

3D For Marketing

Guide

Explore new scalable content formats



Fibbl®

Why did we write this guide?

3D and AR have often been seen as difficult, complex, or something only the largest brands or agencies can afford. Time and again, we've proven that's no longer true, with even small footwear and bag brands looking like billion-dollar companies when using our technology.

Things are changing. 3D is more accessible, affordable, and scalable than ever, making it more democratized for everyone as a result. Previous norms and beliefs about what's possible—and where this technological development is heading—are being challenged.

In light of this development and the knowledge gap in the market about the unique opportunities already available to fashion brands, we see a clear need to fill it.

Hence, this comprehensive guide.

It has been carefully curated by our experts to inspire in-house marketing departments, brand production studios, and creative agencies to explore new scalable content assets. Working with 3D content can help you achieve scalability across your marketing channels, increase your creative output, and save production time and cost.

This guide will show you how.

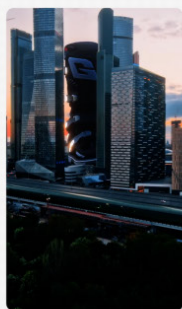
We hope you enjoy it!



Packshots



3D-Video



CGI



Advertising



Campaigns



On-model



3D-Model

Welcome to the world of Fibbl

How we think about 3D

In our world, we view 3D models a bit differently than most. Our production is not very expensive or time-consuming. In fact, we've found a way to scale our production capacity to help support fashion brands in their in-house operations, improving their production efficiency and saving money. All while keeping the 3D model a high-quality asset.

But here's what makes our 3D models stand out: **they're scalable reusable assets**. It means you can use one and the same model to create product images, product videos, CGI's, push ad campaigns, on-model images or tap into new experiences that weren't available before. Turn all your products into 3D models, and suddenly, you'll never be out of content again.

Here's how to start:

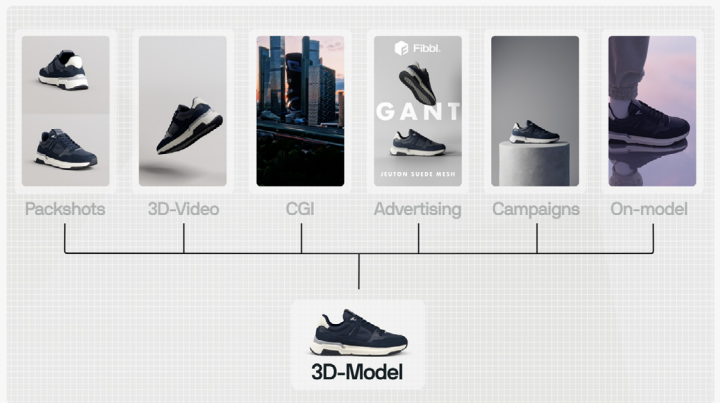
1. Turn your physical product into a 3D model

It all starts with us scanning your physical products in our studio. Once finished, you'll have the assets you need to create the 3D content you want.



2. Reuse your 3D models

3D is a reusable and scalable content format, meaning every 3D model can be transformed into any type of asset—packshots, videos, CGI, advertising and campaign assets, on-model images—you name it! Instead of hiring separate external resources and paying from different budgets, we handle everything digitally using set templates. That's speed, quality, and cost efficiency available to everyone today, big or small.



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Packshots

GANT



L Ø C I



3D-Model

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A major benefit of creating packshots from 3D is the ability to use set templates. This increases the speed of content creation, enhances the creative output, reduces costs, and makes it easy to maintain brand consistency across platforms and channels.

Instead of traditional photoshoots, where you physically need to set up new rigs and reshoot to generate additional content or to include new angles or settings, a set template allows you to do more with less. The template we provide is a guided reference, covering everything from backgrounds, lighting, shadows, file formats, naming conventions, and every little detail you need to consider when creating packshots. The amount of 3D models you can push through one single template is limitless.

3D is not physically limited or constrained to be in a certain way you can't change. In fact, the opposite applies as it is the flexibility and reusability our existing customers find advantageous. [Gant](#), [Løci](#), [Björn Borg](#) and [Elvardi](#) are some of the brands using packshots derived from 3D.

Things to consider

Is this something for me? To answer that, we suggest starting by asking yourself this question: Can this process replace what you're doing today? Maybe the answer is a definite yes, or maybe it's 'I don't know.' Our advice is: try it and evaluate the technology for yourself. Start small with a trial, assess it, and then scale up.

By working with 3D assets, you'll discover new looks, ideas, and possibilities because you now have access to workflows and tools you didn't have before. We recommend experimenting with new approaches to find out how 3D can replace an existing process or make it more efficient.

There's a common belief that 3D and AR are difficult, complex, expensive or something only the largest brands can afford. Historically, that has been true. But not anymore. Even small footwear and bag brands can now look like billion-dollar companies by using set templates and having someone in-house with knowledge of 3D software. You could too!

L Ø C I GANT ELVARDI BJÖRN BORG



Fibbl®

Packshots

Guide 3D For Marketing

Videos & CGI



L Ø C I

Our 3D models work seamlessly across all platforms, devices, and formats, making them an ideal choice for all your marketing needs

Powered by  Fibbl.

Packshots
3D-Video
CGI
Advertising
Campaigns
On-model



3D-Model

Videos

Just like with packshots, setting on-brand video templates for all of your products is very straightforward. The amount of 3D models you can push through your video template is limitless, which means you can create as many videos you want. Brazilian premium footwear brand [Kenner](#) uses 3D videos to enhance their product presentations online. Swiss brand [Kybun Joya](#), one of the leading comfort shoe manufacturers in the world, also utilizes 3D videos to elevate the overall customer experience.

You can also create other formats from your 3D models for different purposes. For example, a spinning social media post in 360 degrees, a newsletter header, or a digital screen in the subway, you can simply reuse the 3D model.

CGIs

Having someone in-house with 3D software expertise positions you well to create CGI content that agencies might charge six figures for. 3D models also open up new avenues for creativity in marketing campaigns. In fact, our customers have used 3D assets for everything from global product launches

to CGI and interactive ads that allow users to virtually 'try on' shoes, engaging their audiences in new and innovative ways. Here are three great examples of customers using their 3D models to create stunning work:

Engineered for the motocross enthusiasts who crave adventure and command every terrain, the new SG2 boot provides unmatched durability and performance. Here's a statement from the Italian brand Gaerne at its launch: [The True Dominator Of The Off-road Skyline](#).

The British sneaker and apparel brand Løci leverages our technology on their e-commerce platform as well as in their ongoing marketing activities. The brand, well-known for their collaboration with Nicki Minaj, uses their 3D assets in a very versatile way that helps promote the brand's edge. Here's two great examples: [Nicki Minaj x Løci – Press Play](#) & [Nicki Minaj x Løci – Barbie Dangerous](#).

Together with YouTube influencer Marques Brownlee, the American footwear brand Atoms used our technology for their global launch, giving MKBHD fans the chance to virtually try on the new 251.1 shoe. Check out [Marques own promotional video here](#).

Where to go from here



Summary

There's no doubt that 3D opens new avenues for creativity, scalability, and customer engagement, making it a vital tool in modern marketing. This guide addresses the misconception that 3D and AR are complex, costly, and exclusive to large brands. These technologies are now accessible and affordable for all, enabling small brands to present themselves like billion-dollar companies, while allowing larger brands to achieve time and cost efficiencies by streamlining or completely replacing existing workflows. This can also boost content production output and accelerate the launch of new campaigns for global enterprises and fashion studios.

That said, we suggest not adopting new technology just for the sake of it, but to scale existing product content processes, save money, or enhance brand perception through visual consistency that appeals to your customers.

Here are additional key takeaways from this guide:

- ✓ Start by converting your physical products into 3D models and reusing them for a wide range of assets: packshots, videos, CGI, social media campaigns, advertising and more.
- ✓ By experimenting with 3D, you can try new ideas for your marketing campaigns more swiftly. Instead of scheduling a reshoot to get more content, simply reuse your 3D model to create additional assets.
- ✓ Learn best practice and let yourself be inspired by fashion brands currently using 3D or AR in their marketing.
- ✓ Working with 3D models for marketing enhances speed, cost-efficiency, and creativity across channels in ways that 2D content simply cannot.
- ✓ Brands can save both time and production costs on packshots—including expenses for location, setup, post-production, and more—by working with 3D.

Key questions to consider before investing in 3D and AR:

- ❓ Can a 3D model elevate our current customer or product experience?
- ❓ Will it improve efficiency in daily tasks?
- ❓ Will 3D provide new tools and workflows?
- ❓ Does 3D save time, money, or resources?
- ❓ What key goals are you aiming for?
- ❓ Can 3D help tackle current business challenges?

A look into the future

– Henrik Arlestig, CEO at Fibbl

Why Fashion Brands Should Embrace 3D to Stay Ahead in the Age of XR

In a recent move to revolutionize how we interact with the digital world, Mark Zuckerberg unveiled Meta's latest augmented reality (AR) glasses, codenamed Project Orion—a project with various applications for their Meta Quest VR headsets.

Alongside Apple Vision Pro and the recent announcement from Snapchat regarding their fifth generation of 'Spectacles' (Snapchat's augmented reality glasses), these devices are paving the way for a future where augmented reality (AR) and virtual reality (VR) seamlessly integrate into our daily lives.

While it's still early days for widespread adoption, one thing is clear: extended reality (XR) is poised to become a dominant force in technology.

For fashion brands, this signals a pivotal shift—one that demands they start preparing today. But how? It starts with understanding the vital role of 3D models in this emerging landscape. Without these digital assets, the futuristic capabilities of XR technologies, such as Meta's Orion or Apple's Vision Pro, will fall flat. Let's explore why 3D models are the key to fashion's future in XR and how brands can take the first steps to leverage this exciting opportunity.

The Expected Growth of XR: A Look Into the Future

The buzz around XR (the umbrella term for VR, AR, and mixed reality) has been growing rapidly. With tech giants like Meta, Apple, and Google all pushing for breakthroughs, industry experts predict XR devices will see exponential growth over the next decade. Reports suggest that the XR market, currently valued at around \$31 billion, could reach \$300 billion by 2030.

While consumer adoption is still nascent, we're on the cusp of a significant wave that will fundamentally alter how people engage with digital experiences. For fashion, this means more than just virtual fitting rooms. As XR devices become more mainstream, customers will expect brands to deliver immersive, interactive, and hyper-realistic experiences. But here's the catch: none of this will be possible without high-quality digital representations of fashion products—3D models.

The Importance of 3D Models for Fashion in XR

Fashion has always thrived on aesthetics, presentation, and experience. In the digital realm, 3D models are what will bring these elements to life. Without them, XR devices lose much of their appeal.

Let's put this into perspective: Imagine you have the latest 65-inch 8K OLED TV with cutting-edge specs. It's an incredibly powerful device. But if the content you're watching is poorly produced or outdated—say, a low-resolution film from the 1970s—the capabilities of that amazing screen are wasted. In the same way, XR devices like Meta's Orion or Apple's Vision Pro are incredible pieces of hardware.

But without high-quality 3D models, they lack engaging content, and the user experience will feel underwhelming. For fashion brands, creating detailed, realistic 3D models of their products is the key to unlocking the potential of XR technologies. These models will form the basis for virtual try-ons, immersive shopping experiences, and even digital fashion shows. The better the model, the more captivating the experience for the consumer.



Mark Zuckerberg, Henrik Arlestig



Fibbl.

A look into the future with our CEO

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Where Should Fashion Brands Start?

While XR adoption among end-consumers is still growing, brands don't have to wait for widespread use to begin integrating 3D models into their strategy. In fact, by starting now, fashion companies can position themselves as pioneers, ready to capitalize as the technology becomes more popular. But where should they start?

1. Turning Existing Products into 3D Models:

Fashion brands can begin by investigating how to convert their existing products into high-quality 3D models. Many 3D scanning and rendering technologies are available that can help brands create accurate digital versions of their physical products.

2. Using 3D for Product Images and Packshots:

Instead of traditional photoshoots, 3D models can be used to produce product images and packshots. This can reduce costs associated with photography and create more flexibility for showcasing different angles, textures, and variations.

3. Leveraging 3D for Marketing:

3D models also open up new avenues for creativity in marketing campaigns. From eye-catching videos to interactive ads that allow users to "try on" clothes virtually, the possibilities are vast. Brands should start experimenting with 3D-driven content to engage their audiences in new ways.

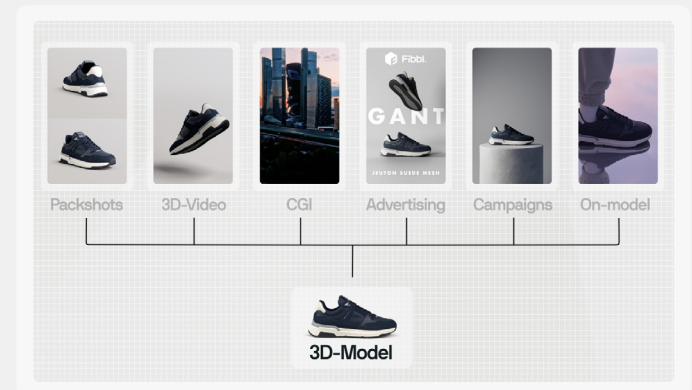
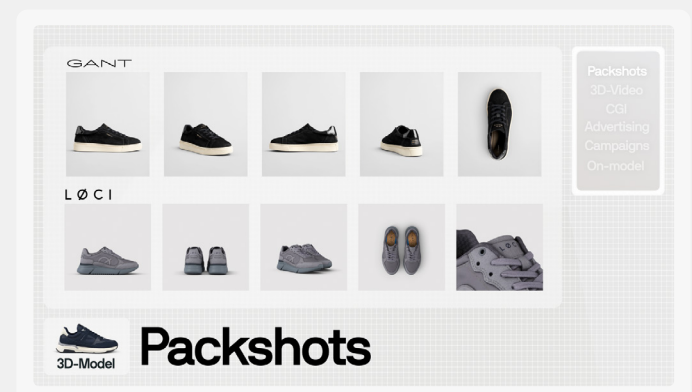
4. Using Existing Technologies Like Smartphones and Laptops:

Even before XR devices like AR glasses become ubiquitous, fashion brands can already reach customers through devices that are compatible with 3D models, such as smartphones and laptops. These platforms are widely adopted and offer augmented reality experiences, allowing brands to offer features like virtual try-ons via mobile apps or web browsers.

Why Fashion Brands Can't Afford to Wait

The shift towards XR isn't just a trend—it's the next wave of digital transformation. As the technology matures, consumers will begin to expect interactive and immersive experiences when shopping online or engaging with brands. Fashion brands that fail to adapt will quickly find themselves outpaced by competitors that embrace XR and 3D experiences.

Nobody knows for sure which one, or when, these new head worn devices will become the new version of the smartphone. But by starting now, fashion brands can reduce costs, enhance creativity, and improve customer engagement.



They can also future-proof themselves for the inevitable rise of XR - without trying to predict which device or company to bet on. Brands that invest in 3D models today will have a leg up in the race to dominate the virtual fashion landscape tomorrow.

In conclusion, the convergence of XR technology and fashion represents a new frontier of opportunity. By taking the first steps now—digitizing products, experimenting with 3D for marketing, and using existing platforms to their advantage—fashion brands can position themselves at the forefront of this revolution. As the saying goes, "The future belongs to those who prepare for it today." In the age of XR, that preparation starts with 3D models.

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