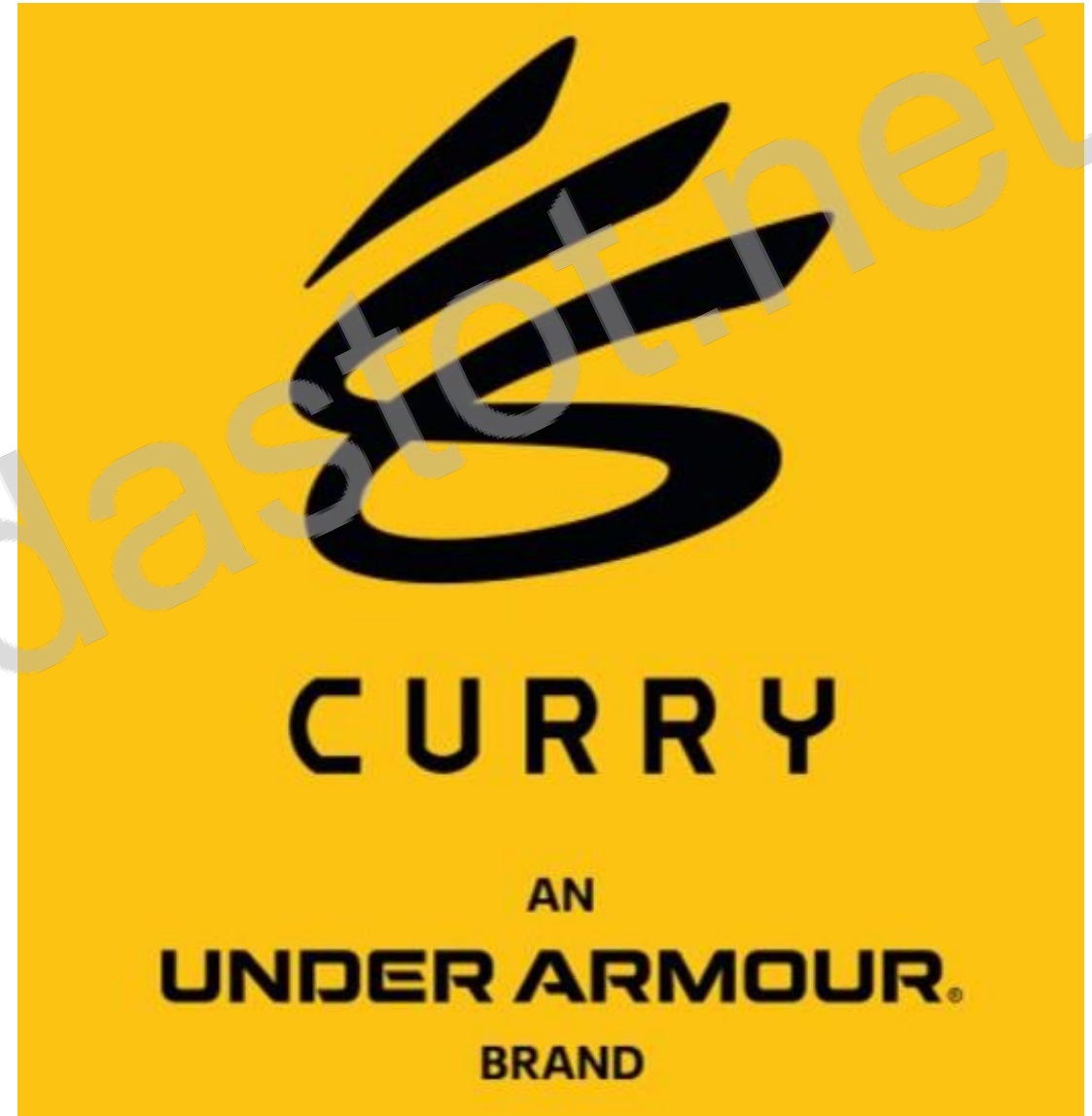




Curry Brand

Journal



Curry Brand
Under Armour

Interim



UNDER ARMOUR



Biography of Curry Brand

Curry Brand is a brand selling Metaverse objects; it appeared when the Meta group belonging to Facebook announced the release of a virtual world called the metaverse. Curry Brand sells metaverse items like shoes and a wallet called Meta mask. Under Armor appeared on December 26, 2021, and its sales began on December 29, 2021. To have such notoriety from the beginning of the metaverse project, the company is in partnership with one of the most famous basketball players in the world: Stephen Curry. Sales of Curry Brand shoes have exploded in the market. The brand is already out of stock. Under Armor is one of the companies that colonize most of the world sports market with Nike, Adidas, Puma, Asics. Kevin Plank created the famous clothing brand in 1996. Its main products are jerseys, shorts and sports T-shirts. The shoes need to be bought with a Meta Mask wallet. The Meta Wallet is like your virtual wallet in the Metaverse world, but the shoes and other products can be bought with a credits card and debit card.



Biography Takashimaya

Takashima Shopping Center is at 391 Orchard Road, Singapore 238872, located in the heart of Orchard. It is one of the most famous and luxurious malls in Singapore. It houses more than 130 stores, including many luxury brands such as Cartier, Céline, Chanel, Chopard, Dior, Fendi, and Louis Vuitton, spread over six floors.



Why this site?

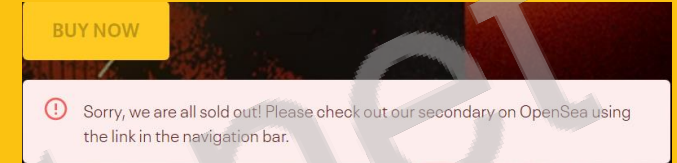
Takashima is a trendy and luxurious place where you can find many luxury boutiques and brands; the virtual world will take place in the world and the stock exchange. However, the brand needs to show off its product to explore the Singaporean Market because rich people have already seen many spectacular shows and brand shows. The good thing is that there is no need to do so much advertising concerning this event because the Takashima shopping center is already a famous place in Singapore





Unique

For the moment, the Curry Brand is already out of stock, and the site does not currently show that we can re-supply metaverse shoes. Indeed, the shoes are in limited edition. There have been 2974 Shoes from the Record Breaker series already sold, 1389 Shoes called "The Lab", "Warp", "Flow", "Broken History", "Unanimous".



Project

The brand officially announces that there will be a totally futuristic basketball game that will arrive on the metaverse.



Donations

Stephen Curry was very clear by talking about the revenue and the money needed to build this enormous project, 80% of the price of one curry brand shoes bought go will be donated to basket-ball associations to get a safe place, play on a real basket-ball place and coaching will be put in place to help kids in under-resourced communities.





Mood board 1
Futuristic



Mood Board 2

Fun-Tech



Bubble Diagram

Zone A represents the entrance to the event. It is the first thing that visitors will see, that is why it needs to be attractive.

Zone B is in the middle of the exhibition. In this zone, posters and explanations on the two brands will be exhibited. Moreover, towards the end, near zone C, the three holographic domes represent the three different worlds of shoes and their description.

Zone C is the end of the event, where most of the futuristic attractions are located, such as the shoe customization games.



Site Documentation - Entrance



During a large-scale event such as this, we must not forget that shoes do not exist in the real world but only in the metaverse reality, that is to say, in the virtual world. That is why people with transport problems such as the disabled can also enjoy the event and purchase there.

Holographic

The Sandbox world



Decentraland world



Gala Games world



This is one of 3 domes representing a type of shoe that Curry Brand has released, there are the Gala Games, The Sandbox, and the Decentraland. Each type of shoe will have its own holographic dome showing information about the shoe. In these domes you will be able to see how your shoes will look in the different virtual worlds.

Curry Brand – Under Armor Journal



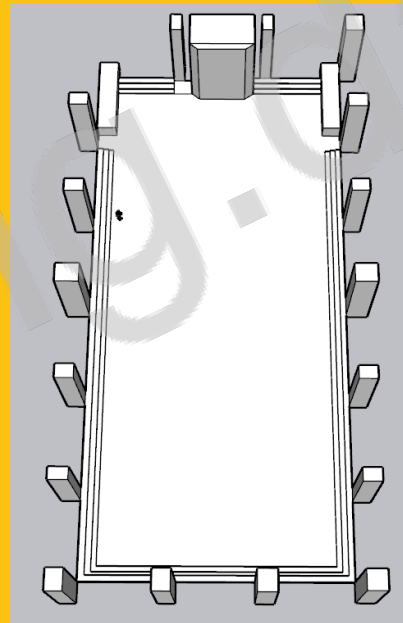
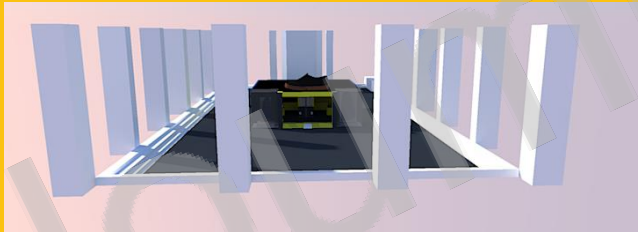
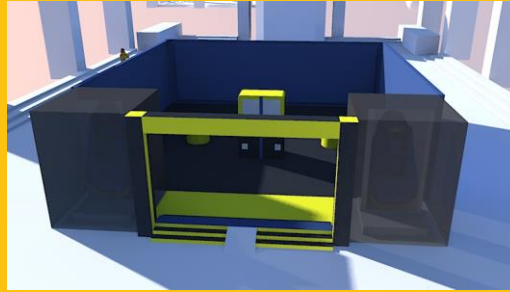
Image: Under Armour Inc.



Design Concept

- In this event, I wanted to highlight the brand's colors so that these colors do not touch. This is what gives the design and futuristic side of the site.

- The event that will launch the collaboration of the Under Armor brand and the famous professional basketball player Stephen Curry will be located in Takashimaya.



Bubble Diagram



Site Documentation - Outside

- On the sides of the entrance will be placed two big shoes (right and left) to announce the subject immediately and not to look and be quite suspicious at the idea of entering the exhibition. The shoes will be larger than human size. They will be 2.2 meters high.



Site Documentation – Out look

This shoe placed on the roof of the event will immediately lead the dance by showing that this event offers virtual shoes because, yes, indeed, the shoe will be a projection effect via projectors just on the roof.



The roof

The roof of this event will be decorated with stars which will act as a small light which will therefore illuminate the whole event.





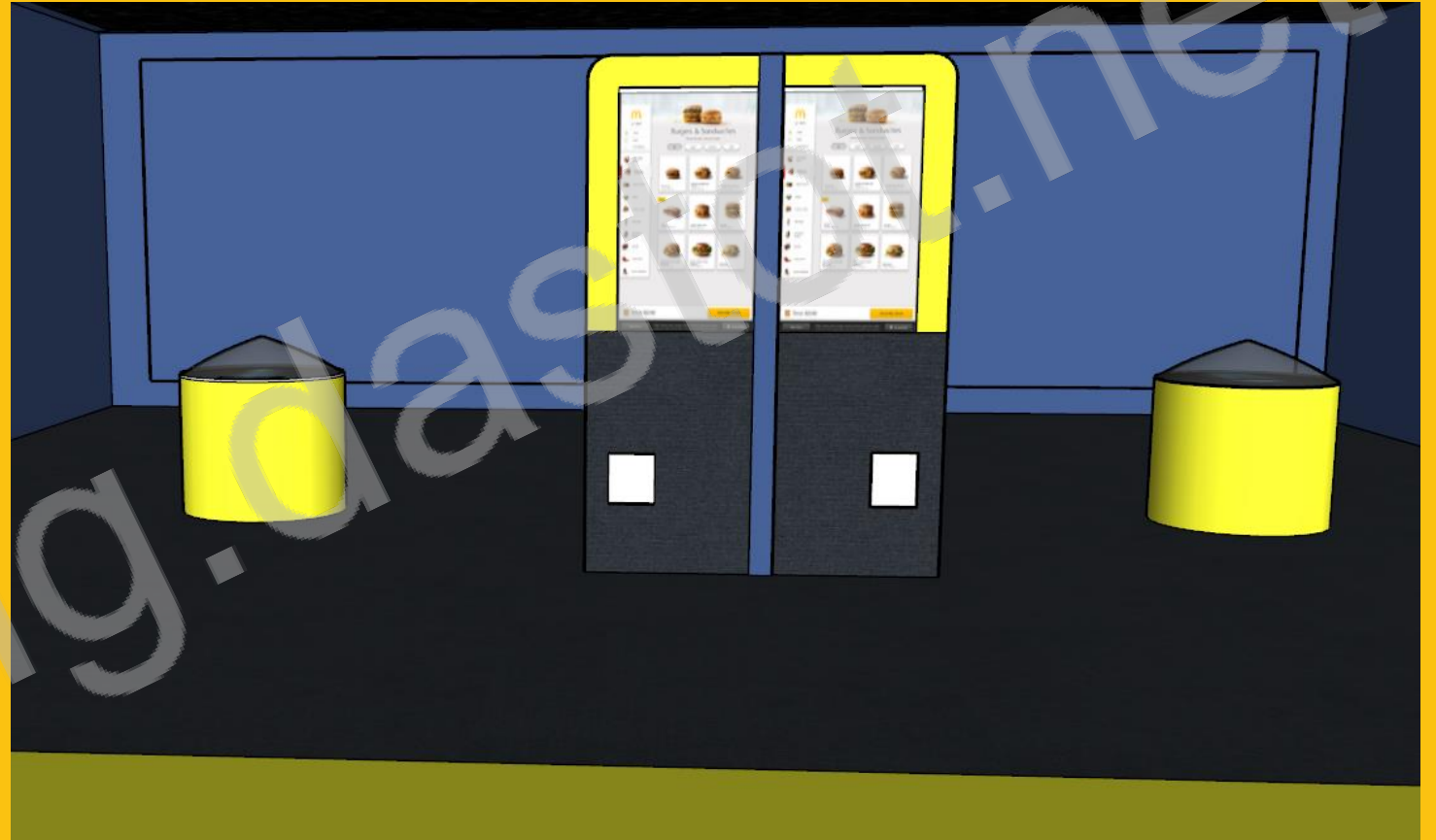
The roof – Exterior View



- Here is what people will see when they are at the top of the event, the Under Armour logo in 3D with its letters half the color of the brand, half the color of Stephen Curry's jersey during his basketball matches
- The background is white because it makes it easier to bring out interesting colors such as black, yellow and blue.

Documentation Site – Order & discover

- There will be a total of 4 small screens where you can interact, which will make it possible to make the brand known and allow you to share and buy the different NFT shoes offered by the event.



Document Site – Interaction

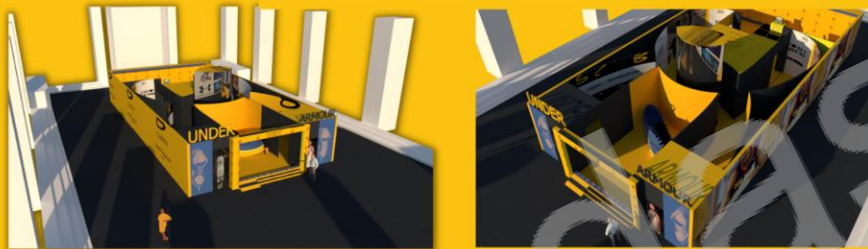
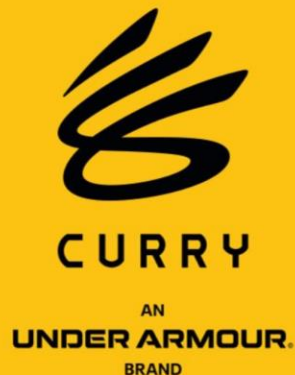
- The three large domes represent the three types of shoes that the Stephen Curry brand presents. Through its holographic dome, we will find all the information concerning the shoe, its weight, rigidity, solidity...Then through the large rectangular screens, there will be games. The screen is 4,790 meters long, allowing a large number of people to play it.



Previous Site: Ion Orchard

Ion Orchard is one of the best-known shopping malls in Singapore. It has an area of approximately 87,490 m² and 61,000 m² of retail space. This mega luxury shopping center houses nearly 400 stores and services. It was created on July 21, 2009, by RSP Architects Planners & Engineers Ltd with Benoy on a former park just above Orchard, metro lines were closed, and others have reopened to allow customers and residents to move around more easily. The mall has 12 floors with four parking floors and eight store floors. The tower of Ion Orchard called Ion Sky is the highest place in Ion, with 56 levels. It reaches 218 meters in height and is for most major luxury brand events.

Presentation Board



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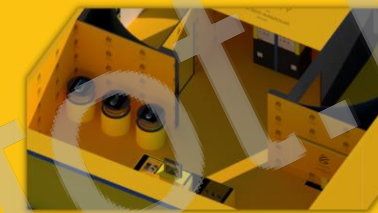
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In direct collaboration with Under Armor, Stephen Curry's brand is about metaverse shoes. So to directly put people in the environment of the 2 brands, the whole event is the UnderArmor logo, and the colours are those of the Curry brand. These virtual shoes are therefore accessible to everyone. Putting the image of Stephen Curry on the big screen that overlooks the whole event and putting it on the storefront, it can interest and catch people's eyes.



The game of the event consists in customizing its own Curry Brand shoe. This will allow the brand to better know its customers and to be able to adapt. In this game, you can modify, add, delete the materials of your choice change their colour, laces, and sole. Then you can save it on your online address and judge the shoes of others. Thanks to the small screens, you will see the ranking of the best-rated shoes and the person who created them.



Thanks to these holograms, visitors will see in 3d how the virtual shoes are. Customizable hand sensors will surround each holographic dome so that the person can control what they see with their hand. It will work with hand gestures.

UPD



UNIQUE

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