

The 3D to Orders Guide:

Make it easier for buyers to say YES to your 3D design

The big promise

Would you like buyers to place orders without having to make physical samples first?

Are you already designing and selling with 3D but struggling to get buyers to accept your 3D designs?

If you answered yes to either then this guide will be of interest to you.

In this resource, we are going to show you how 3D designers, digital transformation teams and Innovation Directors can **make it easier for buyers to say “yes” to your 3D design** by **going from 3D designs to selling with your real-life models in less than 24 hours**.

Here is what we are going to look at...

1. How to bring back **context** to your 3D design
2. How to reintroduce **emotion** into your 3D design in under 24 hours
3. How to maximise the **aspiration** of your 3D design
4. How to **sell** directly from 3D **without physical samples**

How to bring back **context** to your 3D design

As a user of apparel 3D design software you have traditionally had two main ways of presenting your designs.

The first and most commonly used way is a 'ghost' render without the avatar.



These are great for getting an overall sense of the design and are quite easy to create directly from the 3D design software. But there is a challenge.

When buyers see 'ghost' renders, their minds are also trying to work out:

"How will the design actually sit on a person's body when worn in real-life?"

Instead of making a quick "yes" or "no" decision on the design, their mind has to resolve questions such as...

How long are the leggings?

Is there a gap in between the hem of the leggings and the ankles or do they strike the ankles?

And what about print scale and placement?



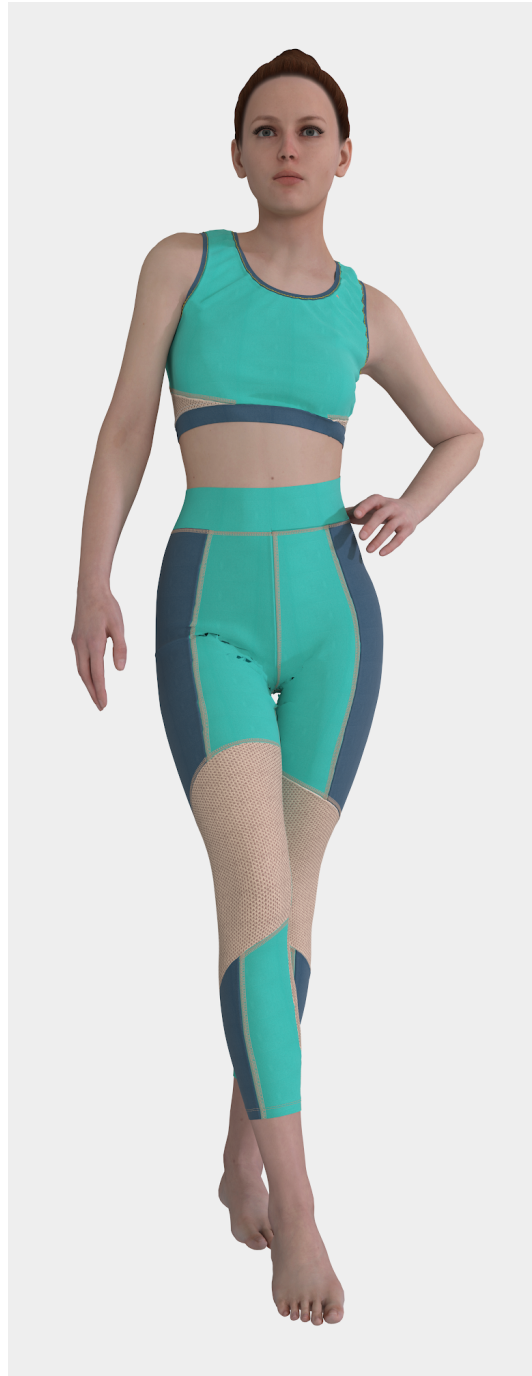
Are buyers able to work out if they will be happy with the print when worn by a person?

Might they consider it to be too big?

Every time a buyer has to resolve mental questions like this, they are one step further away from picturing your design in their selection for next season.

This means they are one step away from placing an order.

So the first way of presenting your 3D garments - 'Ghost' renders - often lacks the **context** which buyers need before they feel comfortable saying yes to your 3D design. The second way of presenting your 3D designs reintroduces some **context** by showing them on a digital avatar.

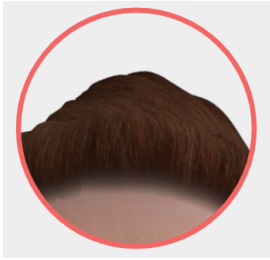


The avatar helps overcome several of the previous 'ghost' challenges. Your buyers can now see for certain that there is a gap between the leggings hem and the ankles. But it does introduce a new set of challenges which are best illustrated with some questions:

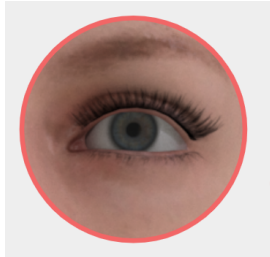
What first caught your attention in the above image?

How great the 3D design looks?

Or concerns about how the digital avatar looks?



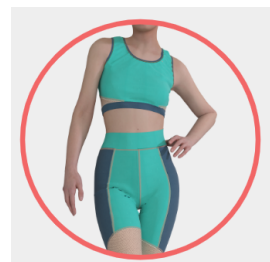
Perhaps your eye was drawn to the avatar's hair not looking real?



Or something not quite right about the eyes?



Possibly some question marks about the hands?



Or was the stiff and unnatural pose the focus of your attention?

These types of initial thoughts occur amongst everyone who is unfamiliar with 3D. And buyers are nearly always unfamiliar with 3D design software.

If you've ever used digital avatars to market or sell to buyers, you will probably be all too familiar with many of these concerns too.

Have you heard any of these comments from buyers? If so, you've already had first-hand experience of how easily buyers get distracted.

Instead of making a quick decision on the design the buyers' mind becomes distracted by the uncanny aspects of the avatar.

Why is this bad?

An analogy might help answer this.

Imagine seeing a typo on the first slide of a presentation.

Does the typo undermine your trust and confidence in the rest of the presentation?

If you answered yes then you already know why buyers initially getting distracted by the avatar is a bad thing.

Anything uncanny creates doubt and undermines confidence in your design from the outset.

This means that you are already on the back foot when trying to sell your design to buyers. When the avatar becomes the focal point, your buyers' attention is no longer on the garment and it adds a barrier to them being able to appreciate your great design.

The impact of getting distracted by uncanny avatars can also be far worse than simply missing out on a quick decision from your buyers.

Think about how much money you invested into your 3D design software. Now think about how much time your team spent learning how to use this very specialist software? And then think about how much effort your team put into creating the highly detailed and intricate 3D designs on the software.

Finally imagine being the 3D designer at a presentation and discovering that the buyers refuse to engage with your 3D designs because "the avatar looks weird?"

How demoralising will it be for your team to learn that all of their hard work was dismissed because of an avatar?

You can probably imagine what the implications of these types of reactions are for your 3D implementation.

So what can you do to ensure your buyers' focal point remains on your clothing design? How do you stop them getting distracted by 'ghost' renders and uncanny avatars?

Thankfully technology has moved on and can help us. Plugins for 3D design software like Browzwear now mean you can go one step further than a digital avatar. Instead you can simulate and show your 3D designs on real-life, professional models in less than 24 hours.

How to reintroduce **emotion** into your 3D design in under 24 hours

Compare the three images below of the same 3D design.

Which image do you feel does a better job of conveying the **emotion** of the 3D design?

1. The 'ghost' render?
2. The render on a computer generated avatar?
3. The render on a real-life, professional model?



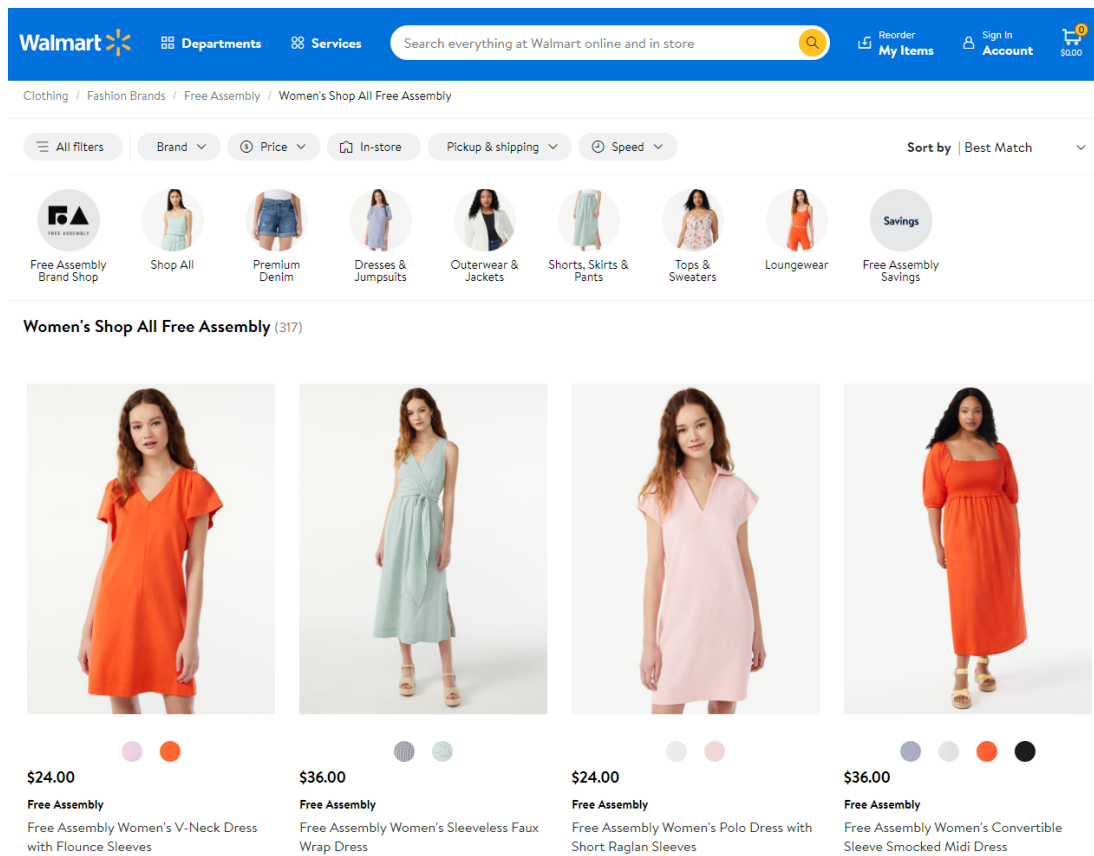
Below are some additional examples from a [live webinar](#) which Lisa Eriksson from Browzwear gave.



Which of these images do you think will increase the likelihood of buyers saying “yes” to placing an order?

Which of these images do you think will minimise the chances of buyers requesting a physical sample before saying “yes” to the purchase?

When apparel brands sell clothes to consumers online, they typically photograph their products on real-life, professional models. This is even true for brands selling low priced products such as Walmart.



Using real-life models reintroduces **emotion** into the products and makes them come alive. Instead of the products coming across as static and dull, they become dynamic and inspiring.

By reintroducing **emotion** into your 3D designs with real-life models, you can present 3D in a way that keeps stakeholders excited about your designs.

This ability to show 3D garments on real-life models has only emerged relatively recently. The starting point was taking an accurate 3D scan of the real-life model using a physical booth scanner. After a model photoshoot, the pose that the real-life model was photographed in is recreated in 3D and applied to the 3D scan. This combination generates a 3D digital scanatar twin which matches the size, shape and pose that the model was photographed in. Once these models' 3D scanatars are imported, you can simulate your 3D designs accurately on the real-life models inside of the 3D design software like Browzwear and CLO thanks to their detailed physics simulation. The final step is to generate a high quality, photorealistic render of your 3D design which is then

composited with the photograph of the real-life model. This capability allows apparel 3D users to go from design to selling with real-life models in under 24 hours.

Metail has been using this approach to digitise a library of real-life professional models since 2019. Browzwear's Open Platform architecture then enabled us to make these models easily and widely available via a plugin created for Browzwear customers. The result is that VStitcher users can go from creating a 3D design one day to then having images on professional, fully licensed models wearing their 3D design on the next day.

How to maximise the **aspiration** of your 3D design

Whilst the ability to show 3D designs on real-life models was a large step forward, it is not necessarily sufficient due to how apparel brands actually sell to their customers...

“Apparel brands are not simply selling clothes to their customers.

They are selling a lifestyle which their customers aspire to have”

This is why Creative Directors and Brand Directors at apparel brands have such an important role in their company. They are charged with helping the brand move beyond simply selling clothes to showing how their brand sells a lifestyle.

It is also one of the reasons why these creative and brand stakeholders choose to invest a lot of time, money and effort into finding the right professional models to showcase their products on. The type of models selected is key to aligning with the lifestyle which the brand wants to portray.

The result is that creative and brand stakeholders will want to see their choice of real-life models in your 3D designs.

Thankfully rapid advancements in machine learning and computer vision have come to the aid. Machine learning-based mobile scanning apps can now create an accurate 3D representation of a person's body from just two photos and with the same consistency as physical booth scanners. During a photoshoot, three regular cameras are all it takes to let computer vision automatically detect the pose a model is standing in when photographed. With these technology improvements, creating 3D digital scanatar twins

of real-life models no longer requires an expert team to conduct a special photoshoot. Instead any existing photography team is now able to capture the inputs required to digitise the brand's existing choice of models at the end of a regular photoshoot.

It is these technology improvements which hold the key to enabling your real-life models to show your designs in less than 24 hours.

By getting your key real-life models photographed in advance, you will have them available 24/7 in your own library and ready to use whenever you want them to showcase your 3D designs.

Imagine being able to chop and change designs on your brand's models all day long and whenever you need.

What would it enable your company to do?

These technologies won't replace traditional photoshoots completely as the combination of real-life models, photographers and stylists still create the most evocative imagery. However, these technologies do enable designers to avoid having to wait weeks or months for physical samples to be made, models to be booked, photoshoots conducted, images retouched etc.

But the technologies do give designers the option to have their brand's real-life models showcase their 3D designs in less than 24 hours and sell the lifestyle which the brand wants to portray.

How to sell directly from 3D without physical samples

Who here has ever spent lots of time creating very accurate and attractive 3D designs for a presentation to buyers?

And then who has then experienced the pain of discovering that the buyers refused to engage with the 3D designs and instead insisted upon seeing physical samples?

If you answered yes, you are not alone.

Sometimes it might feel like buyers will never trust 3D garments and will always insist upon seeing physical garments instead.

But the good news is that often it's not your work which is preventing buyers from trusting your 3D garments. Instead it's often human psychology. Seeing designs on something that looks kind of life-like but also definitely not life-like creates doubts in the minds of buyers.

“What will the design actually look like when worn by a real person?”

“I know the avatar isn't real. How can I be certain that the physical product we get will be the same as the 3D design?”

For technical professionals, the avatars that come out of the box with the 3D software are great for checking if the design looks and fits as intended. But they are not suitable for creating compelling marketing assets to sell with. And they are also not great if you're hoping to help buyers because you're asking buyers to do two things:

1. make a decision on a design
2. overcome a distraction at the same time

The morale of the story? If you are hoping to sell directly from 3D without physical samples, do not use uncanny avatars as it will undermine trust in your garment.

Thankfully, there is also another reason for hope when it comes to selling directly from 3D without physical samples...

Who remembers when Yoox and Net-A-Porter were launched in 2000?

At the time, the vast majority of people in the apparel industry believed that consumers would never be willing to buy luxury clothes over the internet as they were not able to physically feel and see the garment first. Given that Yoox Net-A-Porter had sales of over €2 billion per year when acquired by Richemont, I think it's fair to say that these people were proved wrong.

Another reason for hope - ask your buyers if they ever buy clothes from the internet.

A 2021 survey amongst US consumers found that only 6% of respondents were not planning to purchase clothes on the internet. This means there is a very high likelihood that your buyers are already buying some of their own clothes without seeing a physical sample first!

The thing which prompted them to make the purchase was most likely visuals of the clothes on a real-life model that portrayed the lifestyle which they aspire to have. That's why real-life models that match the lifestyle your customers want to be known for hold the key to successfully selling without physical samples.

What do you think will happen if you show your buyers your 3D designs on real-life models?

Real-life models that portray the lifestyle which their brand wants to be known for?

Especially if you can show buyers your 3D designs on a range of real-life models of different sizes and looks but which all show the lifestyle they want to portray...



Instead you have provided them with the confidence to say "yes" to an order directly from your 3D design.

Finally

Enabling more companies to sell clothes directly from 3D without physical samples is a passion of our team at Metail.

It is the reason we selected **EcoShot®** as the name for our solution and plugin for Browzwear. We know that the combination of 3D and real-life models provides a more sustainable way of creating real-life model imagery as it does not require a physical sample to be made or shipped halfway across the world.

It is also the reason we've created a free version of our EcoShot solution to accelerate the use of 3D and get buyers to say "yes" without physical samples.

If you share our vision for a more sustainable fashion industry and want to see how we've helped our apparel clients, [schedule a call with me here](#).



Vikesh Shah

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**GO FROM 3D DESIGNS TO
SELLING WITH YOUR REAL-LIFE MODELS
IN LESS THAN 24 HOURS**

EcoShot® showcasing 3D dress by featuring ltd.