Sylph Studio

Alexandra Raduna

Executive Summary

"Virtual fashion is no longer a far-fetched future reality but rather a booming economy" (Raduna, 2022) that could reach £ 50 billion by 2030. (BOF, 2021) Key market trends include the "direct-to-avatar economy", "creativity catalyst". "Digi-sapiens, accounting for 55% of total buying power, have been identified as "early tech adopters" and direct-to-avatar consumers. This tribe is formed by Millennials and Gen Z who prioritize creativity and co-creation" (Raduna, 2022)

Primary research highlights the need for digital fashion to achieve the concept of "multi-utility". " 'Multi-utility' will mean that once purchased, a digital clothing item can be worn on social media via Augmented Reality and then can also translate into a video game to dress an avatar. So digital fashion pieces will be able to be purchased once and be used multiple times across different platforms in the metaverse with no barriers." -Auroboros Interview.

Competitor analysis has revealed that there are currently no easy-to-use tools on the market for consumers to create and wear digital outfits in multiple virtual settings without extensive technical knowledge. Therefore, a gap in the market has been identified for a platform that allows for user-friendly customization on multiple levels & offers multi-utility of assets.

Meeting the growing demand for virtual fashion and tackling the lack of user-friendly design or customization platforms, Sylph Studio aims to build a web 3 platform that empowers all humans to transition from being passive consumers of digital media into creative agents crafting their self-expression and curating their virtual identity within the metaverse. The Studio will develop a platform where users can hyper-personalize digital fashion items, which will be released on a monthly basis, and wear them across multiple virtual venues.

The go to market strategy will be an integrated marketing campaign carried out on social media, Augmented reality billboards & In-game billboards.

Sylph
/silf/
noun
an imaginary spirit of the air

"Elemental spirits" from the 16th-century works
of Paracelsus, who describes sylphs as
(invisible) beings of the air.

"I find sylphs and digital fashion very similar, both are
intangible, magical & light as air. " -Alexandra Raduna

Sylph Studio

Digital fashion studio that advocates self-expression.

Welcome to Sylph Studio

Meeting the growing demand for virtual fashion and tackling the lack of user-friendly design or customization platforms, Sylph Studio aims to build a web 3 platform that empowers all humans to transition from being passive consumers of digital media into creative agents crafting their self-expression and curating their virtual identity within the metaverse.

Our platform will revolve around 2 primary spaces: The Customization Space & The Export Space.

The Customization Space will hold 2 Panels: The Wing Sets Panel & The Editing Panel. Wing Sets Panel - The word "sylph" means an imaginary spirit of the air. Digital fashion doesn't exist in real life; like sylphs, it is invisible & light as air. The Studio wishes to make the Wing Sets a symbol for the brand as they represent the connection to the air and sylph elemental being. The Editing Panel - includes 4 features: changing the color, changing the length, changing the fabric & changing the pattern.

To fulfill our vision for multi-utility of assets, The Export Space will hold six options: AR Try-on, Wear on social media, Save to library, Upload to Fortnite, Sell as NFT & Download as 3D object (.usdz file). Reaching this level of multi-utility can only be possible with the help of our strategic partners Epic Games – developers of Fortnite & The Dematerialised – NFT marketplace for digital fashion.

*a full breakdown of features will be provided in a following section

Sylph Studio wishes to make an impact on the virtual goods market by contributing to the materialization of the metaverse. "The metaverse enables brands and consumers to co-create content in ways that we haven't even discovered yet." (Adweek, 2022)

Mission

To build the key tools that enable consumers to access their virtual self-expression fantasy & develop strategic partnerships with web 3 leaders to ensure multi-utility of assets.

Vision

Enabling people worldwide to explore and express their virtual identity within all available digital media.

6. Business Model Canvas

Key Partners & Suppliers

To ensure the multi-utility of assets, Sylph Studio needs strategic partners within the web 3 space

Epic Games - Fortnite developers

The Dematerialised - NFT selling platform

3D designers

Key Activities

Develop a user-friendly experience that still allows for intricate levels of customization.

Release new digital fashion collections every month (along with Wing Sets & CGI environments)

Maintain and update platform technology to ensure efficacy.

Increase brand visibility and number of active users.

VALUE PROPOSITION

Product - Web 3 platform that empowers all humans to transition from being passive consumers of digital media into creative agents crafting their self-expression and curating their virtual identity within the metaverse.

A user-friendly interface (available in app and web formats) where consumers can explore and express their virtual identity through the power of digital fashion.

Key Features:
- hyper-customizable virtual fashion
- multi-utility of assets

Key Resources

Sylph Studio Platform - App & Website

Social media – omni-channel approach.

Channels

The Sylph Studio Platform will be distributed as both app and website versions.

The Studio will have a strong online presence generated on social media.

Target Consumers

3.5 billion digi-sapiens with more than 55% of the total spending power.

Gen Z & Millennials who have grown up blurring reality and fantasy, with the virtual world becoming their second home.

Tribes:
Digital Architects
Serendipity Programmers

Customer Relationships

Baby Sylph - Tapping into the "science of free samples" retail trend the studio will engage in providing "tester" products, so that new consumers get to try the platform

Infinity Sylph - Early & Unlimited access for life once they buy a Sylph Character NFT.

Revenue Streams

Platform subscriptions will provide the primary revenue streams.

An additional revenue will be generated by selling NFT's

7. The Marketing Mix

USP

User-friendly & elaborate

Virtual self-expression through hyper-personalization

Multi-utility of assets

ESP

Building the groundwork for next-generation virtual

environments rich in inspiration, uniqueness, and

creativity.

7.1. Product Design & Features

Sylph Studio wishes to empower users to unleash their creativity, therefore the design of the platform will be very clean, minimal yet futuristic, similar to a blank canvas awaiting the artist to bring the color.

7.1.1 Studio Space

When accessing the platform, users will reach the Studio Space where they can discover the latest collections and start browsing.

7.1.2 Browsing Space

Both fashion & wings collections will be
viewed in the browsing space.

7.1.2.1 Product Prototype - Wing Sets

ROYAL SYLPH

SYLPH

BABY SYLPH

7.1.2.2 Product Prototype - Fashion

SYLPH GODDESSES

BELLONA   ARTEMIS   CALYPSO

7.1.3 Customization Space

The Customization space has 4 key features that will enable consumers to explore their creativity and infuse every Sylph collection with the essence of their personality.

Navigation

Item name

ARTEMIS
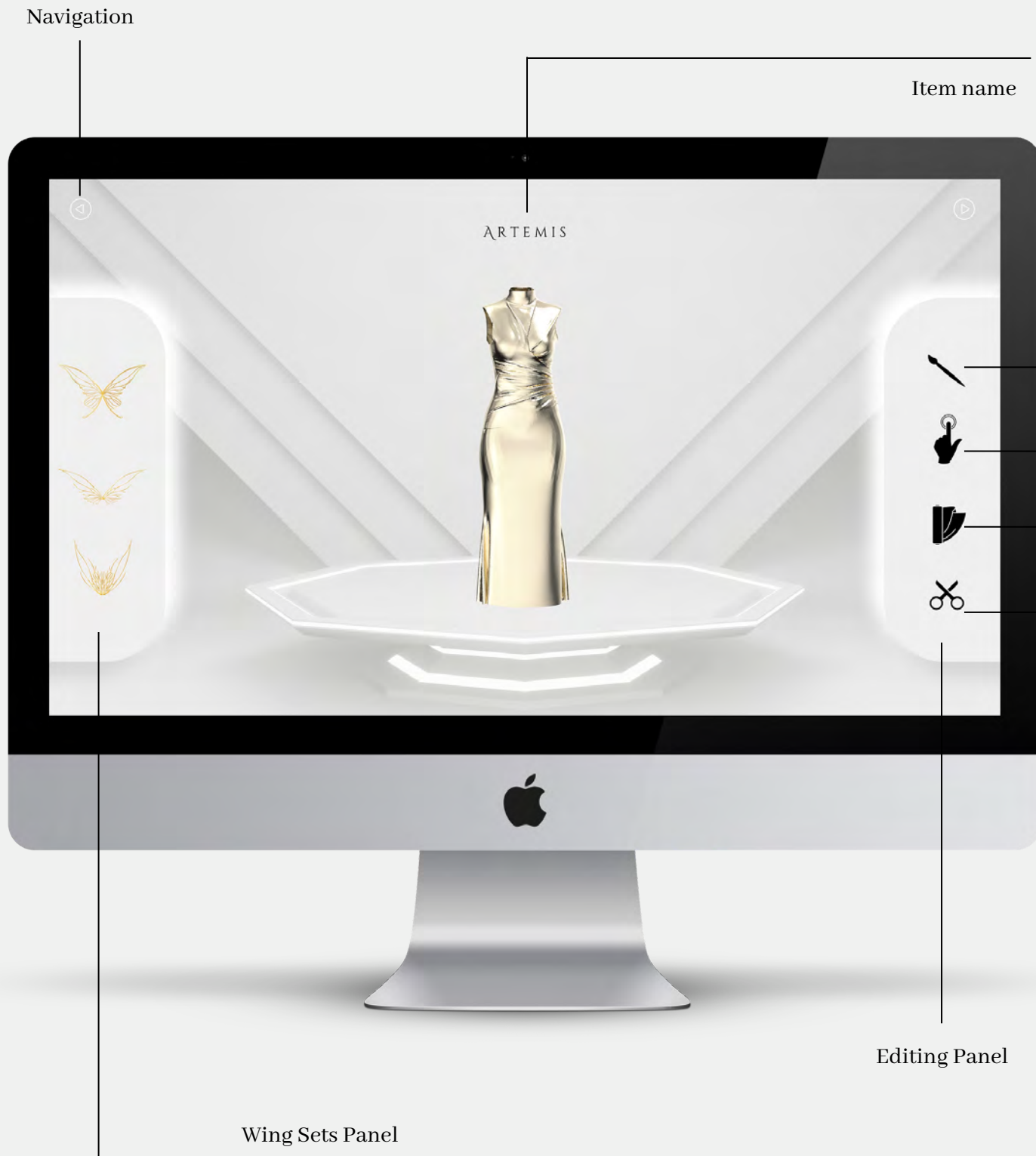
Change Color

Change Length by click and drag

Change Fabric

Change Pattern ♔

Editing Panel

Wing Sets Panel

Crown icon indicates PRO features

7.1.3.1 Wing Sets Panel

Sylph Studio wishes to make the Wing Sets a symbol for the brand as they represent the connection to the air and sylph elemental beings.

New Wing Sets will be released each month.

Back to Wing Sets panel
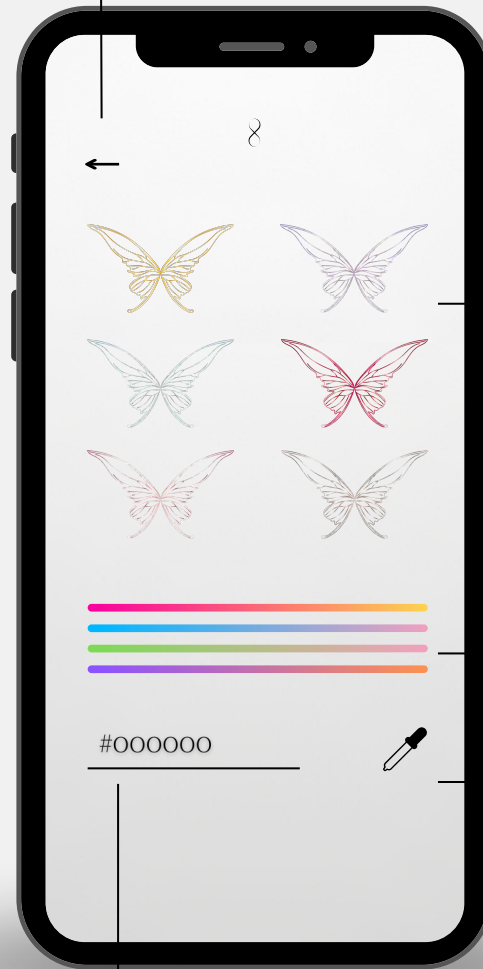
Presets

Chance colors

Eyedropper

#000000

HEX

Crown icon indicates PRO features

Presets include a variation of colors but Sylph Pro users are able to customize further.

Wing Sets can be worn without an additional Sylph garment.

7.1.3.2 Color Panel
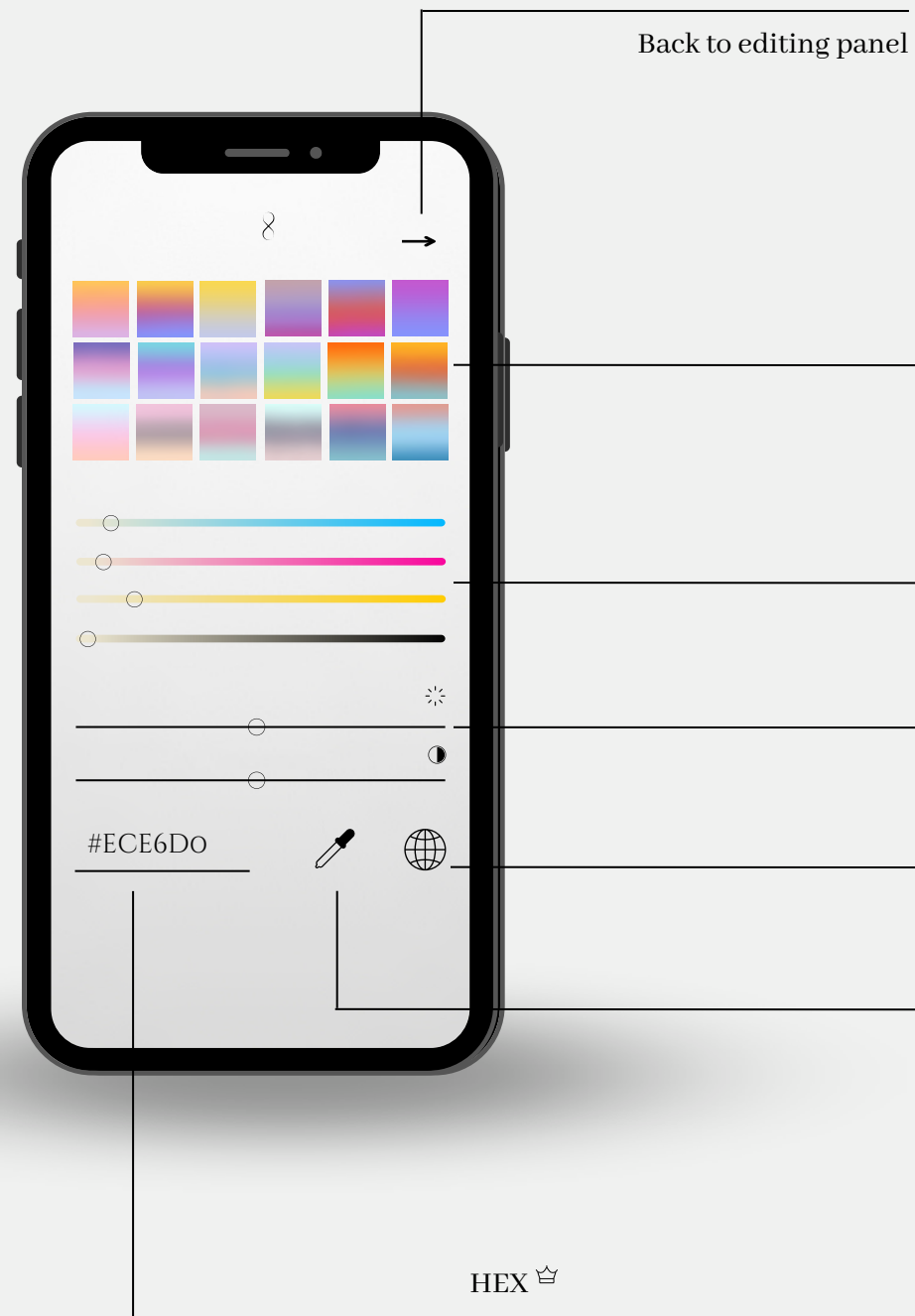
To make the user experience as easy as possible , colors have been harmonized to showcase the endless possibilities of combinations , shades and vibrancy available on the Sylph Studio platform.

Back to editing panel

For gradient click on square
For single color click on the square in
the specific place and hold longer.

Change color/gradient

Get the perfect shade

Brightness & Contrast

#ECE6D0

Color & Pattern Libraries

Eyedropper

HEX

Crown icon indicates PRO features

Additional Colors and Patterns are available to Pro members through the Color & Pattern Libraries feature.

7.1.3.3 Fabric Panel
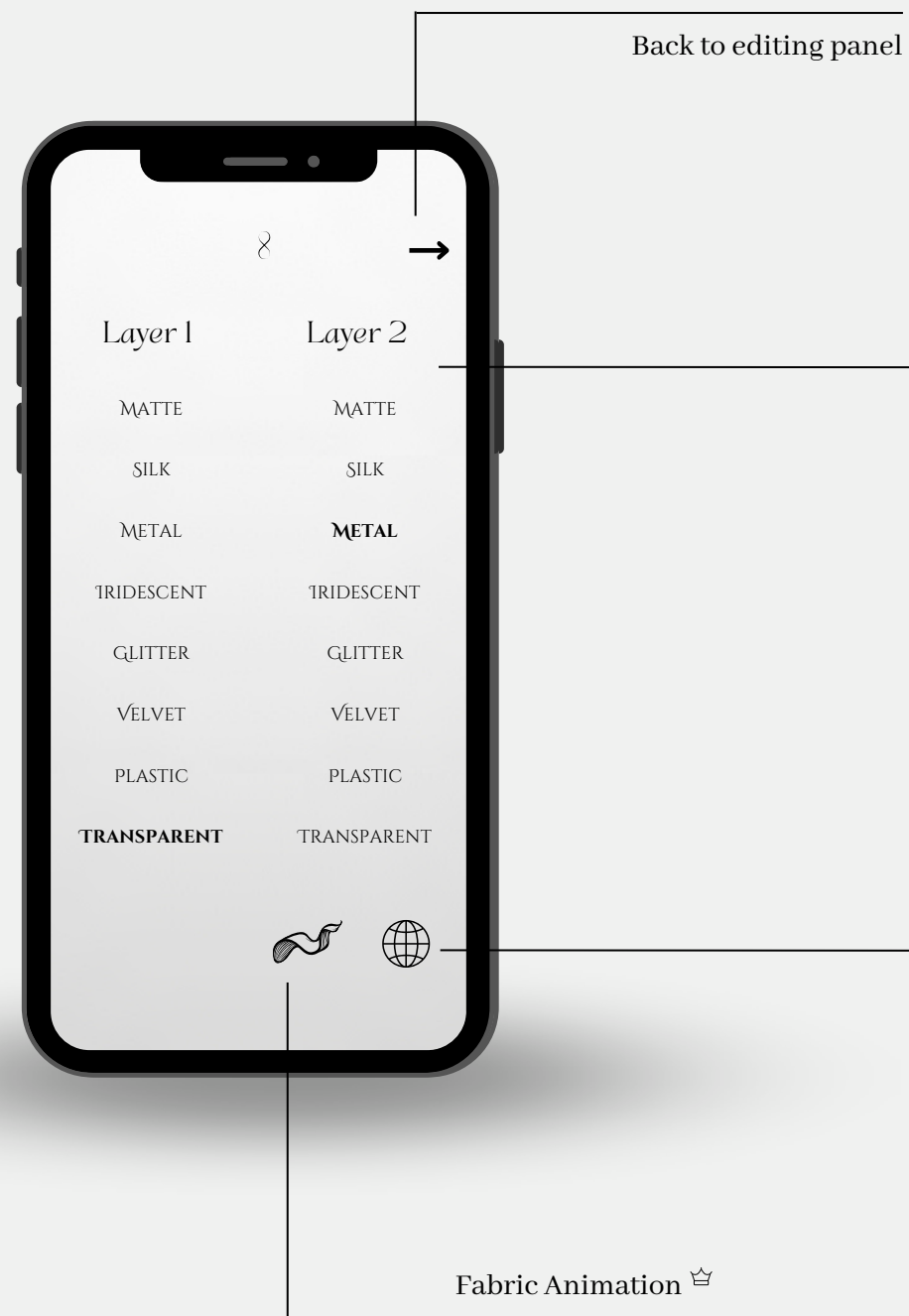
Changing the fabric allows users to fully change the aesthetic and "feel" of the garments.

It adds or removes dimension, depending on the desired outcome, due to each fabric's reaction to light.

Back to editing panel

Change Fabric

Layer 1	Layer 2
MATTE	MATTE
SILK	SILK
METAL	**METAL**
IRIDESCENT	IRIDESCENT
GLITTER	GLITTER
VELVET	VELVET
PLASTIC	PLASTIC
TRANSPARENT	TRANSPARENT

Fabric Libraries

Fabric Animation

Number of Layers vary for each garment, depending on the construction and vision for each.

Pro users have access to additional fabrics through the Fabric Libraries feature as well as Fabric Animation.

Fabric Animation is the process of visualizing how the fabric would react when in contact with gravity and movement.

Crown icon indicates PRO features

7.1.3.4 Pattern Panel

Dedicated to those with clothing design skills. The Cut & Sew features allow for more intricate changes that the Length Change Tool ⚓ can not perform.

Back to editing panel

360 View

Sew

Cut

No Gravity

Pattern Change is a PRO feature

Dedicated to those who feel extra creative. The No Gravity tool allows users to pull and push the pattern around in any way they desire. It doesn't have to make sense in reality, the outcome can be as abstract as a Picasso.
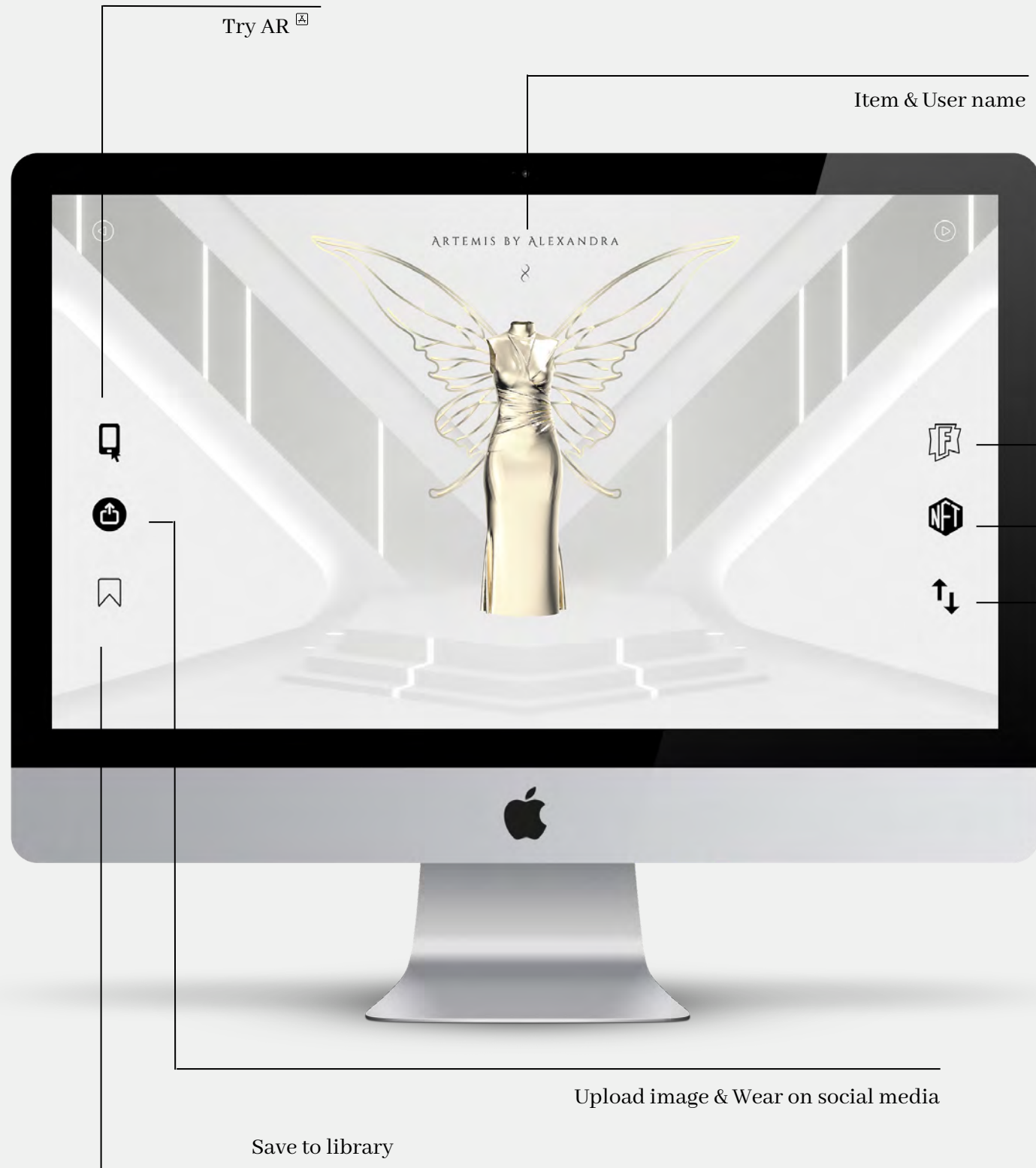
7.1.4. Export Space

The Export space allows users to wear or showcase their creations within different online spaces.

From social media, to gaming and blockchain, Sylph Studio is dedicated to reaching the ultimate level of multi-utility.

This is only possible with the help of out strategic partners Epic Games & The Dematerialised.

Try AR

Item & User name

ARTEMIS BY ALEXANDRA

Upload & Wear in Fortnite

Sell as NFT on the Dematerialised

Download 3D object (.usdz file)

Upload image & Wear on social media

Save to library

The AR try-on feature is only available on the app, which can be downloaded from the IOS App Store.

Epic Games is the developer of Fortnite & investors in Sylph Studio. Our platform was built for interchangeable assets from the beginning with the help of their programmer's team.

The Dematerialised is a web 3 platform dedicated to fashion NFT's.

7.1.4.1 AR Try-on

The AR try-on feature is only available on the app, which can
be downloaded from the IOS App Store.

7.1.4.2 Library
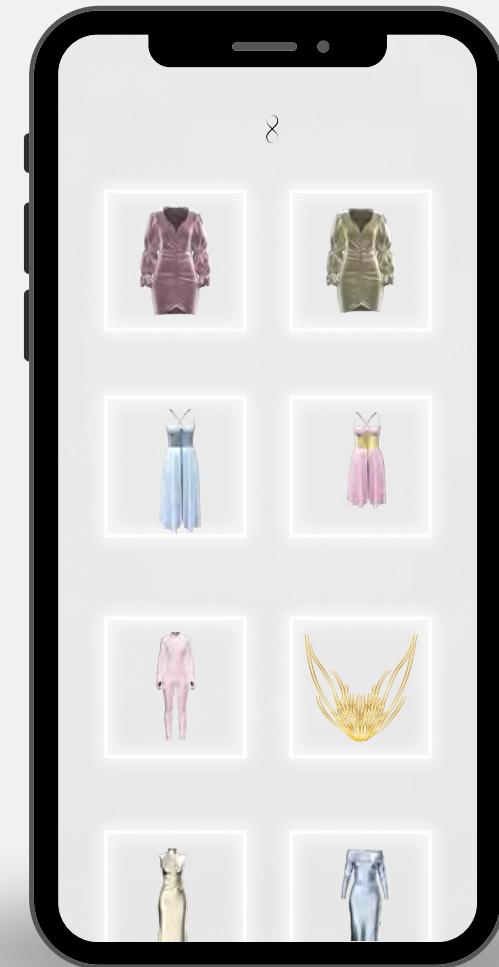
The #metacloset will store the user's designs. They can be accessed,
customized further and exported to the available online spaces.

7.1.4.3 Wear in Fortnite

7.1.4.4 Download 3D object

Loading Skin...

Downloading

.usdz file
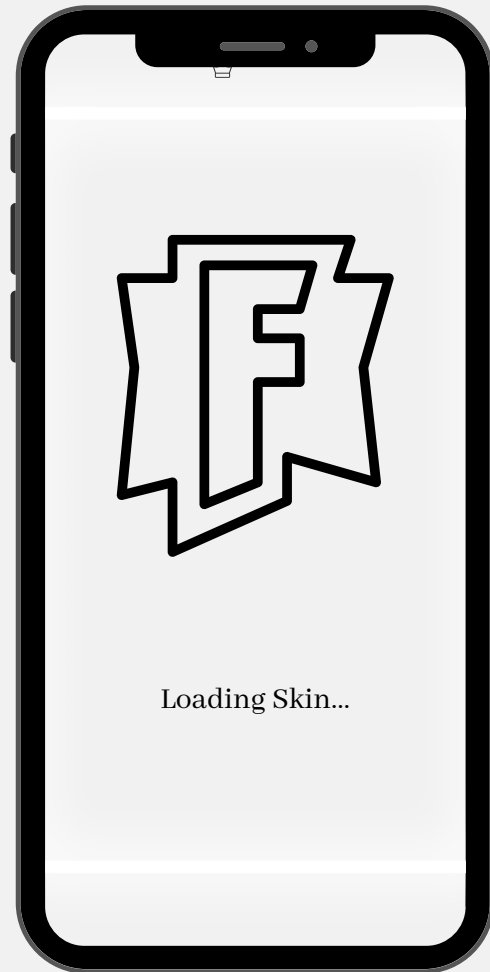
Our strategic partnership with Epic Games allows us to build garments compatible with Fortnite, ready to be worn as skins.
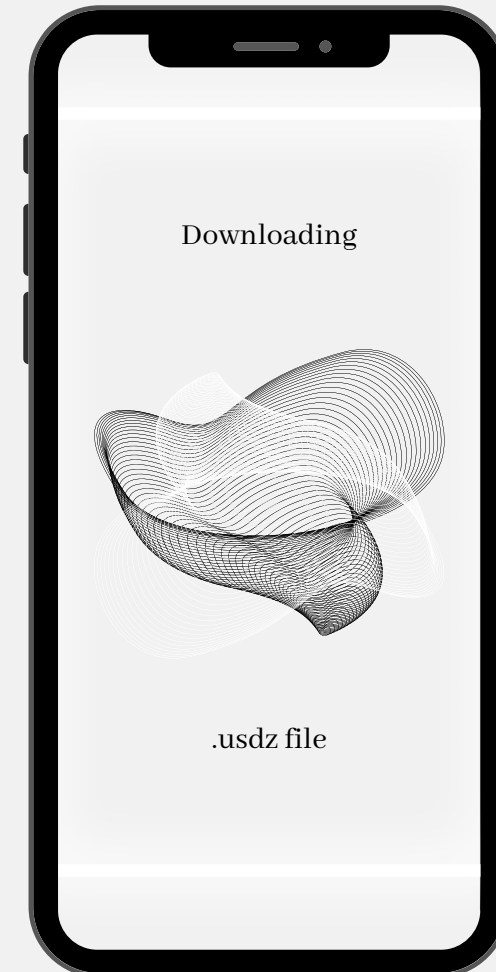
Pro users are able to download items as 3D objects.

7.1.4.3 Wear on Social Media

Tips for best practice

CGI Environments

Send

Upload image

Upload video

To wear the garments on social media, users must upload a photo to receive a #metalook. Pro users are able to upload up to 5 videos/month.

To ensure that our users receive the best #metalooks we have prepared a list of tips to follow.

Users have the option to fully immerse themselves in a virtual environment by exploring the CGI Environments feature. New environments will be released each month along with the fashion collections. Common themes will be explored to ensure a cohesive look.

7.1.4.3.1 Tips

Back to Social Media Panel

Light

NATURAL LIGHT

your picture/video is well-lit
even light on face & body

Quality

HIGH QUALITY

your image is at least 1MB in size
the image looks sharp and clear

Clothing

FITTED CLOTHES

your physical clothes are well-fitted (swimsuit
or sportswear will work best)

UNCOVERED PARTS

your physical clothes do not cover the body
areas visible in the digital look (i.e. your legs
are open for the short dress)

In order to achieve the best looking, clean-cut #metalooks we advise
our users to use high-quality, well-lit assets in which they wear
fitted clothing.

7.1.4.3.2 CGI Environments

Back to Social Media Panel

Basic

Pro

Save
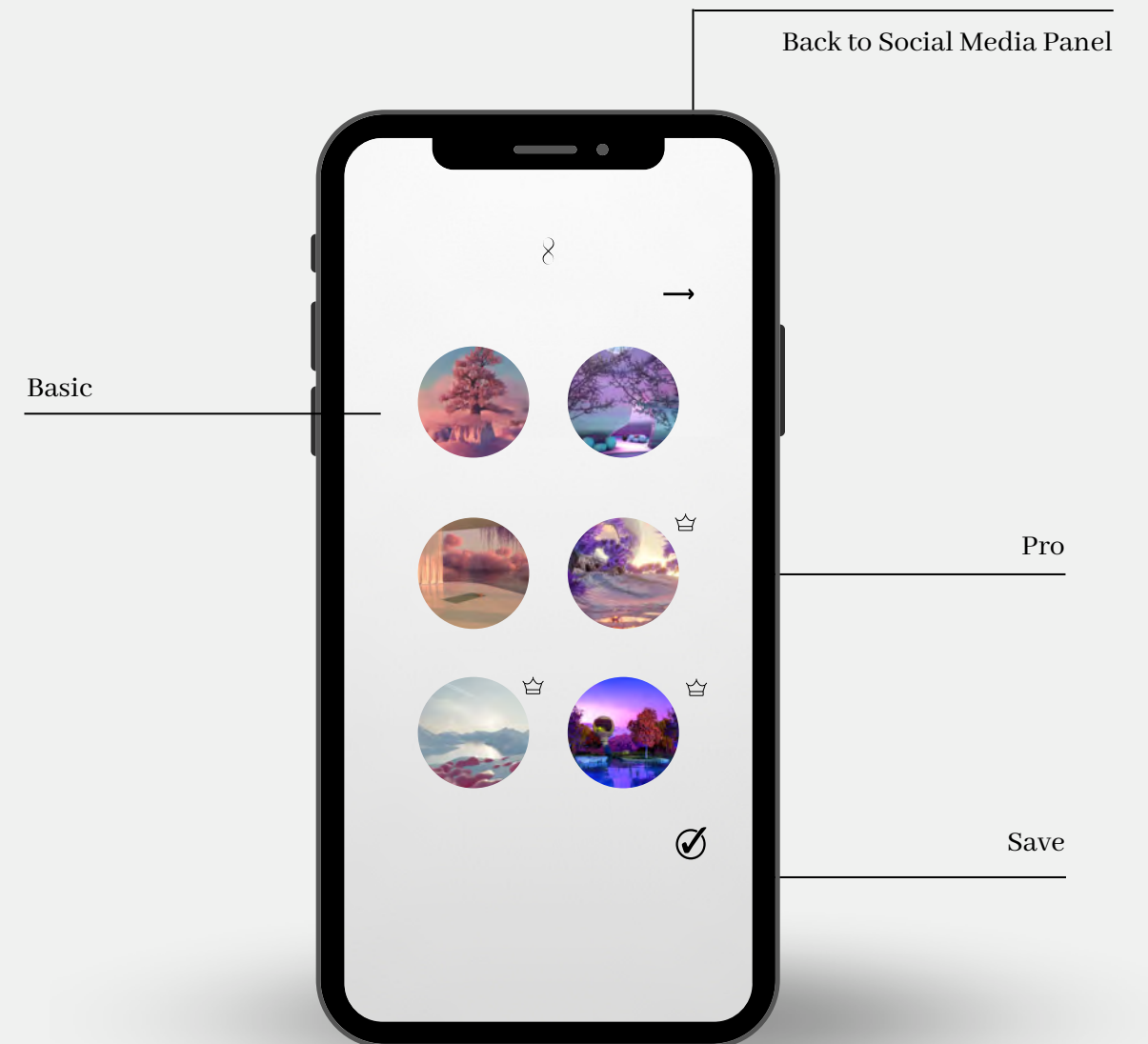
Users will enjoy a wide variation of available CGI Environments
that align with the monthly theme.

Environments from previous drops will still be available once
new ones are developed.

Sylph Studio will digitally dress images in 24h from the upload and videos in 2 to 4 days depending on length and complexity.

Users who downloaded the app will receive notifications while users who prefer the web version will receive emails.

#metalooks can be directly shared to social media

8:30

Sylph Studio

Dear Alexandra, your spin on the Calypso dress looks amazing!

Please find your photo digitally dressed in the Sylph Goddesses Collection.

We hope it's everything you dreamed of!

| Close | Open |
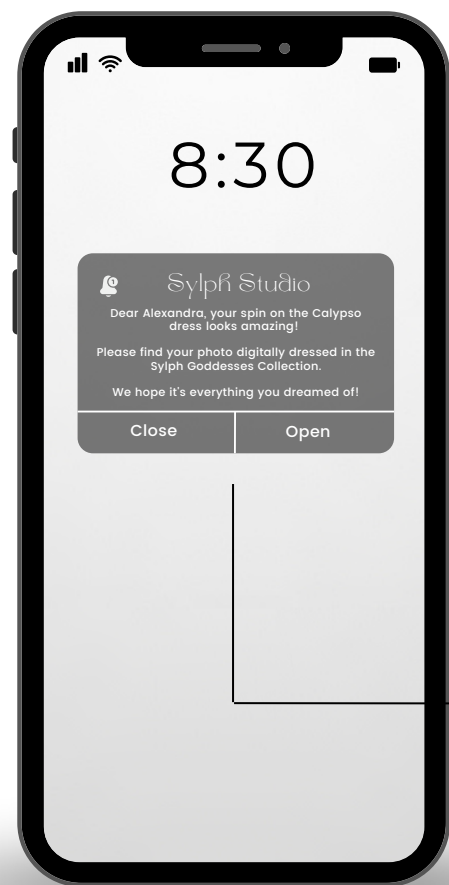
Instagram

TiKTok

Snapchat

Notification that the #metalook is ready

Feedback

Download

Sylph Studio is dedicated to being a user-friendly platform while still holding a high number of features. After receiving the #metalook consumers are able to give feedback on the user experience. The feedback will be closely analyzed and considered for improving the user experience.

7.1.4.4 Sell as NFT
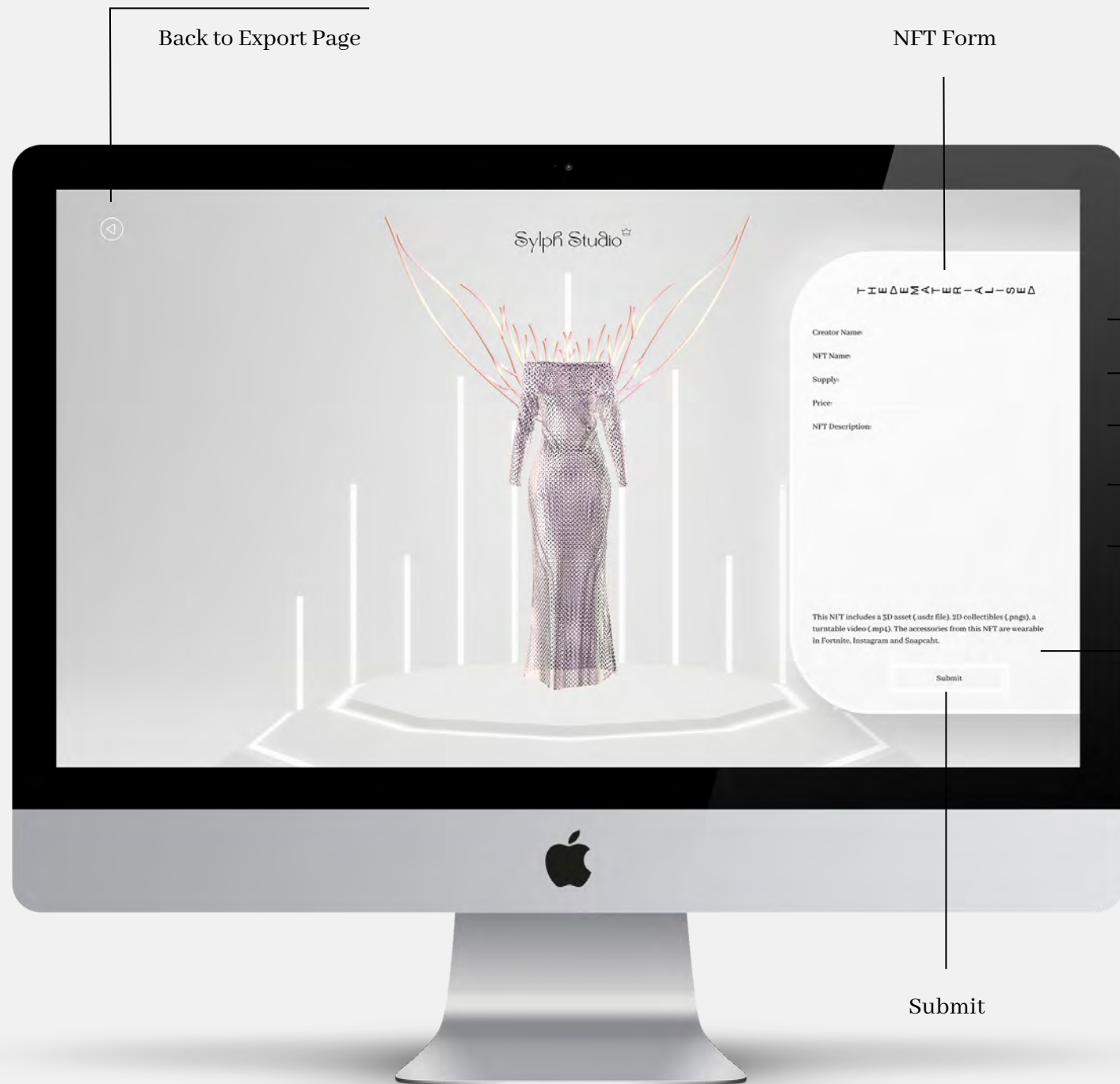
In order to sell an NFT on The Dematerialised, users must complete an NFT form with the highlighted information.

Users will be notified that Sylph Studio will retain 5% and The Dematerialised will retain 10% of each NFT transaction. The rest of 85% received by the consumer.

Back to Export Page

NFT Form

Sylph Studio

THE DEMATERIALISED

Creator Name:
NFT Name:
Supply:
Price:
NFT Description:

This NFT includes a 3D asset (.usdz file), 2D collectibles (.pngs), a turntable video (.mp4). The accessories from this NFT are wearable in Fortnite, Instagram and Snapcaht.

Submit

Creator Name

NFT Name

Supply

Price

NFT Description

Information on receivable assets & interoperability

This NFT includes a 3D asset (.usdz file), 2D collectibles (.pngs), a turntable video (.mp4). The accessories from this NFT are wearable in Fortnite, Instagram and Snapcaht.

Submit

Sell as NFT on The Dematerialised is a PRO feature

Supply - number of NFT's that will be available to buy

NFT Description - Creating a story around the asset

7.1.4.4.1 The Dematerialised Marketplace

After completing the form and accepting the Terms & Conditions, the asset will be uploaded to The Dematerialised Marketplace ready to be owned by digital fashion enthusiasts.

Sylph Studio collaboration disclaimer
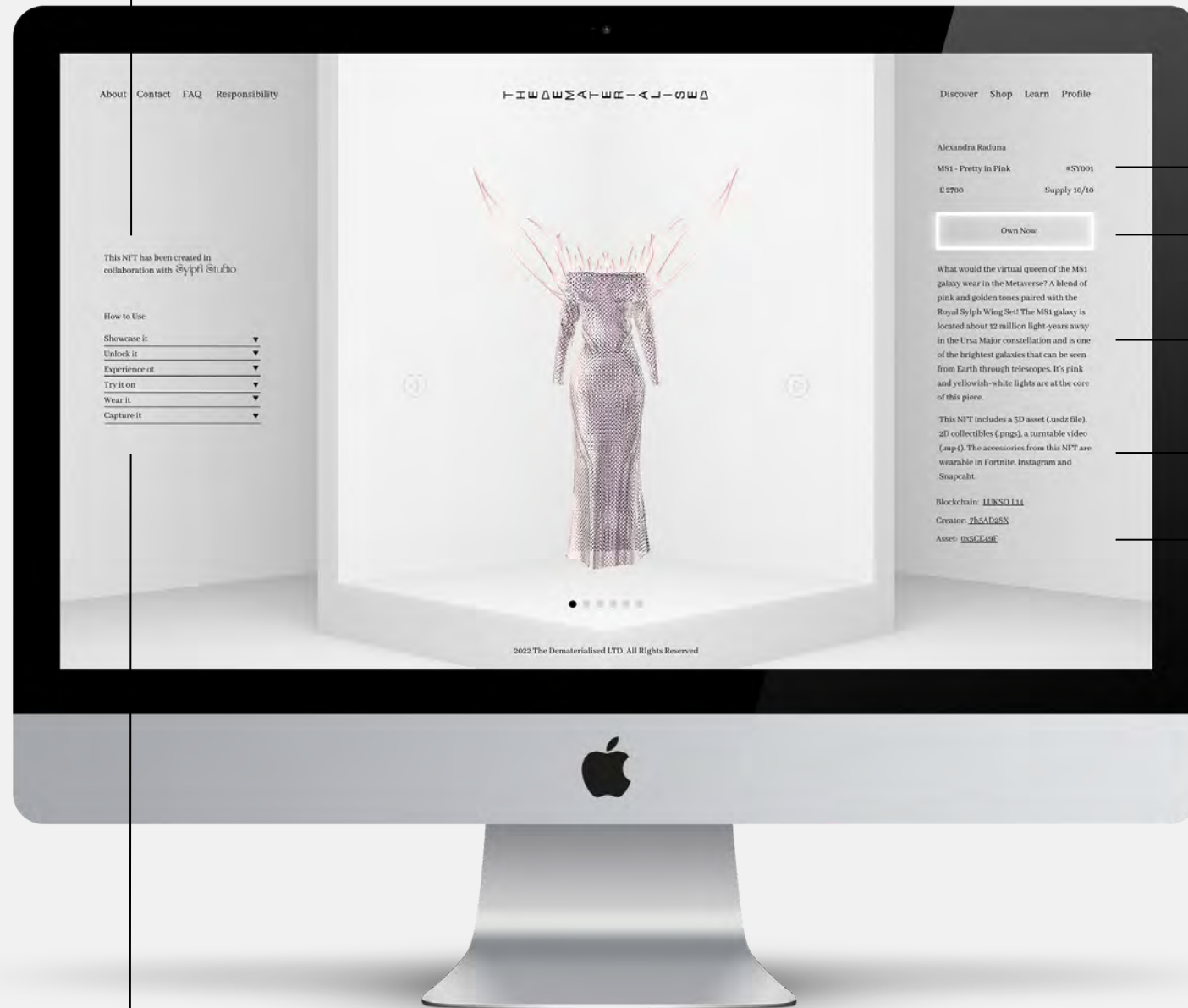
Creator & NFT Information

Buy

NFT Description

Receivable assets & Interoperability

Blockchain

Information on how to use

"We operate on the LUKSO blockchain, which uses Proof of Stake consensus instead of Proof of Work. This means that our NFTs are approx. 99% less energy-intensive and therefore have a lower carbon footprint." - The Dematerialised

7.1.5 Sylph Studio Platform

Please consider watching the Visual Outcome
of Sylph Studio to see the platform in motion.

7.2 Price

Baby Sylph

Free

Tapping into the "Science of Free Samples" retail trend, with each collection, the Studio will release a "tester" product which will bring more traffic to the platform. Consumers will have the Basic Sylph features available to them to customize the item. It will be limited to 50 requests to not overload employees. Item will be branded with the Sylph Studio Logo. The only Wing Set available will be the Baby Sylph Wing Set.

Sylph - Basic

£ 23,50/month

Primary research shows that most (55,4 %) of target consumers are willing to pay between £20 - £30/month for the Sylph Studio Platform while (30,4 %) are willing to pay between £10 - £20/month. The competitive price of 23,50/month will be appealing to both while minimizing loss. For available features please check section 7.1 Product.

Sylph - Pro

£ 39.99/month

Primary research shows that 14,3 % of target consumers are willing to pay between £30 - £40/month for the Sylph Studio Platform. However, the Pro version is targeted towards consumers who want to monetize the digital assets available to them, therefore the price is justifiable as an investment. For available features please check section 7.1 Product.

Infinity Sylph

NFT access only

Lifetime access to the Sylph Studio Platform with Pro features. Can only be redeemed through purchasing a Sylph Character NFT. Please check section 7.3 NFT early access.

7.3. Promotion

7.3.1 Brand Logo

∞

Sylph Studio

Infinity symbol - signifies the endless number of customization possibilities available on the Sylph Studio Platform.

7.3.2 Brand Typography

Aa —————————————————————————————

TAN The Whistling

AA —————————————————————————————

CINZEL DECORATIVE

Aa —————————————————————————————

Abhaya Libre Regular

Aa

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Use - Logo & Promotional media

AA
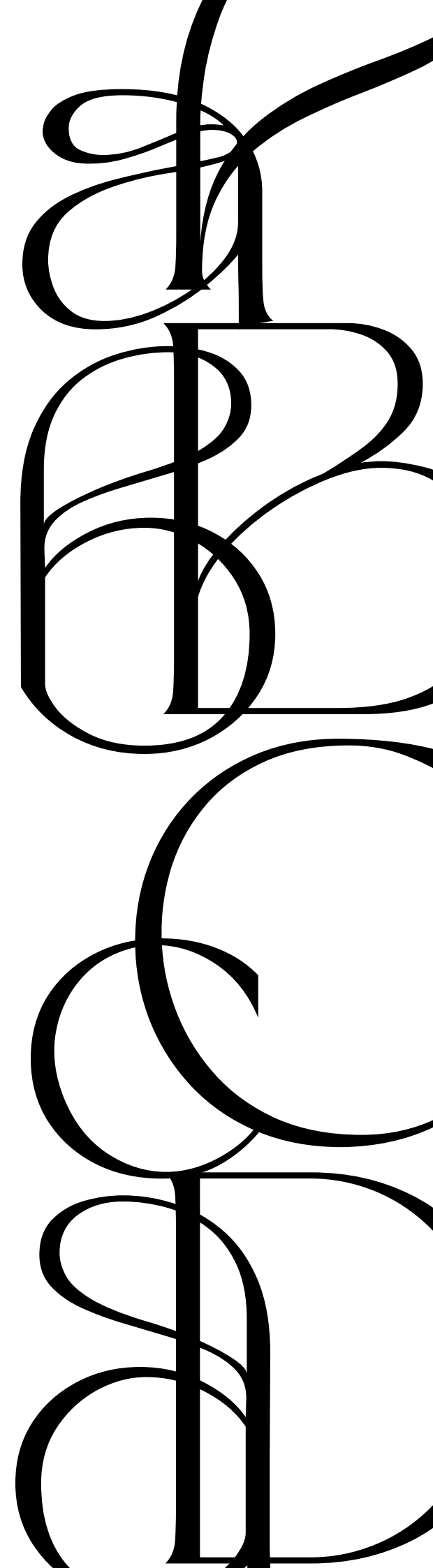
CINZEL DECORATIVE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Use - Sylph Studio Platform & Promotional media

Aa

——— Abhaya Libre Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

————————————————————————————————

Use - Sylph Studio corporate media
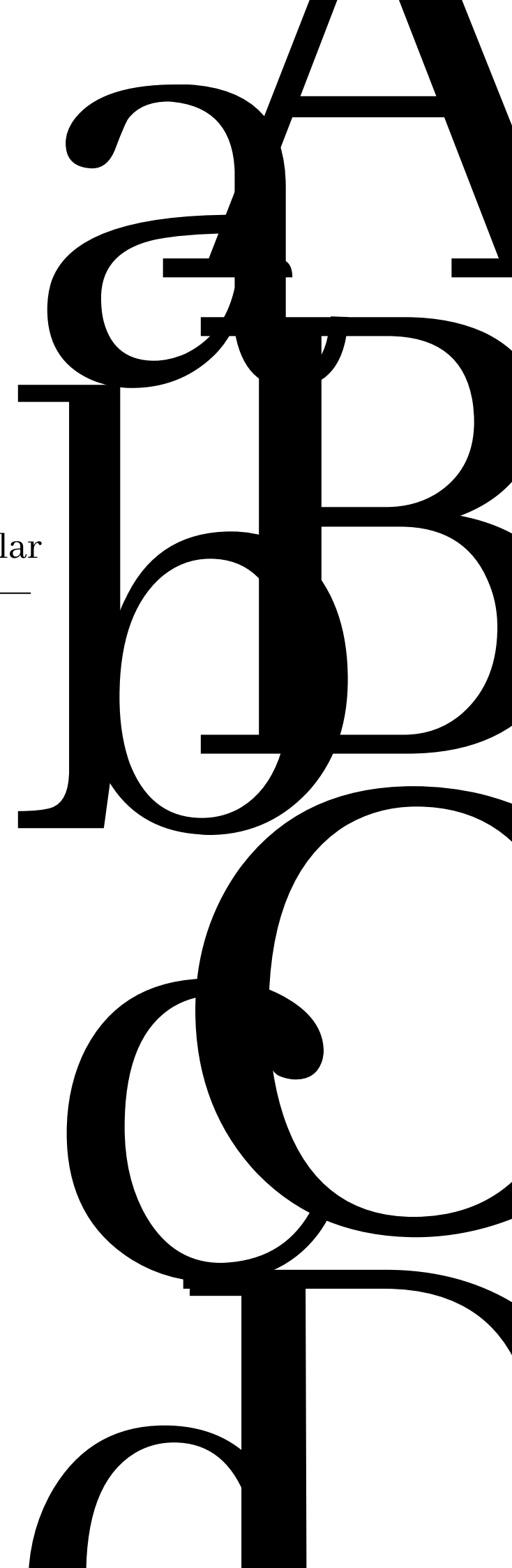
7.3.4 Marketing Strategy

AIDA Model - Promotion & Persuasion

Instagram

TikTok

Snapchat

Discord

Attention - Promote the platform through digital & modern marketing tools - social media , AR OOH, In-game OOH

Interest - building hype through Sylph Character NFT's for gaining early & unlimited access

Desire - See what all the buzz is about - Promote free "tester" products

Action - Links, App recommendations, notifications

Sylph Studio will use a wide range of social media platforms to reach target consumers.

Sylph Studio will use the AIDA model for promotion & persuasion tactics to gain subscriptions.

7.3.4 Marketing Strategy

Paid, Earned, Owned Media

Paid - Virtual influencers, billboards, App store marketing, social media marketing

Earned - collaborations (In-game OOH), Press

Owned - Social media, In-app marketing , website

Sylph Studio will organize and execute our integrated marketing plan using the paid, earned, and owned media framework to reach our AIDA model promotion & persuasion tactics.

Instagram

Owned Media

100% of primary survey respondents say Instagram is their preferred social media platform for discovering brands
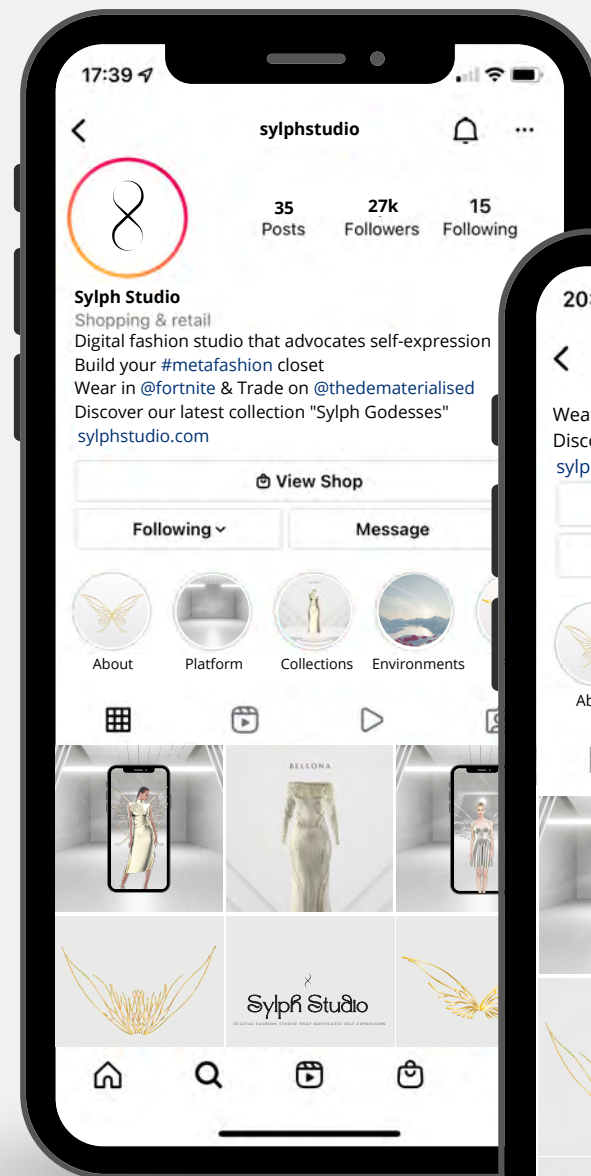
Bio focused on highlighting USP & key partners - emphasizing the multi-utility aspect of the business.

Instagram will act as a business card, showcasing our core aesthetic & features.
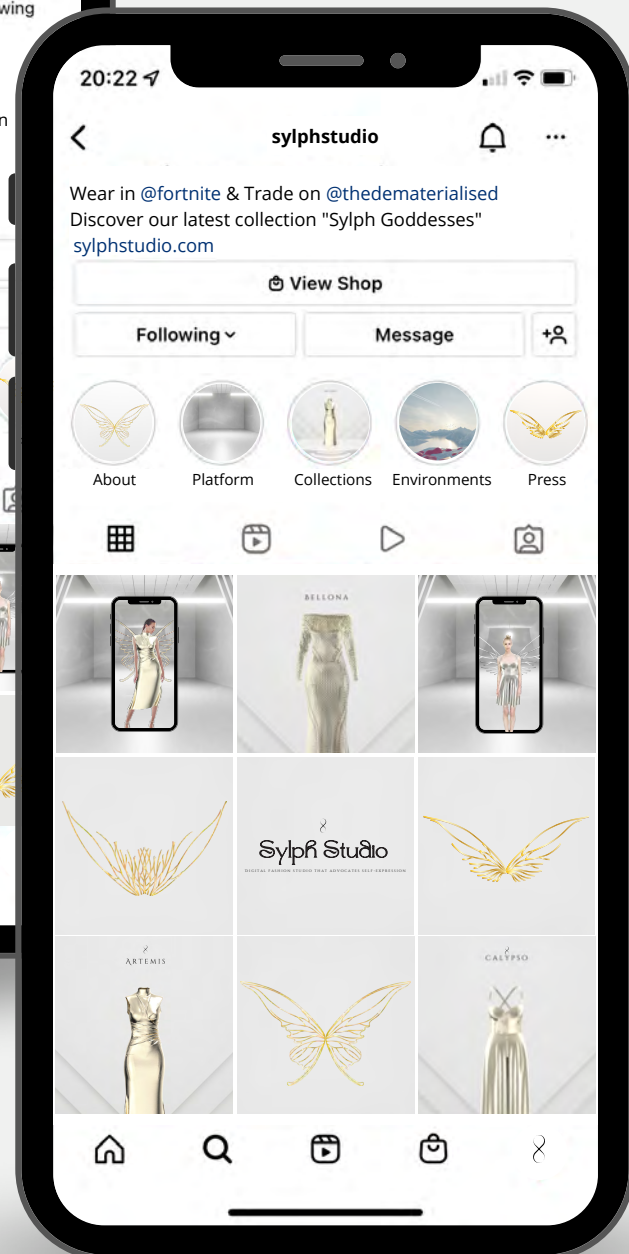
Grid post revealing the Artemis garment in the Customization Space.
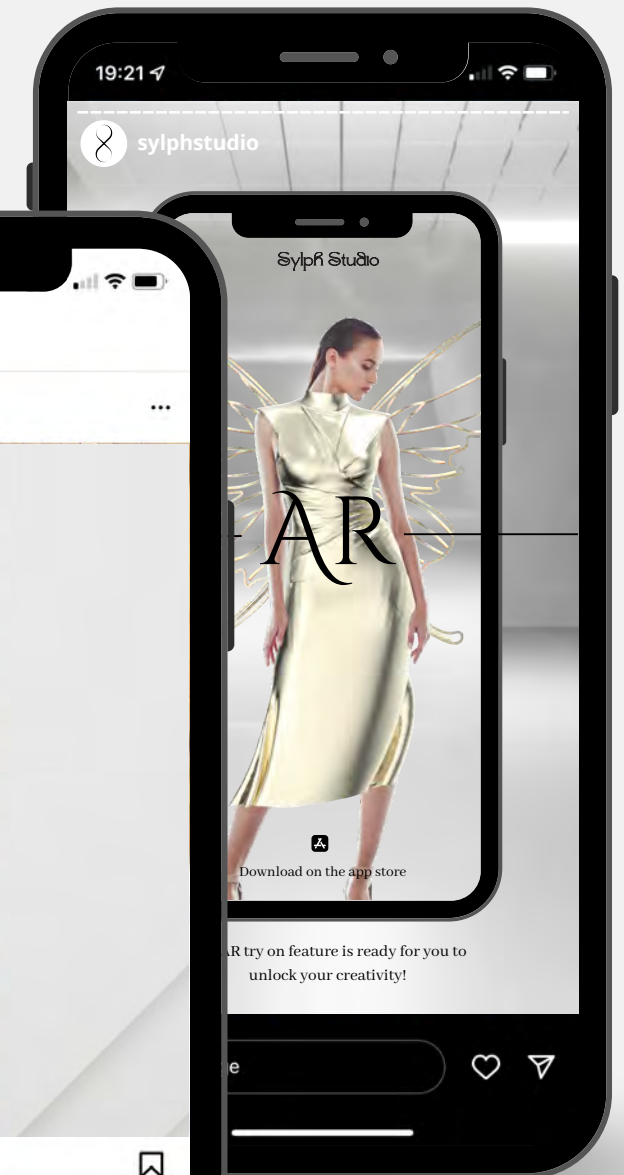
Story showing the AR try-on feature.

Instagram

Owned Media

NFT Early Access - Infinity Sylph
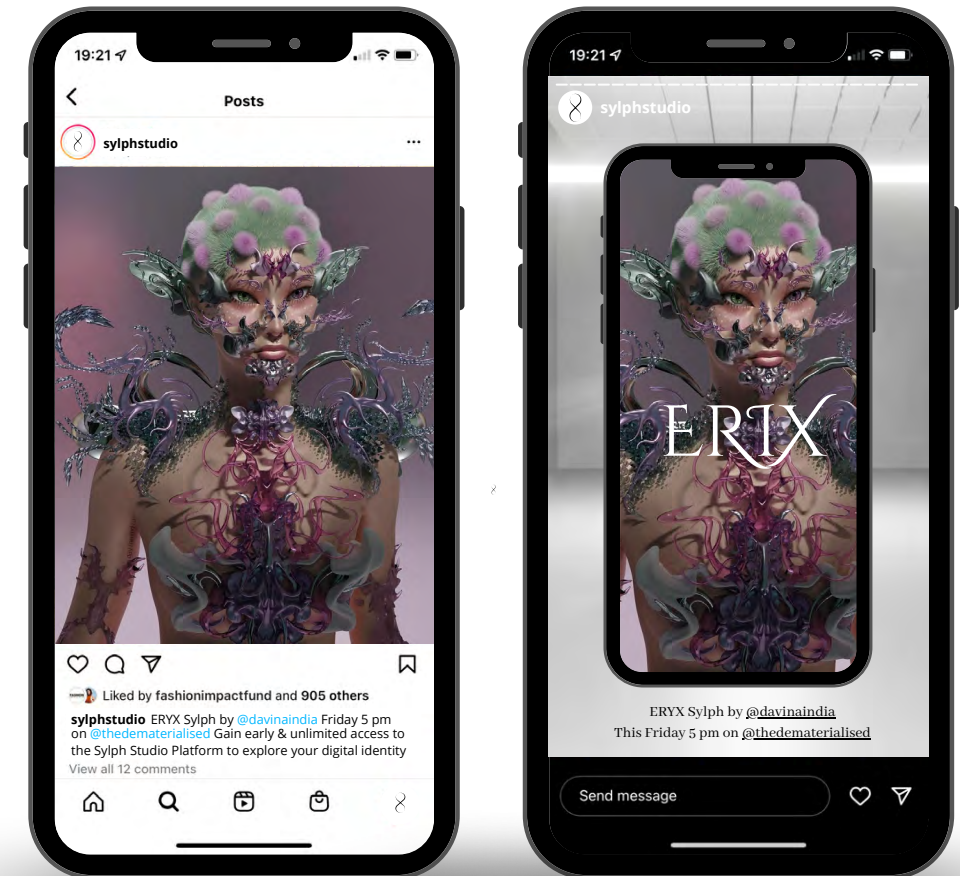
Sylph Studio wishes to build a community of web 3 enthusiasts. In order to do so, we will develop a Sylph Character Series.

Every 6 months the studio will collaborate with a different 3D artist to add to the series.

The Brief - Sylph - an imaginary spirit of the air. Each artist will have the freedom to create Characters in their own vision. The goal is to create a "collectibles" feel.

For the first drop, the studio is collaborating with 3D designer Davina India to release 2 Sylph Characters - Erix & Kiwa.

Instagram

Owned Media

NFT Early Access - Infinity Sylph
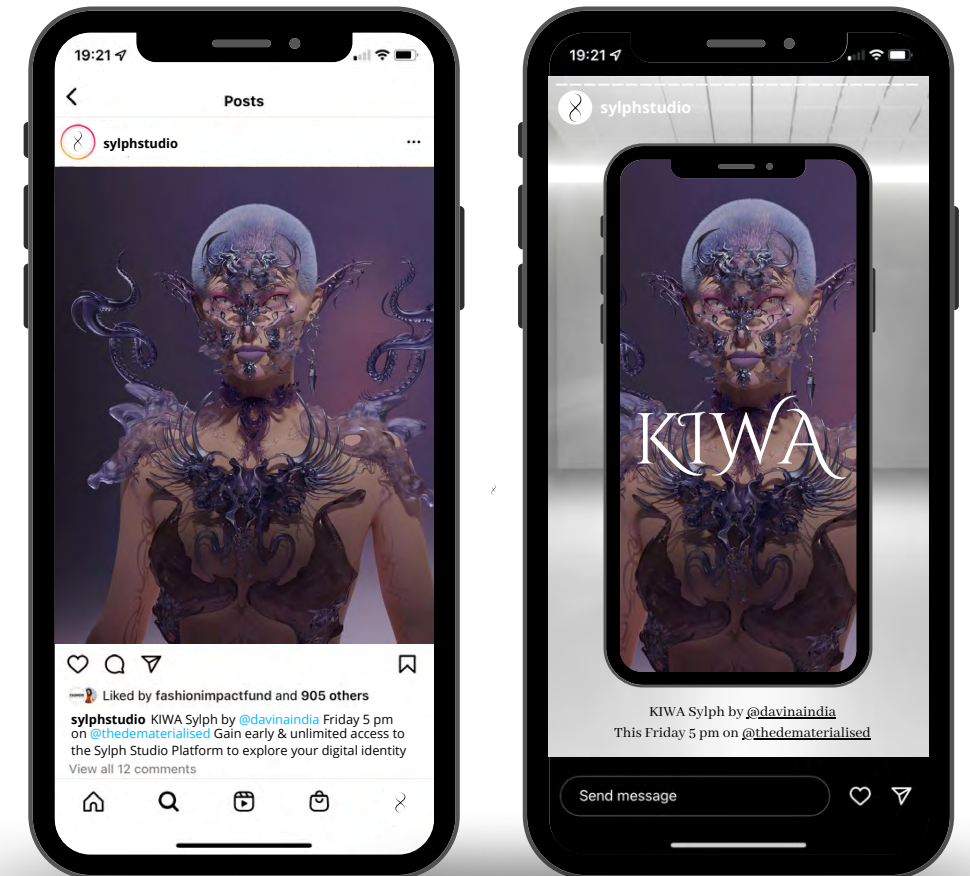
The Sylph Characters will be sold as NFT's on The Dematerialised to kick-start the collaboration with the marketplace. There will be only 5 copies of each to promote exclusivity.

The Campaign is meant to create buzz within the digital fashion community and gain media coverage to promote the launch of the Sylph Studio Platform.

NFT owners will become Infinity Sylph members and gain early & unlimited access to the Sylph Studio Platform in the Pro version.

The NFT collaboration will be promoted mainly on Instagram & Discord.

Virtual Influence

Paid Media

The influencer industry is expanding, with a projected increase to $15 billion by 2022. (Insider Intelligence, 2021)

Focus will be on promoting the Wing Sets in different colors and directing consumers to the Sylph Studio social media where they can discover the platform.
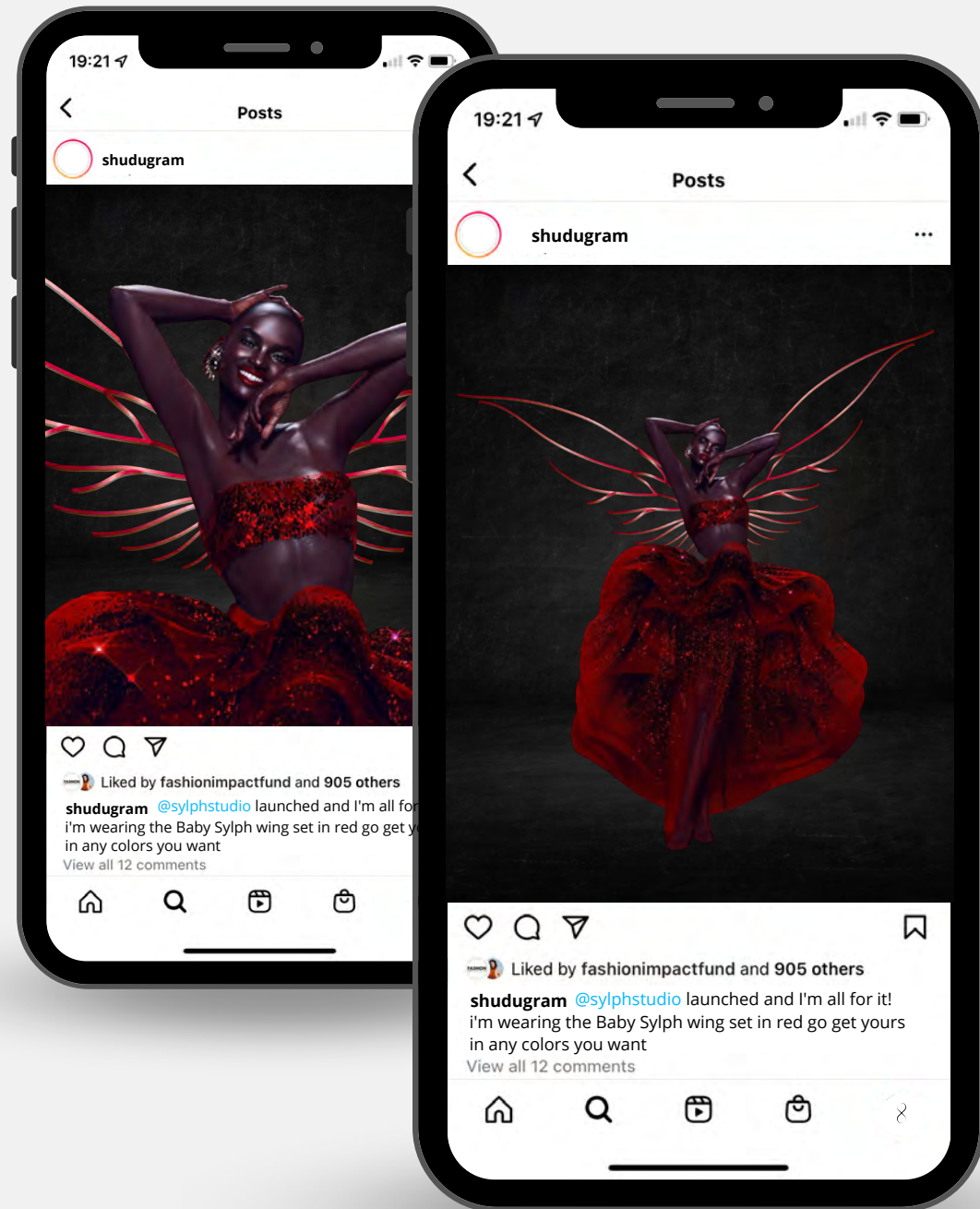
@shudugram - the first virtual fashion supermodel

targeted category - fashion
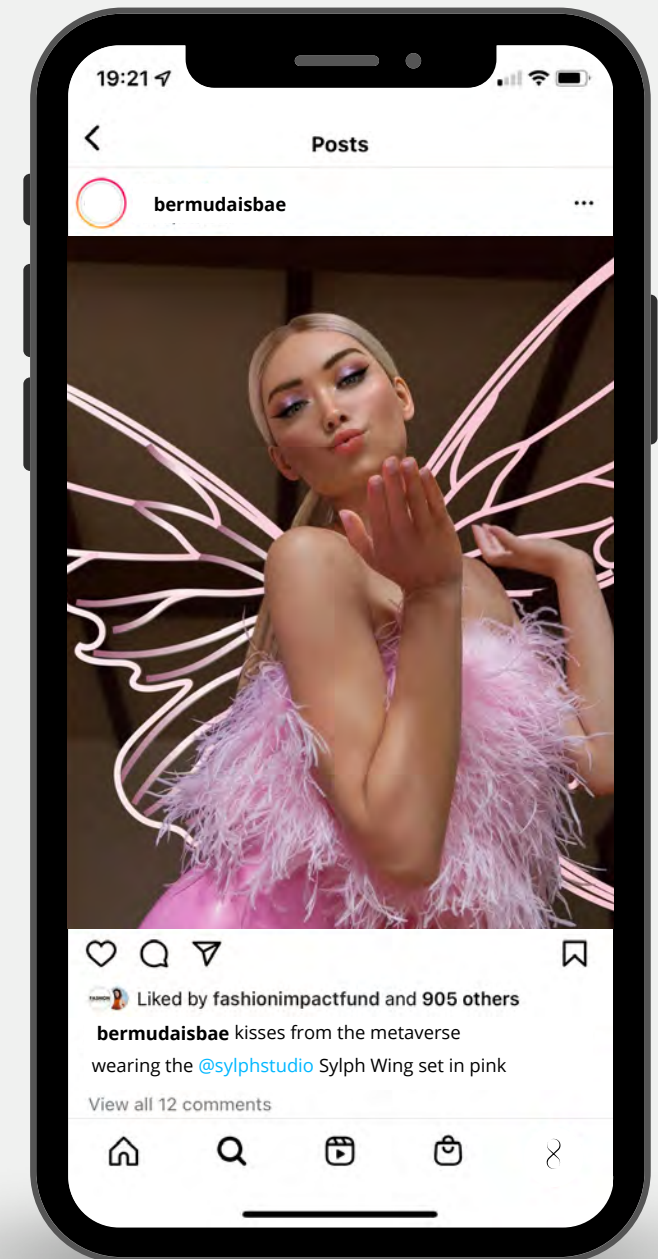
@bermudaisbae - virtual influencer

targeted category - lifestyle

TikTok & Snapchat

Owned Media

#digitalfashion has 99.5 M views

Content will be adapted to target demographic
- Gen Z & Gen Viz

Focus on colorful visuals
Before & after
How to use
Making of
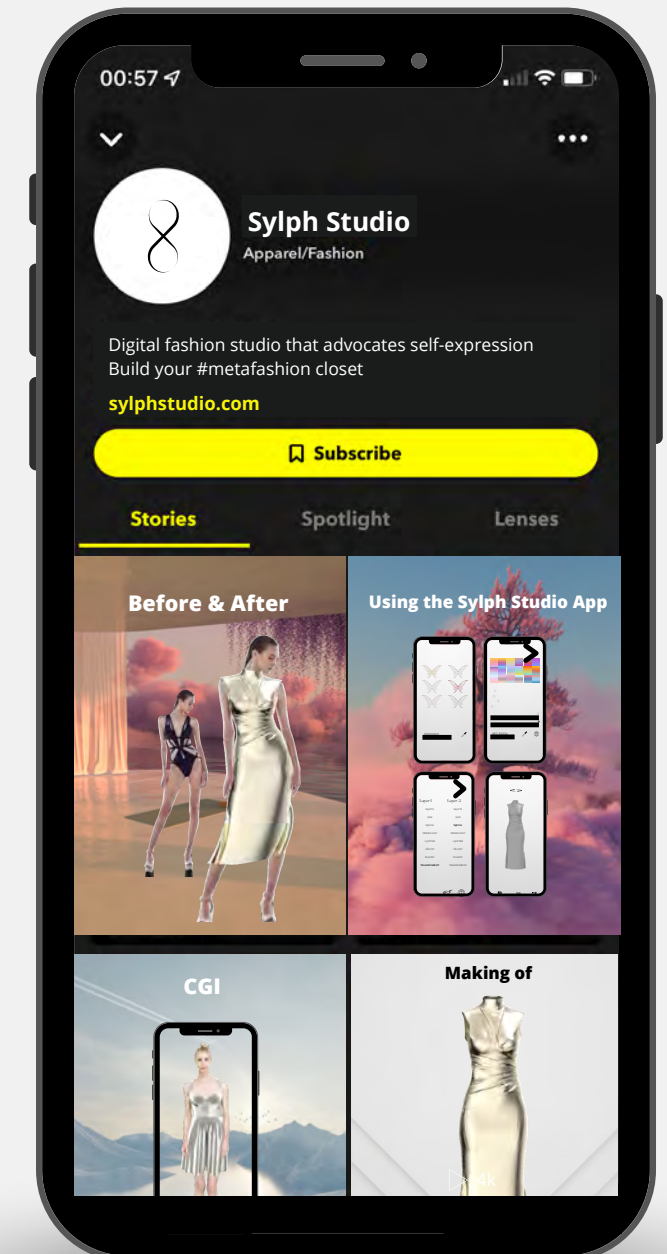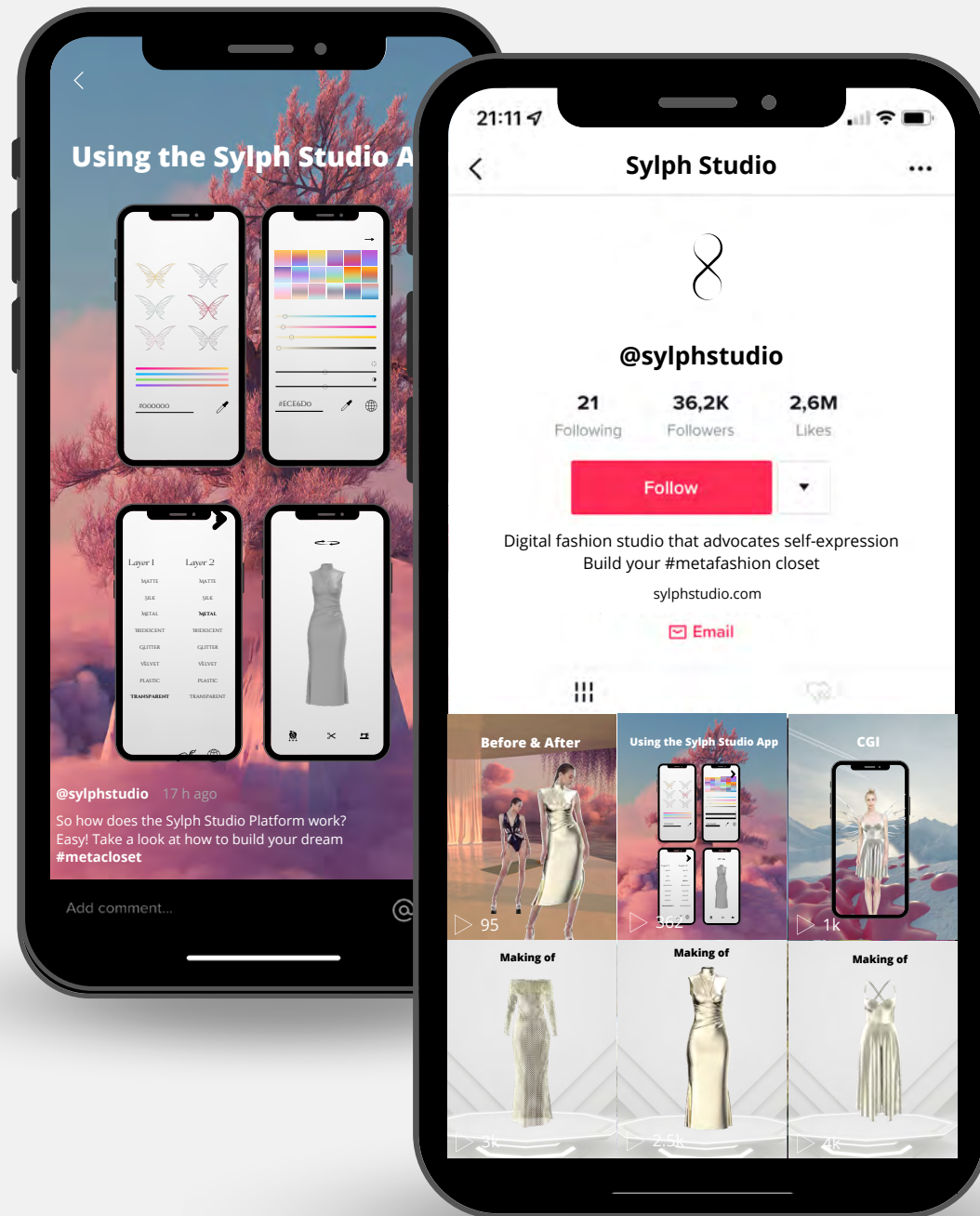
39,3% of primary survey respondents say TikTok is their
preferred social media platform for entertainment & learning.

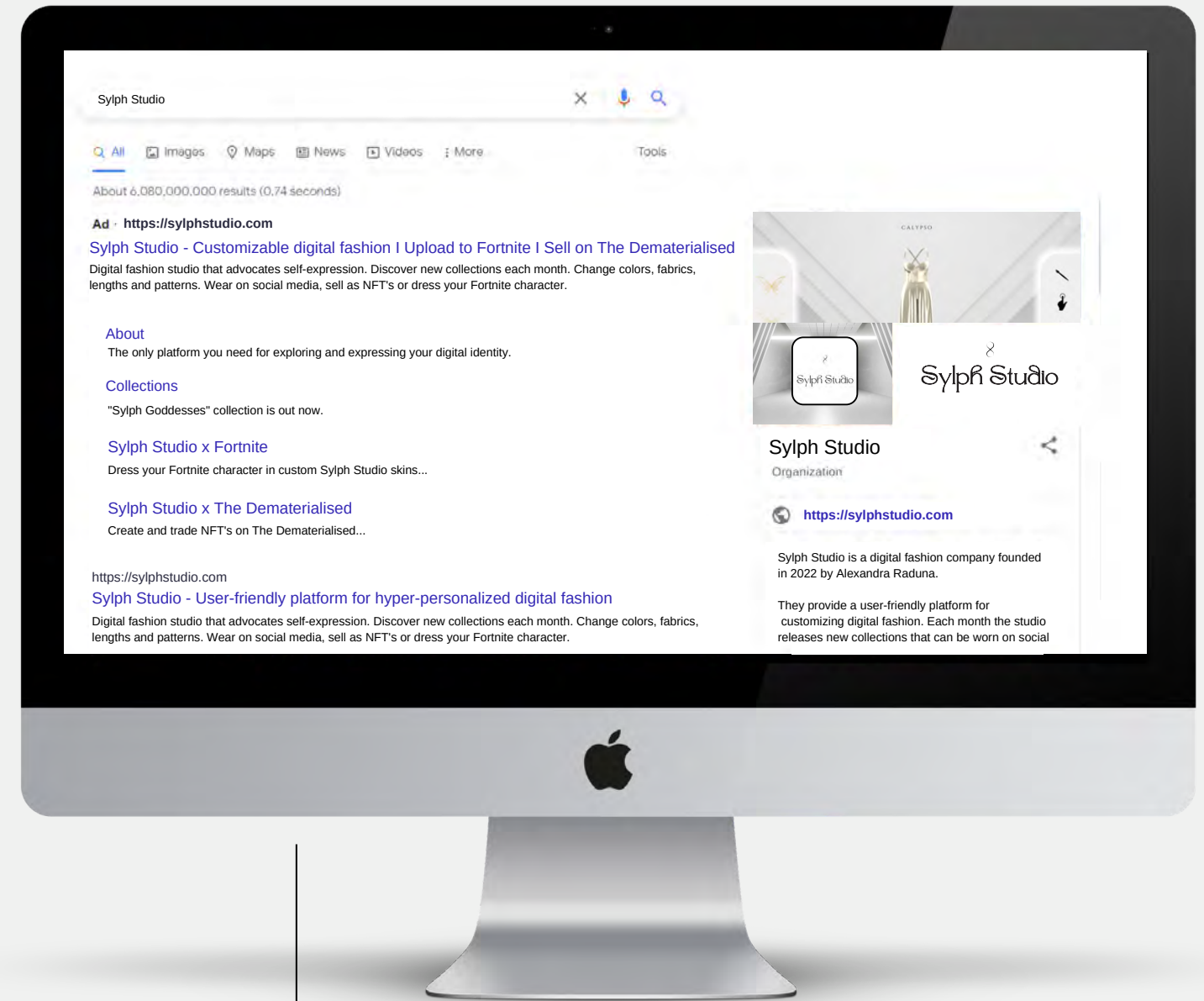16,1 % of primary survey respondents use Snapchat every day.

7.3.5 App & Website Ads & SEO

Paid & Owned Media

"Some of the most successful techniques to promote app downloads include app store promotion and optimization." (Google, 2020)
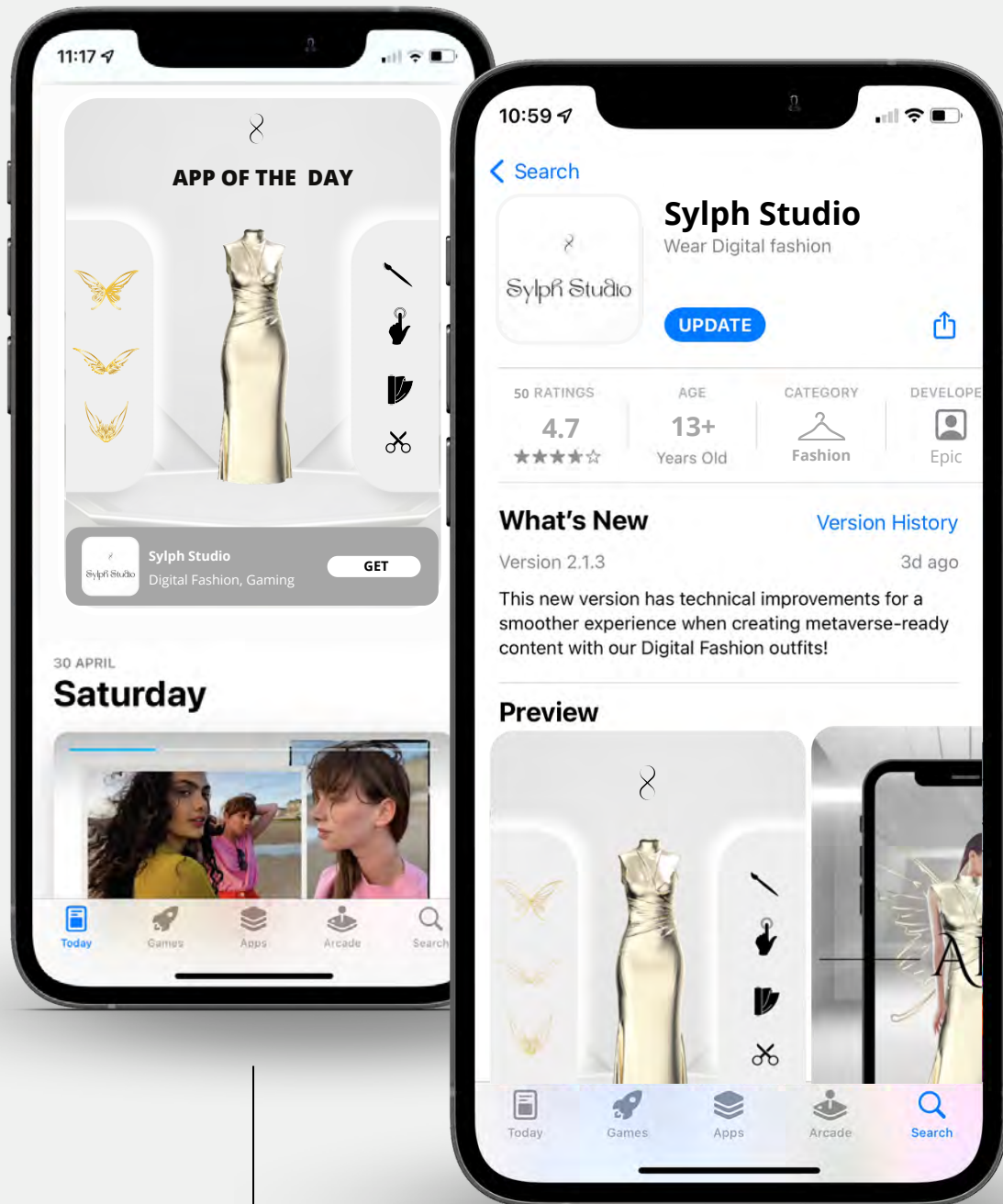
App promotion will be using keywords such as fashion and gaming. Epic Games appears as app developer.

The website of Sylph Studio appears in both sponsored and organic search results. Keywords such as digital fashion and self-expression are used in the link title and meta descriptions.
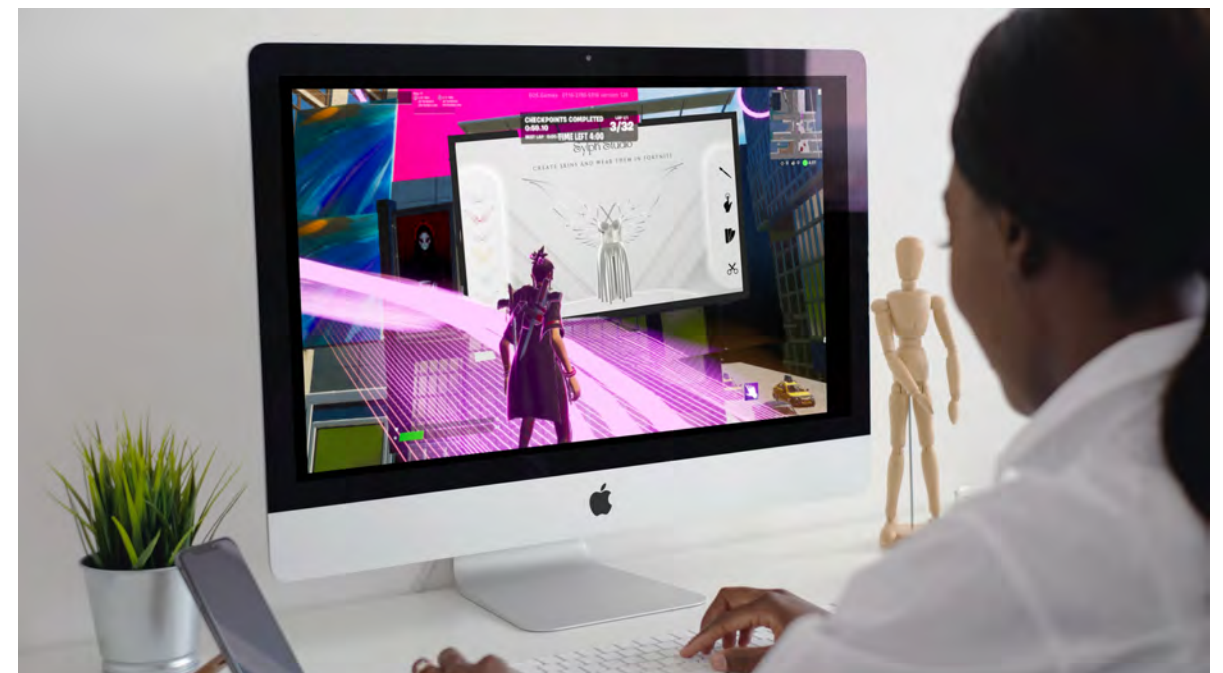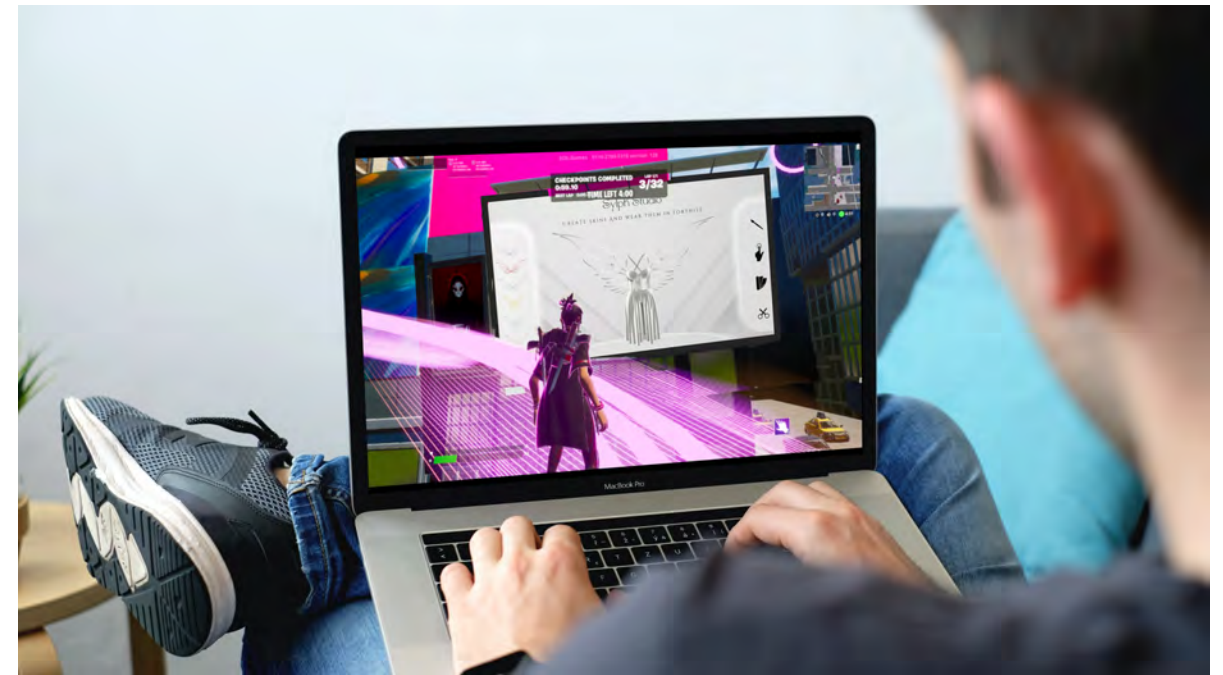
7.3.6 In-game OOH

Gained Media

Sylph Studio will be promoted in Fortnite with emphasis that the items can be customized & uploaded to the game.

"Fortnite is one of the world's largest games with over 350 million accounts" (Epic Games, 2022)
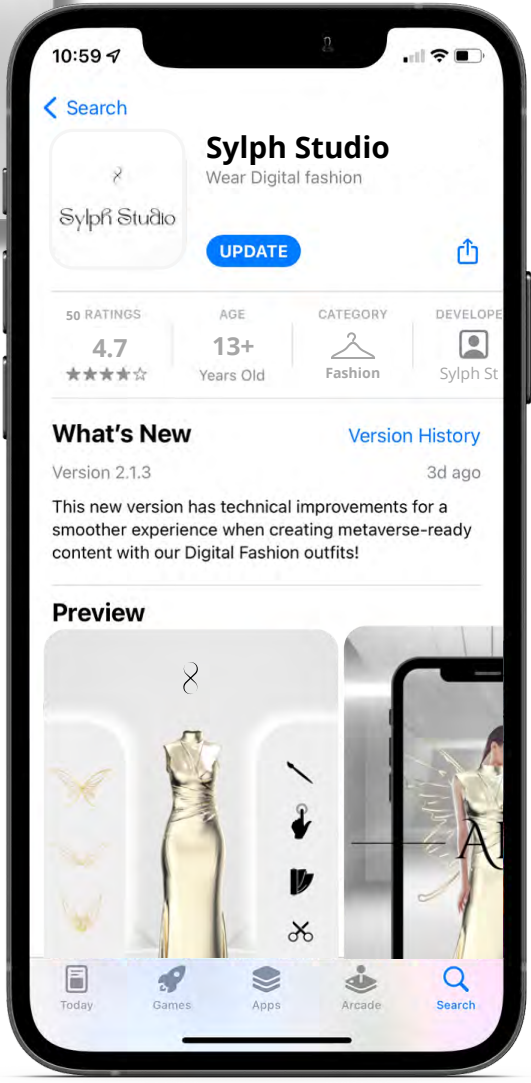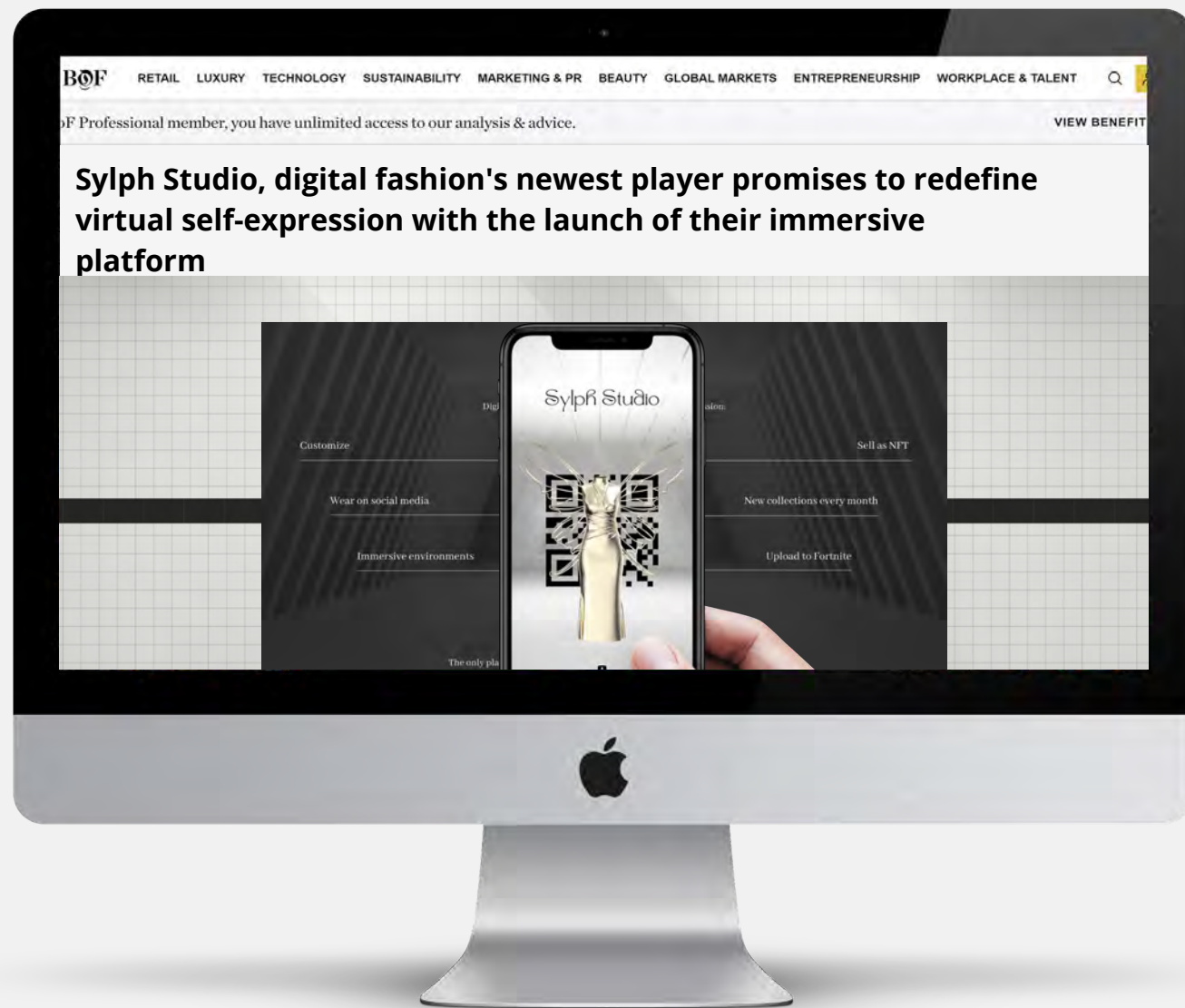
7.3.7 OOH & AR

Paid Media

Focus on downloading the App.

7.3.8 Press

Earned Media

As part of our Interest building tactics, Sylph Studio will be pitching stories to key media outlets popular among Gen Z's & Millennials within the Innovators & Early Adopters curve.

Business of Fashion

Dazed

7.4 Place

Sylph Studio App

www.sylphstudio.com

contact@sylphstudio.com

@sylphstudio

With Sylph Studio being an online platform, access to full features will require connection to the internet. To ensure a seamless user experience Sylph Studio will be available on a wide range of online channels & platforms.

Sylph Studio

We look forward to virtually dressing you.