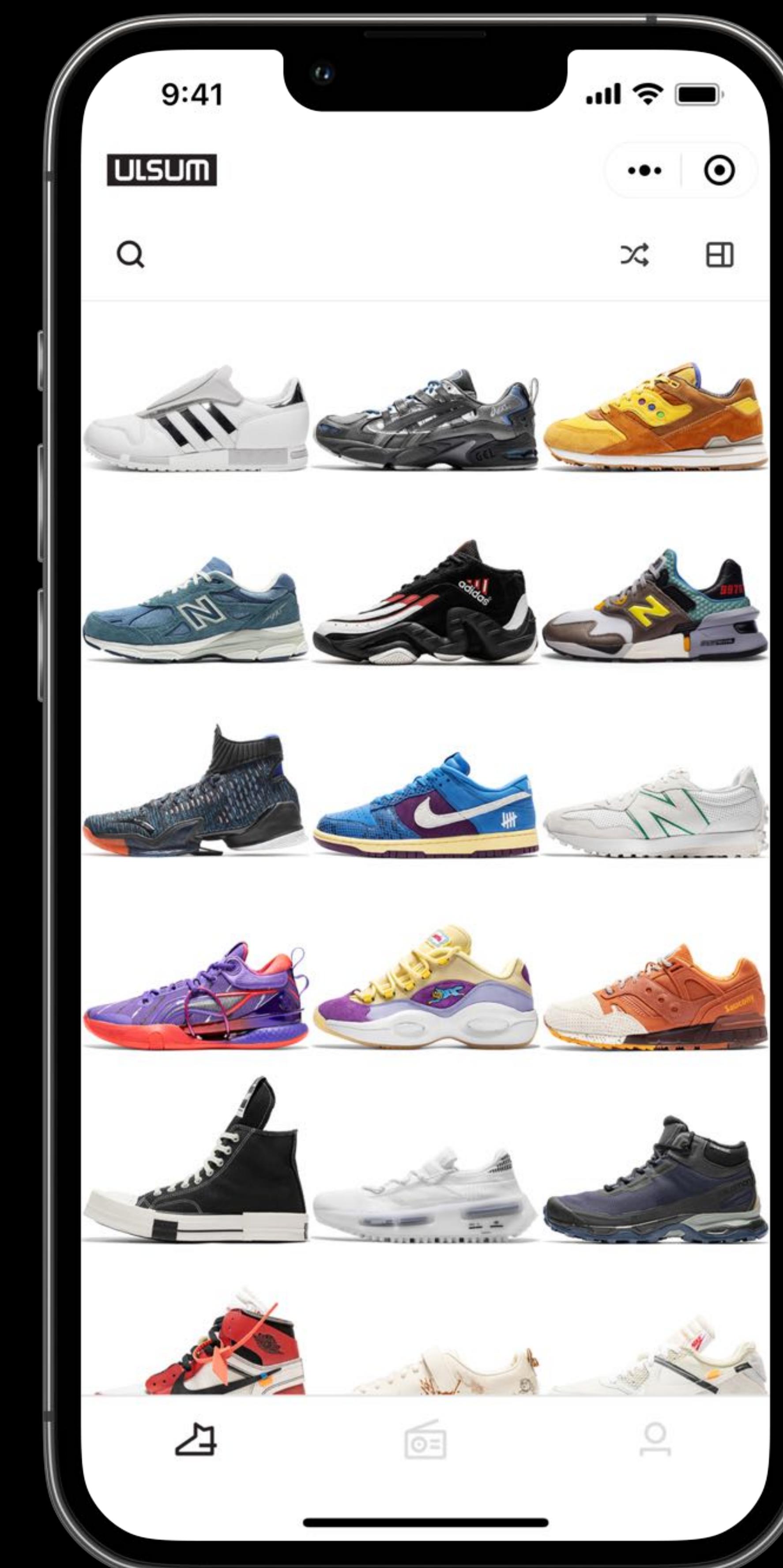
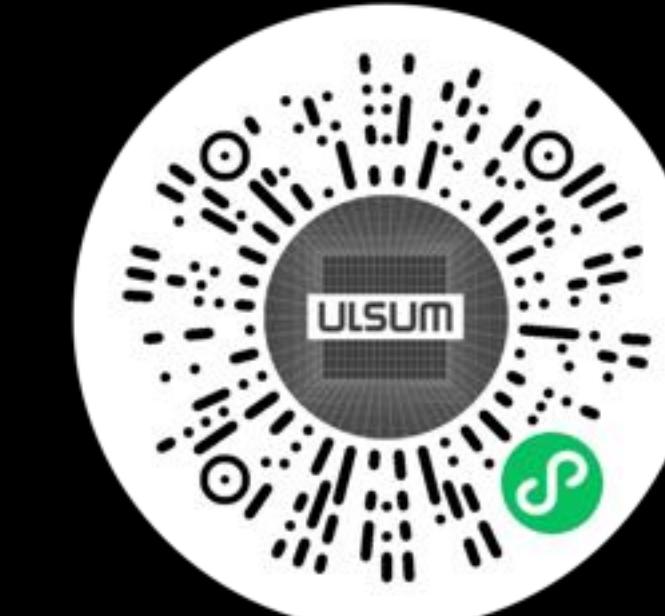
[X] STREETWEAR | PODCAST
LIFESTYLE | SNEAKERS



THE ULSUM ARCHIVE A SNEAKER DATABASE

Returning to the original intention of ULSUM, THE ULSUM ARCHIVE is reproduced inside the ULSUM WeChat Mini Program. Users can browse freely in this constantly updated sneaker database and build their own collection. The detailed introduction invites sneaker lovers to enter a tiny world of their own.

[X] STREETWEAR | SNEAKERS
LIFESTYLE | ARCHIVE



The background features a minimalist design with three large, semi-transparent dark gray circles of varying sizes. One circle is positioned at the bottom left, another at the top left, and a third is located in the upper right quadrant.

ART &
LIFESTYLE

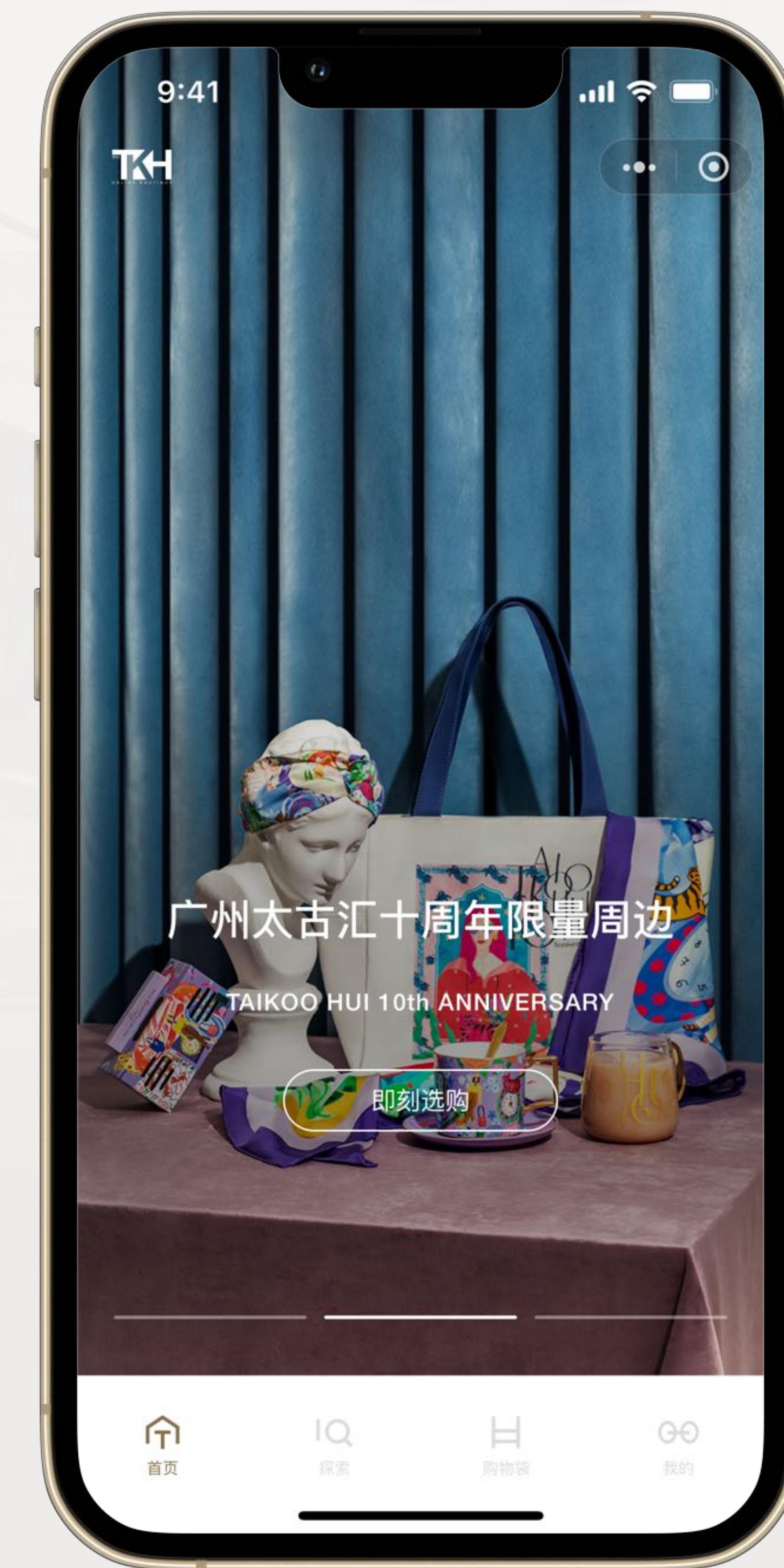
[x] SHOWCASE

TAIKOO HUI GUANGZHOU ONLINE BOUTIQUE

In response to the digital age and the global epidemic, Taikoo Hui Guangzhou has accelerated the construction of an online platform to reach customers through the WeChat Mini Program presented by F(x)Lab. It connects to multiple third-party systems including CRM, customer service, payment split, logistics, and invoices.



[X] REAL ESTATE | MULTI-USE COMPLEX
ONLINE BOUTIQUE | ALL-IN-ONE

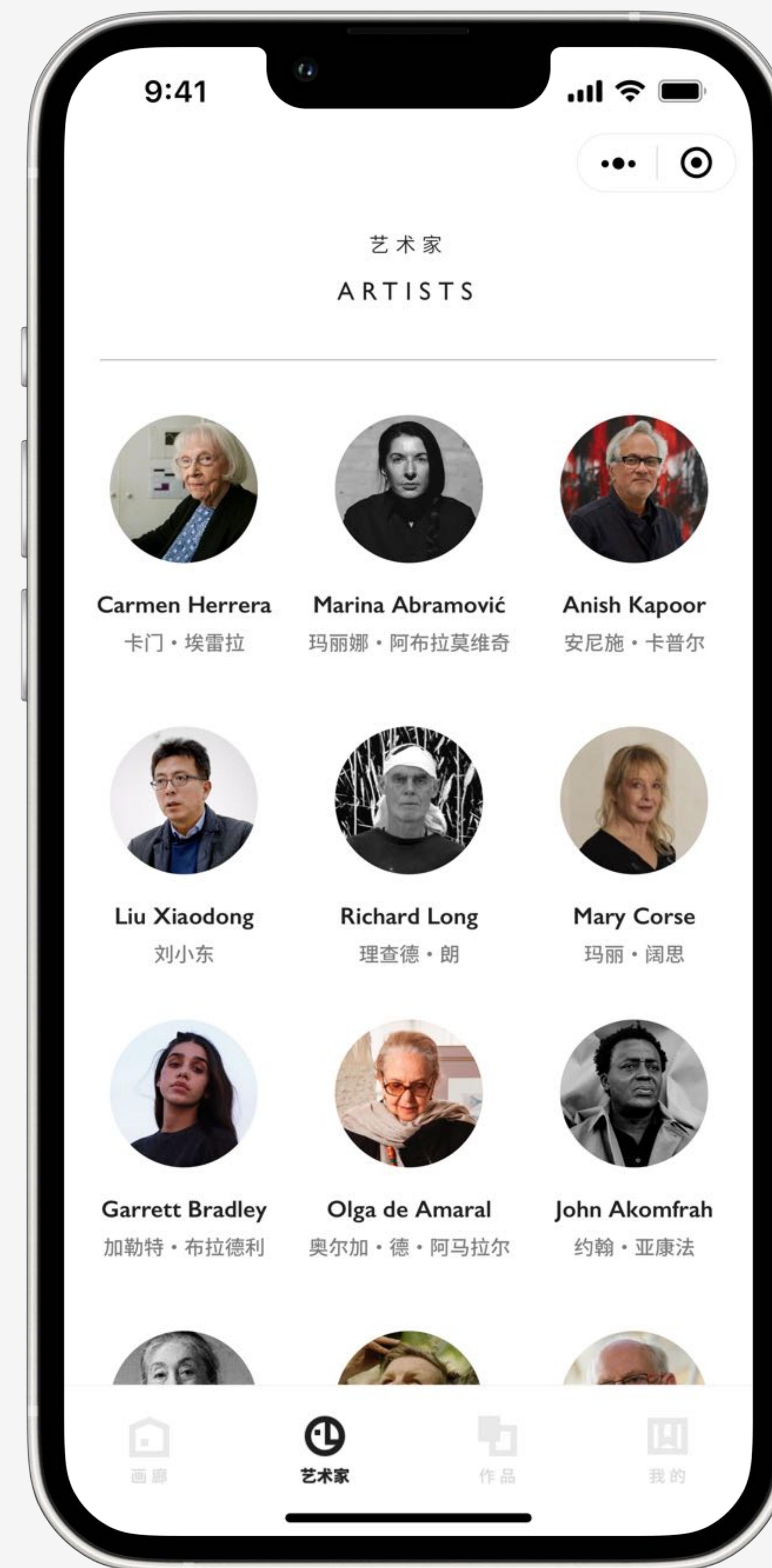
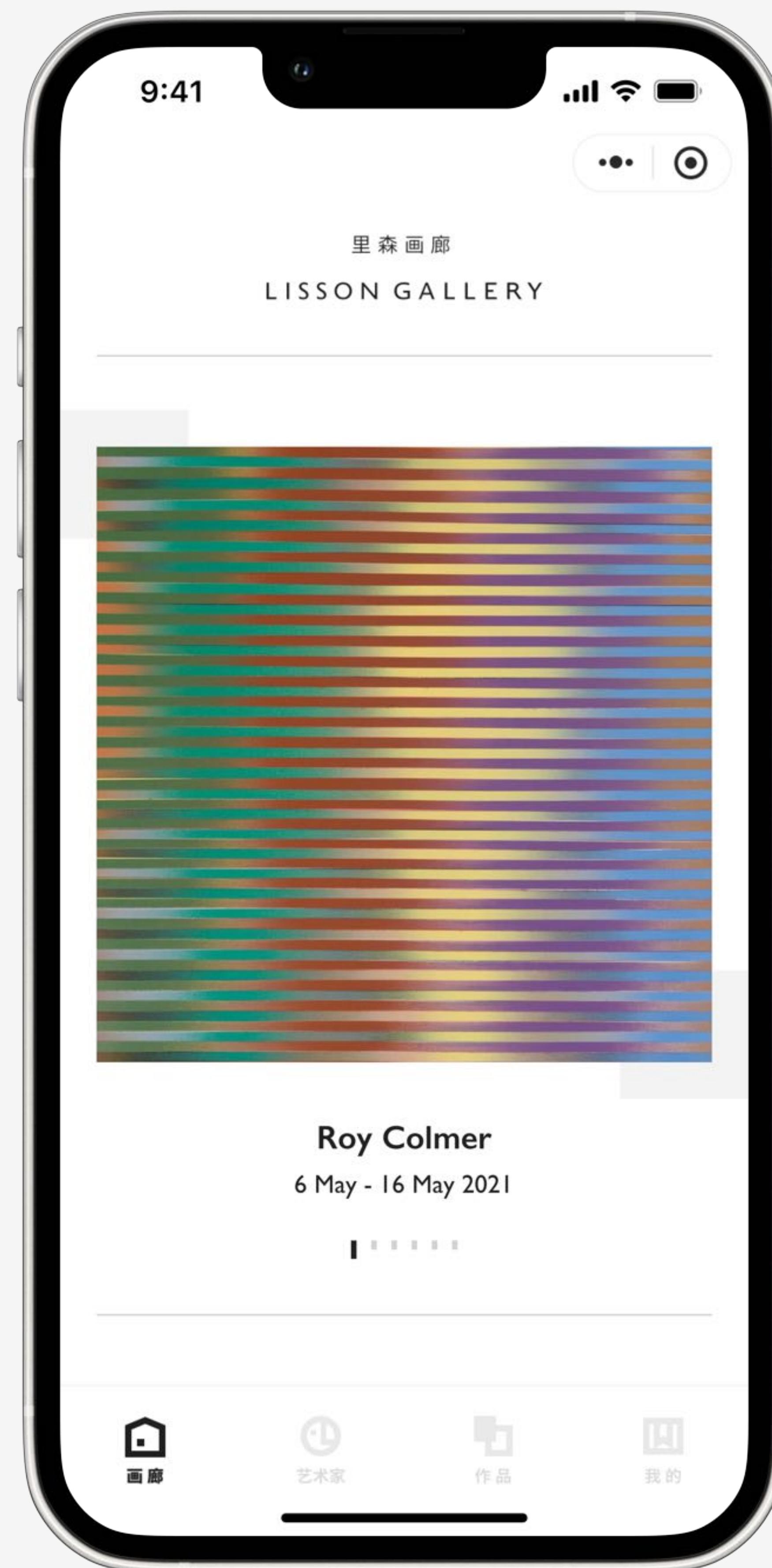


LISSON GALLERY ONLINE SPACE

With the help of F(x)Lab's years of hard work in the field of UI/UX design, the Lisson Gallery WeChat Mini Program provides artists and global audiences a platform for communication in the era of the aesthetic economy. In this manner, Lisson Gallery keeps penetrating the geographical and realistic barriers to popularizing beauty in art.

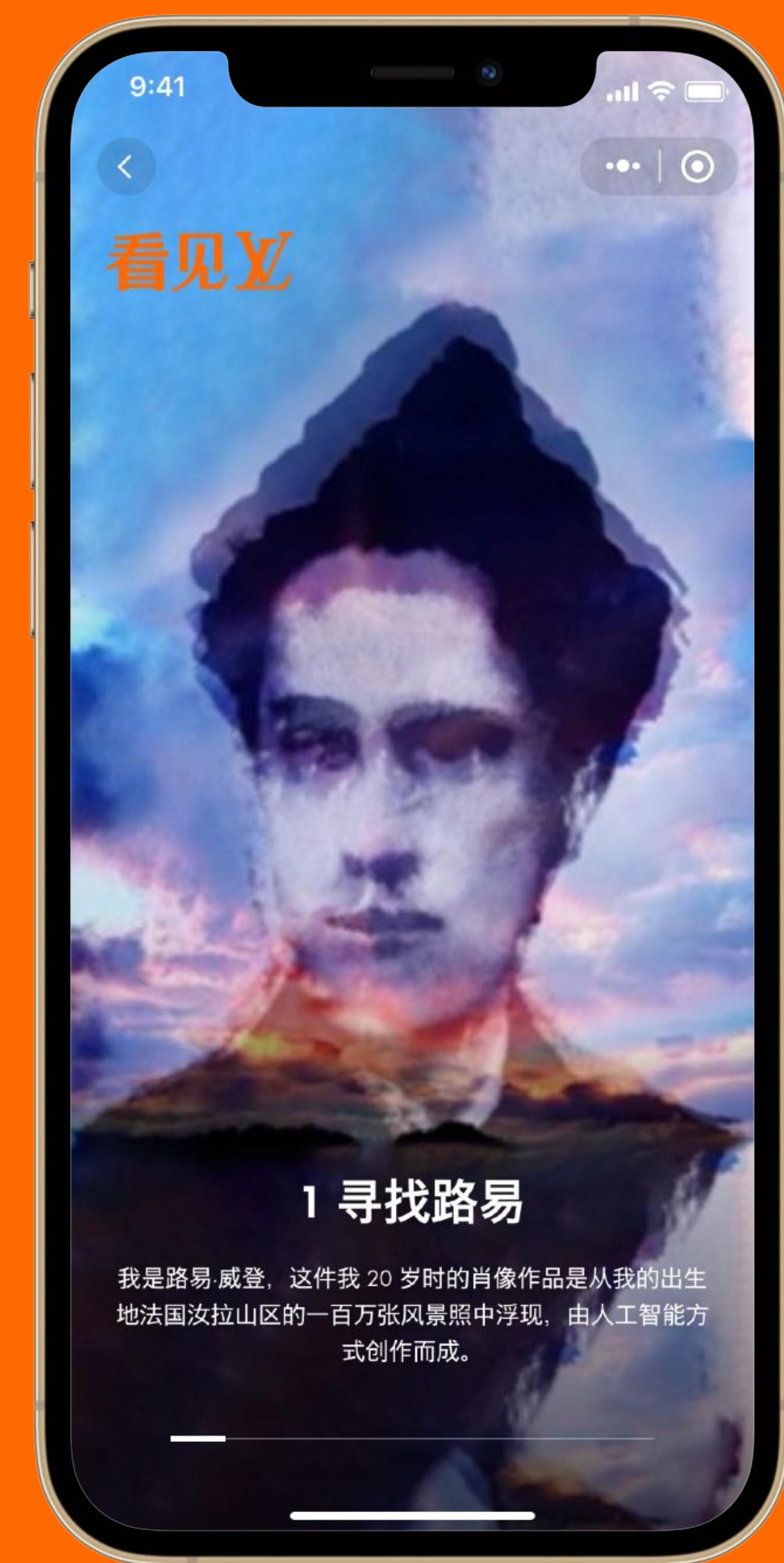


[x] ART | ALL-IN-ONE
VIRTUAL TOUR



SEE LV IN WUHAN EXHIBITION

In late 2020, LOUIS VUITTON presents SEE LV, an immersive journey through the Maison's 160-year-old history at Wuhan's International Plaza. F(x)Lab designed a WeChat Mini Program for this exhibition to guide visitors to complete online reservations during the epidemic, preview some of the exhibition contents, and share them on social media.



LOUIS VUITTON HARDSIDED

F(x)Lab extracts classic symbols from the legendary hardsided collection's over 100 years of history and reshapes the surprising experience of unlocking the trunk in the digital space. The exquisite grid interface, just like the flexible internal layout of a LOUIS VUITTON hardsided trunk, gradually unfolds the picture of a luxurious and elegant life.

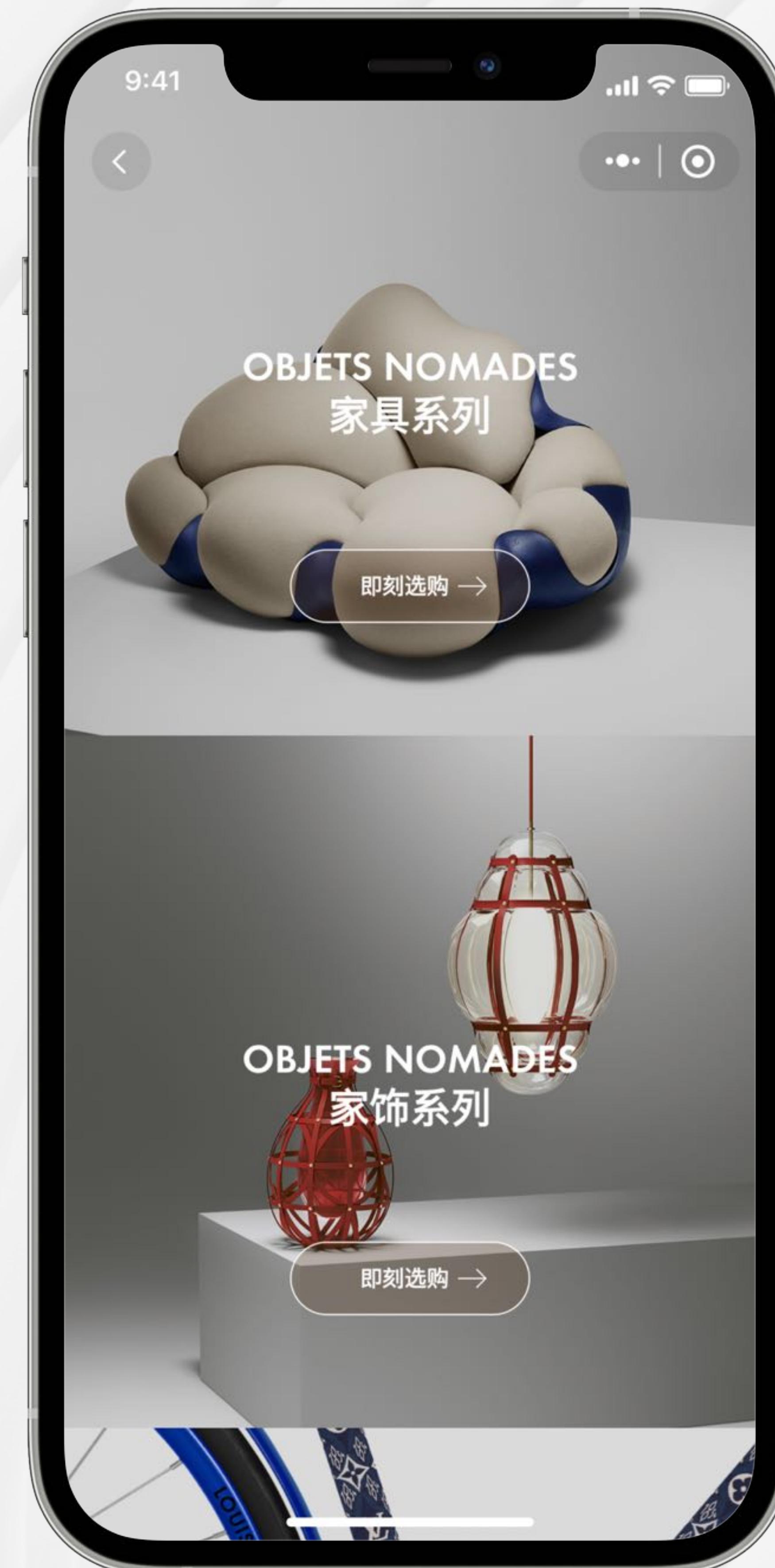
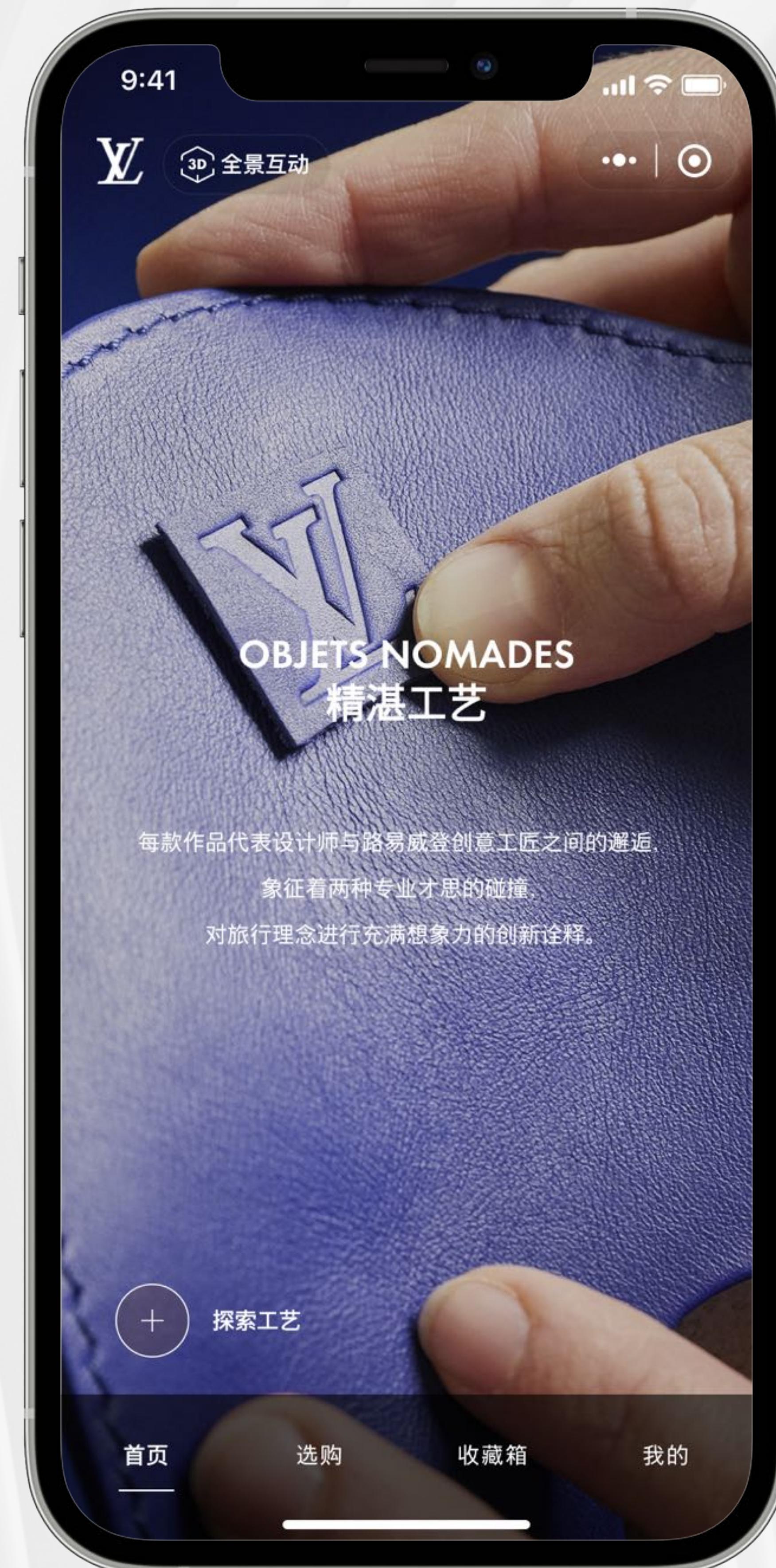
[x] LIFESTYLE | LUXURY
ART | VIRTUAL TOUR | 3D PANORAMA



LOUIS VUITTON OBJETS NOMADES

With our expertise in Vibe Design, F(x)Lab turns the WeChat Mini Program into a container. It is clear, reliable, and neutral. It presents the design concept and outstanding craftsmanship behind the Objets Nomades collection incisively and vividly. With the help of text, image, video, and 3D panorama technology, users can easily experience a variety of furniture and decor.

[x] LIFESTYLE | LUXURY
ART | VIRTUAL TOUR | 3D PANORAMA

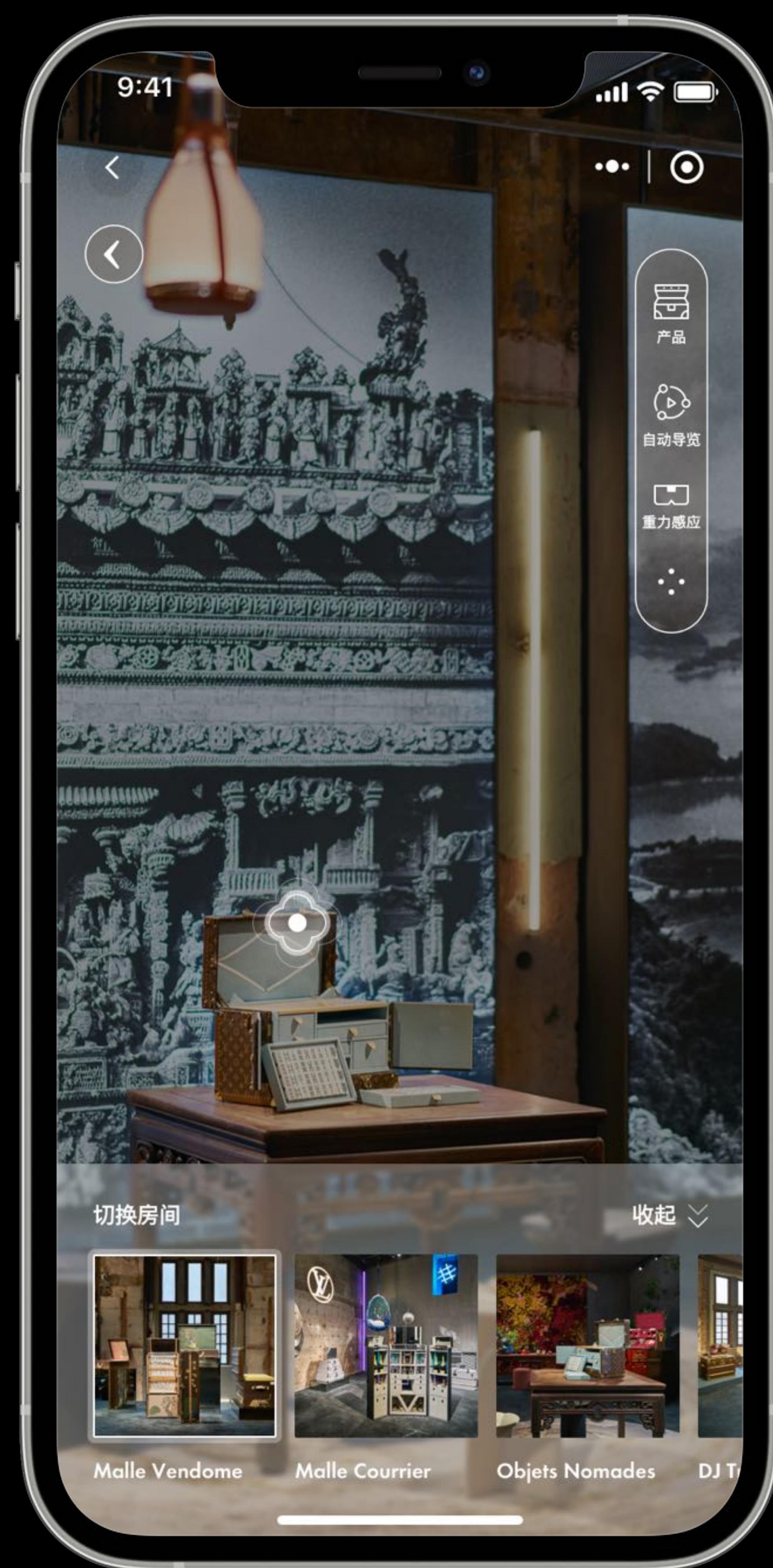
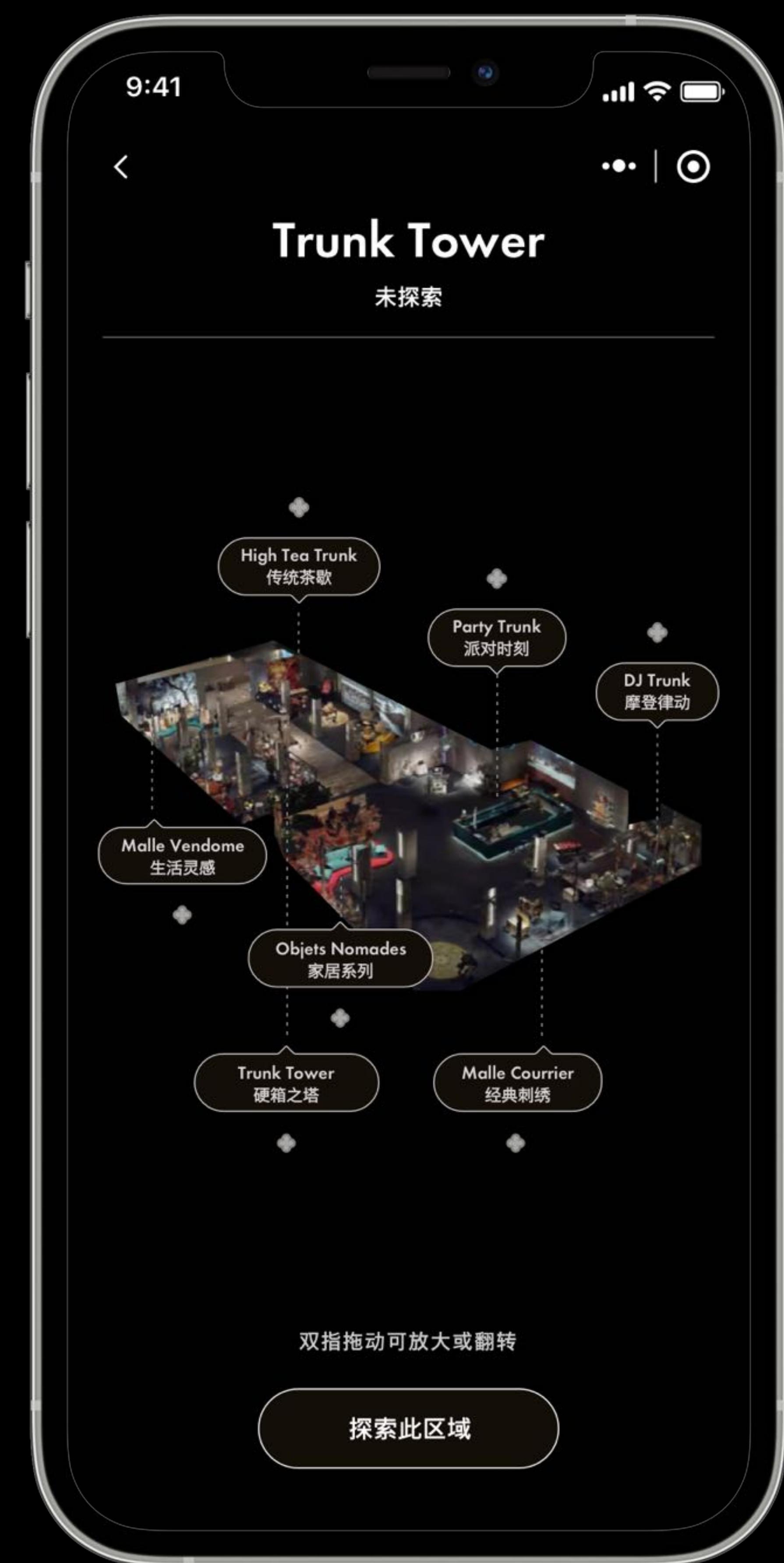


LOUIS VUITTON VIRTUAL REALITY TOUR

F(x)Lab launched a virtual reality tour of the LOUIS VUITTON Hardsided & Objets Nomades Exhibition along with VR tech vendors. Users can explore this art space via the WeChat Mini Program, view the Hardsided & Objets Nomades Collection, and experience the beauty of LOUIS VUITTON's outstanding craftsmanship.



[x] LIFESTYLE | LUXURY | VR
ART | VIRTUAL TOUR | INNOVATION



LOUIS 200 PODCAST SERIES

August 4 2021 is the bicentennial of Louis Vuitton's birthday. In the "Listen to Louis 200" Podcast, celebrities invited by LOUIS VUITTON tell 200 tiny stories about Mr. Vuitton and the Maison. The H5 page designed by F(x)Lab produces an immersive experience to guide visitors from all channels to listen to podcasts in the QQ Music App.





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EDITIONS



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LUXURY & NEW LUXURY | STREETWEAR CULTURE | ART & LIFESTYLE

THANK YOU

F[X]LAB.

SHANGHAI | GUANGZHOU | WUXI

✉ HELLO@FXLAB.COM.CN

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