

# Transforming the virtual retail experience

**Swedish start-up DXME is transforming virtual experiences of retail to physical products, in a physical place or remotely.**

– For years, the retail industry has been talking about experiences, but no one really knows what it is. Until now, says CEO Tomas Stocksén.

DXME taps into the challenges of the retail industry where the consumer behaviour has changed to more online usage and where the role for the store is becoming more and more unclear.

With DXME:s “Design by Me 1” experience, a customer can personalize a product and with the help of augmented reality, be able to visualize the design in an immersive way before it is produced. Thus, the manufacturing process becomes an experience in itself that customers share with their community. Within a few minutes, a customer can get a personalized product/garment and walk home with a smile on their face.

## Event experiences

The DXME “Design by Me1” experience is also applicable to the event industry that struggles to deliver more extensive experiences than only a concert or sporting event.

– Think about the possibilities if a visitor can purchase a personalized garment that is only available at that specific event. Within a few minutes after the game, the visitor can walk home with a garment with a motive or the result from the game that they have just seen, says Tomas.

## Sustainable production

Overproduction of products is avoided and less unnecessary products sold. Also, with the “Design by Me1” experience, less stock will be kept and less sales reductions at the end of the season as everything is produced at the moment.

## Platform and model

DXME provides a platform and B2B-model helping retailers or event companies drive traffic to stores or to an event and at the same make great business of the increased traffic.

– With the “Design by Me 1” platform from DXME, it is easy for the marketing department to update the design experience with new graphics in line with the marketing plan, or with photos directly from the event that is currently taking place, says Peter Hagström, Creative Director/CTO at DXME.

## About DXME

DXME will officially launch at World Expo in Dubai in October 2021, but already have exciting customers such as Space Digital Culture Center and TransparAll and have been working with partners for Guldäggget, Nick's, Oscar Zia and Lewa of Sweden.

Founders Tomas Stocksén and Peter Hagström have been working together for over 35 years in and around the fashion industry and the event industry, including one of the biggest

fashion retailers in the world. They have had different managerial and entrepreneurial roles in Sweden and Hong Kong. The last five years they have been working with business development and innovation, especially with 3D, AR, VR, Body scanning, Voice, RFID, 3D printing and Direct to garment printing. Now, the focus is to transform virtual experiences to physical products through DXME.

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