

BRIGHT BMBR

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The Bright Bmbr by Rochambeau, Avery Dennison and EVERYTHING, US



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The Bright Bmbr by Rochambeau, Avery Dennison and EVERYTHING, US

The innovation: Phygital clothing

The instigators: Rochambeau, Avery Dennison and EVERYTHING

The BRIGHT BMBR jacket uses near-field communication (NFC) and quick-response (QR) technology to create a digital identity, enabling owners to access unique experiences and products, as well as the product's manufacturing history.

Proving that the phygital future is not limited to retail, the jacket is a prime example of how manufacturers of physical products can tap into the experience economy.

What this means to your brand

1. Go phygital-first. The BRIGHT BMBR shows how digital-physical crossovers can transform products as well as the way they are sold.
2. Grant access. Use your network of friends and collaborators to offer customers one-of-a-kind experiences.
3. Collect feedback. Weaving smart technology into your apparel opens up unprecedented opportunities to collect data on how and where your products are used.
4. Make it personal. As part of its digital identity, each jacket gives the wearer access to a video that reveals the making process behind it.
5. Create geo quests. Wearers can link the jacket to their smartphone within 500 yards of a New Stand store in New York to obtain exclusive gifts.



The Bright Bmbr app by Rochambeau, Avery Dennison and EVERYTHING, US



The Bright Bmbr app by Rochambeau, Avery Dennison and EVERYTHING, US

Phygital identities

Consumers increasingly prefer to spend their money on experiences rather than products, but the BRIGHT BMBR jacket, which features Internet of Things (IOT)-connected technology, combines both experience and product in a single garment.

The jackets, of which only 15 will be made, feature a label that carries an NFC chip and a personalised QR code, which is hidden inside a zipper on the left sleeve. Wearers connect to these tags through their smartphone, enabling them to access a range of exclusive experiences and products.

Created in collaboration with packaging material manufacturer Avery Dennison and IOT company EVERYTHING, the jacket has a unique 'software identity' that enables brands to use it as a media platform.

'Every forward-thinking fashion brand and retailer is working out how to combine physical stores with digital media and services,' says EVERYTHING co-founder Andy Hobsbawm. 'With intelligent data platforms they will be able to personalise the experience of buying and owning products.'

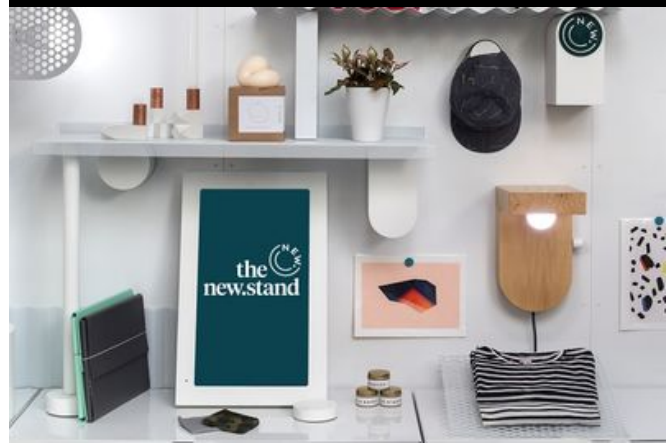
Access all areas

Wearers of the BRIGHT BMBR have VIP access to a series of exclusive events curated by Rochambeau's founders, such as a tasting menu for two at tapas restaurant Toro, a private tour of the New Release Gallery and fast-track entry to exclusive nightclubs such as Never Never. The jacket also acts as a ticket to Rochambeau's 2017 runway show.

'These days, people want experiences more than just objects,' Rochambeau co-founder Laurence Chandler told **Forbes**. 'Everyone loves being in a city with a super clued-up friend who not only knows where to find all the hidden treasures but has the connections to get you the best table or under the velvet rope. A Rochambeau BRIGHT BMBR smart jacket has a digital life of its own and connects you to the world of art and culture that inspired the brand.'



The New Stand, US



The New Stand, US

The gift that keeps on giving

The jacket can also be used to access a range of gifts from any of the three New Stand retail outlets in New York, which is also the only place that the BRIGHT BMBR is available to buy. To claim the products, wearers use their smartphone to scan their jacket within 500 yards of one of these locations.

The jacket also enables owners to access unique content such as signed and numbered artworks inspired by the design and a video of their particular garment being manufactured.

The jacket is designed to act as a test case for the concept of a physical product that has a parallel digital identity. And while the benefit to consumers is clear, it is likely that the wealth of data that connected garments can feed back to manufacturers and retailers will be key to the adoption of the technology.

'The ability to provide a one-to-one connection with the wearer of your clothing and get unique insights into how an individual product is used is something that is incredibly exciting, not only to us, but for the world of fashion in general,' Deon Stander, vice-president and general manager of Retail Branding and Information Solutions at Avery Dennison, told **Forbes**.