

VOGUE

INITIAL SITUATION

Vogue is ...

Vogue is ...

» a dream

Vogue is ...

» a dream

» the number one in fashion

Vogue is ...

- » a dream
- » the number one in fashion
- » inspiration for the fashion interested target group

Facts ...

Facts ...

- » the database contains
122.155 fashion pictures

Facts ...

- » the database contains
122.155 fashion pictures
- » the interface for these pictures
is called the lookbook

VOGUE.COM

» SUCHEINSTELLUNGEN ZURÜCKSETZEN

FASHION SHOWS

Frühjahr 2009

Label (241)

Model (522)

17656 BILDER

Trend (21)

Beauty-Look (13)

People (257)



Messenger



Info



Runway



Close-Up



Front Row



Backstage



© Marclo Madeira

SAISON
LABEL
MODEL

Frühjahr/Sommer 2009

Miu Miu

Daiane Conterato

» Catwalk-Report lesen



DIASHOW STARTEN



Bild 23 von 17656



zurück

weiter



The Lookbook is ...

The Lookbook is ...

» to slow

The Lookbook is ...

» to slow

» unsexy and not funny

The Lookbook is ...

- » to slow
- » unsexy and not funny
- » conventionally

The Lookbook is ...

- » to slow
- » unsexy and not funny
- » conventionally
- » no pleasure in handling

The Lookbook is ...

- » to slow
- » unsexy and not funny
- » conventionally
- » no pleasure in handling
- » confusing layout

IDEA
PODV



Magic Cube

Magic Cube

» from 3D to a 2D grid

Magic Cube

- » from 3D to a 2D grid
- » a huge moveable and zoomable picture plane

Magic Cube

- » from 3D to a 2D grid
- » a huge moveable and zoomable picture plane
- » picture orientated datavisualization (podv)

AIM
PODV

What we want is ...

What we want is ...

» an attractive presentation of the
huge picture amount

What we want is ...

- » an attractive presentation of the huge picture amount
- » an easy and innovative navigation

What we want is ...

- » an attractive presentation of the huge picture amount
- » an easy and innovative navigation
- » making hidden information visible

What we want is ...

- » an attractive presentation of the huge picture amount
- » an easy and innovative navigation
- » making hidden information visible
- » a scalable application for additional pictures in the database

DESIGN

PODV

The new Lookbook ...

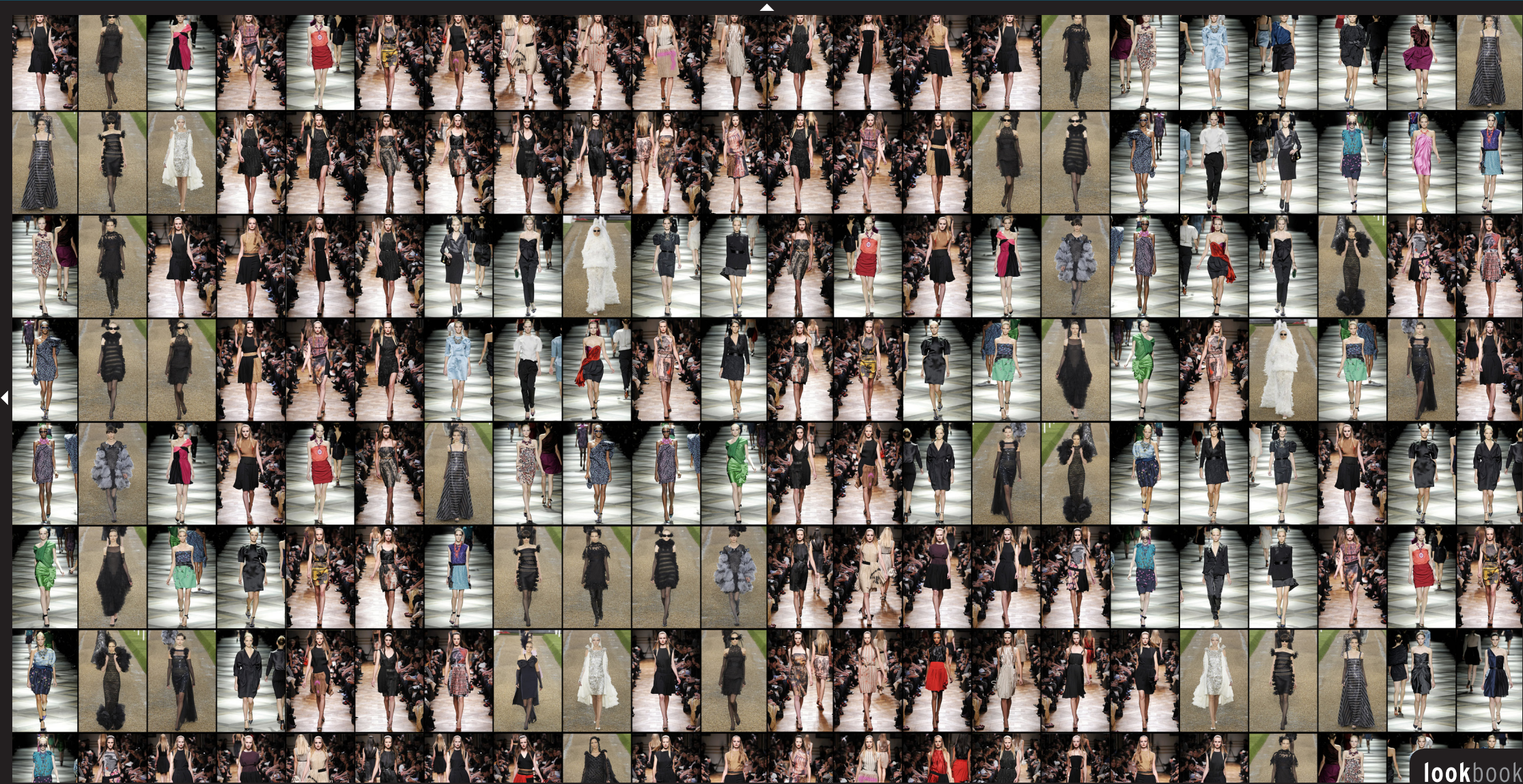
The new Lookbook ...

» is focused on the photography



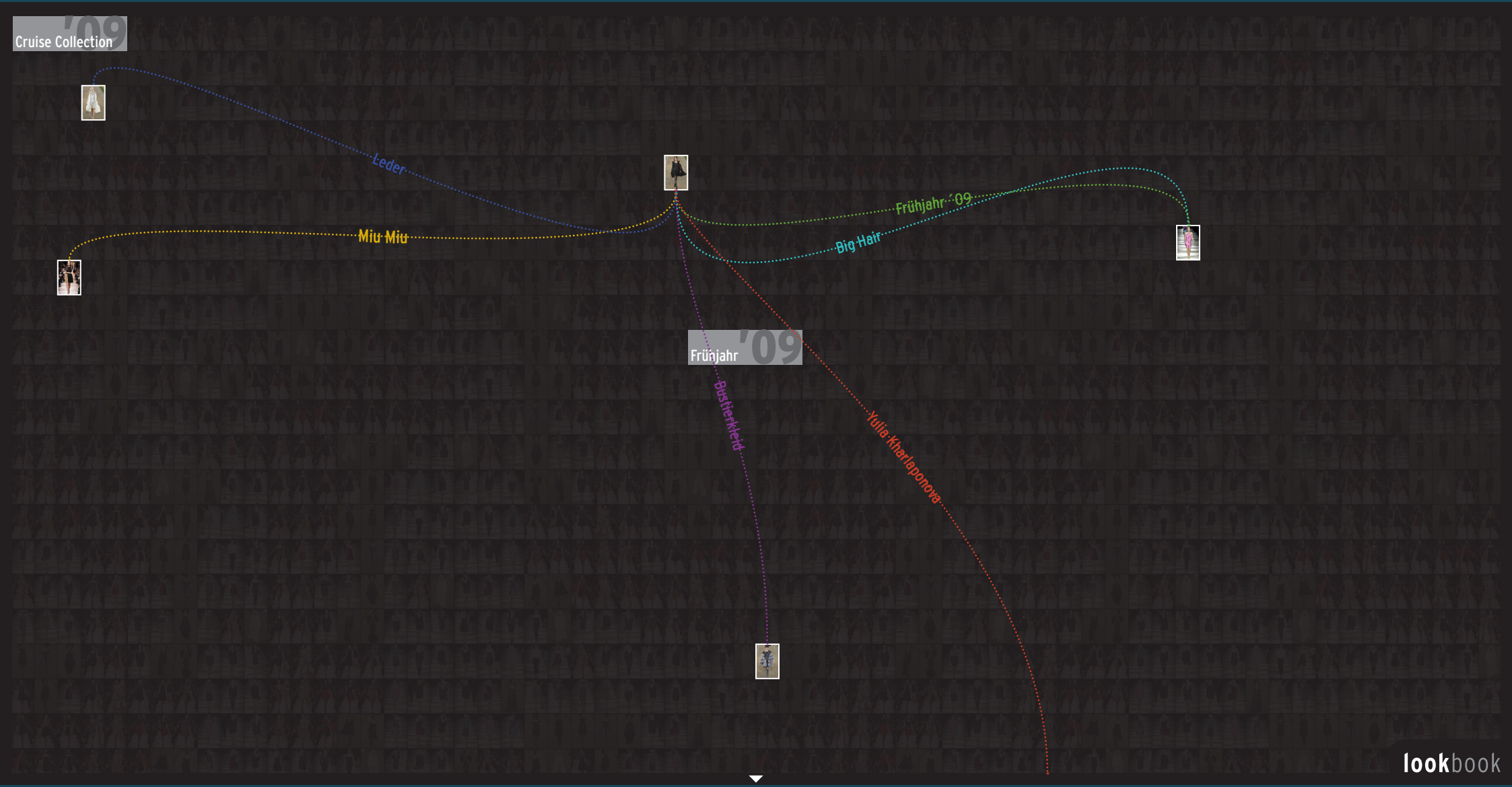
The new Lookbook ...

- » is focused on the photography
- » is sorted by date, displayed in rows and has a continuously variable zoom



The new Lookbook ...

- » is focused on the photography
- » is sorted by date, displayed in rows and has a continuously variable zoom
- » is displaying relationships



Cruise Collection '09



122.155 BILDER
VOGUE.COM



- Frühjahr 2009 ▾
- Y. Kharlaponova ▾
- Miu Miu ▾
- Bustierkleid ▾
- Big Hair ▾
- Material ▾

FILTER

- ▶ Alex Sandor
- ▶ Frühjahr 2009



Frühjahr 2009

Frühjahr 2009

Frühjahr 2009

Frühjahr 2009

Frühjahr 2009

Frühjahr 2009

Frühjahr '09

The new Lookbook ...

- » is focused on the photography
- » is sorted by date, displayed in rows and has a continuously variable zoom
- » is displaying relationships
- » makes it easier to create filters and browse through the content

Cruise Collection

122.155 BILDER
VOGUE.COM



- Frühjahr 2009 ▾
- Y. Kharlaponova ▾
- Miu Miu ▾
- Bustierkleid ▾
- Big Hair ▾
- Material ▾

FILTER

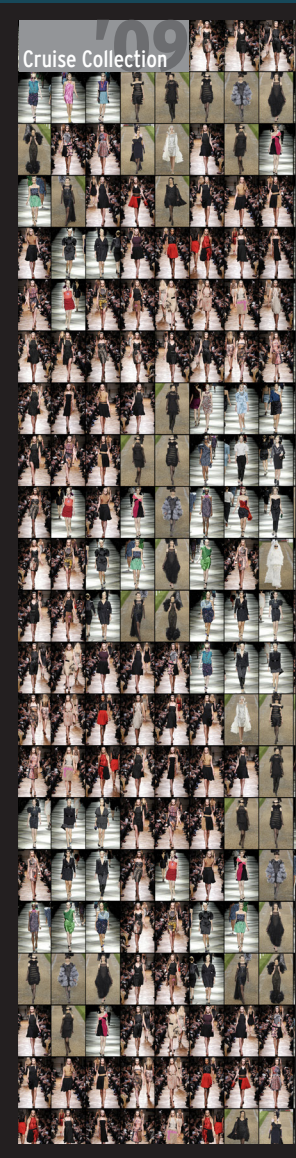
Alex Sandor



- Adina Forizs ▲
- Adrian Hilliard
- Adrian Wlodarski
- Adriana Caye
- Adriana Ceranova
- Agnes Zogla
- Agnete Hegelund
- Agnieszka Szczepaniak
- Agyness Deyn
- Ai Tominaga
- Aida Aniulyte
- Ajuma Nasanyana
- Alana Kuznetsova
- Alana Zimmer
- Alek Alexeyeva
- Alek Wek
- Aleksandra Hawrasz
- A. Orbeck Nilsen
- Alessia Caccia
- Alex Sandor
- Alexa Chung
- Alexandra Agoston
- Alexandra Knatchbull
- Alexandra Sukhova
- Alexandra Tomlinson
- Alexandra Tretter
- Alexandra Tsyganenko
- Alexia Cheval
- Alexina Gramh
- Ali Michael
- Ali Stephens
- Alice Burdeu
- Alice Dellal
- Alice Gibb ▼

Frühjahr '09





Cruise Collection

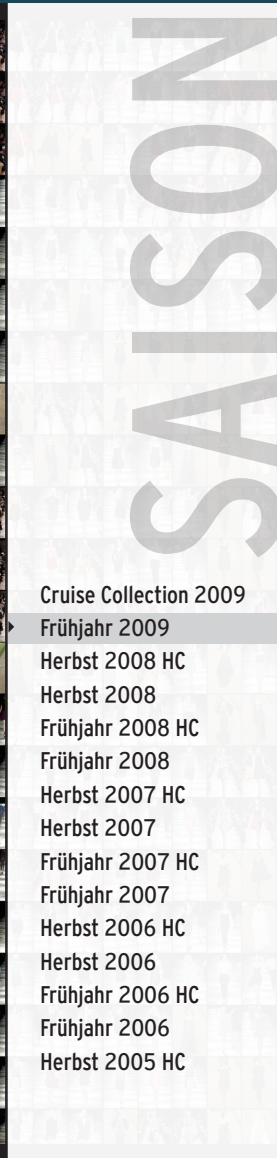
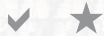
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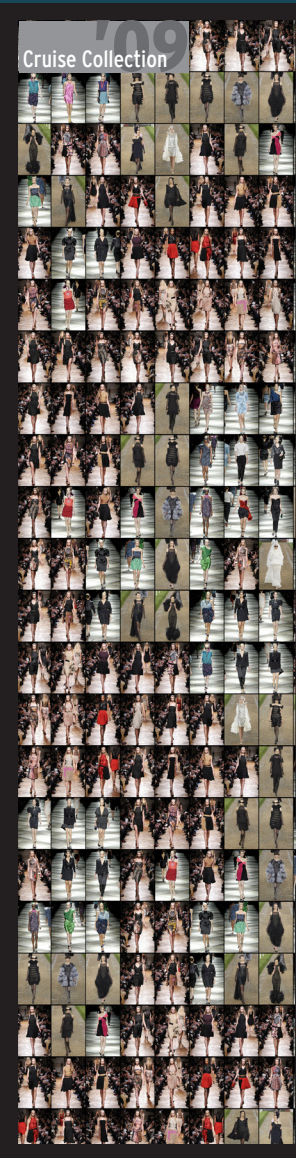


SAISON

- Cruise Collection 2009
- Frühjahr 2009
- Herbst 2008 HC
- Herbst 2008
- Frühjahr 2008 HC
- Frühjahr 2008
- Herbst 2007 HC
- Herbst 2007
- Frühjahr 2007 HC
- Frühjahr 2007
- Herbst 2006 HC
- Herbst 2006
- Frühjahr 2006 HC
- Frühjahr 2006
- Herbst 2005 HC



Frühjahr '09



Cruise Collection

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FILTER

▶ Alex Sandor
▶ Frühjahr 2009

✓ ★



Frühjahr '09

The new Lookbook ...

- » has the impression of a setcard with additional functions (slideshow, favorites, bookmarks, informations)

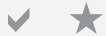
122.155 BILDER
VOGUE.COM



- Frühjahr '09 ▼
- Y. Kharlaponova ▼
- Miu Miu ▼
- Bustierkleid ▼
- Big Hair ▼
- Material ▼

FILTER

- ▶ Y. Kharlaponova
- ▶ Miu Miu



Miu Miu Frühjahr 2009, Paris

Paris, 05. Oktober 2008. Bringt eine große Idee eine großartige Kollektion hervor? Designerin Miuccia Prada stellt ihre Miu Miu-Linie unter das Motto: „Sie ist ein Investigation unserer Geschichte, unserer europäischen Vergangenheit.“ Zu sehen war eine taillenzentrierte Kollektion – die Schnitte sind es also nicht, die sich der europäischen Geschichte widmen. Erst bei den Prints wird das Thema aufgegriffen. Von Klassik über Warhol bis zu moderner Graffiti-Kunst ist alles zu sehen, was kultur- geschichtlich als relevant gilt.

Ansonsten sind die Looks typisch Miu Miu: jung, verspielt und tragbar. Somit hier die Antwort auf die Eingangsfrage: Ein Motto unterstützt eine Kollektion, gute Schn



TECHNIQUE

PODV

It should ...

It should ...

» run with the actual amount of data

It should ...

- » run with the actual amount of data
- » work as an webbased Adobe Flash™ application, using JSON and PHP

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- » base on Flashplayer 10 with AS3

It should ...

- » run with the actual amount of data
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- » base on Flashplayer 10 with AS3
- » work on Windows, Mac OSX, Linux

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- » run with the actual amount of data
- » work as an webbased Adobe Flash™ application, using JSON and PHP
- » base on Flashplayer 10 with AS3
- » work on Windows, Mac OSX, Linux
- » run in fullscreen mode

It should ...

» have a basic resolution of 1024 x 550 px

It should ...

- » have a basic resolution of 1024 x 550 px
- » be used with the mouse (at least a 2 button mouse with scrollwheel)

It should ...

- » have a basic resolution of 1024 x 550 px
- » be used with the mouse (at least a 2 button mouse with scrollwheel)
- » be also possible to navigate with the keyboard

To be realized.