

Pepkor channels 3D technology for new Refinery campaign

JSE-listed Pepkor Group, which includes well-known brands such as Pep, Ackermans, Refinery and Tekkie Town, has been working to augment its physical retail value chain with initiatives that support a digital value chain.



Source: Supplied

One of its latest deliveries on this digital journey is Refinery's Future of Comfort-campaign, a 3D technology that extends from product to marketing touchpoints.

Digital customer journey

The 3D technology has been used to improve the consistency and fit of the product and shorten lead times as well as reduce the cost of clothing sample production. These 3D assets also enable one to create realistic simulations of a garment in the physical world, for example to showcase the movement of ultra-soft fabric with extreme stretch that enhances comfort and recovery.

Using 3D visual images in shop front windows and for in-store marketing activations, customers will be able to scan a QR code on the Refinery garments and other marketing elements in the stores. Scanning the QR code will reveal a stretching and moving 3D avatar dressed in the campaign garments, giving a lifelike representation as when worn.




Source: Supplied

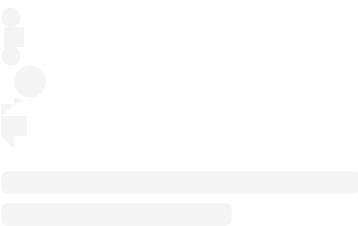
Online customers visiting Refinery’s website or social media pages will also be able to experience the exact digital replica of the physical garment, as they would see it in stores.

“Who would have ever thought that one can create an exact digital twin version of the physical garment, long before it is manufactured? This is transformative and opens many opportunities for Refinery to enhance the experience for our customers,” says Shaun Hoddy, CEO of Refinery.

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A post shared by Refinery South Africa (@refinery_sa)

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Investing in the future

Pepkor states that it will continue investing in technology to transform the retail landscape and meet customer expectations in new and innovative ways.

“For the Pepkor group, a key objective was to create lifelike digital twins of garments through the use of 3D technology. There are numerous benefits in the digital and physical value chain. We’re excited to be one of the first retailers to bring this accessible omnichannel experience to our customers,” says Michael Duffus, leading the initiative at Pepkor.

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