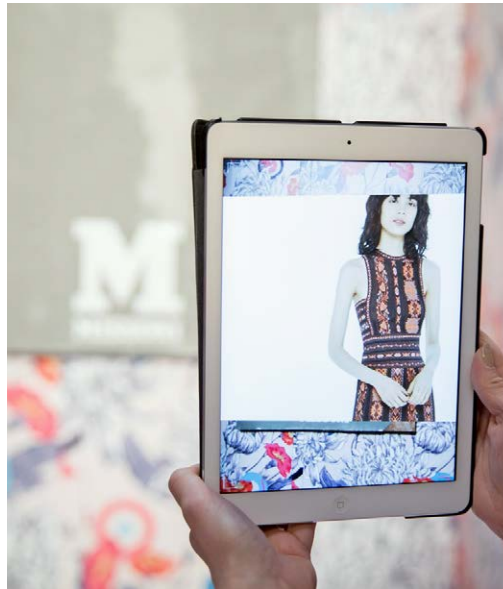


# THE COTERIE EXPERIENCE

The acclaimed New York-based trade show **Coterie** has introduced a new format called 'The Coterie Experience'. Conceived by the show's VP Danielle Licata and Valentino Vettori, an industry veteran and former creative director of **Century 21**, this was an interactive installation weaving together fashion and cutting-edge technology.

Licata commented: "This installation is meant to inspire creativity in those walking the Coterie floor by showcasing how retail can merge technology, experience and fashion, exposing consumers to a more compelling in-store journey".

The pavilion, much like a shop-in-a-trade-show, hosted emerging and established brands that had the chance to tell their stories through augmented reality technology. The Coterie Experience app used such technology to trigger pre-coded data points that brought up pre-loaded collateral provided by the brands, in a process similar to the facial recognition feature on an iPhone. Visitors were equipped with

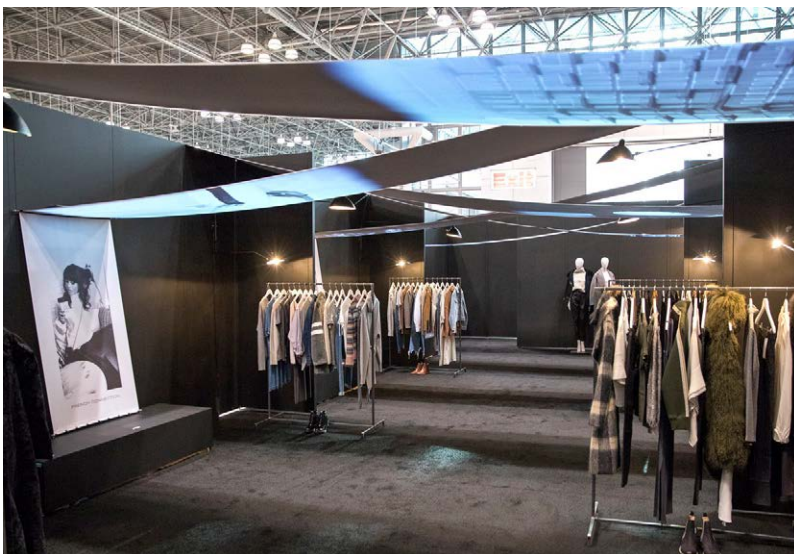


iPads, enabling them to scan pictures on the pavilion's walls. When scanned, the pre-coded images would bring up a variety of lookbooks, videos, single garments or even 360° tours of the brand's stores on the iPads.

Vettori, who partnered with technology firm **EDGE DNA** for this event, said: "I believe in retail and physical spaces, but not in how stores are designed and operated today... The bricks-and-mortar industry is tired – we need to shake it up. Brands need to rethink their store layouts where products are no longer the primary focus. What was defined as 'lifestyle' yesterday should become 'storytelling' tomorrow... Racks of garments and shelves full of goods should make space for experiential environments. It is no longer about visual merchandising; it's about emotional storytelling." Vettori believes that this technology will help stores keep their DNA but enable them to upgrade their potential, causing a retail revolution.

[www.ubmfashion.com/shows/coterie](http://www.ubmfashion.com/shows/coterie)

[www.edgedna.com](http://www.edgedna.com)



This special 50th issue of WeAr is a tribute to the past and a sneak peek into the future. Together with Valentino Vettori we have created a first impression of how you might experience WeAr in the next 50 issues. If you download the **WeAr Experience App** from the Apple store and point your iPhone or iPad to the cover of this issue you will see a statement from our publisher. And there is more: try the same with each of the images on this page and experience the fashion magazine of the future.

If you have any comments or questions our team is happy to assist: [info@wear-magazine.com](mailto:info@wear-magazine.com)  
Enjoy!