

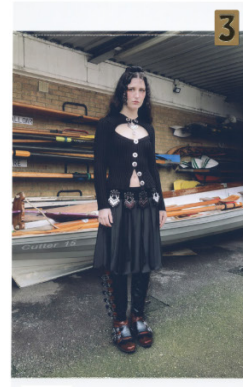
COLLECTION



Look 1



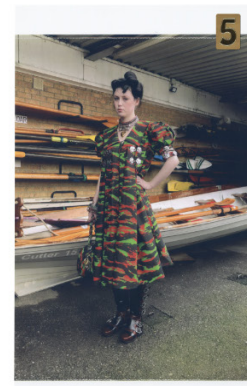
Look 2



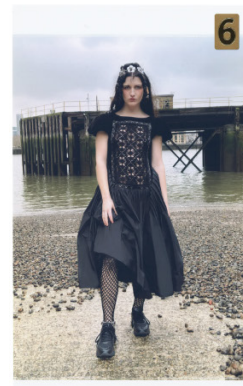
Look 3



Look 4



Look 5



Look 6

DETAILS



Detail Look 1



Detail Look 2



Detail Look 3



Detail Look 4



Detail Look 5



Detail Look 6

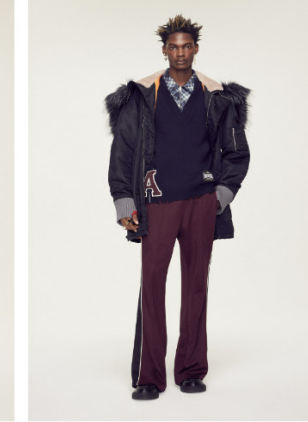
COLLECTION



Look 1



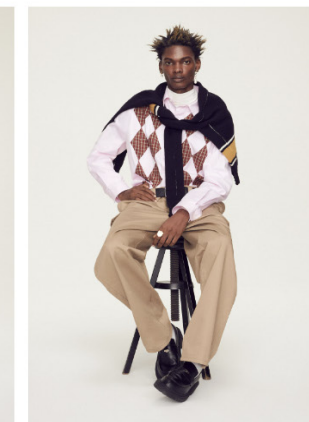
Look 2



Look 3



Look 4



Look 5



Look 6

COLLECTION



Look 1



Look 2



Look 3



Look 4



Look 5



Look 6

TRANSFORMING FASHION FROM THE VOGUE RUNWAY ARCHIVES INTO CUSTOMISABLE .PNGS FOR MOODBOARDS

XTYLE, a moodboard creation and fashion styling app in partnership with Vogue Runway. With a subscription to Vogue, users can access the entire digital archive of Vogue Runway on the XTYLE app and mix and match fashion pieces from any collection to create their own unique looks and moodboards.

With AI photo-editing tools to easily remove backgrounds, as well as manual tools to refine and capture the smallest of details, XTYLE is an app that offers all necessary tools to create the most personalized and professional-looking moodboards and lookbooks.

Convenience is one of XTYLE's founding principles, and the concept of a creative fashion styling app with all necessary editing tools included - no more juggling between apps like Picsart, Procreate or Adobe Photoshop - has the opportunity to meet the needs of a very wide audience and fill a currently lonely space in the app market.

2025

RESORT 2025

2024

MEXICO FALL 2024

SHANGHAI FALL 2024

BERLIN FALL 2024

TOKYO FALL 2024

COPENHAGEN FALL 2024

SPRING 2024 COUTURE

FALL 2024 READY-TO-WEAR

FALL 2024 MENSWEAR

LAGOS SPRING 2024

SPAIN SPRING 2024

PRE-FALL 2024 MENSWEAR

MEXICO SPRING 2024

SHANGHAI SPRING 2024

PRE-FALL 2024

TOKYO SPRING 2024

BERLIN SPRING 2024

SPRING 2024 READY-TO-WEAR

RESORT 2024 MENSWEAR

SPRING 2024 MENSWEAR

AUSTRALIA RESORT 2024

Search for a season... Q

SPRING 1993 READY-TO-WEAR

FALL 1993 READY-TO-WEAR

1992

FALL 1992 READY-TO-WEAR

SPRING 1992 READY-TO-WEAR

1991

SPRING 1991 READY-TO-WEAR

FALL 1991 READY-TO-WEAR

1990

FALL 1990 READY-TO-WEAR

SPRING 1990 READY-TO-WEAR

1989

FALL 1989 READY-TO-WEAR

1988

SPRING 1988 COUTURE

For this degree project, the proposal is of a fashion styling app named XTYLE in collaboration with Condé Nast-owned 'Vogue Runway' that is designed with professional stylists and creative directors in mind. XTYLE will also be collaborating with Condé Nast partner Vestiare Collective to promote sourcing fashion items second-hand from the resale platform, both because sustainability is extremely important to XTYLE and fashion-focused audiences, also for financial return from the company for the inclusion of Vestiare Collective in the app itself.

XTYLE is an app that would allow the user to build a moodboard using images that can be cited for portfolio work or to be used otherwise in any professional capacity. This will also allow users to streamline the process of sourcing the fashion items directly from the board. Image ownership and information is not policed or protected in many other styling apps (Combyne, Shoplook) that allow a user to

upload photos from their photo library without disclosing the origins of the image. This makes trying to recreate a look in real life that was made on these apps almost impossible, as often these fashion images don't list the brand of the item or the year it was manufactured or made available to purchase. Creating an empty space in the market for XTYLE to enter, providing value by adding legitimacy and reliability to an area of the fashion & styling app industry that is so far lacking.

It should also be noted that many apps currently fulfil the purpose of 'styling help', particularly in a user's personal wardrobe - Whering: Digital Wardrobe, Outfit Planner Lookscope - and not for styling content creation. According to the audience research in the digital fashion & styling market that was collected for this project, there is considerable demand for an app that is designed purposefully for its users to experiment, edit and create their own fashion moodboards and ideas.



Why is XTYLE so focused on sourcing and image referencing?

Because in professional creative settings, correct references are key in not only legitimising a project but also when transitioning from concept to reality. Plagiarism is far too common in the creative industry, and unlicensed images are common on existing styling apps and social media outfit filters - XTYLE is an app that acknowledges and respects the brilliant photographers, designers and journalists who provide the content for others' creation.

Whilst XTYLE can be enjoyed by anyone with an interest in fashion, the intentions behind this app are centred on how it can benefit stylists - professional, amateur, looking to enter the field or a veteran in the industry; the app itself can act as a personal portfolio, and the image categorisation by season, year and designer provides all information needed to source the specific piece.

With the common knowledge of the expense and scarcity of many designer pieces that can be seen on the Vogue Runway archives, XTYLE also provides users with links to try sourcing through Vestiare Collective.

Vestiaire Collective is a resale platform with one of the largest collections of luxury and designer second-hand and/or vintage fashion. As one of the world's top polluting industries, increasing sustainability in fashion is extremely important - it's the largest trend in fashion today. As a brand partner, XTYLE is paid for featuring Vestiaire Collective so prominently in the app and its marketing.



XTYLE'S POSITIONING STATEMENT:

'XTYLE is a fashion styling app where creating custom moodboards is easy, with all the tools to turn ideas into reality. Designed with the motto 'User First, User Friendly' in mind, XTYLE aims to provide its users with as many resources as possible to bring their vision to life.

In partnership with Vogue Runway and Vestiaire Collective.'

HOW TO ORDER

Interested in recreating your moodboard in real life? Here are two simple ways to find the item you are looking for.

Directly from Designer

Each and every image available for use on XTYLE is uploaded directly from Vogue Runway, where the images are sorted by designer, season, and year. This information is used by XTYLE to create titles for each photo, and can be copied and typed in to any search engine of choice to attempt to purchase online.



From Vestiaire Collective

XTYLE understands that not every item can be sourced easily or inexpensively, especially when looking for vintage pieces and luxury products. In the spirit of sustainability and convenience, XTYLE encourages users to scroll through Vestiaire Collective to find similar pieces as well as inspiration.



Create custom moodboards with ease.



USER FIRST, USER FRIENDLY.

Designed for your enjoyment,
so you can enjoy design.

XTYLE took notes from user feedback of the styling apps currently on the market, and here is what was found:

'Realism' - with Vogue Runway's archive of images to source from, including 'action shots' of models walking the catwalk, there will be no shortage of 'realistic' fashion images to use.

Needs work 5y ago
★★★★☆ Arkade676
It's fun to put an outfit together but the way it's done isn't looking very realistic when compared to real life. Fun gadget but not very practical

How can XTYLE be more practical than other styling apps? By offering more useful features, offering user tutorials and including product information for every photo. XTYLE will offer a practical use for its users looking to source real pieces for a real-life application with helpful suggestions for search engines and also with helpful links to popular resale platform Vestiare Collective (a partner of Conde Nast, who also own Vogue).

Love the app 1y ago
★★★★★ jebevegudud
The app is really good in a lot of ways. But it keeps crashing and making me lose my designs. I would also like to suggest better editing features on the canvas. E.g. 'send item to back' to make things such as backgrounds easier to put into place without ruining the page. Also 'clone' 'mirror' 'rotate'

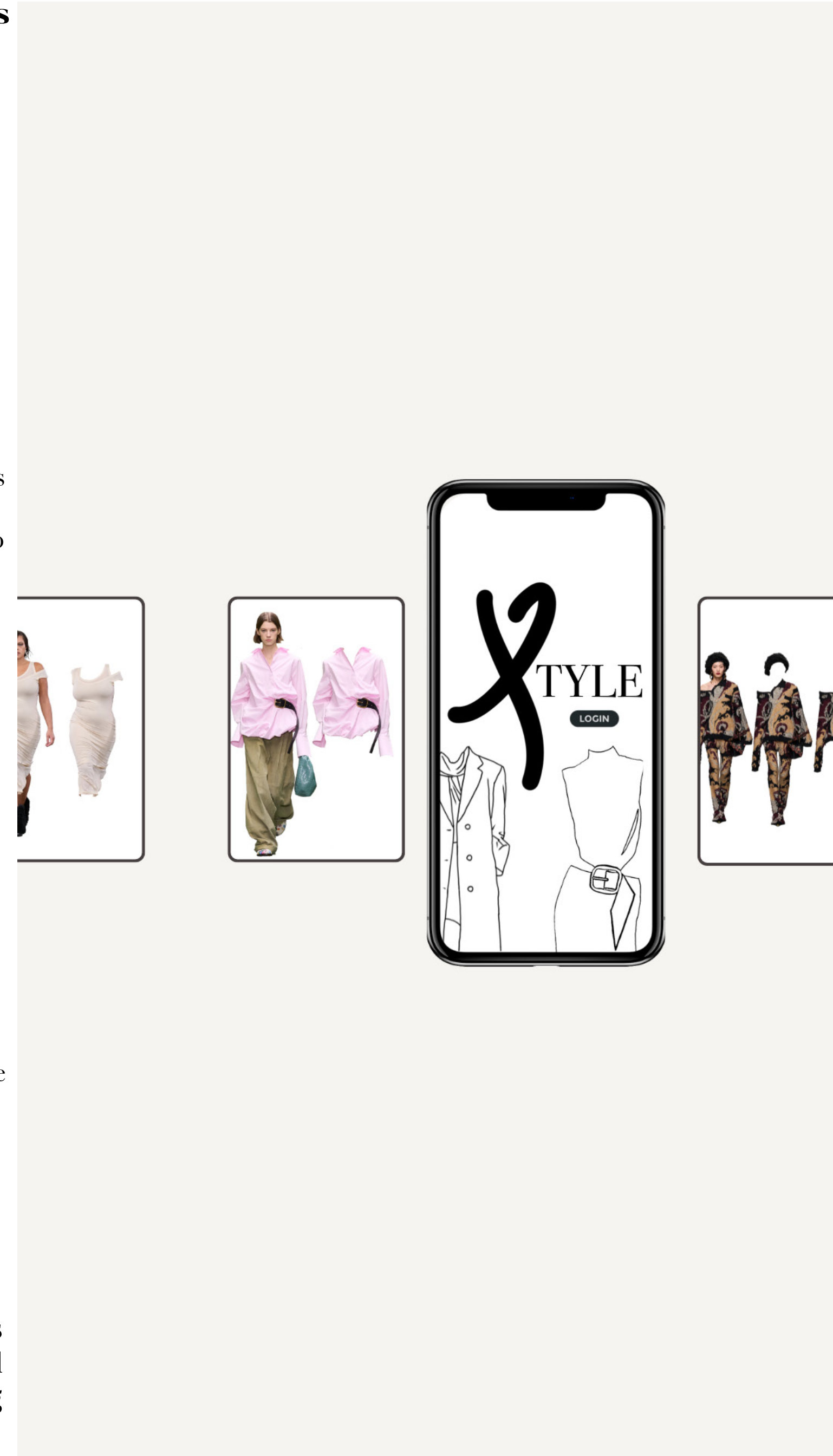
XTYLE will have 'save' features for each board created. Functionality will be a priority - along with planning to hire competent software engineers to maintain an easy, smooth user experience.

So many ads now 1y ago
★★★★☆ queenmic
Literally was addicted to the app and was consistently posting and now haven't gone on it at all in the past few weeks because it's filled with ads, every button u tap is an ad so can't do anything or scroll without watching 5 ads it's ridiculous and will be deleting the app because of this

Alongside the AI photo-editing functions that XTYLE offers users there will be manual tools to refine image selection, erase or restore details the AI tools might miss, a 'pen' tool to add illustrations or handwritten text, a display to keep track of images and to add or delete layers, along with tools to transform images ('mirror', 'rotate', 'flip horizontal/vertical'). XTYLE takes inspiration for its' tool box from popular editing apps such as Picsart and Procreate, which have proved to be popular amidst the target audience when it comes to the production of moodboards and collages.

XTYLE will not feature ads on the app, as it negatively impacts user experience and enjoyment. To produce revenue, XTYLE will partner with and receive funding from Vogue and Vestiare Collective, as XTYLE is essentially functioning as an interactive advertisement for both businesses.

User satisfaction is of extreme importance to XTYLE, as its creation was inspired by prior experience with styling and moodboard apps. 'User first, User friendly' is a subheading included in the visual mock-ups of the app design.



How successful could XTYLE be in a professional capacity? For insight, Harry Woodcock - employee of Idea Books in SoHo - answered some questions.

Idea Books is a widely recognised and highly regarded bookshop with many ties to the fashion industry, as seen in a British Vogue lifestyle article from this February that covers the history and recent developments of the shop (H.Maitland, 2024). Harry has met several popular designers, artistic directors, editors and artists of all kinds at Idea. Why? To purchase from their renowned collections of journals, magazines, books and records. When asked about the importance of these materials, Harry explained that “a lot of people in the [creative] industry come to Idea for references, inspiration.”

Harry mentioned that when these heavy hitters of the creative industry are in the store and looking for something to inspire and/or pull reference from, it is usually found in materials that are absent in the online spaces. Whether because of the age of publication, copyright laws that prevent uploading digital versions onto the internet or down to just the exclusivity of print, these books and zines are popular because of necessity - there’s no other way to have access to it - and also because of the allure of owning something not many other people have.

Exclusivity is a standard brand marketing practice, and can be one of the main factors in maintaining interest in a company or product (J.DeAcetis, 2020). XTYLE has some level of exclusivity as an app working with Vogue Runway, which requires all XTYLE users to have or sign up for a subscription with Vogue so they can access the library of images for editing on XTYLE. A common weakness in being an exclusive brand or having an exclusive product is that it can restrict a large number of potential consumers from engaging with the brand. This is why XTYLE strives for transparency in regards to resources - no gatekeeping information on the origins of an image or of the designs in said image. Providing comprehensive data of XTYLE’s references and the sources used to obtain them, Harry gave the opinion that “I know several stylists and editors that would appreciate any step of the process [of referencing sources] being streamlined like that. Anything to cut out extra work or complications”.

Though the difference in digital and physical sources is evident between XTYLE and businesses like Idea Books, there are some crossovers. Harry described one client that scans a digital copy of every publication he buys - for personal use only, of course. “Better to scan the references in than print all of the other work out,” said Harry.

One aspect of XTYLE that Harry can’t see being relevant to physical publishing is the use of AI technology. AI can be used to produce digital works, usually based on an amalgamation of uncredited original work without the original creators’ permission, as explained in New Yorker article ‘Is A.I. Art Stealing from Artists?’ (K.Chayka, 2023). When it comes to physical publications and archived pieces of work, AI isn’t adept enough to threaten print and publishing businesses at the moment. “It can’t really replicate a lookbook or a photography collection exactly, and a lot of that sort of art’s value is from the artist and the appeal from having a physical copy”. The morals of AI generated work is not in line with the ethics behind XTYLE, which is that any piece of art (photograph, fashion design, etc.) should always be credited to the artist, out of not only legal obligations to licensing policies, but also to encourage respect and a sense of community. This is why the only role of AI in XTYLE will be as an option for ‘automatic’ editing, with tools to identify figures and backgrounds to assist in creating moodboards on the app in the most efficient way.



LIFESTYLE

Idea Has Been The Coolest Bookshop In The World Since 2011. Now, You Can Actually Visit It

BY HAYLEY MAITLAND
23 February 2024

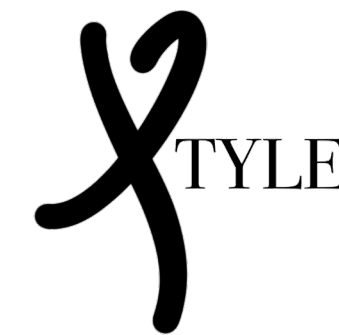
HIGHLIGHTS

SPRING 2002 READY-TO-WEAR

Search for a designer...



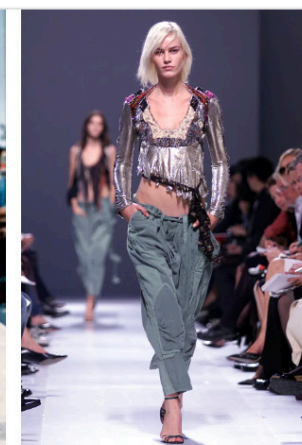
- A
- A DEGREE FAHRENHEIT
- A DÉTACHER
- À LA GARÇONNE
- A PEACE TREATY
- A--COMPANY
- A-COLD-WALL
- A. POTTS
- A. ROEGE HOVE
- A. SAUVAGE
- A. TEODORO
- A.A. ANTONIO AZZUOLO
- A.F. VANDEVORST
- A.L.C.
- A.M.G.
- A.P.C.
- A.W.A.K.E. MODE
- AALTO
- AARON ESH
- ABAETÉ
- ABASI ROSBOROUGH
- ACADEMY OF ART UNIVERSITY
- ACE & JIG
- ACLER
- ACNE STUDIOS
- ADAM KIMMEL
- ADAM LIPPES



Chanel



Louis Vuitton



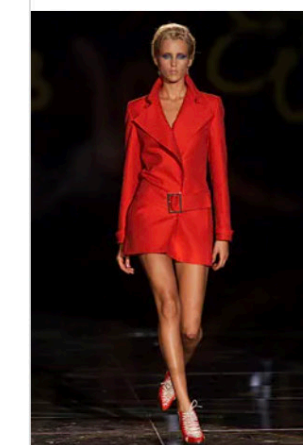
Balenciaga



Dries Van Noten



Alexander McQueen



Versace



Giorgio Armani



Dolce & Gabbana



Gucci



Prada

XTYLE: DOWNLOAD, CUT-OUT, DRESS-UP.

Visual examples, by Rory Bracken.



AMBUSH
+
ETRO



ETRO
+
ETRO
+
LOEWE



ETRO
+
CHLOE
LOWENA

Another significant value that XTYLE would add to the industry is efficiency - producing these visuals by downloading images from Vogue Runway, uploading them onto Procreate and Adobe Photoshop and then editing them and uploading those edited images and transforming them into new designs took hours for each individual image. Overall, months of work. Having the source images, smart editing tools and manual functions available in one application would have saved an immeasurable amount of time.



AMBUSH
+
LOEWE



CHLOEVA LOEWFNA
+
KNWLS



ETRO
+
ETRO



ETRO
+
KNWLS

For the visual mockups, the focus was on practical styling - the intended customer would be interested in using XTYLE as a look-book or to use in a portfolio of work to present to clients. Whilst there is opportunity to use XTYLE to create moodboards, the main functionality of the app is as a styling canvas.

The inspiration for the mockups was 'disruption' - punk counterculture is a constant personal influence. Relative themes of an abrasive levels of contrast between expressions of gender, of soft versus structured pieces, of print and texture clashing - all somewhat connected to aspects of punk fashion or values. In luxury fashion (which Vogue Runway covers extensively), there are a variety of identities and aesthetics in different brands, leaving an almost endless amount of opportunity to compare and combine fashions on XTYLE. Focusing on the visual themes rather than exact detail when creating on XTYLE will also allow for greater options when sourcing, if not from the brand directly then of similar or inexpensive items on Vestiare Collective.



AMBUSH
+
CHIROVA
LOWENA



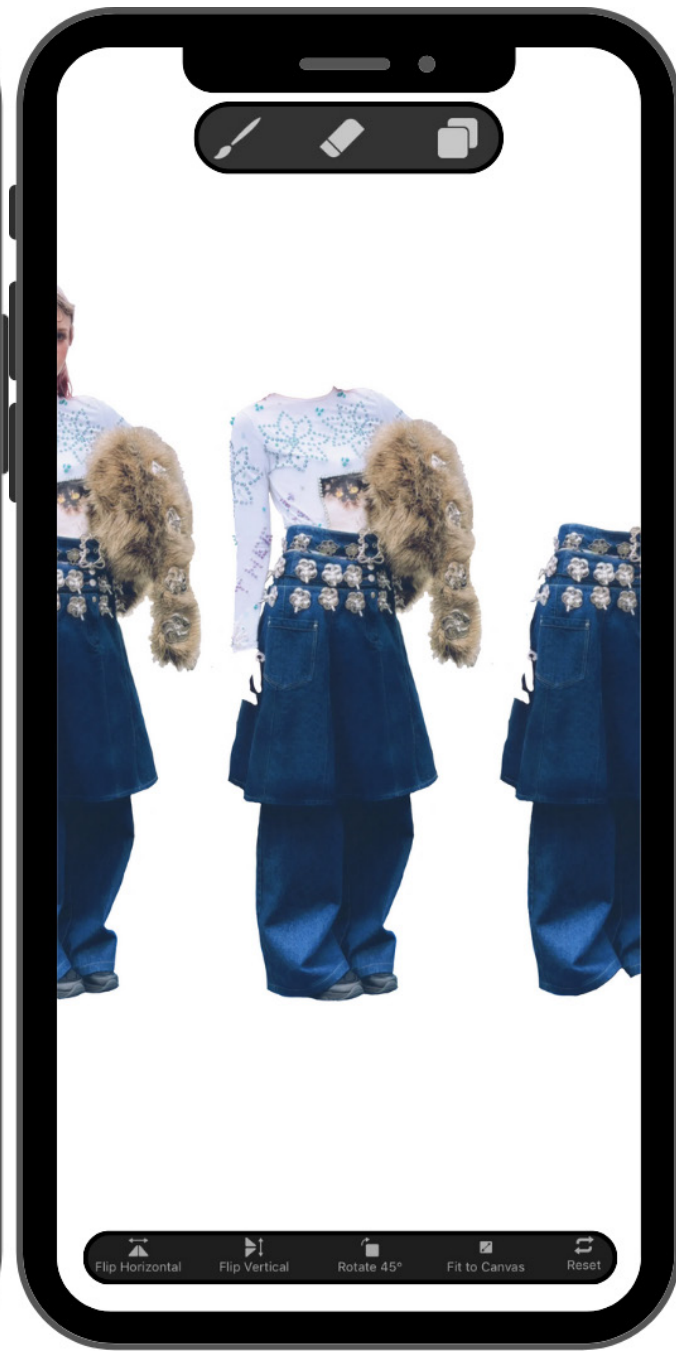
CHIROVA
LOWENA
+
LOEWE



LOEWE
+
CHIROVA
LOWENA



KNWLS
+
CHIROVA
LOWENA



End of Part 1.

XTYLE

**RORY BRACKEN (HE/HIM)
FASHION BRANDING AND COMMUNICATION (YEAR 3)
STUDENT NO. 1909536**