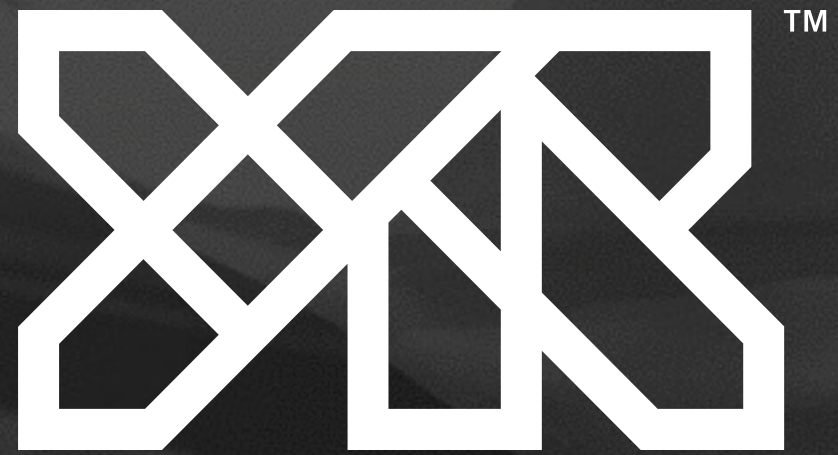


**REVOLUTIONIZING THE PRODUCT
DESIGN AND CUSTOMER RETAIL
EXPERIENCE**



RTPDCRE



TIM WILLIAMS

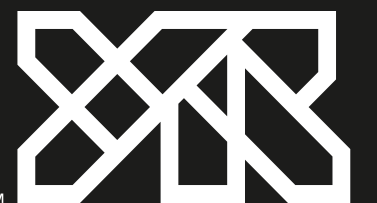
Twitter: @td_w

YR Twitter: @yrstore

Event: @PITVtweets

#PIApparel #YRStore #liveinprint

**#YRSTORE
#LIVEINPRINT**



LINKS TO VIDEOS USED IN MY SLIDES:

<https://vimeo.com/84395232>

<https://vimeo.com/117278921>

<https://vimeo.com/152413317>

#PIApparel #YRStore #liveinprint

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WHAT AM I TALKING ABOUT?

- Increase dwell time
- Increase customer joy > sharing > talkability
- Create revenue
- ZERO PRINTED INVENTORY
- Perceived relevance
- Perceived higher value
- Compete on experience

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NUTELLA JARS

The most sought-after
foodie gift is back.
Get yours today.



WHAT IS YR

- YR as in Your = Your Experience, Your Control Over Design
- 2013
- Are you just reading my bullet points?
- There is nothing to read here
- It's ok there is more video and photos too



LIBERTY
LONDON

SELFRIDGES & CO



Google™



FADER

TOPMAN

TOPSHOP

BOXPARK



PATERNITY

HARVEY NICHOLS

CONVERSE®

STAR
WARS



COLLABORATORS

Collaboration is at the heart of YR, we work with the world's leading events agencies, global brands and creative visionaries.

Collaborators can provide design elements, patterns and templates or work with our in house design team to create designs that fit the brief for the event / activation.

YR provides a truly unique gifting solution perfect for all types of event, activations and promotional campaigns.

#YRSTORE
#LIVEINPRINT





CONTEXT

Nike opened Phenomenal House at the Old Sorting Office London, to launch their new football boot "Mercurial Superfly" for the 2014 World Cup.

[WATCH VIDEO](#)

CHALLENGE

Nike wanted to add a live interactive element and strengthen their bespoke NIKEiD offer at the event.

RESPONSE

We designed a custom version of our software, allowing guests to select from different artwork, position and scale and then add their name and number to create a truly one of a kind garment.

OUTCOME

1000 t-shirts were sold at £20 over the 6 days alongside a fantastic engagement across social media channels.

#YRSTORE
#LIVEINPRINT





CONTEXT

Liberty asked us to be involved in "Get Creative" a fortnight of events and workshops featuring names including; Stella McCartney, Grenson and Etsy.

CHALLENGE

To build a unique YR Store installation and source specific garments to match up with Liberty's quality expectations.

RESPONSE

We developed a unique range of women's t-shirts and a print library from Liberty's iconic print catalogue allowing customers to produce their one of kind Liberty design.

OUTCOME

After a phenomenally successful two weeks at "Get Creative", Liberty asked us to stay for a further two months over the Christmas period.





**STAR
WARS**



CONTEXT

The YR x Star Wars installation was held in Selfridges throughout the Christmas season and ran to the end of January 2016.

[WATCH VIDEO](#)

CHALLENGE

Die-hard fans of the iconic brand, had a once in a lifetime opportunity to delve into the Star Wars archives to create their own personalised product.

RESPONSE

Consumers were be able to select from a range of exclusive Star Wars designs to print on premium t-shirts alongside customisable varsity text and numbers.

OUTCOME

Over 9 weeks, over 1,200 t-shirts and sweatshirts bought and printed live. Will be rolled out to other Star Wars events in 2016.

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#LIVEINPRINT





CONTEXT

Celebrating 10 years, Drop Dead wanted to offer their loyal customer base a chance to make limited edition t-shirts at their flagship London store, with iconic designs from their archive.

[WATCH VIDEO](#)

CHALLENGE

Respected for its creative flair, Drop Dead takes inspiration from internet culture, life on the road and an ever-evolving taste in music and art. This was brought to life with our live design and print studio.

RESPONSE

The response was incredible with fans queuing around the block to get their hands on a piece of the brand's history. The live printing offered a truly unique experience.

OUTCOME

Over 300 units were printed over the weekend celebrations, with fans sharing amazing feedback and images across social channels.

#YRSTORE
#LIVEINPRINT





CONTEXT

The fifth Anniversary of Vitamin Water's #uncapped concert series received some added interactivity, thanks to our team's live printing! Spanning five consecutive nights in New York City.

CHALLENGE

The #uncapped series is dedicated to 'hydrating the hustle' and draws attention to emerging musical talent as well as notable hit-makers. Each event was free to the public, and also featured DJ sets, interactive fan activities and much more.

RESPONSE

The first 250 people through the door received a token to create their own t-shirt design from a selection of exclusively commissioned designs. Creating a limited edition collection of #uncapped memorabilia.

OUTCOME

Over 1250 t-shirts were printed over the 5 days, with this innovative customisation experience taking the New York crowd by storm!



PRINTING TECHNIQUES

YR give consumers and guests an incredible design experience through the app running on large touchscreens. We then bring the design to life using one or multiple print and embellishment techniques. At all times the consumer can see the whole experience, feeling connected and part of their purchased item coming to life.





LIVE DIRECT-TO-GARMENT

The YR Direct-to-Garment (YR DTG) process allows us to print on cotton garments, digitally, in real-time. As soon as a guest finishes their design it is sent to our Print Manager console and we launch the print process.

The cotton t-shirt or sweatshirt is loaded into the YR DTG machine and the printer then prints directly onto the item. The whole process takes around six minutes.

We are also working on offering live leather printing.

#YRSTORE
#LIVEINPRINT





EMBROIDERY

The newest service from YR can be added to live printing for a premium finish to t-shirts and sweatshirts.

Using the same app on the touchscreen the guest creates a design that we can immediately begin embroidering onto the item.

Using the latest single-head embroidery machines we can embellish t-shirts and sweatshirts in 5 - 20 minutes depending on the design.



PATCH

Using the large touchscreens and YR app in-store or at an event, guests can quickly create their own patch designs. These allow many different customisations and we work with brands to create bespoke customisation options.

The patches are then printed live using dye-sublimation technology before being hand-sewn onto the item.

We are also working on offering live leather printing.

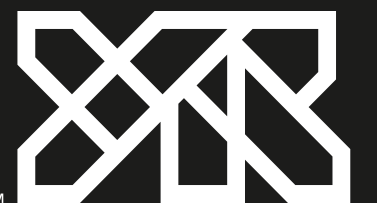
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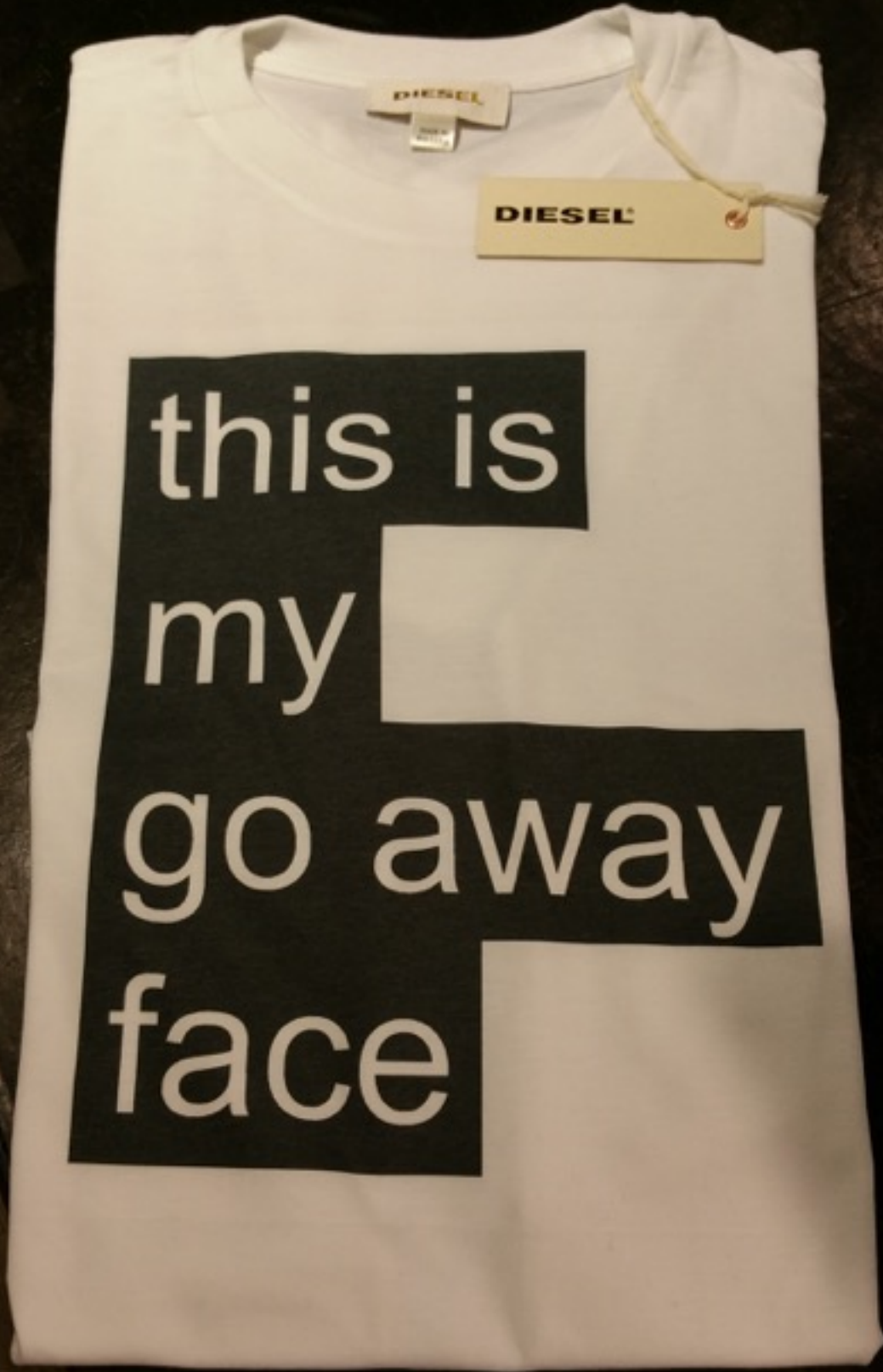


**CREATING LIVE
EXPERIENCES
CUSTOMERS
UNDERSTAND**

Keep it Relevant

**#YRSTORE
#LIVEINPRINT**







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WILD ABOUT



CHARLOTTE

200 ml

THE BODY SHOP®
PINK GRAPEFRUIT
ENERGISING BODY BUTTER
BEURRE CORPS ENERGISANT

6.75 OZ (192 g)

BARRIERS TO ENTRY

- Making the experience and the product credible
- Making product desirable
- Making it relevant (M&S Vs BAPE)
- Developing your own customisation will be costly

RESULTS

- Increase dwell time
- Increase customer joy > sharing > talkability
- Create revenue
- ZERO INVENTORY!
- Perceived relevance
- Perceived higher value
- Compete on experience

#PIApparel #YRStore #liveinprint

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#LIVEINPRINT



THE FUTURE

- **Labelling crazy**
- **3D print on demand - but how does your customer design?**
- **Homewares**
- **Online - how do we create theatre with no theatre?**
- **More premium, more experience, more value for customers**
- **Its just the beginning**

THANKS.

hello@thisisyr.com

thisisyr.com

**#YRSTORE
#LIVEINPRINT**

