

00  
PRESENTATION

{ VOGUE  DATA VISUALIZATION  
MATTEO AZZI }

# 01 LOOKBOOK



- used by 40-50% of users
- large amount of datas
- static navigation
- slow

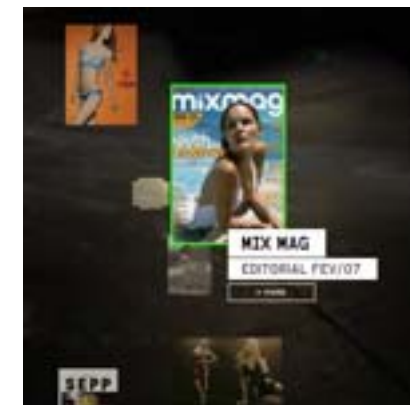
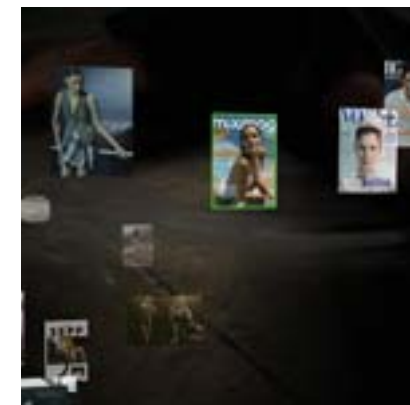
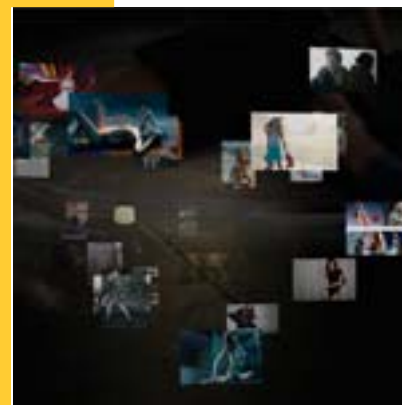
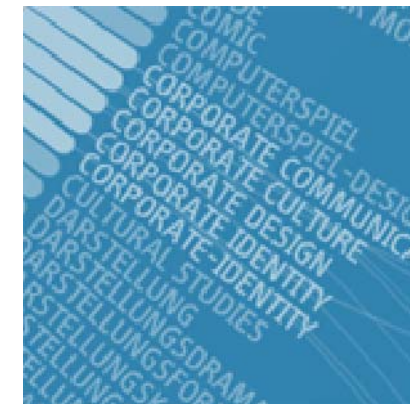
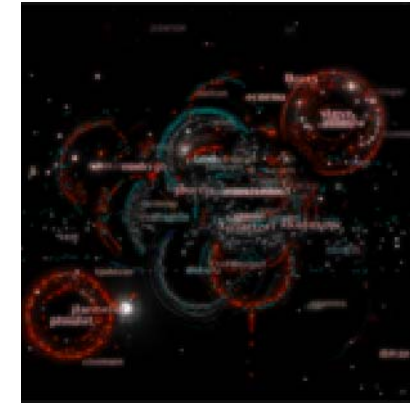
- .lookbook restyle**
- .increase using average time**
- .increase clicks**

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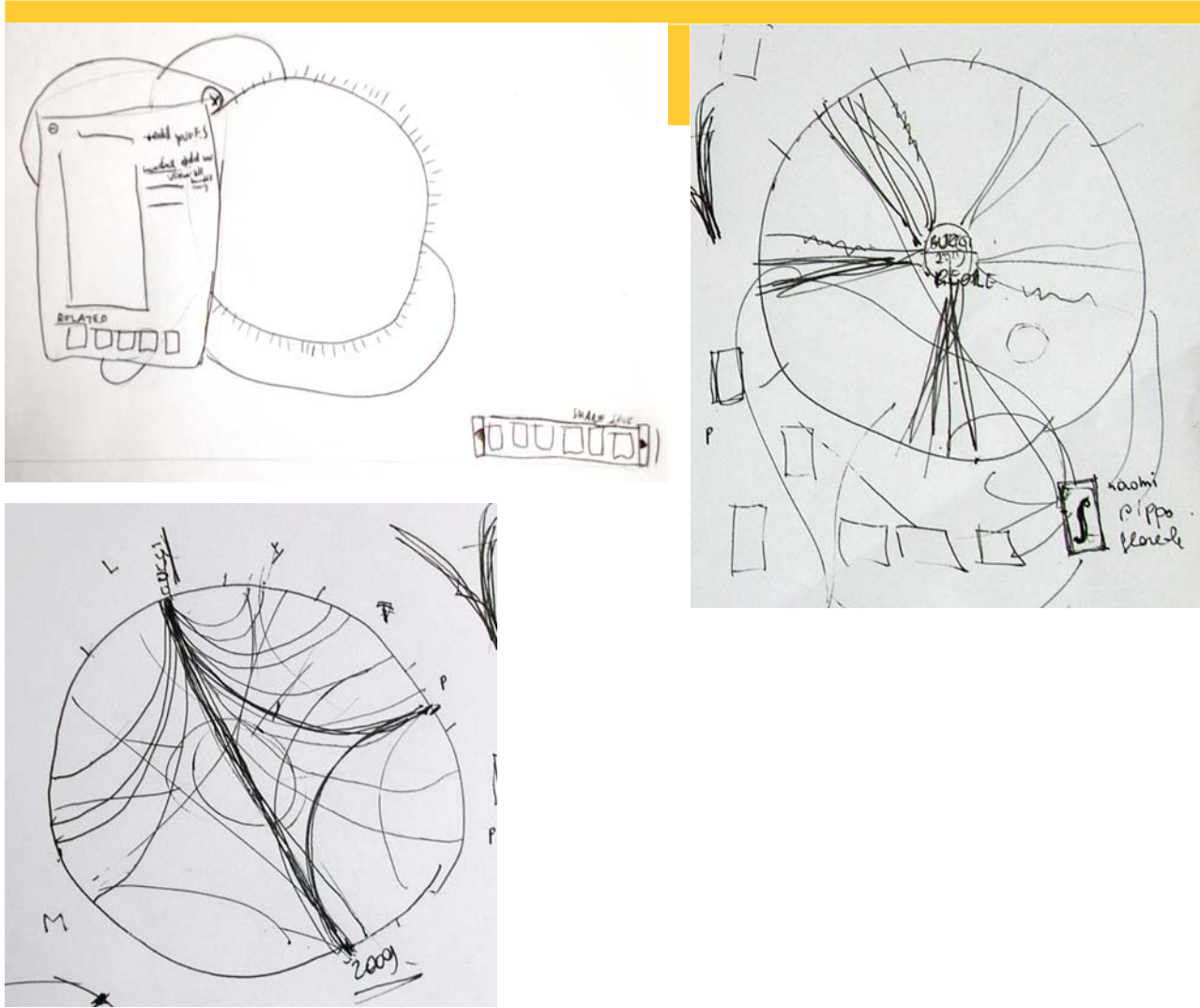
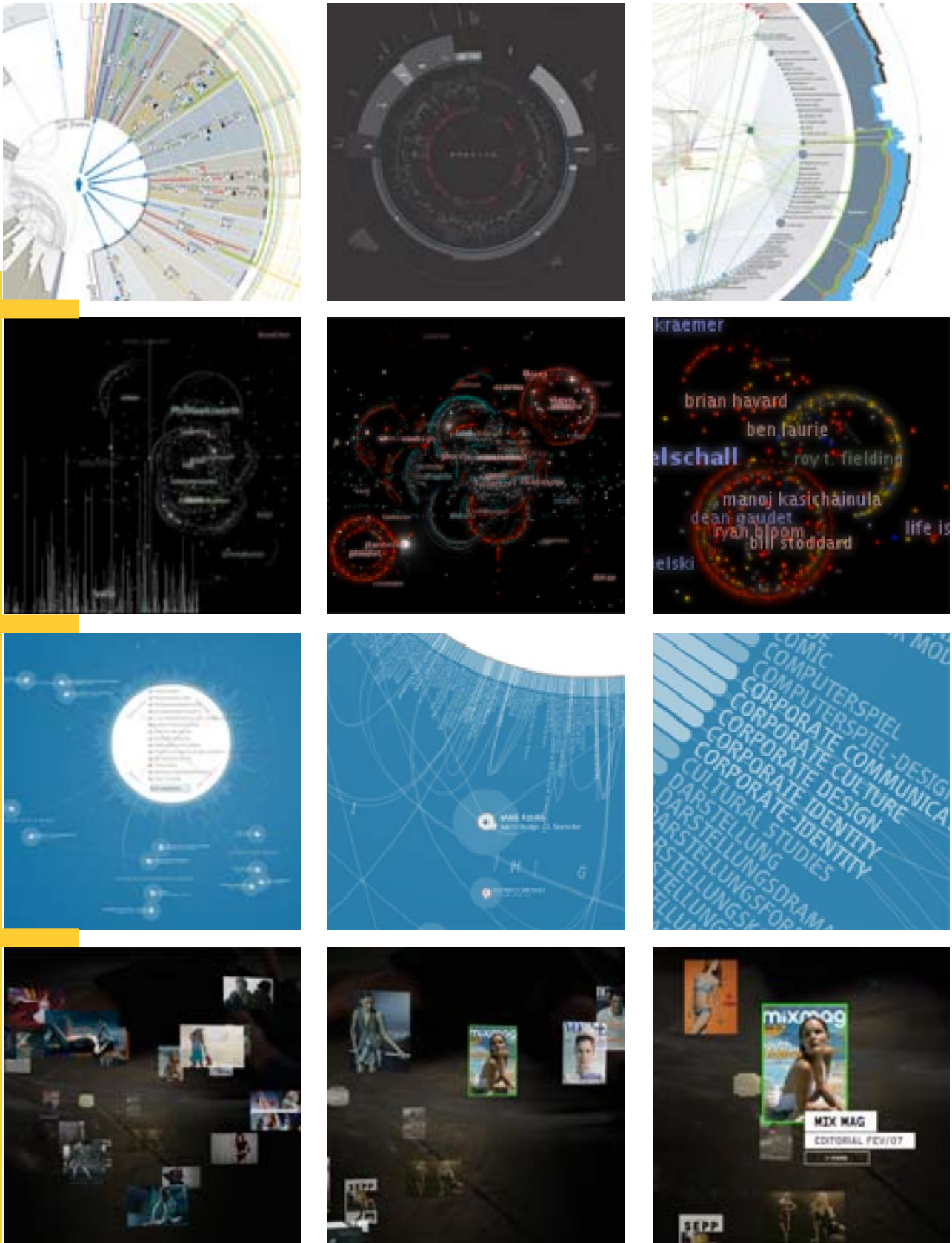
- .Vogue as dream**
- .bring the user inside highfashion**
  - .easy/exciting navigation**
  - .visualise datas/connections**
  - .users customization**
  - .also for BtoB users**



# 04 INSPIRATION



04  
INSPIRATION



05  
ROUGH



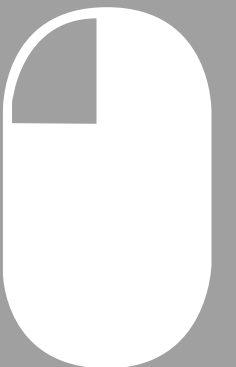
**navigation area**

**images area**

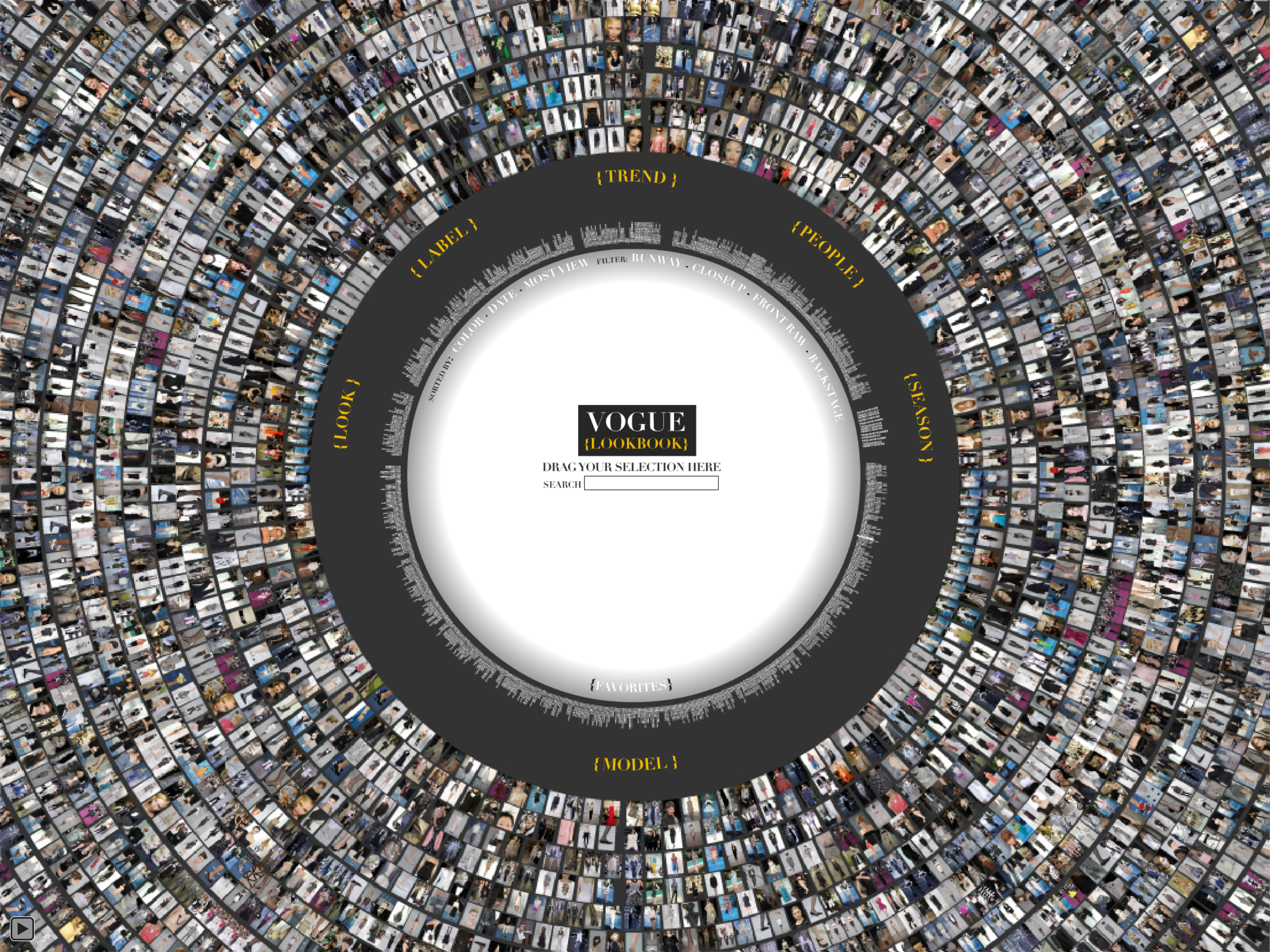
**navigation area**

**images area**

**left click**







{TREND}

{PEOPLE}

{SEASON}

VOGUE  
{LOOKBOOK}

DRAG YOUR SELECTION HERE

SEARCH

{LABEL}

{LOOK}

{FAVORITES}

{MODEL}

SORTED BY: COLOR · DATE · MOST VIEW · FILTER: RUNWAY · CLOSEUP · FRONT ROW · BACKSTAGE

VOGUE  
LOOKBOOK  
FASHION  
DESIGN  
INSPIRATION  
COLLECTION  
2014





08  
END

.THANK YOU