Dress Smart by Artifical Intelligence

Product Launch Proposal

Prepared for

PCMA Global
Student Competition

Presented by

Temple University
Team 4

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Our Team

Shaye Harrer
Technical Theater Production & Management
Event & Entertainment Management

Whitney Constable
Event & Entertainment Management
Hospitality & Tourism Concentration
General Business Studies

Kate Lockard
Hospitality and Tourism Management
Event & Entertainment Management

Ryan Pfeiffer
Event & Entertainment Management
Hospitality Management

Executive Summary

Dress Smart by Artificial Intelligence is an innovative concept aimed at revolutionizing the shopping experience for business professionals. Leveraging the power of artificial intelligence (AI) and immersive technologies, we aim to offer a unique and engaging platform that enhances everyday workwear style. This visionary project encompasses interactive exhibits, personalized avatars, brand interactions, fragrance experiences, and direct engagement with designers.

Dress Smart by Artificial Intelligence will provide a one-of-a-kind event revolutionizing promotional business and the fashion industry. AI will play a pivotal role in enhancing various aspects of our product and showcase it through a unique and immersive experience. We believe that business professionals and future professionals to-be deserve the opportunity to look stylish, feel comfortable and confident, and look good while feeling good at their meetings and events in the business world at a reasonable cost. Through AI technology, we believe we can make this belief a reality. We aim to revolutionize the way people discover, try on, and select business clothing, providing a seamless and enjoyable experience that enhances personal style and boosts self-assurance though artificial intelligence at our proposed event.

Target Audience

Our primary target audience comprises business professionals seeking an efficient, personalized, and engaging way to enhance their workwear style. This includes executives, entrepreneurs, and anyone who values a sophisticated and convenient shopping experience.

While Virtual Try-Ons and immersive shopping trends are on the rise, this is the perfect opportunity to introduce Dress Smart by Artificial Intelligence as a competitor. This technology enhances the technology introduced by competitors. People want to see more authentically how they will look, and specifically when one will be making a long-term investment in an expensive but high-quality work outfit.

There are numerous compelling advantages to Dressing Smart through Artificial Intelligence. Business attire can be quite expensive, particularly when considering the average price of a quality suit, which typically hovers around $500. Furthermore, the need for tailoring can add to these initial costs. Consequently, individuals may hesitate to make a purchase when they step into a store, uncertain of how well the suit they're trying on will fit and mindful of the potential expense of tailoring. An additional issue that business event professionals face is traveling and what to pack in the suitcase, especially when they may go from one location to the next. Being able to see a piece in different outfits without needing to put these pieces on saves time, hassle, and allows for more creative options to save space.

In many cases, individuals opt for online shopping as a potentially more budget-friendly alternative. However, they often encounter the disappointment of discovering that the suit doesn't fit as desired once it arrives. Dressing Smart with Artificial Intelligence solves these challenges by offering a comprehensive 360-degree visual representation of the chosen suit, customized to the individual's body. This innovative approach not only makes shopping more accessible but also leads to significant time and cost savings for business professionals.

Event Concept

Introduction

Through the use of AI, we aim to create an immersive shopping experience aimed at business professionals to elevate their everyday workwear style. There will be exhibits that will include creating an avatar of yourself that will take you through the event to try different experiences. The avatar will be accessed through a badge that at each area you will scan, and they will appear to take you through the exhibits. The experiences will include:

- 360-degree mirroring visual of clothing and accessories on user's body
- Interacting with the brands.
- A smell experience for fragrances.
- Meet the designers

We will partner with many luxury brands to launch products unique to the event and promote their brand as a whole through these experiences. Using the avatar, guests can favorite the products they love throughout the background so they can purchase them through the pop-up shop.

The relevance of Dress Smart by Artificial Intelligence is by following several key trends:

Personalization

In today's retail landscape, customers expect personalized shopping experiences. This idea caters to this demand by offering tailored recommendations and virtual try-ons, ensuring that each user's preferences and style are considered.

Key Features

1. Personalized Avatars: Dress Smart by Artificial Intelligence introduces the concept of scanned customizable avatars, allowing users to represent themselves virtually. These avatars serve as companions, guiding users through the immersive shopping experience.

2. Interactive Exhibits: Our platform hosts a series of exhibits, each offering a distinct experience. Users can engage in virtual try-ons for clothing and accessories, eliminating the hassle of physical shopping while ensuring a perfect fit.

3. Brand Interactions: Dress Smart by Artificial Intelligence enables direct interaction with a curated selection of brands, providing users with insights, recommendations, and exclusive offers tailored to their preferences and style.

4. Fragrance Smell Experience: The platform incorporates a unique olfactory dimension, allowing users to explore fragrances virtually. Users can sample and select their preferred scents without ever opening a physical bottle.

5. Meet the Designers: We bridge the gap between consumers and creators by facilitating direct interactions with fashion designers. Users can gain insights into the creative process, discover the stories behind their favorite brands, and even provide feedback.

Program

January 20th, 2025
Time: 11:00am-6:30pm

Location	Time	Session
Concourse	11 A.M. – 11:15 A.M.	Registration Group 1 & Breakfast
	11:15 A.M. – 11:30 A.M.	Registration Group 2
	11:30 A.M. – 11:45 A.M.	Registration Group 3
	11:45 A.M. – 12:00 P.M.	Registration Group 4
YouTube Theater Room A		Panel Discussion: "The Future of AI in Fashion"
YouTube Theater Room B	12:00 P.M. – 1:00 P.M.	Keynote: "The Role of Event Planning Professionals in Shaping the Future of Fashion"

Program

January 20th, 2025
Time: 11:00am-6:30pm

Location	Time	Session
YouTube Theater	1:15 P.M. – 2:30 P.M.	Product Demo: Dressing Smart App Launch
YouTube Theater	2:30 P.M. – 3:30 P.M.	Fashion Show
Concourse	3:30 P.M. – 5:30 P.M.	Tradeshow Exhibit & Interactive Experience
Concourse VIP Area	5:00 P.M. – 6:30 P.M.	Cocktail Reception & Networking
	6:30 P.M.	Event End

Detailed Program

January 20th, 2025
Time: 11:00 A.M. - 6:30 P.M.

Early Afternoon Session: (11:00 A.M. – 2:30 P.M.)

- Registration
  - Description: Attendees will register for event using AI powered technology and security management through Dress Smart app.
  - Rationale: The AI-driven registration process ensures a seamless and efficient start to the attendee's experience on the app. The blocks of 250 attendees every 15 minutes will help reduce the length of the wait times.
    - AI can utilize dynamic pricing for early registration.
- Panel discussion & Keynote
  - Panel Discussion: "The Future of AI in Fashion"
  - Description: Prominent figures in the fields of artificial intelligence and fashion engage in a conversation about the industry's technological future and the ongoing transformative impact of technology on the fashion sector.
- Keynote: "The Role of Event Planning Professionals in Shaping the Future of Fashion"
  - Description: Keynote discussing the pivotal significance of event experts in influencing the trajectory of the fashion sector's future.
  - Rationale: Professional development opportunity to introduce and share innovative ideas and conversations about the power of artificial intelligence and transforming the event and fashion industry. Two opportunities to separate groups and appeal to different audiences.
- Dress Smart app introduction
  - Description: Attendees will be guided through our new app showcasing innovative technology the Dress Smart app possesses, how to properly use all available features, and the benefits of the app to our target market.
  - Rationale: As this app will be utilized for the duration of the show, we want to ensure our attendees have a clear understanding of how to use the app when going through our event. The purpose of this product launch event is to showcase the innovation of our app as well as bring the features to life in a way that has never been done, thus a clear understanding of the app is important.

Detailed Program

Late Afternoon Session (2:30 PM – 6:30 PM)
- Fashion Show:
- Description: An eccentric evening showcasing exclusive AI-curated fashion collections from our partners' brands.
- Rationale: A highlight of our sponsored brands and clothing showcase that will be available for trying on during the immersive experience.
- Interactive experience & Final Look
- Description: Attendees will use their personalized avatars from the Dress Smart app, created through facial detection AI, to explore immersive exhibitions where they can virtually experience new business wear, accessories, and merchandise from our partner brands. At the end, there will be an AI-mirror that showcases the final customized outfit and sprays a selected scent.
- Rationale: Showcases AI's ability to personalize and enhance a consumer's shopping experience. This will also serve as an effective brand activation opportunity as we are featuring our partners throughout our showcases.
- Networking cocktail hour:
- Description: Colleagues and industry professionals will be able to connect and have some time to expand their professional networks over drinks and hors d'Oevures. As people begin to exit the interactive experience, they can make their way to the cocktail hour.
- Rationale: A lighthearted fun end to the night.

Event Project Plan

Our proposed event will occur on January 20th, 2025, at SoFi Stadium in Los Angeles, CA. The main venue for the runway showcase will be the connected YouTube Theater on the SoFi stadium campus. Since our event is on a much larger scale, we believe that SoFi Stadium has the innovative aspects, capacity, and sustainability requirements to host our proposed event. Let's dive deeper into each section now.

Date & Time

We believe that a one-day event would be best for our proposed event. This will give everyone enough time to network, meet other industry professionals, attend the product launch, and enjoy free time in Los Angeles and the surrounding areas as well. January 20th, 2025, has been chosen due to the amount of planning and set-up required for our proposed event. We believe that a mid-week event would work best as we are aware that attendance at weekend events is lower than at weekday events. Launching a product mid-week will help raise awareness of the product before the big rush of the product hits as well.

Review of Destination/Venue

As we researched our proposed event more, we are aware of the ever-present fashion industry hub that is Los Angeles. The fashion industry rules over and through Los Angeles, and we believe that with such an innovative event, we are required to have an innovative venue too. Los Angeles has their own fashion district in the city, which also adds another reason to host this event here.

SoFi Stadium is the first indoor-outdoor stadium to be constructed in the entire world (SoFi, 2023). The stadium has hosted events such as the Super Bowl, numerous concerts for world-renowned artists, and upcoming World Cup games and an Olympic Ceremony (SoFi, 2023). Since this is a We plan to implement innovative technology and artificial intelligence to business fashion, while also launching our product of a transcending new app, so we believe this makes the location a top selection to host our event.
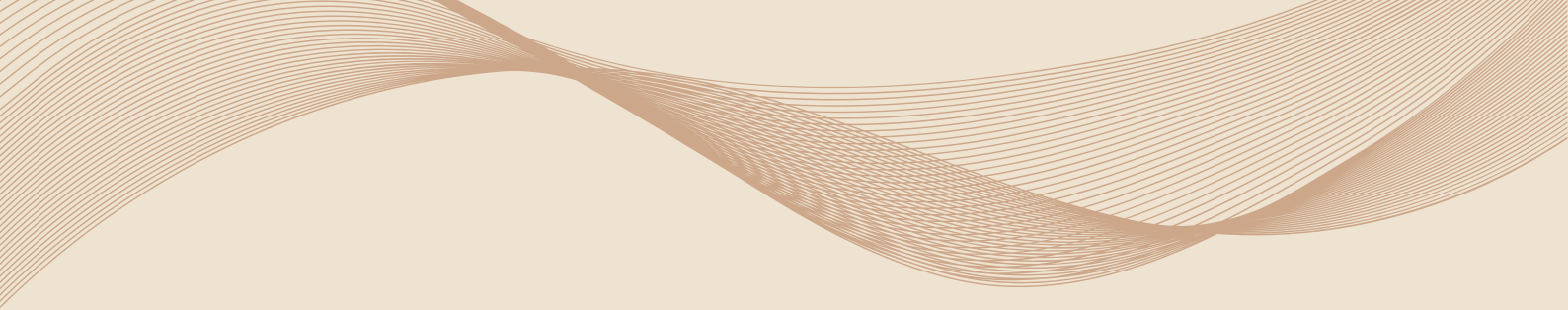
Review of Destination/Venue (Cont'd).

   SoFi Stadium has listed their ways and best practices for sustainability and for parking/transportation on their website. They have extensive details and graphics about the best places to park and to get to the stadium. Their parking map is located in the appendix! Los Angeles is a big region and hub for people to travel to. This means that a stadium such as SoFi will require a lot of access points. In addition to standard parking, there is a City of Inglewood Operated Park and Ride Program, Metro C line station at Hawthorne/Lennox, and Torrance Transit capabilities to reach the stadium (SoFi, 2023).

We understand that Los Angeles is a busy and bustling city with high volumes of traffic, so we believe that these other modes of transport could be utilized to make entering and exiting the stadium easier for guests.
 Hotels and AirBnBs are plentiful in the surrounding areas of Los Angeles and Inglewood, CA. According to Hotels.com, some of the notable hotels within 5 miles of SoFi Stadium are:

- Residence Inn by Marriott Los Angeles LAX
- Holiday Inn Express Los Angeles LAX
- Crystal Inn Suites & Spas LAX
- Sonesta Los Angeles Airport LAX
- Sheraton Getaway Los Angeles Hotel

Sustainability

 Sustainability is something that we strive for in all aspects of our events. We believe that sustainability is valuable and important in all aspects of life, especially in the events that we produce. Through our event and in partnership with SoFi stadium/YouTube Theater, we will work together to create a sustainable environment for all in attendance. The venue is ISO 20121 certified and has progress reports on how their sustainability efforts are progressing (SoFi, 2023). This report from 2022 can be found here. In addition, their website has all other information regarding sustainability and ways of progression to making SoFi stadium a sustainable environment, as well as a top-tier innovation venue in the world!

 AI technology is sustainable and reuseable in our event and in our app that we are launching. We at Dress Smart believe that limiting energy consumption and implementing reuseable products are a necessity to further grow a product in the world today. AI technology is not disposable nor is it tangible. Our products will be able to be reused and repurposed, as well as at our event, we will comply with SoFi Stadium's sustainability efforts in hopes to keep sustainability at a high level.

 SoFi Stadium's campus is ADA accessible and complies with all ADA rewuirements. If any special requirements are needed, please contact Ryan@dresssmart.com for requests.

Partnerships & Sponsorships

For our proposed event, we plan to utilize sponsors to aid us in funding, awareness, and movement into transformational fashion shopping. We will provide sponsorship packages for those who are interested in being our sponsors. The 3 tiers of sponsorship packages are found in the *"Longevity"* section of the proposal. The higher the sponsor, the better the benefits

For our event, we will partner with Stitch Fix to help aid us in shipping clothing bought at the event to the guests' desired destination safely and securely. This will help add to our sustainability and utilize a more local business rather than corporate giants. Stitch Fix will be the main sponsor for all clothing shipping and handling at this event.

We will also be partnering with the Council of Fashion Designers of America (CFDA) to put on this event. This council is nationally renowned as the head of the fashion industry. The CFDA will assist in marketing, finding sponsors and partners, and operational plans for this event. In addition to the CFDA, we will partner with influencers who are established in the fashion and business industries to showcase their products and walk in the fashion show during the event. This will assist in marketing and PR efforts, as well as hit our desired target audience.
Other sponsors for our proposed event would be local fashion designers and fashion/lifestyle brands. These sponsors and partners will be the ones who will provide their clothing for the guests to virtually try on through the Dress Smart app. These would include:

Partnerships & Sponsorships (Cont'd.)

- Calvin Klein
- Hermes
- Dolce & Gabbana
- Louis Vuitton
- Dior
- Ralph Lauren
- Burberry
- Zara
- Gucci
- Etc.

We believe that in the fashion hub of Los Angeles these proposed sponsors would be able to showcase new products at our event while also including past products that wish to be sold and marketed. This is the perfect opportunity for these brands to be included in a movement's start. Business fashion includes, but is not limited to, high-end and sleek stylish products, which we believe these companies hold in their inventory. We wish to have at least two of these brands be sponsors for our event. If more desire to be a sponsor, that is preferred! We will announce potential new sponsorships and partnerships closer to the event's date and time.

Logistics

Venue Selection & Setup

Venue: YouTube Theater at the SoFi Stadium campus (Appendix 1) in Los Angeles, CA

Our proposed event will require the use of a multifunctional location where multiple immersive events can be set up, as well as a runway stage. We will utilize the American Airlines Plaza outside the YouTube Theater for our pop-up shops and registration sections. We will also use the concourse of the SoFi stadium for the tour of the app and the AI technology paired with it. We will be utilizing technology such as smell-o-vision, holograms, LED screens, and smart AI technology here. We will use the YouTube Theater for the runway and fashion show.

Date: January 20th, 2025

Setup:

- Coordinate with venue staff to set up the event space, including exhibition areas, runway stage, registration booths, and AV equipment.
- Ensure high quality Wi-Fi connectivity and power supply throughout the venue.
- Arrange for security personnel and emergency medical services on-site.

Logistics (Cont'd.)

Registration & Check-in

Implement an AI developed registration system
- <u>AI based security check in</u>
- Provide event badges with QR codes for easy access to all event features
- Guests will enter a booth, where they'll initiate a QR code scan through the app, undergo a scanning process, and subsequently be presented with an AI-generated avatar

Exhibition of A/V

Audio/Visual equipment will be held with capabilities for hybrid streaming and live viewing. SInce YouTube owns and operates the Theater, we will have live stream capabilities through YouTube. We understand that not everyone can attend our event, so we would like to have the capabilities to tune in via hybrid live streaming and the use of our app.

Innovation

The innovation aspects of the event are intertwined with the product launch of our app. The event itself is a big immersive product launch, featuring business fashion brands, featuring virtual tailoring, try-ons, and outfit recommendations.

Marketing

Brand Creation

Fashion is all about how you present yourself, and the goal of our event is to inspire confidence in the business professionals coming to our event through clothing and accessories. We want to create a strong, chic, versatile palette that appeals to our consumer base. We will achieve this by using a color palette of gold, browns and off-white.
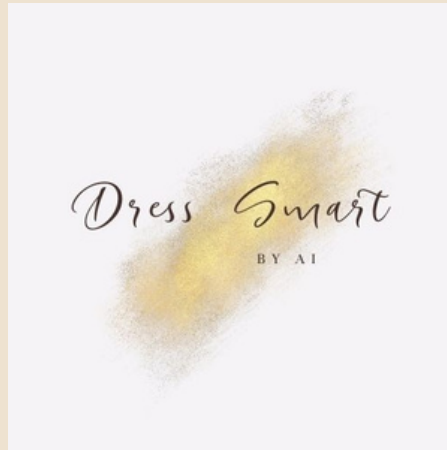
AI Marketing Technology

For the marketing part of our marketing plan, we will be partnering with the 6senses Revenue AI. This artificial intelligence company focuses on eliminating the guesswork for B2B companies to reach their target market strategically. Through their dynamic platform that uses data about our event, we will be able to hone in on the accounts that are most likely to engage without content, maximize the investments we put into our marketing campaigns, maintain the brand/event theme across multiple platforms, and tightly monitor when the best time to run campaigns and advertisement for the event

Engagement

Social Media

A key element in advertising is utilizing platforms such as Instagram, TikTok, Facebook, and LinkedIn. Our marketing team will utilize the data from the 6senses platform and monitor current trends that pop up to create a unique campaign aimed at the business professional demographic. Through our marketing efforts, we want to show how our product promotes closet optimization, an immersive shopping experience that appeals to busy shoppers, and promote our partnerships.

Pop-Up Event

Dress Smart by Artificial Intelligence strives to create an innovative experience through immersive experiences. We want smaller immersive experiences to promote the event and show consumers why they should attend it. The pop-ups will happen around the United States and be in their location for two days. There will be immersive experiences of 360 scanning for those who attend and having them use the app to see how easy it is to try the clothes on. The event will give a sneak peek into the AI avatars you can create and try an accessory or clothing piece on. At the event, the focus will be promoting the live streaming of the product launch as well as the app. Those that attend the pop-up will be given early access to the app during the launch of the event as well as a promo code to start shopping.

Sponsorship

To effectively market our partnerships, we can integrate showcasing strategies through various channels and tactics. Doing so through social media promotion, influencer content, press releases, website integration, and cross promotions.

Social Media Influencers

To establish a genuine connection with our target audience, we plan on harnessing the power of social media influencers who can play a pivotal role in marketing a successful event. Social media influencers are able to harness the trust within Ultimately this approach aids in raising brand awareness, reaching new or targeted audiences, improving brand advocacy and increasing sales conversions.

We intend to focus on individuals who create content related to both the fashion industry and technological advancements. Our collaborative efforts will encompass a diverse array of fashion-oriented internet personalities, including but not limited to Monet McMichael, Remi Bader, Alix Earl, Melinda Melrose, and Jevon Henley. Some technology-based influencers we feel fit our brand are Marques Brownlee, Austin Evans, Erica Griffin, and Sara Dietschy. These individuals are renowned for their high-profile status, substantial influence, and will play pivotal roles in driving the success of our event.

Our designated influencers will represent our brand and vision prior to, at, and post the event. Doing so through media representation such as social media takeovers, fashion show participation, event preparation, app utilization, and placed advertisements featuring our partners products. Regarding our technological based influencers, we are looking for app showcases and education through their social media.

Hybrid & Live Streaming

One aspect of the proposed event is that the event will be live streamed for people who can attend online. The people who attend the meeting online will require different tickets, different information, and will have a different experience. Seeing the event online, a person online cannot physically go into each section of the proposed AI-generated fashion content. The way they can still arrange this and have a positive AI experience is that they can see the dimensions of each of the clothes they can see at the event, search it up in real time, and order it online to be shipped to the address of choice. The app that we will use during the event for people on-site can also be used on the video stream.

The product launch of the new app will be the headlining event and will also be able to be seen in real time via live streaming capabilities on YouTube. This will be through a stream link to be provided when receiving your online ticket to the event itself. We will partner with fashion brands who will be featured at the event showcase as well to make this stream accessible to those who attend the event live and via hybrid streaming.

NOTE: Since this is a product launch of a new application, we will monitor and control who has access to the stream link. This is important to us as we request privacy before and during the event as we do not wish to spoil the app's capabilities and ruin the showcase we have planned. As a registrant to this event, we will require signage of an NDA form having the attendee agree to these policies unless otherwise stated.

Staffing Plan

Event Coordinator	• Coordinate with all departments and stakeholders involved.
	  ○ Includes all sponsors and pop-ups
	• Oversee the event timeline in its entirety
	• Ensure all tasks are completed on time Manage the budget
	• Ensure all expenses are within the allocated limits
	• Assist with load-in and load-outs
	• Assist with clean-up and set-up
	• Work closely with Hollywood Park and YouTube Theater event planners
	  ○ <u>Joshua Hillman</u>

Venue Event Staff	• Ushers and ticket takers hired to assist with guest arrivals and seating
	• Volunteers from outside sources
	• Security personnel to maintain a safe and secure environment
	  ○ Includes on-site security and external security (if needed)
	• Cleaning staff to ensure cleanliness throughout the event
	  ○ Janitors/janitresses

Staffing Plan

Audio/ Visual Team	- Sound engineers to set up and operate the audio systems - Will use YouTube theater staff for A/V assistance - L-Acoustics is the team at YouTube Theater - Lighting technicians to create an appropriate ambiance - Video production crew to capture and stream the event - Will stream event to YouTube channel made for event - Streaming capabilities implemented within theater - On-site technicians to handle any technical issues that may arise during, before, or after event - Online assistants to help with streaming problems if they arise
Stage Management	- Stage manager to oversee all activities happening on stage - Backstage crew to assist with equipment - Dressing room attendants to support speaker and runway models
Hospitality & Service Staff	- Hosts/hostesses to greet and guide guests during check-in - Catering team to provide food and beverages - Pass around hors d'oeurves, napkins, etc. - Waitstaff to ensure guests are attended to during the event

Staffing Plan

Registration Staff	• On-site registration staff to manage guest check-ins and assist with 3-D AI scanning process • On-site registration staff to handle any issues with registration
Marketing & Promotion Team	• Social media team to manage live updates and engagement during the event • Photographers and videographers to capture event highlights • Live assistants to help with streaming highlights and capabilities
Parking and Transportation Staff	• Parking attendants to manage parking areas and traffic flow • Shuttle drivers to transport guests to and from designated locations • Assist and monitor load-in & load-out locations
First Aid & Medical Staff	• Certified medical personnel to handle any medical emergencies • Medical assistant on live stream for risk management

Staffing Plan

Cleaning Staff	• Cleaning staff to ensure the venue is cleaned before the event and restored after the event • Work closely with venue event staff
Volunteer Staff	• Utilize volunteers for various tasks such as guest assistance, event setup and breakdown, check-in, and other areas

Outsourcing

We will be using social media and electronic mail to outsource and market our showcase. Partnering with the CDFA, fashion brands in the LA area, and also launching the Dress Smart app, this is all opportunities for marketing to be had and showcased across multiple channels. Emailing lists will also receive information on the event too. The app that will be used during the event will also feature marketing efforts before, during, and after the event to sustain traction and ensure the legitimacy of our product we are launching to the world.

The Dress Smart product launch is expected to take an initial revenue loss as we are investing early on in order to seek long term success.

Revenues		
Main Category	**Subcategory**	**Budget**
Sponsors- In-kind		$50,000.00
Sponsors- Funds		$1,500,000.00
Total Revenue		$1,550,000.00
Expenses		
Main Category	**Subcategory**	**Budget**
Venue Rental		$1,000,000.00
	A/V Equipment	$50,000.00
	Live stream	$10,000.00
	Bar	$100,000.00
	Trash	$20,000.00
Security Staff	Staffing	$25,000.00
Show runners and stylists	Fashion show portion of event	$20,000.00
Staffing	Extracurricular staff outside venue	$20,000.00
	Event Planner	$165,204.70
Accommodations	Site Staff Hotels	$8,865.00
	Per diem for Site Staff	$3,330.00
	Flights	$6,945.00
	Transportation- Ubers	$5,000.00
Marketing	Signage	$15,000.00
Decor	Drapes, barriers,	$5,018.00
Event technology	Virtual Scanner, Immersive Shopping	$65,000.00
	Ticket Scanners	$5,000.00
	Chairs	$19,550.00
	Tables	$15,450.00
Transportation & logistics	Equipment & Decor Transfer	$2,000.00
Speakers	Keynote speaker	$5,000.00
	Topic experts	$40,000.00
Marketing collateral	Influencers	$80,000.00
Custom Scent Design	Immersive equipment	$5,000.00
Pop-Up event	Shipping Container- Boxpop	$10,000.00
	360 Scanner	$6,500.00
	TV Monitor 100"	$5,499.00
	Freelance Workers per City	$2,625.00
	Transportation	$15,000.00
Contingency fund		$181,725.17
Badges with QR codes	Immersive Experience Production	$265.00
Food and Beverages	Food and Beverages	$80,000.00
Parking	Parking for customers costs	$6,000.00
Total Expense		$1,998,976.87
Total Actual Revenue	$1,550,000.00	
Total Actual Expenses	$1,998,976.87	
P/L Total = Revenues-Expenses	($448,976.87)	

Level 1 Sponsorship
Silver Package
$500,000

1. Access to Selling Clothes on the App:
Silver sponsors gain the privilege to feature their clothing and fashion products within the Dress Smart app, allowing users to explore and purchase their items directly.

2. Co-Branding Opportunities:
Collaborate with Dress Smart on co-branded marketing campaigns and events to increase brand exposure and customer engagement.

3. Brand Recognition:
Silver sponsors receive prominent recognition as "Silver Sponsors" on the app's sponsor page and promotional materials. Their logos are displayed in a dedicated section.

4. Social Media Exposure:
Dress Smart will promote Silver sponsors on its social media platforms, reaching a broad and engaged audience of fashion-conscious users.

Level 2 Sponsorship
INCLUDES LEVEL 1 BENEFITS, PLUS
Gold Package
$1,000,000

1. In-App Rotational Pop-Up Ads:
Gold sponsors have the opportunity to display rotational pop-up advertisements within the free version of the app. This ensures your brand is showcased prominently and consistently to users.

2. Increased Exposure:
Gold sponsors receive enhanced brand exposure and recognition on the Dress Smart platform, including a dedicated "Gold Sponsor" section and featured logo placement.

3. Collaborative Content:
Work with Dress Smart to create and promote exclusive content, such as fashion tips, brand stories, and behind-the-scenes features.

4. Direct Customer Engagement:
Gold sponsors can engage directly with users through interactive features and promotions that enhance the user experience.

Level 3 Sponsorship
INCLUDES LEVEL 1 AND 2 BENEFITS, PLUS
Platnium Package
$1,500,000

1. Premium Space for Pop-Up Ads and Promotions:
Platinum sponsors enjoy premium space for their pop-up advertisements, ensuring maximum visibility and user engagement.

2. Top Brands Showcase:
Platinum sponsors are prominently featured as "Top Brands to Shop" within the app, creating a strong association with the platform's quality and style.

3. Exclusive Brand Integration:
Dress Smart will work closely with Platinum sponsors to integrate their products and content seamlessly into the app, creating an even more immersive user experience.

4. Tailored Marketing Campaigns:
Collaborate with Dress Smart on custom marketing campaigns and initiatives that align with your brand's specific goals and values.

Appendix 2.A, Appendix 2.B, Appendix 2.C

Longevity

Dress Smart by AI looks to achieve longevity through its app successes in partnerships and purchase revenues. Post Covid-19, the markets demand began to shift to online shopping as opposed to in person. According to PubMed Central, "With these barriers to in-store visits, many consumers turned to online shopping. This change in shopping resulted in global retail e-commerce increasing 26.4% to US$4.248 trillion for 2020" (Baier, 2022). Through rising demand, we feel that Dress Smart by AI captures the audience of not only online shoppers but online shoppers looking for a personalized immersive shopping experience.

The app is predicted to achieve long-term success through our continued support from strategic partnerships and sponsorships. Dress Smart will provide a tired sponsorship package system, offering three district levels of engagement for prospective partners to explore mutually beneficial opportunities. There will be an annual renewal process, providing the app with financial stability.

Users will also be able to purchase premium memberships where they will be able to access exclusive in-app features. This monthly subscription will provide Dress Smart with consistent passive income.

Partners and sponsors will have the option to partake in one of three sponsorship packages as provided.

Prototype

Here are some images of the prototype of our app, Dress Smart. Here is a video attachment that discusses the app in more detail showing examples of each page from the user interface
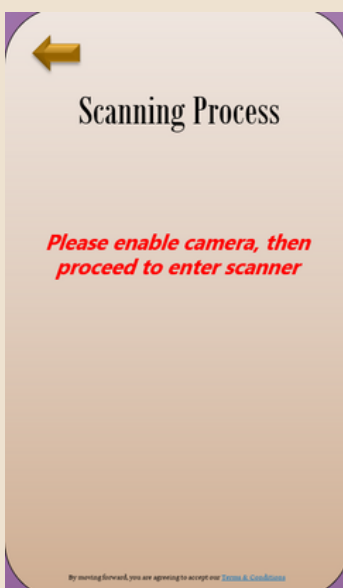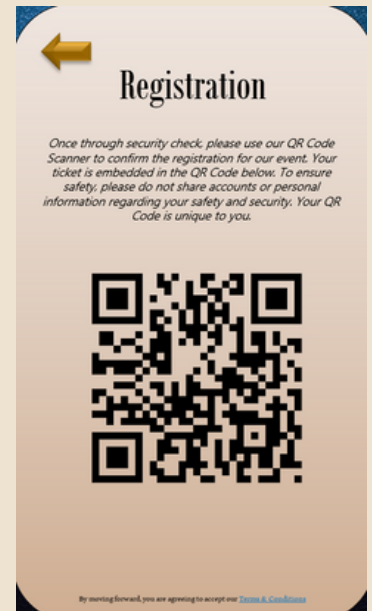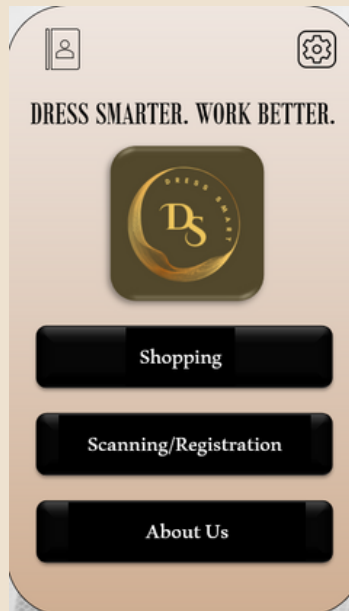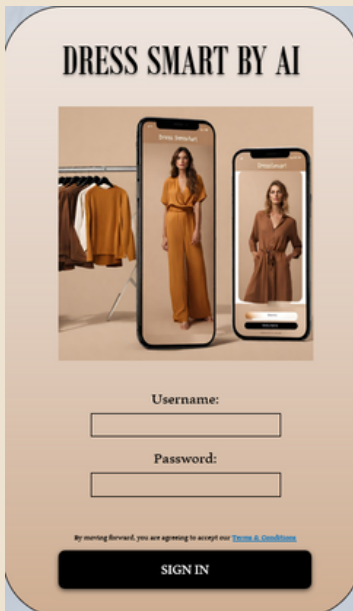
AI Utilization

With the recent boom of innovative technology, we as a group searched for resources to help us with this event and proposal. One of the main tools that we utilized throughout this report and throughout our proposed event was AI technology. We will be explaining in detail how AI assisted us throughout both processes.

Utilization within the event:

Dress Smart's product launch has seamlessly integrated AI technology throughout our event, from the initial registration to the grand finale fashion show. Kicking off the event, guests embark on an AI-powered registration journey, guaranteeing a smooth and efficient start to their experience with the app. Subsequently, they proceed through a body scanning process, resulting in the creation of a unique AI-generated avatar for each attendee, which remains an integral part of their immersive event adventure.

Throughout our immersive stations, attendees will continue to harness the power of AI through the Dress Smart app. They'll have the opportunity to virtually try on clothing items from our partner brands and receive personalized style recommendations, enhancing their interactive experience. AI algorithms analyze user preferences, previous interactions, and style choices to offer highly personalized clothing and accessory recommendations. This enhances the user's shopping experience by suggesting items that align with their individual tastes and needs.

To revisit our marketing strategy, we've strategically chosen to leverage the power of 6senses Revenue AI, an advanced platform designed for comprehensive event tracking. Our primary objective is to harness the capabilities of 6senses to gather invaluable data on content engagement. Given the AI-centric nature of this platform, we are confident that it will provide us with the most precise and insightful information about how our target audience interacts with our campaign. Our aim is not only to identify what resonates with our audience but also to pinpoint areas for enhancement.

AI Utilization

Utilization in proposal:

Throughout the planning process of our proposal, we were able to utilize and apply multiple AI-based platforms to put out our best proposed event. We utilize ChatGPT in content generation, idea generation, and grammar revision.

The newest event planning innovation is the AI-generated platform, Spark by AI. We were able to utilize this platform by creating our staffing plan and detailed program. By providing more information to the AI, we were able to be provided more detailed and efficient programming. Notably, we also used Canva to formulate our marketing imagery speciifc to our events vision and color scheme.

Through Spark's AI technology, the staffing plan was created with the input "Assist in Creating a Staffing Plan for a Product Launch Event". With the help of Spark AI, it created a template with roles that would be necessary for creating and putting on a product launch event. We also used Spark's AI technology for the program of the event, it created some unique keynotes, panel discussions, and it provided feasible times for the event. The other information was added after the concept ideas were formulated via Spark AI. We found this tool to be helpful in our creation of our proposal and proposed event, and highly recommend it for event planners to utilize.

In our digital marketing, pop-up event, and app development endeavors, we harnessed the innovative power of Canva's AI image generator to craft all our visual content. When crafting materials for our digital marketing, we provided specific descriptions such as "design a marketing campaign image for Dress Smart, an app that leverages AI to assist professionals in trying on clothes, styling their outfits, and building an in-app closet. We aim for a color palette of rich browns and golds." With these inputs, Canva's AI technology seamlessly generated six unique images. From this selection, we curated the ones that resonated with our vision, and when necessary, we fine-tuned our requests to generate additional images.

AI Utilization

The Canva AI image generation tool played a pivotal role in our creative process, enabling us to generate visuals that would have been challenging to produce independently. Dress Smart by AI exists in a visually captivating realm, demanding images that align with its unique essence. Canva's AI image generation proved to be an invaluable asset in bringing our vision to life. Below, you will find a selection of additional images that enriched our marketing, pop-up event, and app creation efforts, offering a more comprehensive glimpse into our creative journey.
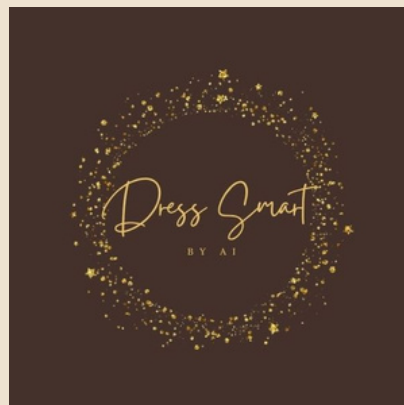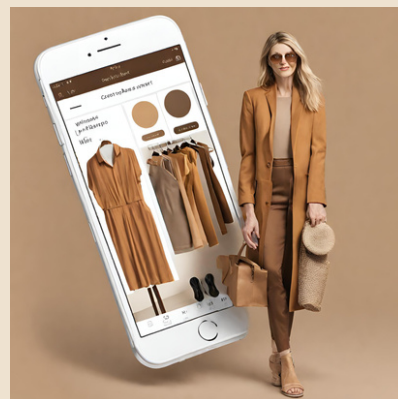
Landscape Analysis

With Dress Smart, we are not trying to launch just an app, but a more innovative way for consumers to optimize their closets for everyday wear and travel and to create a personalized shopping experience. To introduce this remarkable product, we are creating an immersive launch experience that will leave a lasting impression. We have generated research across various areas, focusing on key areas such as immersive retail experiences and product launches, as well as an analysis of potential competitors.

Immersive Fashion Experiences and Product Launches Continued

The fashion industry is a dynamic and ever-evolving industry where innovation is key to standing out. Recently there has been an emergence of immersive experience for consumers that play into interactions, 3D, and virtual experiences.

Fashion Foresight is an agency that is helping bring the gap between technology and fashion. Their goal is to help their clients to find unique ways to promote their brands. "Retail is shifting from spaces of hard selling to spaces transformed for innovative brand experience and consumer engagement! We assist brands in accessing these solutions and understanding how gamifying retail spaces mean a deeper connection to consumers." (Fashion Foresight) They do this through immersive virtual runways, virtual showrooms, avatars, and 3D modeling of products. Events they have worked on include- Semblance World - for metaverse experiences for fashion and retail, Event interactions (Fashion Foresight)- Avatar Motion match experience, AR social media filters for brand awareness, and Magic mirror.

The future of fashion is turning towards technology for innovations, the AI Fashion Show (AI Fashion Show) which debuted this year at New York Fashion Week showcases how designs and experience can be changed by AI. The fashion show featured designers that submitted their 100% virtual designs which featured not only the designs but incorporating the front row, backstage, and the atmosphere of the show. The show sets to highlight up incoming designers while pushing the limits of how fashion is designed.

Nike partnered with agency Leviathan to create an immersive exhibition to promote their winter collection of SneakerBoots and Tech Pack Aeroloft jackets in which they created a hi-tech course to promote different aspects of the products "including the products' ability to keep wearers warm, dry and safe from slipping in treacherous winter conditions, so recreating real-life scenarios and elements allowed attendees to climb, jump and race." (Leviathan) To accomplish this task they added in naturalistic elements such as water and dirt but kept the design chic and eye catching. (Below is a map of the course)

The Louis Vuitton 200 Trunks 200 Visionaries: The Exhibition is a global traveling exhibition that features their iconic trunks being showcases imaginative ways to use the iconic trunk. The exhibit features 200 artists from across the country. Louis Vuitton describes the event as "Initially conceived to celebrate Louis Vuitton's bicentennial birthday, this ambitious homage heads onward from Singapore, welcoming a new wave of visitors to experience an ephemeral presentation space and discover the creations up close." (Louis Vuitton) The experience features (J'adore New York) trunks with LED screens imbedded in them, snow, life-sized objects, and interactive music trunk, and arts and crafts station.

In the peak of covid-19 for the winter season of 2020 Ralph Lauren changed the way of shopping with their virtual experience. The company partnered with snapchat to create a filter with snapchat where you could scan their logo and it would take you to their RL Virtual Store Experience.(Ralph Lauren) Where can virtual step into their stores to experience the same shopping experience as they would physically going. Cities you could visit stores from included New York, Beverly Hills, Moscow, Paris and Hong Kong. This experience was created in a time of uncertainty of where the world was going, but now has led the way in aesthetic online shopping experiences.
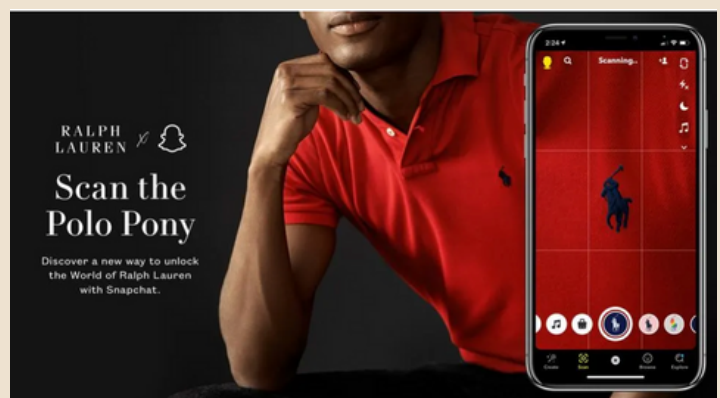
In February 2023 the NBA announced their new feature in their app which will use AI technology to create avatars of the users. "Supporters can use their smartphone camera to create a 360-degree full body scan that generates a 3D avatar which then replaces one of the players on court. The avatar will then replicate the movements and reactions of that player in real-time, making it appear as though it is the user passing the ball or scoring three-pointers."(SP) At the press conference NBA Commissioner unveiled the feature by doing a live demonstration. (NBA) Fans will be able to insert a 3D avatar of themselves into a live National Basketball Association (NBA) game as part of a series of planned updates to the league's official application and streaming service.

Competitors Apps

In an era where fashion-conscious individuals are increasingly turning to digital solutions for wardrobe management, a comprehensive study of the competition provides valuable insights into market trends, user preferences, and the strategies employed by various app developers. By look into apps such as Puerple Outfit Planner, Aiuta AI Stylist, and Closet+ we are able to see where the market currently stands and what sets our app apart from theirs.

The Puerple Outfit Planner allows you to digitize your wardrobe by their photographing items yourself or finding it from their online database. The app allows users to see all of the pieces they have in their closets to create lookbooks and stylebooks that you can plan your outfits in advance. Also, allows for style suggestions if you don't know what to wear. Pureple - Outfit Organizer App

Aiuta AI Stylist which was recently launched in September 2023 also allows you to digitize your wardrobe and offer suggestions of what to wear. Aiuta utilizes the help of AI to analyze your style through the suggestions of outfits and clothing pieces to buy and create a personalized tailored look through their free app as well as the pro features consumers can pay for. Besides being an app. Auita has a web browser that you can download. When shopping the browser will collect data of what consumers like at different stores to tailor their style as well as provide suggestions on what to buy. Aiuta — the next generation personal AI-stylist

Closet+ is an app featured on IOS has many features that provide users with ease when planning outfits. They have similarities to the previous apps where you can digitize your closet and offer suggestions on what to wear. Unique features to the app include allowing users to add data about the clothing items such as where the item was purchased and price. Through tracking you are able to break down the cost per wear of the item as well as when items were last purchased and worn. The app features a built-in calendar so that consumers can plan outfits for important days and vacations. Closet+ on the App Store (apple.com)
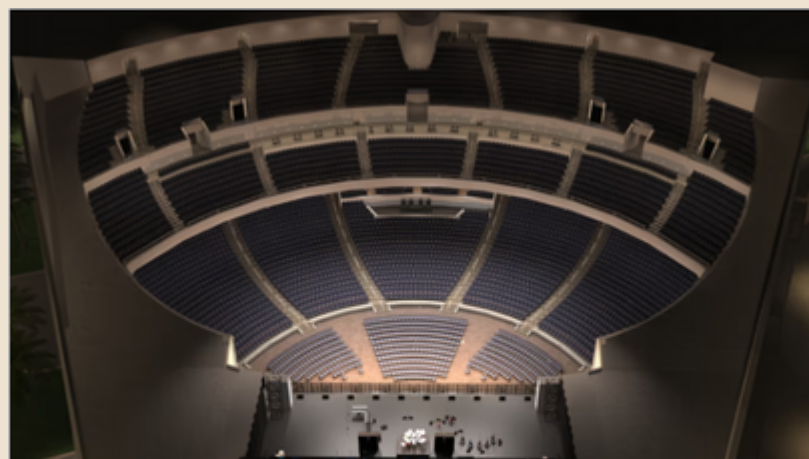
Youtube Theater Virtual Venue™ by IOMEDIA

Check out 3D Interactive seat views for Youtube Theater with Virtual Venue™ by IOMEDIA

▶ Virtual Venue

Level 1 Sponsorship	Silver Package
	$500,000

1. Access to Selling Clothes on the App:
Silver sponsors gain the privilege to feature their clothing and fashion products within the Dress Smart app, allowing users to explore and purchase their items directly.

2. Co-Branding Opportunities:
Collaborate with Dress Smart on co-branded marketing campaigns and events to increase brand exposure and customer engagement.

3. Brand Recognition:
Silver sponsors receive prominent recognition as "Silver Sponsors" on the app's sponsor page and promotional materials. Their logos are displayed in a dedicated section.

4. Social Media Exposure:
Dress Smart will promote Silver sponsors on its social media platforms, reaching a broad and engaged audience of fashion-conscious users.

Level 2 Sponsorship	Gold Package
INCLUDES LEVEL 1 BENEFITS, PLUS	$1,000,000

1. In-App Rotational Pop-Up Ads:

Gold sponsors have the opportunity to display rotational pop-up advertisements within the free version of the app. This ensures your brand is showcased prominently and consistently to users.

2. Increased Exposure:

Gold sponsors receive enhanced brand exposure and recognition on the Dress Smart platform, including a dedicated "Gold Sponsor" section and featured logo placement.

3. Collaborative Content:

Work with Dress Smart to create and promote exclusive content, such as fashion tips, brand stories, and behind-the-scenes features.

4. Direct Customer Engagement:

Gold sponsors can engage directly with users through interactive features and promotions that enhance the user experience.

Appendix 2.C.
Sponsorship Packages

Level 3 Sponsorship	Platnium Package
INCLUDES LEVEL 1 AND 2 BENEFITS, PLUS	$1,500,000

1. Premium Space for Pop-Up Ads and Promotions:
Platinum sponsors enjoy premium space for their pop-up advertisements, ensuring maximum visibility and user engagement.

2. Top Brands Showcase:
Platinum sponsors are prominently featured as "Top Brands to Shop" within the app, creating a strong association with the platform's quality and style.

3. Exclusive Brand Integration:
Dress Smart will work closely with Platinum sponsors to integrate their products and content seamlessly into the app, creating an even more immersive user experience.

4. Tailored Marketing Campaigns:
Collaborate with Dress Smart on custom marketing campaigns and initiatives that align with your brand's specific goals and values.

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