



VIRTUE AND CARLINGS LAUNCH WORLDS FIRST-EVER AUGMENTED REALITY STATEMENT T-SHIRT

Being the first fashion retailer to use Instagram's newest Target Tracking Augmented Reality, 'The Last Statement T-shirt' allows a single, physical T-Shirt to show animated political statements.



See it here: https://youtu.be/gVsTcVL8_ks

Scandinavian fashion retailer Carlings and VIRTUE, the creative agency by VICE are back after the Internationally recognised, award winning success of last years [first-ever digital clothing collection](#) that had zero percent negative impact on the environment. VIRTUE and Carlings joined forces again aiming to maximise social traction while lowering the environmental impact by launching 'The last statement T-shirt'. Together they reinvented the traditional graphic tee for the digital age, creating the ultimate social media sharing statement piece - effectively rendering all future t-shirts obsolete.

Ever since the beginning of youth culture, fashion has been a way to make a statement. With The Last Statement T-shirt, Carlings and VIRTUE have taken a classic pillar of youth rebellion and reinvented it for the digital age. When The Last Statement T-shirt is photographed through Instagram filters and shared on social media, users can digitally change its appearance on their phones. Every day the shirt can display a new statement and design to amplify a message without ever having to buy another t-shirt.

"A statement tee is a way for the voiceless to get their message out there. And today, social media allows people to amplify that a thousand times. But Social Media also makes statement tees even more of a one-off purchase. So we worked on how to extend the digital impact of a single t-shirt." – Roy Mikalsen, CEO of Carlings.



How the T-shirt works

The T-Shirt features a graphical logo designed to serve as a tracking point for smartphones. Using the technology behind Instagram's face filters — people can digitally superimpose new designs onto the T-Shirt through their phones. The Target Tracking Augmented Reality technology from Instagram, that could previously only target the face, now allows to target other parts as well.

With Carlings being the first ever retailer to use this technology, consumers can choose between a selection of animated statement designs, continuously updated to reflect daily news and current topics. On a daily basis the T-shirt can display a new statement and design to get the message out there on Instagram — without ever having to buy another physical t-shirt. Carlings is the first ever fashion retailer to use Instagram's Target Tracking Augmented Reality for anything other than the face. See How It Works:

<https://youtu.be/a3TQzgyIk1o>

Morten Grubak, Executive Creative Director, VIRTUE Northern Europe adds:

“Technology is rapidly evolving and often used just for the sake of it being new without thinking of how this could benefit bigger issues in the world. Teaming up with Carlings allowed us to showcase how the latest Instagram technology can be used to spread awareness of today's biggest issues, whilst reducing the environmental impact of fashion. In addition to that we want to change people's perception of filters, and see them as a valuable thing that can inform and give people a voice. In this way, we can lift creativity and change people's perception of what is possible between fashion and technology.”

The Last Statement T-shirt is a leading example of how digital augmentation and alteration will shape tomorrow's fashion industry as designs are no longer locked by the physical construction of a garment. And as much as it creates new possibilities for consumers, designers might need to adjust to a world where they no longer have the final say over their creations.

The Last Statement T-Shirt will hit the virtual shelves of www.carlings.com on the 6th of December 8.00CET and costs €39,90 (€10 of every shirt is to be donated to Wateraid). The first instalment of the project will feature 4 designs, with 16 new ones added by mid January and new ones added from the launch onwards.

ENDS

Press materials, Images, videos, Words — DropBox

<https://www.dropbox.com/sh/unzbpzbtvk7y8ri/AACHya-wrHRVnc0TRe-p1GDxa?dl=0>

CREDITS:

Creative agency: VIRTUE, the agency by VICE

Executive Creative Director: Morten Grubak

Art Director: Dimitri de Paiva

Project Manager: Megan Horan



Creative research and technologist : Maria Christina
Account Director: Emma Beck
Tech Partner: Molamil Lab
PR: A World Beneath

ABOUT VIRTUE

We are VIRTUE, the creative agency born from VICE.

Since 2006, we've used our entertainment DNA to help brands capture the attention of their audiences with work that speaks to our most primal instincts of pleasure, attraction and delight.

We believe in commanding, not demanding; entertaining, not interrupting; contributing, not leaching. Because brands should add to the world they want to be a part of — not distract from it.

With presence in 26 countries, we craft campaigns, platforms, and IP for some of the most important brands on the planet. Using proprietary tools, access, and intelligence, we find new ways for brands to matter to the world through an entertainment-centric approach that plunges its hooks into audiences' subconscious and refuses to let go.

Virtue is behind the award winning Chrome's 'Don't Be A Browser', Park MGM's Las Vegas Love Stories, Weedmaps' Museum of Weed, Dove's Dear Future Dads, and Q the Genderless Voice.

ABOUT CARLINGS

A Scandinavian retail brand and market leader in denim and streetwear - primarily aimed at the urban-minded youth between 18-25 years old in Norway, Sweden & Finland. For decades Carlings have been open to new ideas and ways of living. They aren't afraid of standing out, speaking up, and making an influence. A vision they share with the brands they sell, which include Levis, Lee, Karve, Dickies, Vans, Vailent & many others.

