



Made for All.

Kimi Spencer

7 February 2013

What is Uniqlo?

Uniqlo is

“clothing with new and unique value.”

Source – R/GA

Uniqlo is

“constant change, diversity and challenging conventional wisdom.”

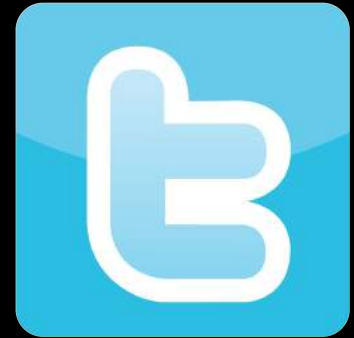
Source – R/GA

Who is Uniqlo?

Who is Uniqlo?

Targeting the Gen Y audience.

Mobile first. Social media savvy.



Source – “Pastel” by Kris Tate

Digital consumers + creators.



Source – The Verge/Instagram

Source – Lomography

**Altruistic.
Globally minded.**



Source – Paul Butler/Facebook

Strategy/Channels

Strategy/Channels

Digital.

Online.

Mobile.

Social.

In-store.

The Color Theory Application

A personalized shopping experience with Uniqlo.com

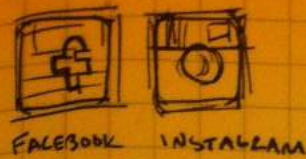
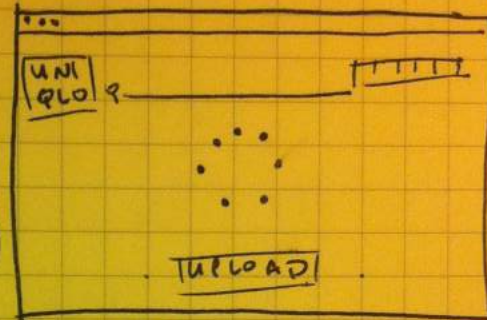


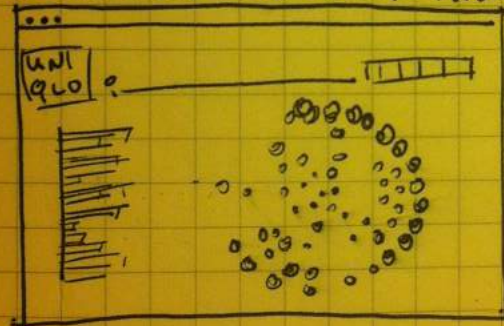
PHOTO STREAM

- UPLOAD THE PHOTO STREAM

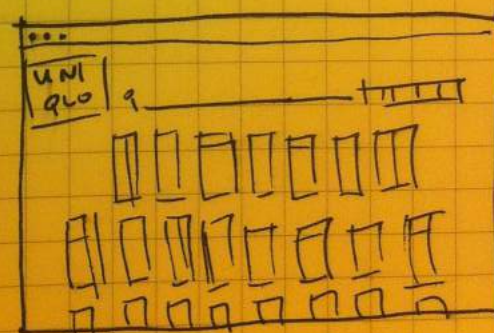


(PIC → FIND AVERAGE)
(PIXEL COLOR)

- CREATE PERSONAL "COLOR THEORY"



LINK TO PERSONALIZED
UNIQLO.COM



- SOCIAL INTEGRATION:
 - SHARE
 - COMPARE

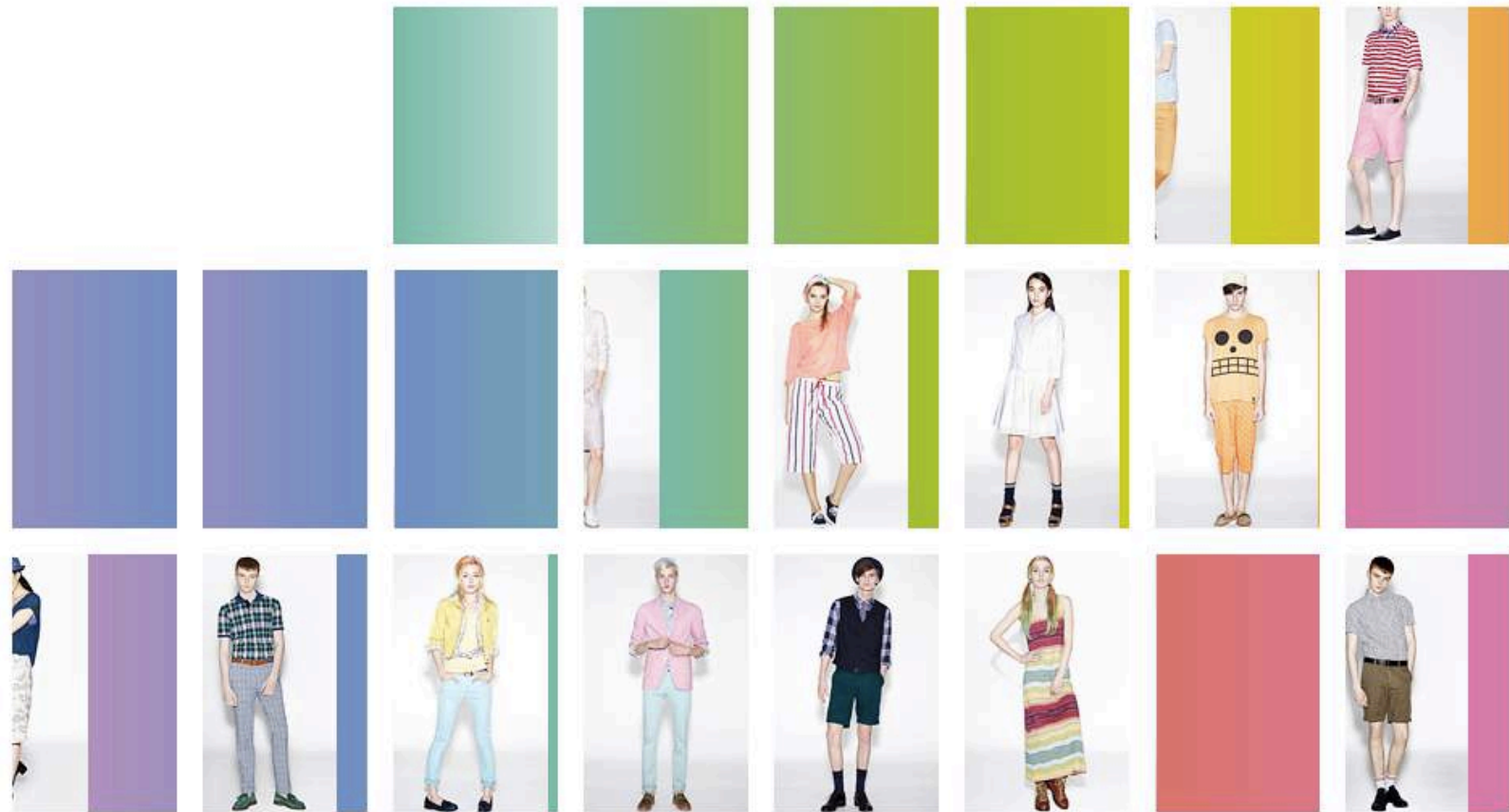
PRODUCTS FILTERED/ORGANIZED
BASED ON USER'S COLOR GUIDE

Your Colors, Your Uniqlo.



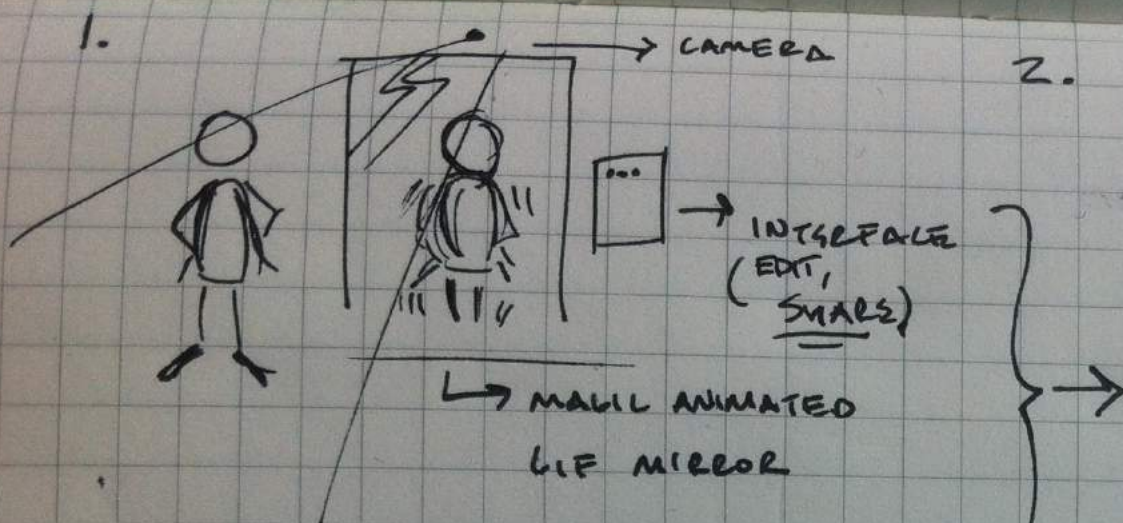
Source – Kuler by Adobe

Your Colors, Your Uniqlo.



The Animated Gif Fashion Experience

An in-store interface and web/mobile application to create unique, and stylish animated gifs of customers wearing Uniqlo products.

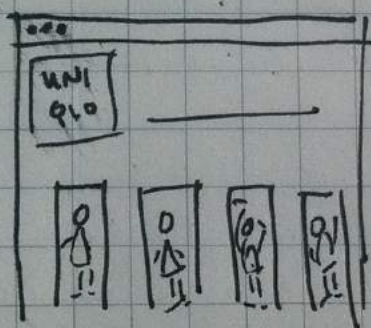


(AT UNIQLO STORE; DRESSING ROOMS(?))
 → ANIMATED GIFS OF CUSTOMERS IN
 UNIQLO PRODUCTS



ANIMATED GIFS DISPLAYED IN STORE
 (WINDOW DISPLAYS, INTERIOR, ETC.)

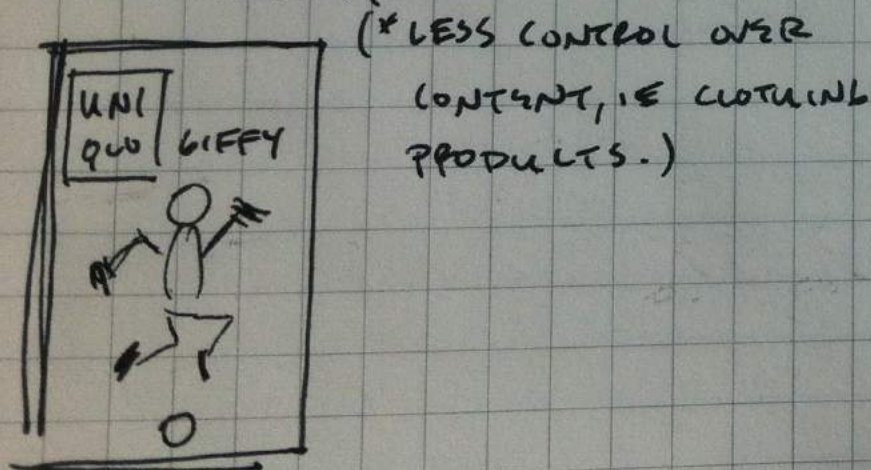
OR



* USERS CAN
 SHARE GIFS
 TO SOCIAL
 VIA MIRROR
 INTERFACE

PERILATED SITE (TUMBLR-LIKE)
 FEATURING CUSTOMER GIFS

3. ADDITIONALLY (OR EXCLUSIVELY)
 A MOBILE APP TO CREATE ANIMATED
 GIFS BY UNIQLO





Animated Gif Magic Mirror

Source – [trendhunter.com](https://www.trendhunter.com)

Gettin' Giffy wit It.



Source – Reed + Rader

The Laser Cat Cafe

An interactive, novel in-store experience and online application.

Maru and Many Boxes



BLIMP
RIDE

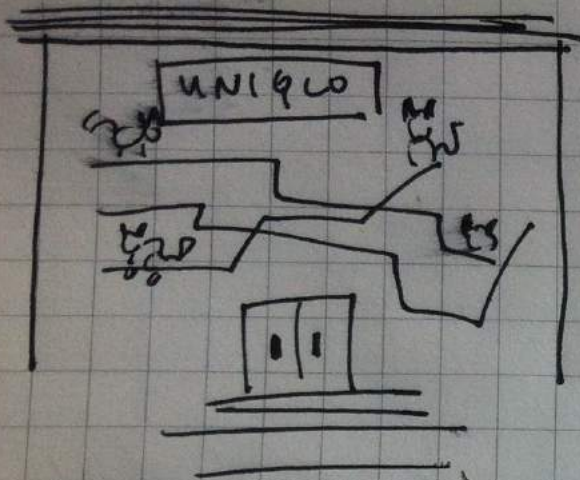


ULTRA
LIGHT
DOWN

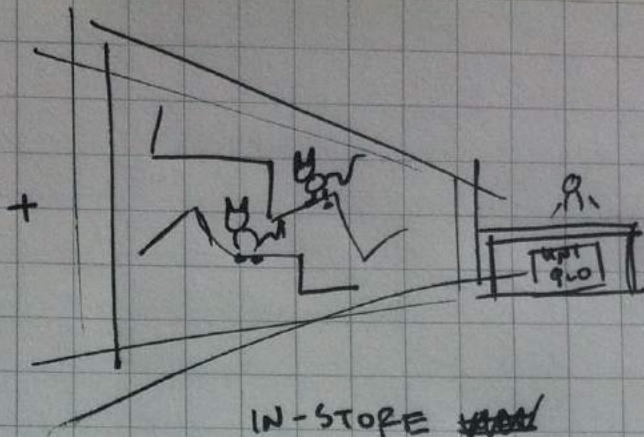
? ? ? MYSTERY
? ? ? PRIZE



1.



FRONT WINDOW DISPLAY



IN-STORE ~~RAMP~~
CAT RAMP (BEHIND GLASS)

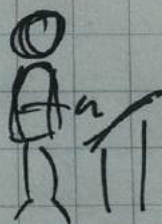
2.



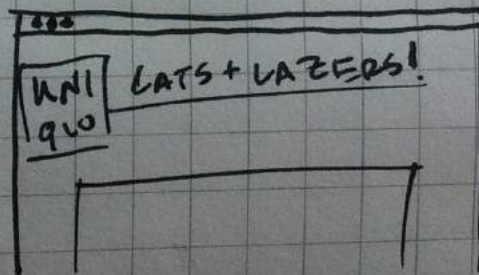
LAZERS!

CATS!

* CUSTOMERS CONTROL LASERS
FOR CATS TO PLAY W/ VIA



IN-STORE INTERFACE
OR
WEB APP.



* ALL CATS ARE FROM
SHELTERS & CAN BE
ADOPTED

"A UNIQLO CAT FOR A
UNIQUE PERSON"

I Can Has Lasers?



Source – "Images" by Darren Bader

Source – Dave Tacon/Al Jazeera

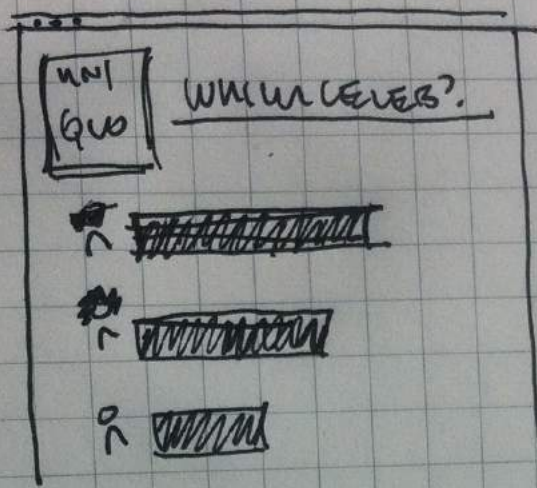
The Jet Setter Sweater

A hacked knitting machine, celebrity geotagged Tweets,
and an in-store event.



SIZED BY POPULARITY

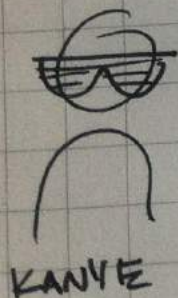
OR



RANKED BY POP.

- ONLINE/MOBILE APP
CUSTOMERS VOTE FROM A LIST OF
ACTIVE CELEBRITY TWITTER USERS

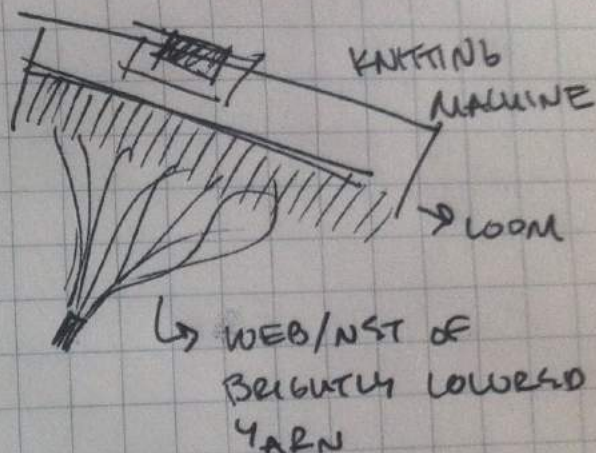
2.



MOST POPULARLY VOTED UPON
CELEBS HAVE THEIR
GEO-TAGGED TWEETS
→ INTO AN ABSTRACTED
DESIGN

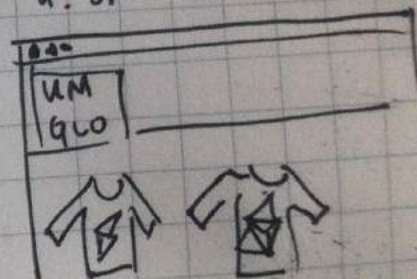


3. IN-STORE EVENT



- CUSTOMERS CAN WATCH
(AND PARTICIPATE) IN
MANUFACTURING A UNIQUE
SWEATER!

4. ONLINE SALE



Celebrities Active on Twitter



ashton kutcher ✓

@aplusk Los Angeles, California

I make stuff, actually I make up stuff, stories mostly, collaborations of thoughts, dreams, and actions. That's me.

<http://www.facebook.com/Ashton>

✓ Following

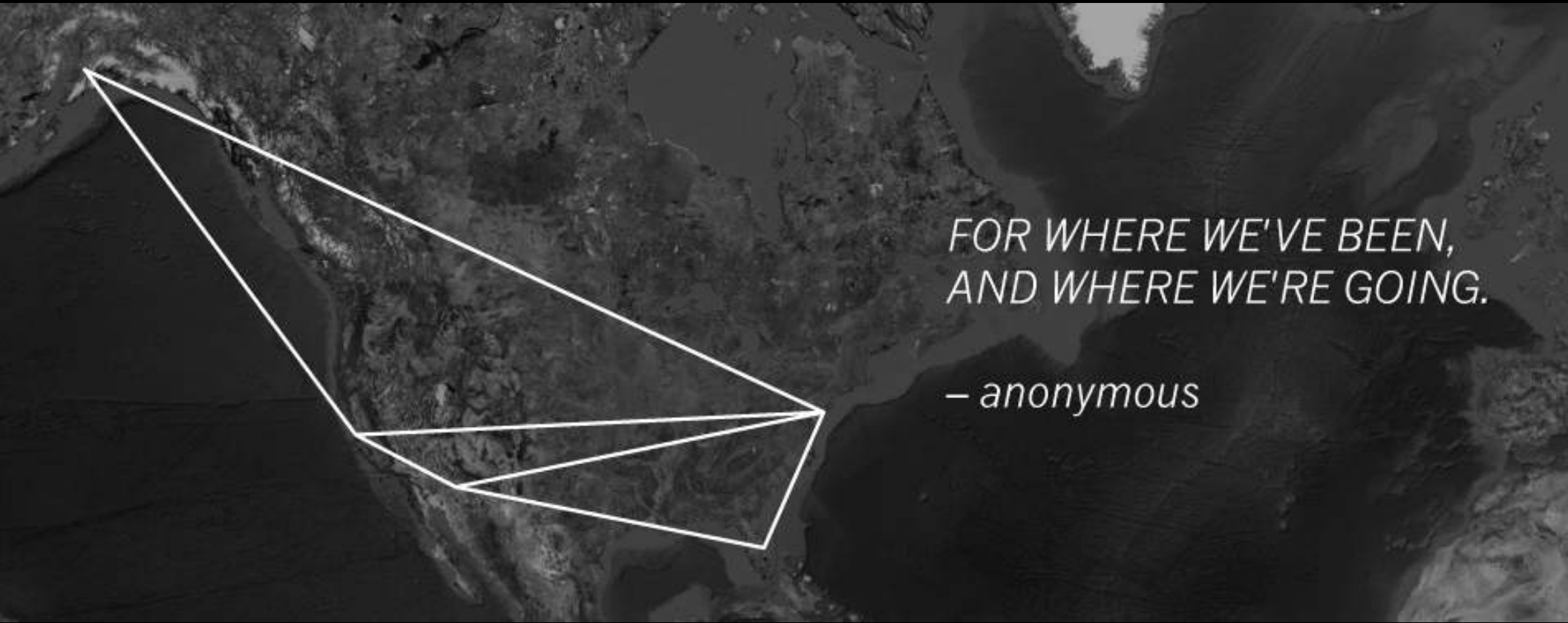


Tweet to @aplusk



Source – virginmedia.com

Geometric Designed Geo-data



*FOR WHERE WE'VE BEEN,
AND WHERE WE'RE GOING.*

– anonymous

Hacking the Handmade



Source – Stern Lab

Source – Sam Muirhead

Source – geekosystem.com

What we can create.

Community minded brand.

Connects the physical and digital channels.

Expands the Uniqlo experience beyond just a brick-and-mortar store.

Thank you.

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