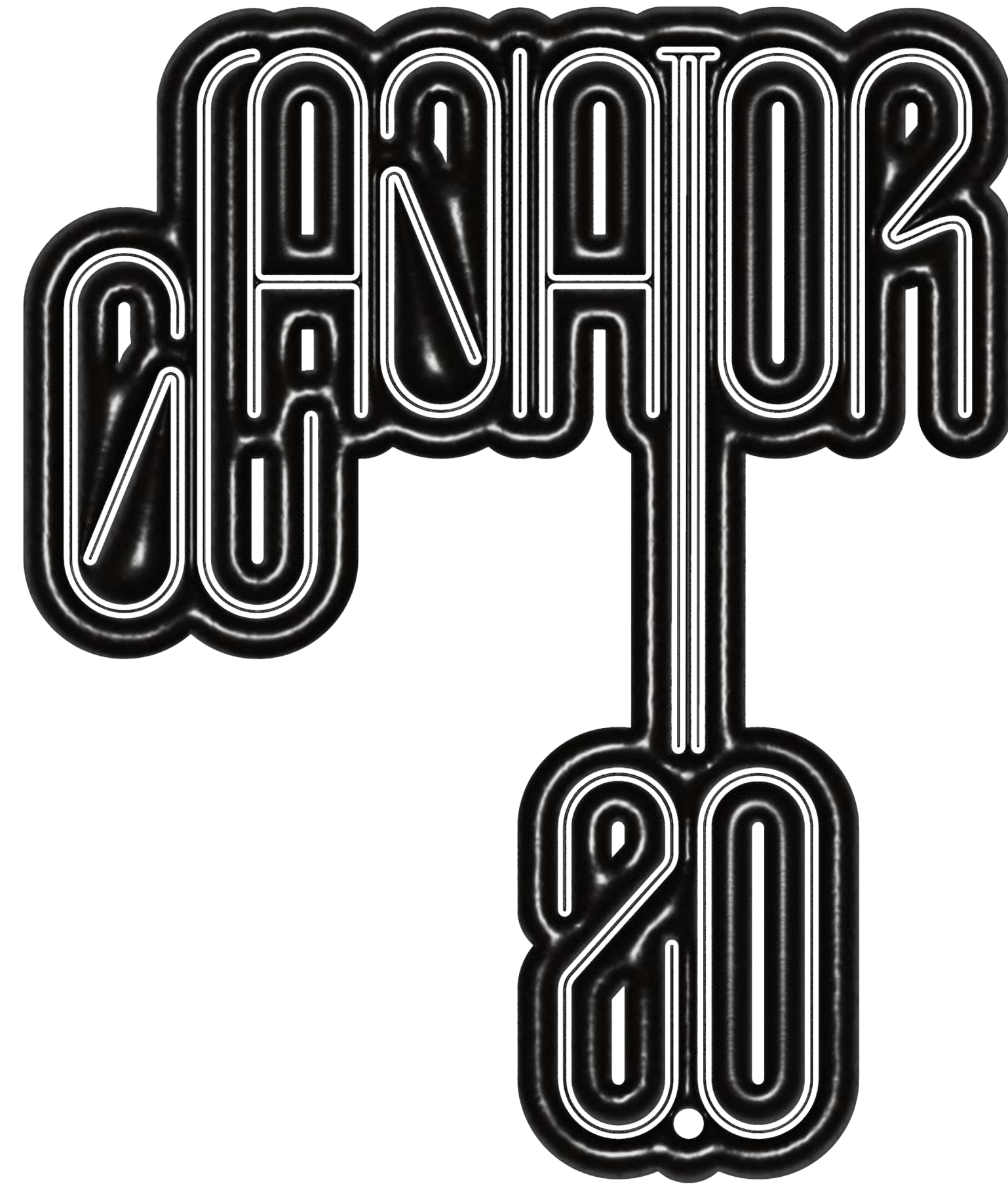


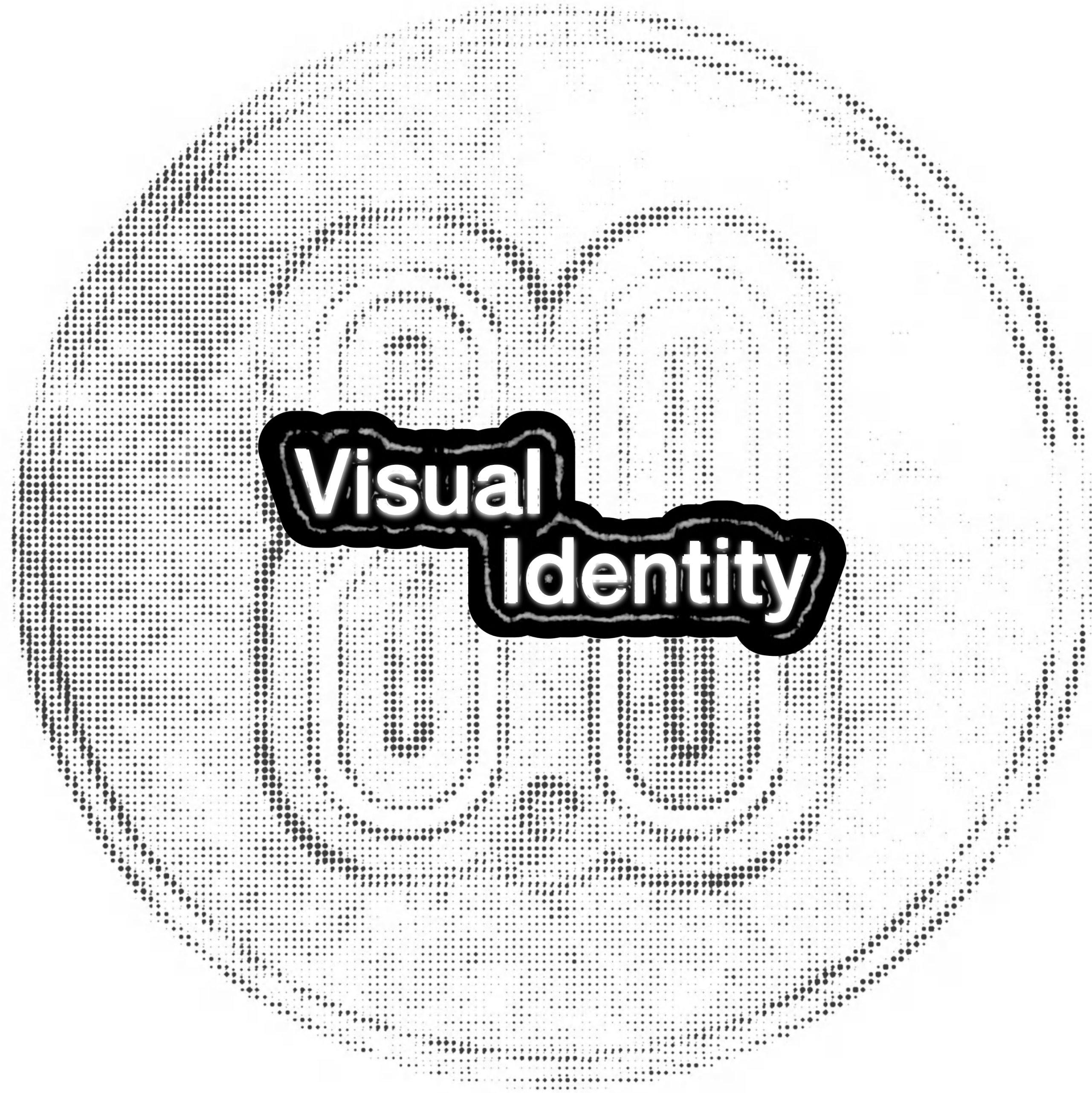


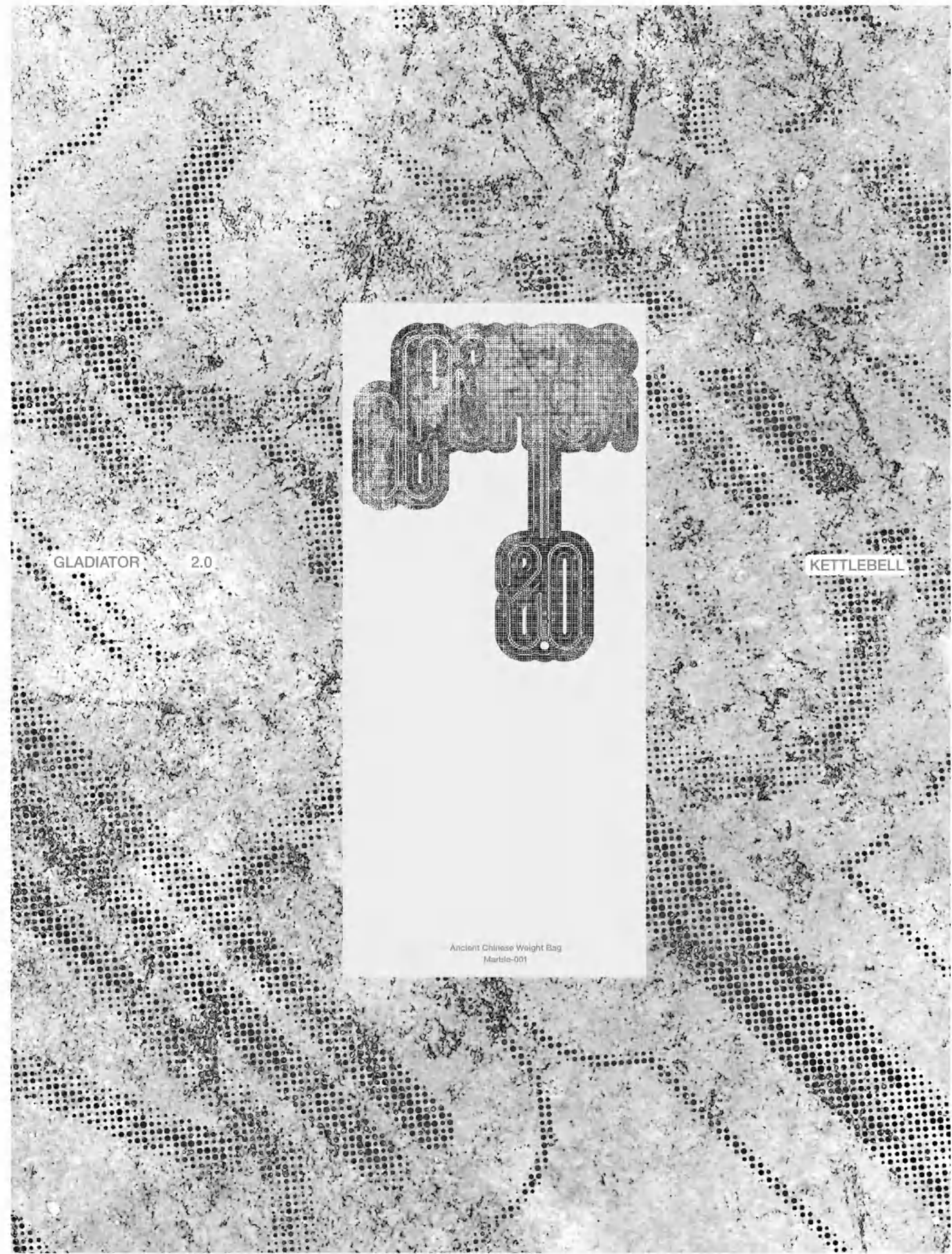
GLADIATOR



The concept of Gladiator 2.0 merges fashion and fitness in a playful way through the use of an AR experience. For our project, we created a handbag that looks like a stone padlock, mimicking a sports tool. We also created a performance that shows how the bag can be used and an AR experience that showcases how the bag would be sold in an interactive shop. The visual language and textures have been carefully chosen to bring in a natural/historical touch using stones and metal. This will have a grounding effect on the consumers even though AR is a big part of the product.

In the future, we would create clothing that changes its texture/ color due to movement, which would be an encouraging way to motivate people to work out harder/more. The change of material based on movement would be connected to a game-like AR experience either in a store or a gym. If it was a workout setting, all participants would wear smart glasses to have a more adventurous scenery but still see the in-person group. The participants would become their own game characters by including the smart glasses.

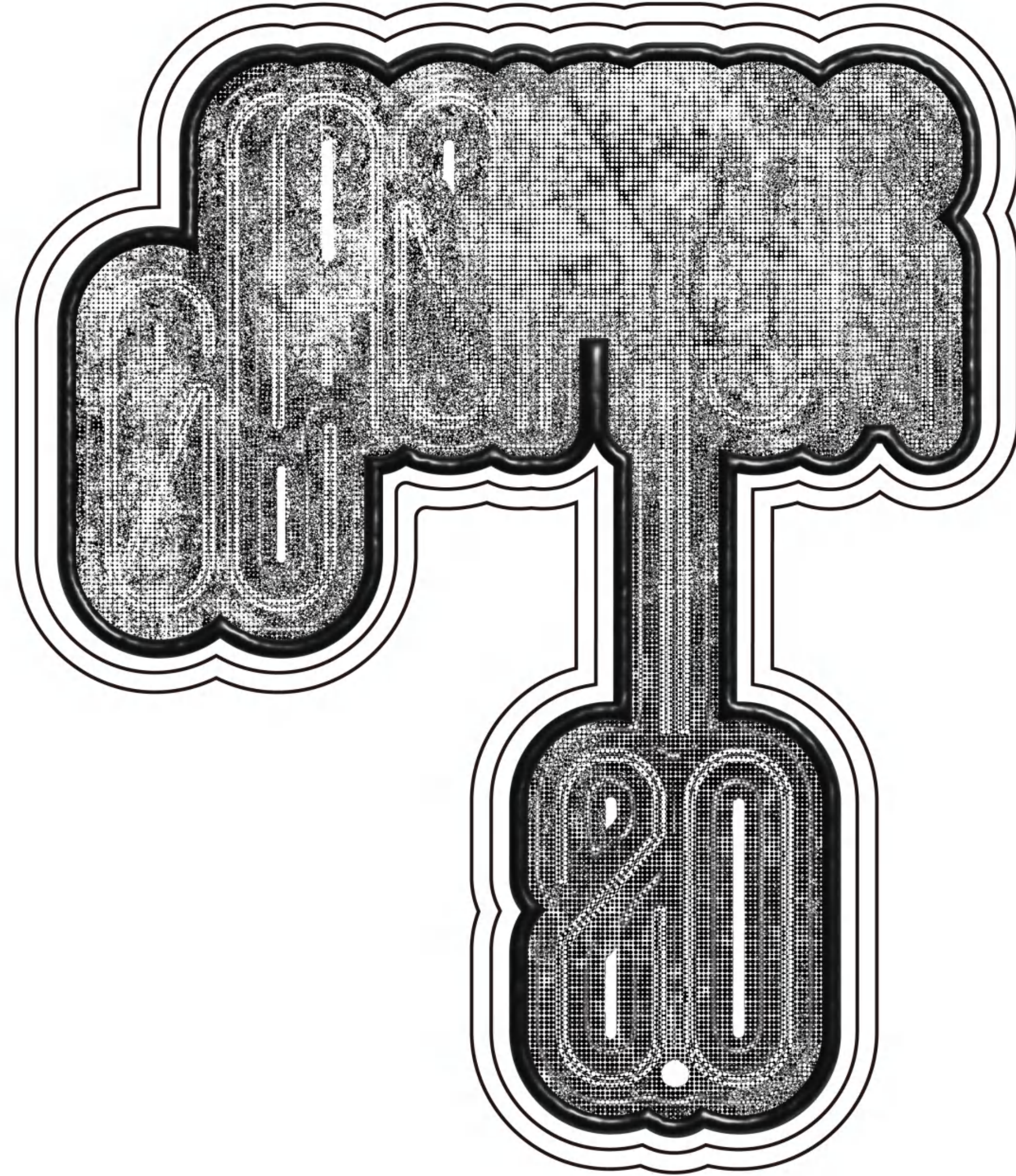


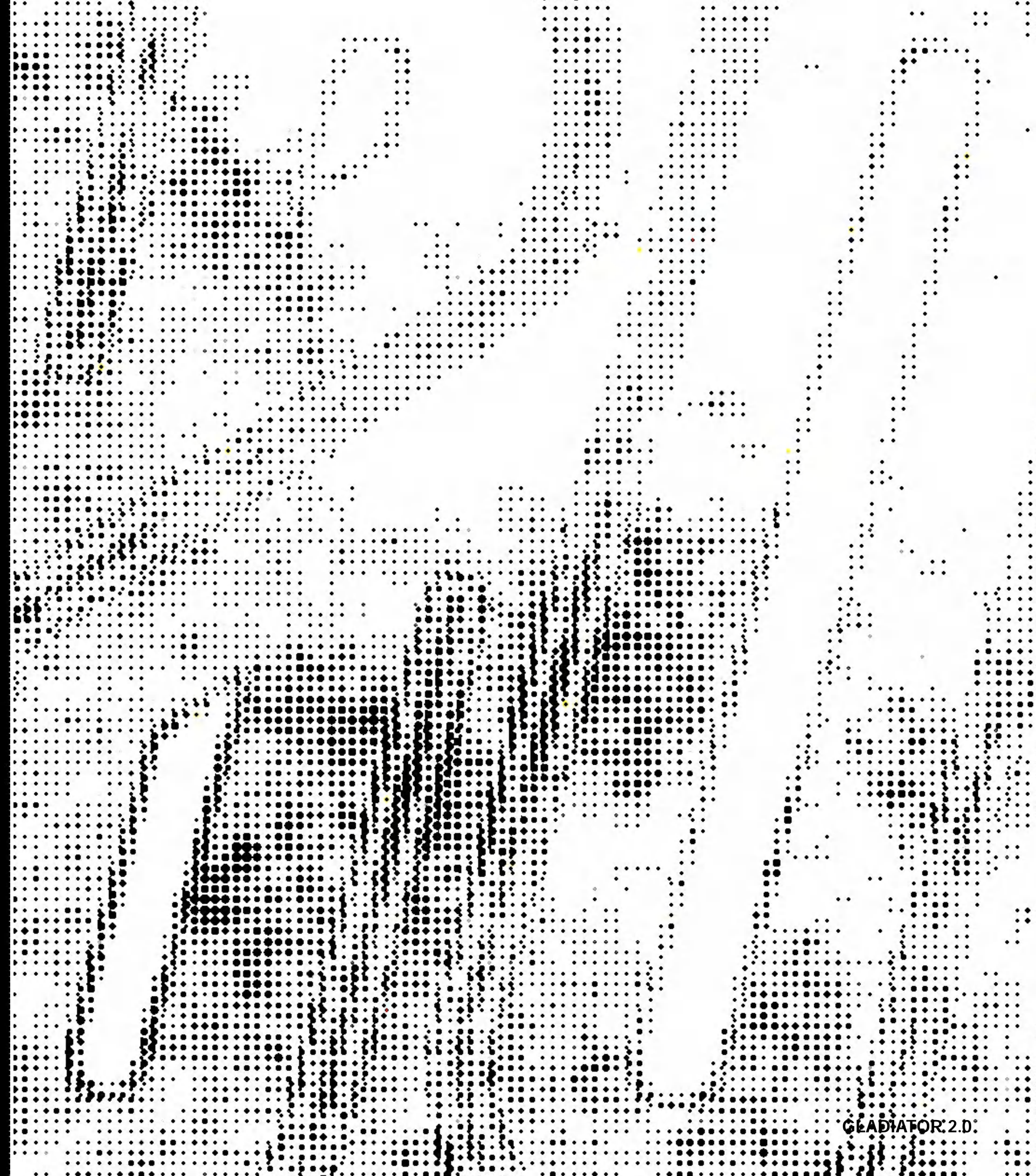


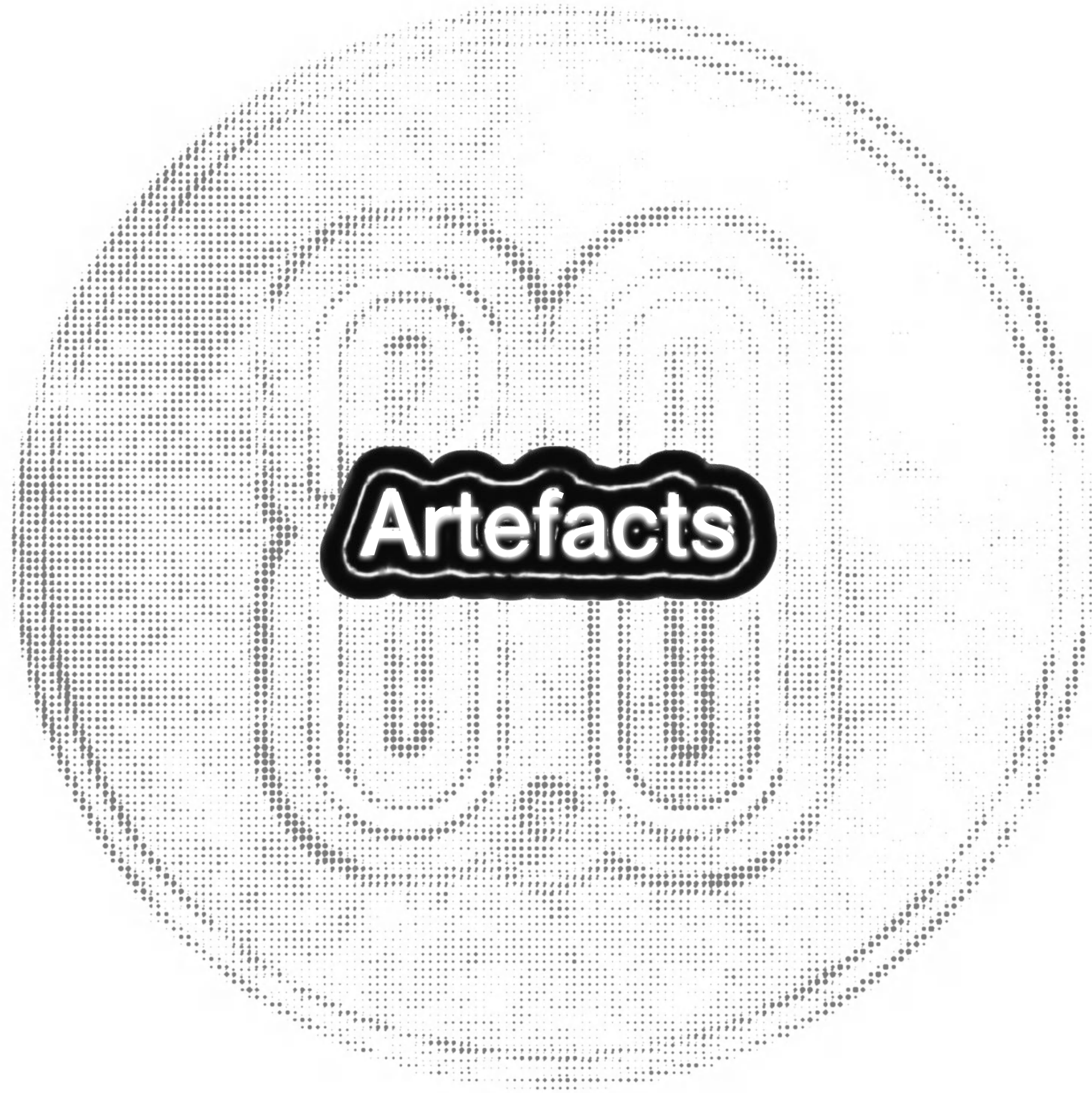
GLADIATOR 2.0

KETTLEBELL

Ancient Chinese Weight Bag
Mantle-001





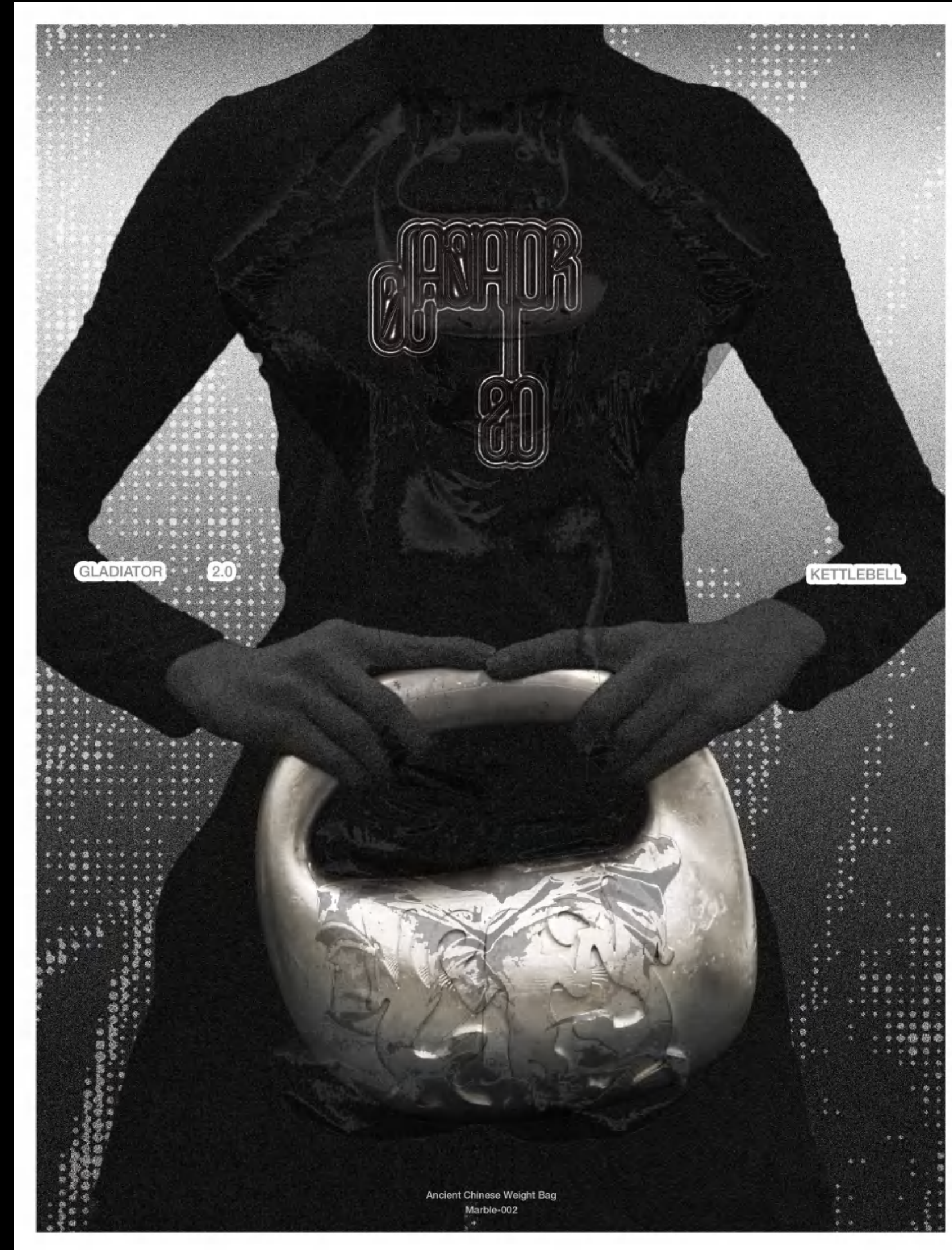


GLADIATOR

2.0

KETTLEBELL





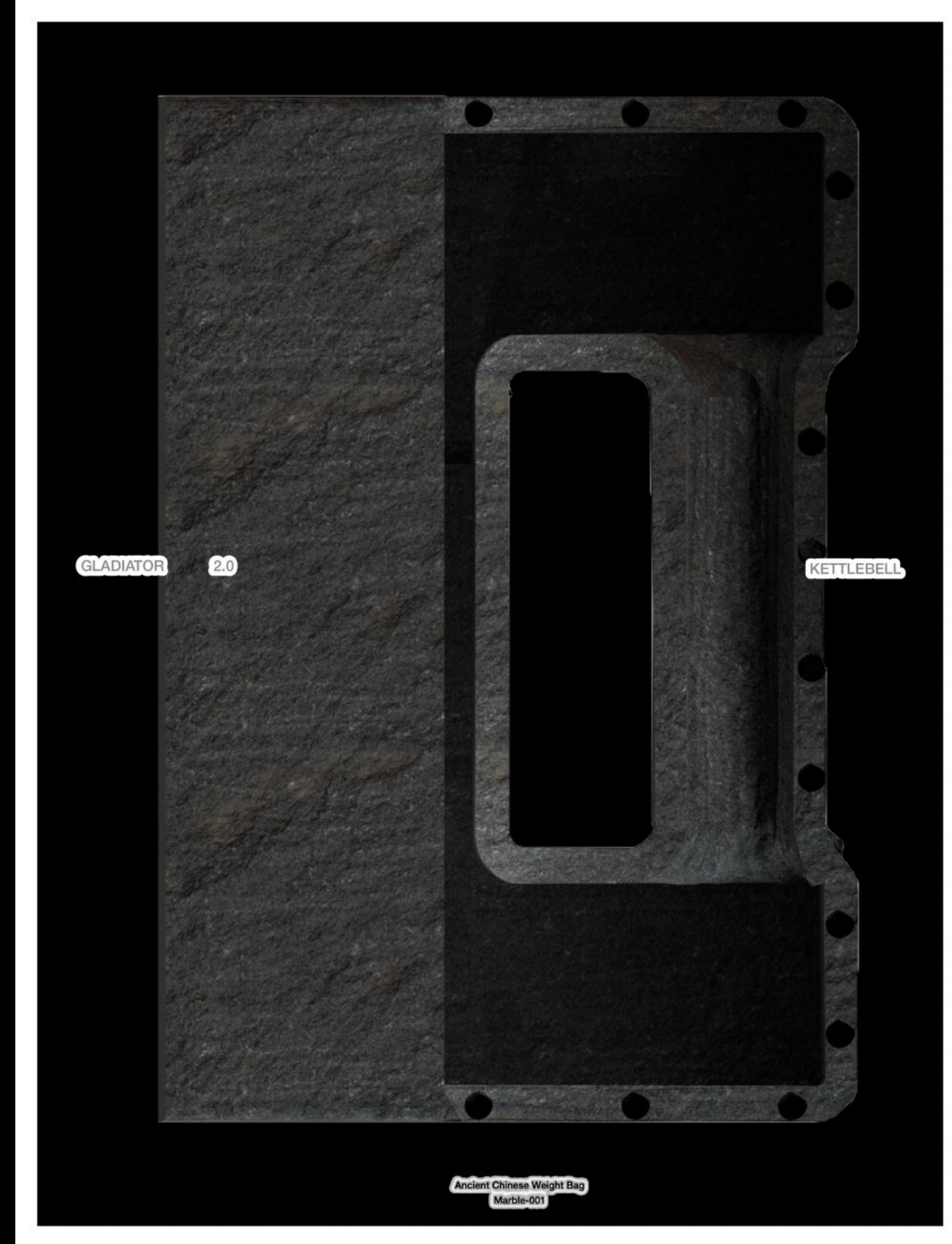
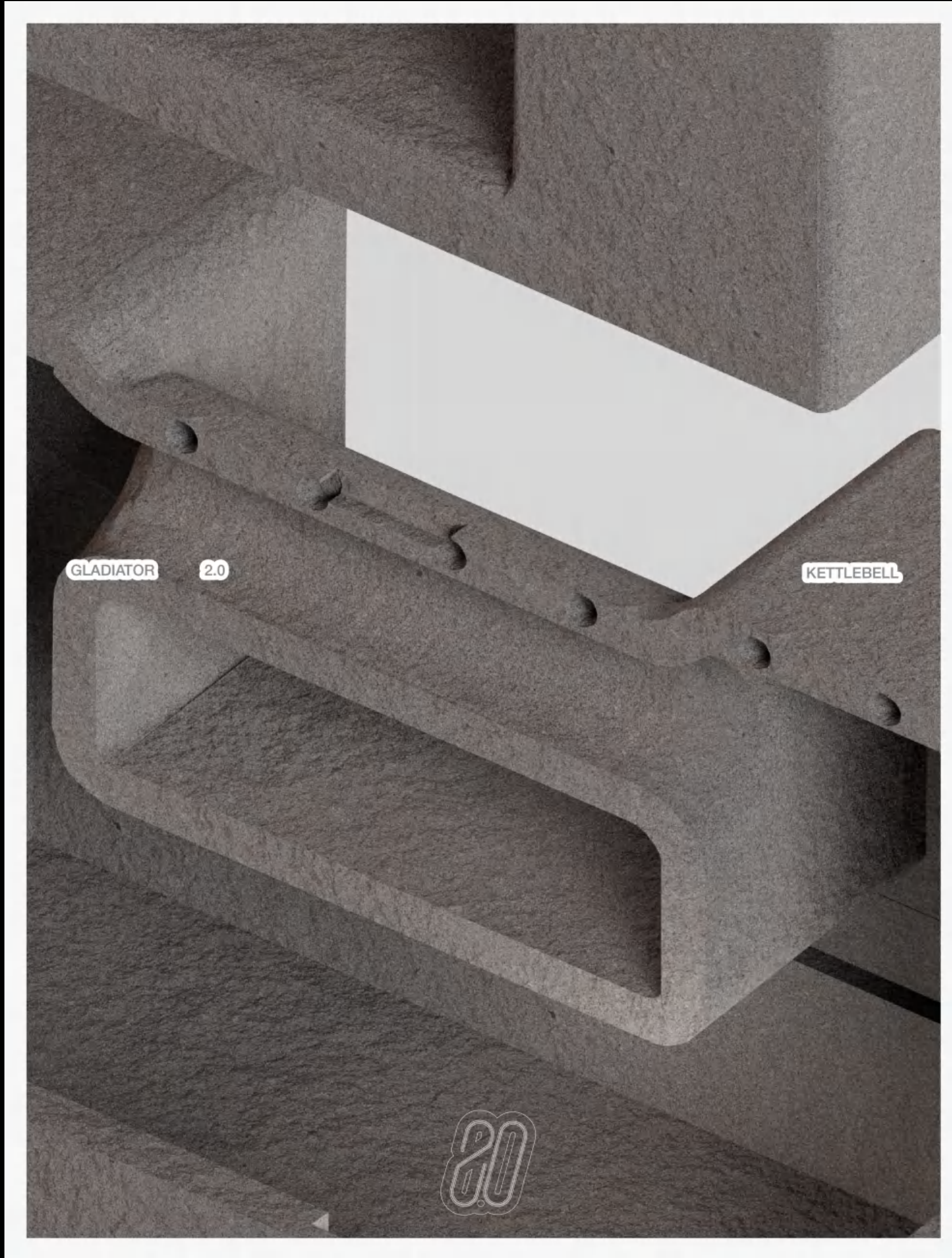


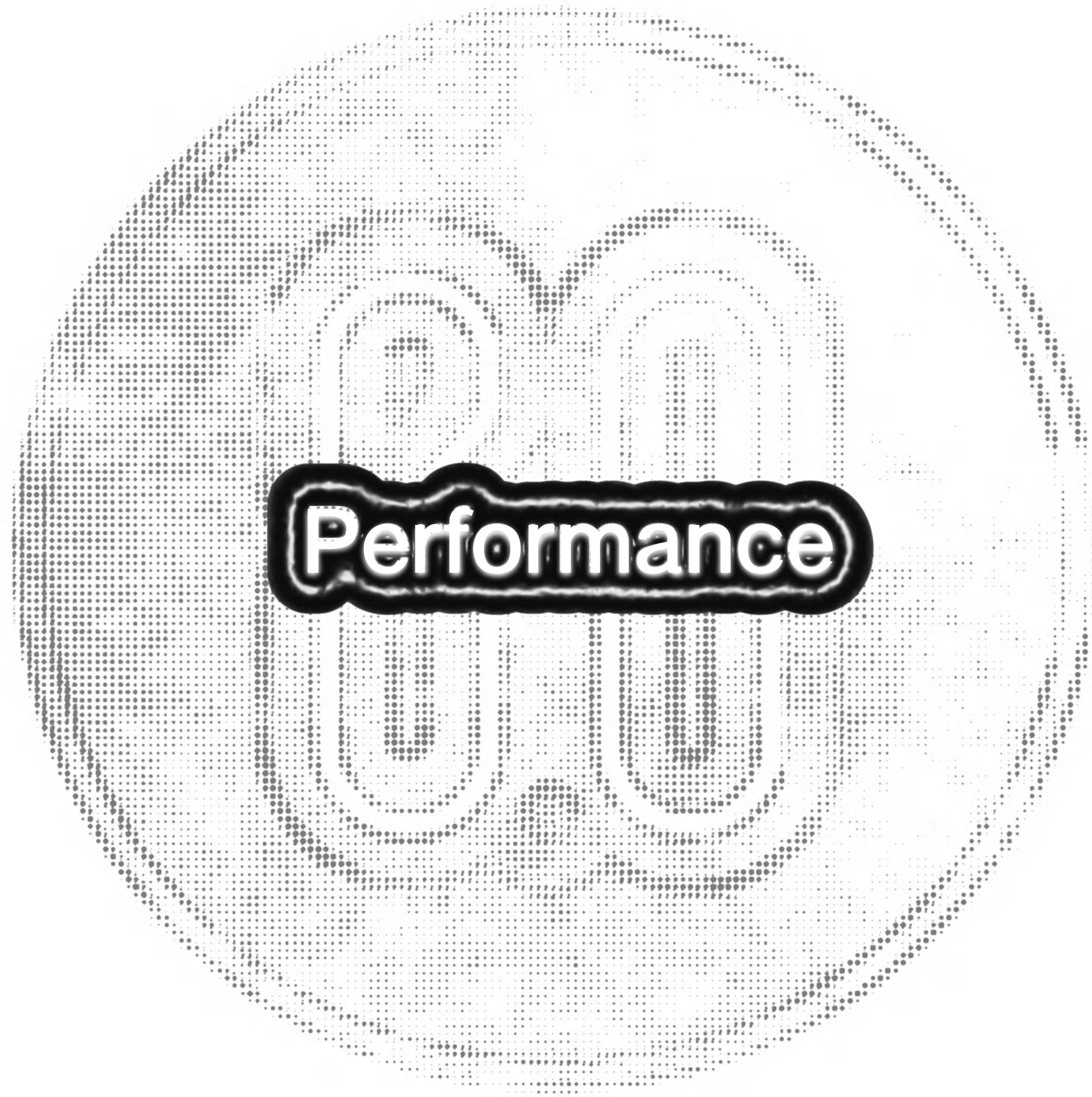
FINAL TEAM OUTCOMES

BEING DIGITAL



GLADIATOR 2.0





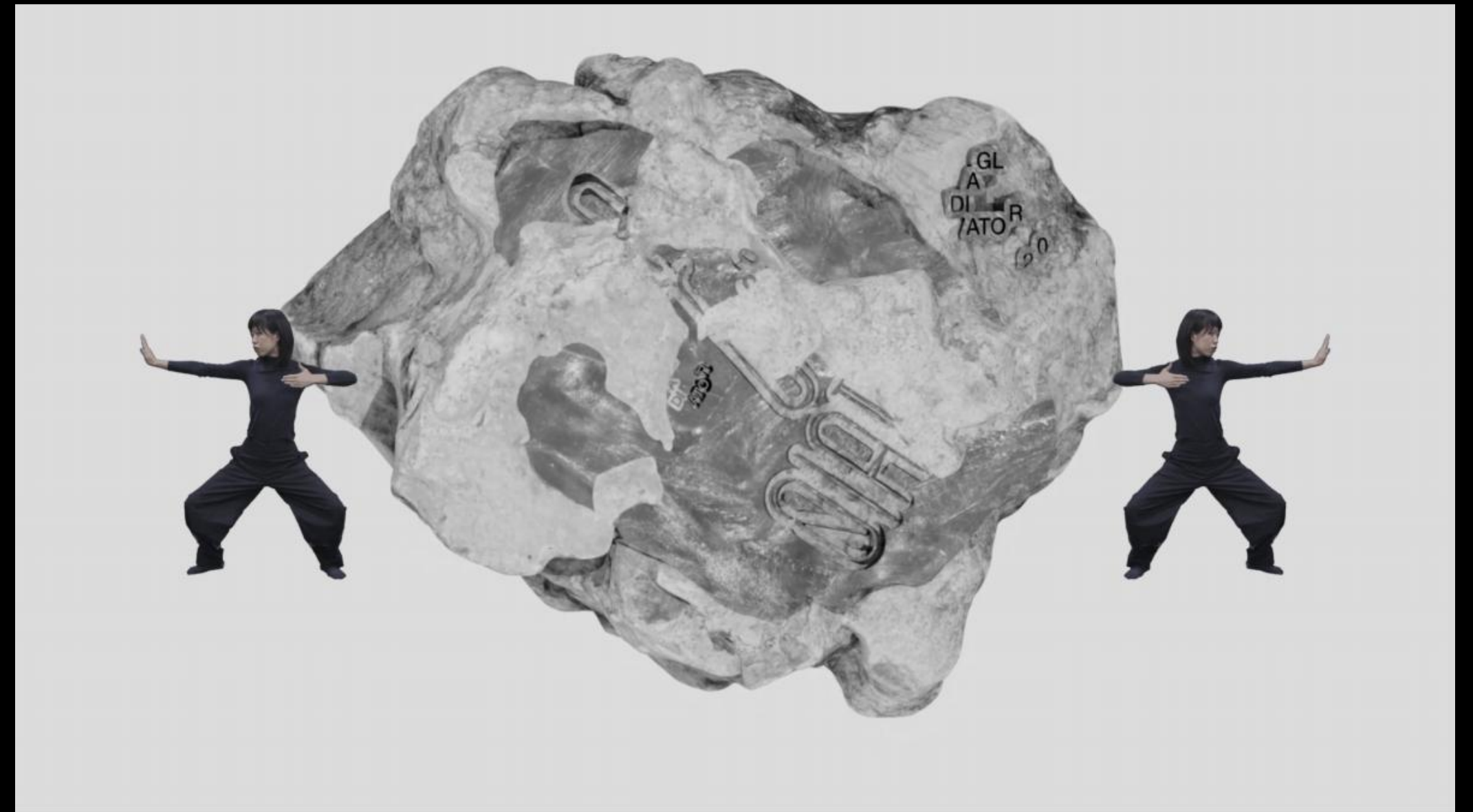


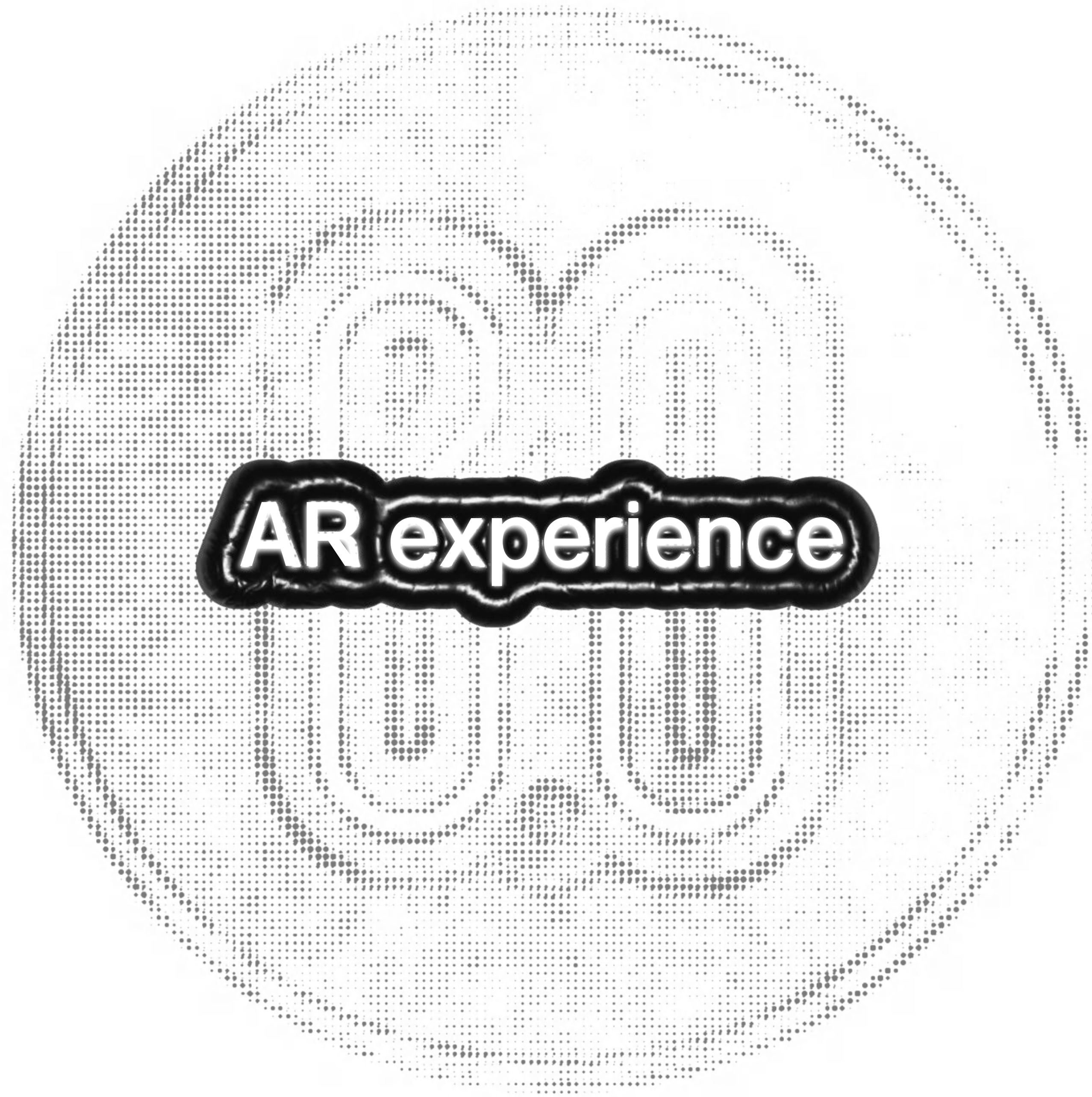
<https://youtu.be/vgcE1BtQsw0>



<https://youtu.be/vgcE1BtQsw0>









<https://youtu.be/ymEHhOyJtAg>



<https://youtu.be/ymEHhOyJtAg>



AR experience