

The Black Box Institute

The Business of The Metaverse
PART 2B: Manufacturing and Fashion
Influence in The Metaverse
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The Metaverse has already been used by many organizations around the world in various industries. More and more organizations are making plans to leverage the Metaverse for their benefit.



Education



Entertainment



Manufacturing



Automotive



Fashion



Financial



Real Estate



Retail



Gaming

Manufacturing & Automotive Industries



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Safe Training Programs & Factories

Virtual environments can help reduce safety risks for both training programs and factory settings.

Transparent Processes

With digital twin factories, consumers can view exactly how their products are made as virtual factories update in real-time.



Collaborative Product Design

Virtually accessible 3D models allow increased collaboration among product designers, regardless of geographic location.

Efficient Technical Assistance

VR and AR technology enables technicians to receive on-the-job assistance and reduce maintenance time.

JetBlue



JetBlue deployed a virtual reality (VR) solution in partnership with Strivr to train new technicians on how to use and maintain equipment.

The VR program simulates touching a plane in the most realistic way possible, allowing technicians to make and learn from a mistake in a virtual environment without real world safety concerns. This training method also makes the learning experience more immersive, catering to a younger generation of technicians.

One of JetBlue's aircrafts, the Embraer 190, has a complicated door to open and close properly. A technician mistake could cost the airline 50,000 USD each time. The VR training program enables technicians to practice frequently without incurring extra costs.

Boeing & Verizon

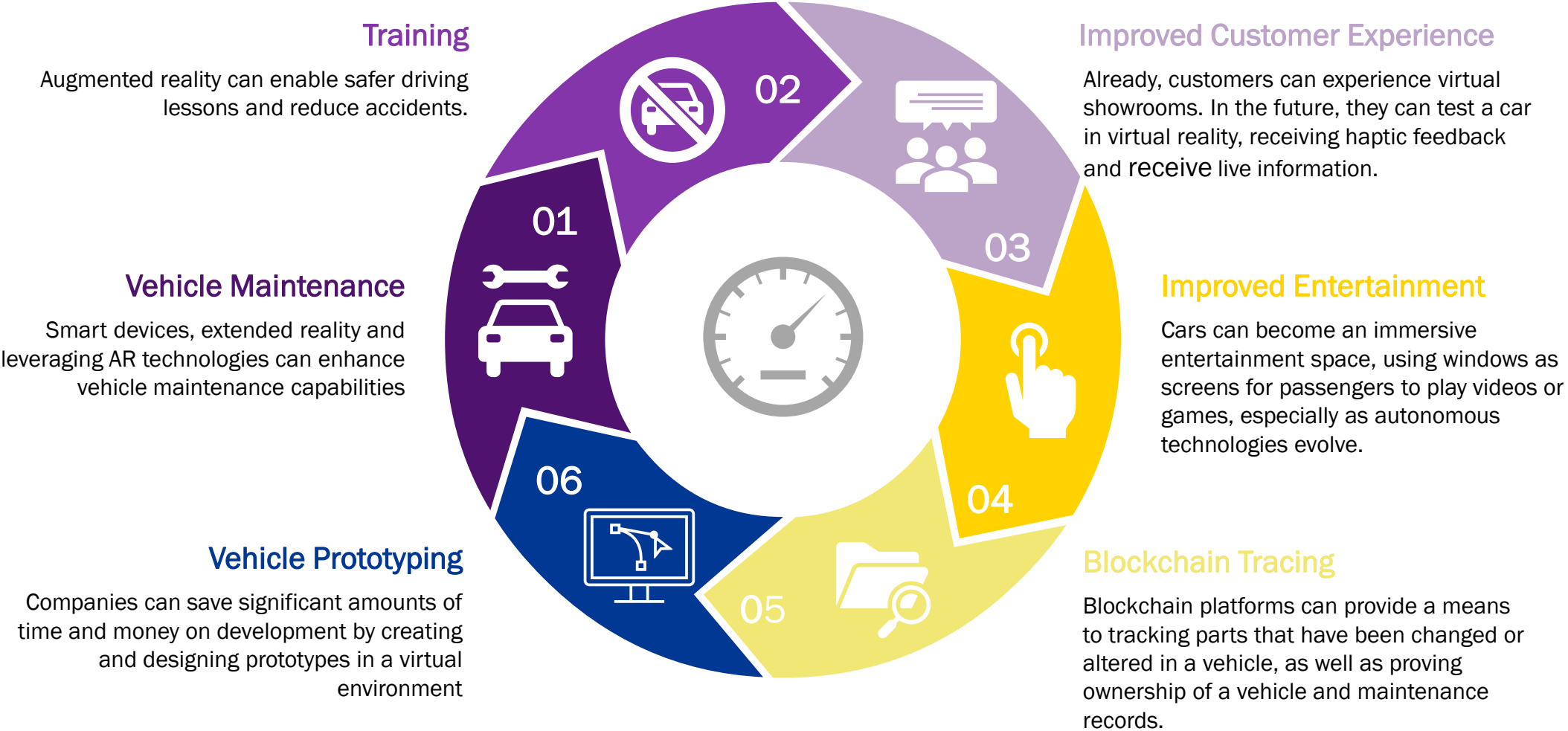


Similar to JetBlue, Boeing uses VR technologies to help train pilots, reducing safety risks and costs.



Verizon partnered with Strivr to create VR training programs to teach retail employees on how to react to dangerous situations.

In the training simulation, Verizon workers are immersed in the scenario of an armed store robbery. As the experience plays out, workers are given a selection of options to choose their next step. The highly realistic program allows workers to train in a safe environment while gaining experience in handling risky situations.



BMW



BMW partnered with Nvidia to help plan its manufacturing processes with a 3D digital twin. A digital twin is a digital copy of a physical location or product that changes identically to its real-world counterpart.

The virtual factory was tested for 6 months before the final layout of BMW's physical factory was deployed. During the 6 months, about 30% of the original design was changed based on VR simulations. The use of digital twins allowed the company's manufacturing process to be planned in greater detail, optimizing factory processes as well as worker ergonomics and safety.

The virtual space also allowed employees to build virtually accessible digital twins of their products, reducing costs and allowing for more customization in prototype design.

Ford & Hyundai

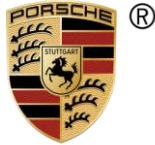


Companies such as Ford have developed virtual laboratories where their designers and engineers can collaborate on car designs regardless of where they are in the world.



Similar to BMW, Hyundai partnered with Unity to build virtually accessible prototypes, allowing for increased product design collaboration.

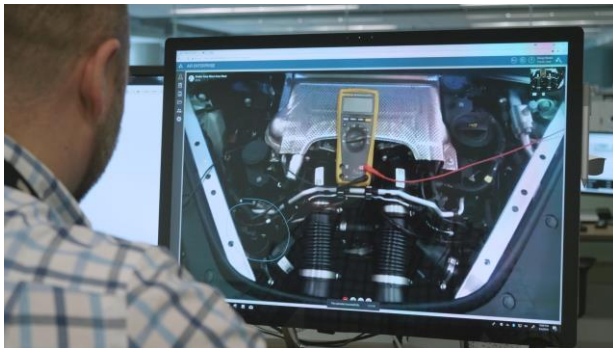
Porsche



PORSCHE

Technicians at Porsche are using AR glasses, which can lead to a 40% reduction in service resolution times.

With these glasses, technicians can see schematics of a vehicle overlaid on top of the car's physical parts.



Mercedes-Benz



Mercedes-Benz

Mercedes-Benz armed its dealership service technicians with a new Mercedes-Benz Virtual Remote Support system powered by Microsoft HoloLens 2, mixed reality smart glasses.

Technicians seeking help can be connected with another specialist working remotely, who can then see everything that the on-site technician can see and provide assistance.



Fashion Industry



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Gucci

GUCCI



Gucci, a world-renowned fashion house, has become increasingly involved in the Metaverse.



In 2021, Gucci teamed with Roblox to exhibit Gucci handbags, hats and sunglasses in Avatars for two weeks, allowing users to express themselves in the game through different fashionwear.



SUPERPLASTIC

Similarly, Gucci joined Superplastic in launching SuperGucci CryptoJank NFTs. These NFTs heavily draw Gucci's unique patterns, symbols and icons.

Louis Vuitton



LOUIS VUITTON

In 2021, in honour of the brand's founder's 200th birthday, Louis Vuitton launched a mobile game known as "Louis the Game." Which can still be downloaded on iOS and Android.



Louis the Game has 30 NFTs and documents the journey of Vivienne, the person behind Louis Vuitton. The game was founded alongside Beeple, one of the most respect artists in the NFT world and has an art collage valued at approximately \$69 million USD.

Balenciaga



BALENCIAGA

Balenciaga was the first fashion house to partner with Fortnite. Balenciaga created items from its collection to be sold as avatar's skins and accessories with the game.

FORTNITE

Additionally, it created a digital avatar, popularly known as Doggo, dressed completely in a Balenciaga outfit.

Balenciaga fans can visit their physical stores to buy custom dances and items to be used within the Fortnite game.

NFTs



GIVENCHY

Givenchy recently partnered with Chito, a renowned graphic artist to launch a series of 15 NFTs that the fashion house auctioned on Polygon.

JWANDERSON

JW Anderson announced its first NFT in December of 2021, part of its collection popularized by music star Harry Styles. The initial reserve price of the NFT was \$10,000 to \$13,300.

Tommy Hilfiger Gaming



Tommy Hilfiger's first venture into the Metaverse was its partnership with Animal Crossing.



The brand also partnered with Roblox to introduce a virtual clothing collection for user's avatars. The collection has over 30 virtual items and are available in both 2D and 3D formats.

Dolce & Gabbana



Dolce and Gabbana announced a new collection, Collezione Genesis, at the runway fashion show in Venice during the fall of 2021. The new collection was made for the Polygon platform.



In June of 2021, the brand also launched an NFT sneaker collection in collaboration with P.J Tucket



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