

Re-Inventing the Runway: Immersive Experience Redefining Reality. Invitation by Eleonora de Gray, Editor-in-Chief of RUNWAY MAGAZINE. Photos / Videos / Concept / 3D Development / Web3 Development and Concept: Runway Magazine. Music: Alena Smirnova, Serge Quadrado, Dmitriy Sevostyanov. Presented Looks: Moncler by Pierpaolo Piccioli, Jean Paul Gaultier, Gucci, Saint Laurent, Valentino by Pierpaolo Piccioli.

## **Introduction**

**RUNWAY Web3: Re-Inventing the Runway** marks a bold new chapter in the evolution of immersive experiences crafted by Runway Magazine. This groundbreaking concept transforms dreams into reality, inviting everyone to explore a world of imagination and creativity where participation isn't just encouraged—it's essential. Unlike traditional fashion showcases or documentaries from the past, this is a real-time, live experience that embraces the present and future of fashion, offering an unprecedented opportunity to witness and engage with the most spectacular looks from today's leading designers and fashion houses.

These unforgettable experiences curated by RUNWAY Magazine bring together the industry's most influential voices, connecting the present with the future. Through a rich blend of media and cutting-edge technology, **Re-Inventing the Runway** immerses audiences in a unique journey that showcases how new technologies can intimately deliver the essence of a designer's vision. From the iconic styles of Valentino, Moncler, and Jean Paul Gaultier to the avant-garde creations of Gucci and Saint Laurent, this immersive experience redefines how we interact with the art of fashion, turning it into a truly inclusive and transformative spectacle.



## **Beyond the Screen: Experiencing Your Own Imagination like Reality**

In a groundbreaking fusion of technology and couture, the fashion world leaps into the future with **Re-Inventing the Runway**—a revolutionary experience created by Runway Magazine. This innovative Web3 environment transcends traditional boundaries, redefining how we interact with reality, cultural concepts, and iconic styles from Gucci, Moncler, Saint Laurent, and Valentino. By seamlessly merging editorial content with interactive digital experiences, it offers an entirely new lens through which to view fashion and luxury, blending imagination with technology to reshape our perception of style today. This visionary approach moves beyond just an observation, inviting you to step directly into the heart of fashion’s evolving narrative.

**The Web3 experience plunges you into a magical realm that feels both familiar and fantastical. As you enter, you’re enveloped in a natural world reminiscent of your own memories and dreams, as if stepping into a living animation of your ideal reality. This world is inclusive, dynamic, and centered around you—challenging the outdated notion of luxury, often seen as disconnected from everyday life. Here, fashion becomes a deeply personal journey, reimagining traditional showcases and inviting all to participate in a vivid, interactive exploration of creativity. The conceptual vision of this immersive experience breaks away from convention, transforming fashion into a shared, living narrative that resonates with how we dream, live, and express ourselves in the modern world.**

***Re-Inventing the Runway*** is both visceral and insightful, with 3D designed environment, 3D looks, graphics and sound design, all of which will evoke our world of

imagination where iconic runways shift the cultural landscape, and where we are creators of it. This feature not only brings the runway to us but also empowers us, as we are no longer passive observers, we are active figures. ***Re-Inventing the Runway*** is our environment to explore, dream, and discover, guided by the seamless interface of a truly revolutionary 3D experience.



## **Luxury in Crisis: The Clash Between Perception and Reality**

The origins of the word ‘luxury’ trace back to the Latin ‘luxuria,’ meaning extravagance or excess. In the 20th century, Bernard Arnault, often seen as the architect of modern luxury, put a new spin on an old idea. He redefined luxury by consolidating unique craftsmen under the umbrella of powerhouse brands, turning them into global icons of art, creativity, and craftsmanship. His vision transformed luxury from niche artisanship into a grand, collective experience that celebrated the pinnacle of human creativity. However, today’s definition of luxury, once synonymous with art and craftsmanship, has lost its meaning. Fashion houses like Dior, part of the LVMH conglomerate led by Arnault family (CEO Delphine Arnault), are now known for producing bags using illegal, unqualified labor for **\$57 and selling them on the market for \$2,780.** Craftsmen who create these amazing works are treated badly, paid poorly, and not just at Dior.

The once-exclusive parties, meant to dazzle, now seem disconnected and irrelevant, leaving luxury brands struggling to connect with the public that they still expect to buy their high-priced goods. To put it simple: you want to sell something to people, include them, don’t exclude them. People lost interest, and the starlight of luxury is no longer shining so brightly.

This disconnection symbolizes a deeper crisis within luxury, where the allure of craftsmanship and exclusivity is overshadowed by unethical practices (**use of exotic animals skin, like crocodiles and pythons – Pharrell Williams for Louis Vuitton menswear**) and overproduction.

The luxury industry today stands accused—often rightly—of contributing to pollution and environmental destruction, stuck in outdated practices that clash with the urgent need for change. Designers are scrambling for solutions, but too often end up circling the same tired ideas without genuine innovation. The conflict between luxury and nature highlights a fundamental problem: society imposes choices that trap luxury brands in fixed patterns, forcing us to choose between indulgence or sustainability, rare materials or exotic skins or responsibility.



**How Re-Inventing the Runway Web3 experience rethinks and reinvents the concept of luxury**

**The revolutionary Web3 experience created by Runway Magazine confronts this conflict head-on, presenting an “improbable” yet visionary coexistence that represents the future—a space where luxury and nature do not just meet but merge.**

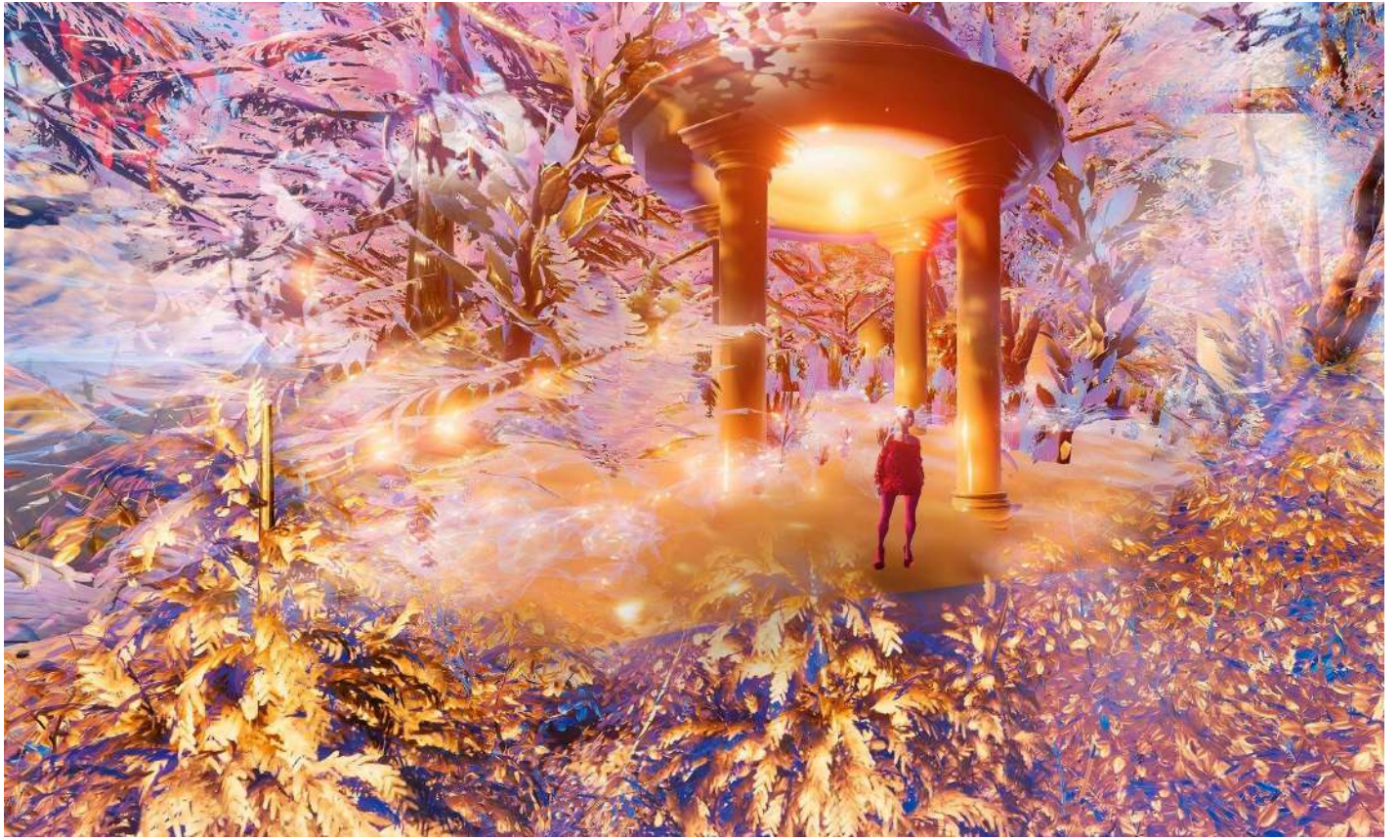
**Re-Inventing the Runway Web3** experience rethinks and reinvents the runway, proposing a bold statement to the environmental dilemmas that luxury faces. It’s not just a showcase; it’s a reimagining of how we view and experience the world where we feel ourselves enchanted and beautiful.



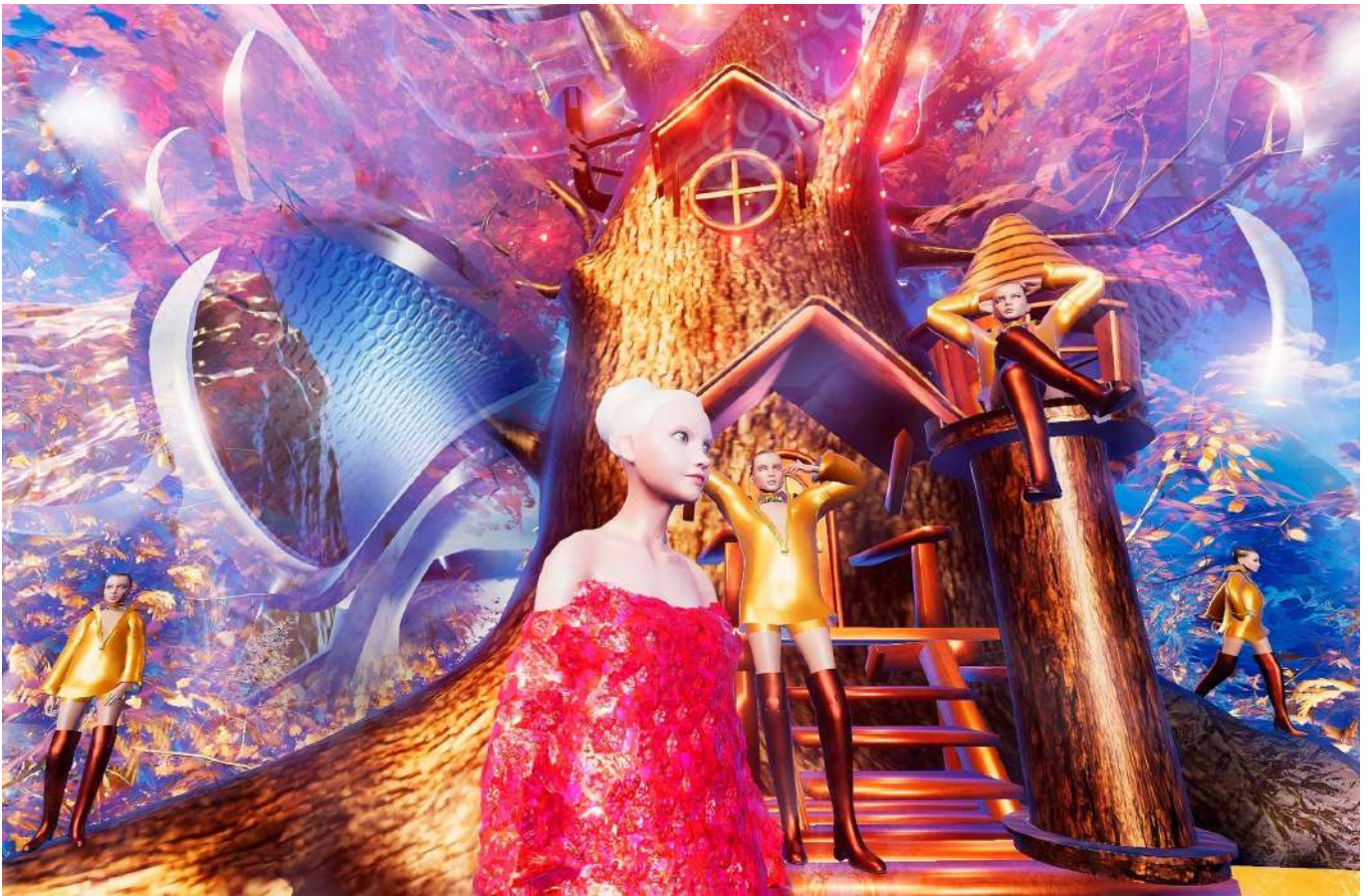
Beginning in an enchanted forest, the experience immerses you in a world where luxury brands and nature exist side by side, challenging the industry to break free from its destructive habits. The Web3 environment becomes a proving ground for this new alliance, demonstrating that creativity and respect for the environment can coexist.

**It's a radical concept that refuses to choose between beauty and responsibility, instead creating a narrative where luxury and nature find common ground in their shared creativity. Runway Magazine has not just imagined this; they have built it—laying the foundation for the future of luxury that embraces innovation, environmental stewardship, and a complete rethinking of what the runway can be.**

In response to these challenges, the **Re-Inventing the Runway** experience offers a transformative vision. The immersive “living” environment, rich with the imagery of enchanted forests, rhythmic surprises, light, sound, and innovation, represents a bold reimagining of luxury—a harmonious fusion of nature and creativity. This immersive space illustrates an “improbable” yet necessary coexistence, where luxury and the environment find common ground. By embracing a more inclusive and sustainable approach, **it redefines the runway, presenting a narrative that luxury can indeed evolve, adapt, and inspire without compromising its core values. Re-Inventing the Runway isn't just a digital escape; it's a revolutionary answer to the environmental and ethical questions that luxury faces today, offering a glimpse into a future where creativity, sustainability, and luxury coalesce into a new, more meaningful experience.**







## **Gamification of Journalism: A New Narrative**

The **Re-Inventing the Runway** experience boldly gamifies the expert journalistic review traditionally seen in media, transforming how stories are told and opinions are expressed. Journalism has always been about narrating life, and this Web3 experience takes that storytelling to new heights, offering an interactive and immersive way to engage with experiencing every day life. Runway Magazine, at the forefront of this innovation, pioneers new methods of storytelling by merging the power of media with the immersive qualities of the Web3, allowing users to step into the narrative rather than just read about it.

Incorporating gamification elements, this experience engages visitors by blending interactive participation with expert insights into fashion design and new vision of luxury. This approach turns passive observation into an active journey, redefining media's role in every industry. By embracing these interactive methods, Runway Magazine transforms them into a creative platform that enhances how creative concept is understood and explored. This isn't just an evolution of content; it's a revolutionary method of how media can inspire, inform, and connect through gamified storytelling. **Runway Magazine's Web3 experience transcends mere digital engagement; it heralds the future of media. By integrating editorial content with virtual interaction, it reshapes the landscape of journalism, offering a dynamic space**

**where users can explore and participate in the narrative. This approach reimagines traditional media formats, making them more engaging, and relevant to all.**

As we navigate this new intersection of imagination and technology, **Re-Inventing the Runway** stands as a testament to the limitless potential of concept, art, and digital landscapes. It revitalizes the traditional media experience, inviting people worldwide to embrace the future and redefine their interaction with the stories from around the world that shape our culture.





## **Tips – How to use Re-Inventing the Runway**

RUNWAY Web3 experience is accessible on all computers, it is also adapted for slow internet connection. All connections to the Web3 environment are private. This experience is also adapted for mobile devices, installation of an app is required. **This is a Web3 / Metaverse integration. You don't need to register an account to explore.**

**Use your mouse to drag the screen in front of you to turn around.**

**To move around use keyboard keys: “W, A, S, D”. If you have an obstacle – just jump by pressing “SPACEBAR”. You can also choose the location and with your mouse click there.**

**Use your mouse scroll wheel to get closer to something or take distant view.**

**Use “Spacebar” on keyboard to jump. Express reactions “C,1,2,3,4”.**

**Use key “F” to interact with telescope, use key “F” to leave the view screen.**

**Use key “F” to experience the looks of Moncler, Jean Paul Gaultier and Valentino.**

**Or you can also click on the indications (there are everywhere).**

**Use key “F” to get on and get off the Swan. Use “W, A, S, D” to drive Swan.**

**Use “F” if you are stuck somewhere, and not sure what to do when keys “W, A, S, D” don't work.**

**To have a full experience keep your sound on.**

***If for some technical reason the Web3 screen is dead or you really stuck just reload the page by pressing “F5”.***

## Map, points of interest, experiences, and what to visit



### Re Inventing the Runway Map – Points of interest

Your journey through **Re-Inventing the Runway** begins on a bridge that leads you to the **Moncler Rotunda**, where imagination meets reality. Step into the world of Moncler and change into the Goose Down Royal gown, crafted by Pierpaolo Piccioli in 2020. As you put on this spectacular piece, the narrator welcomes you:

**“Re-Inventing the Runway, where imagination meets reality. Here, fashion transcends the ordinary and every step is magic. Slip into Pierpaolo Piccioli’s Royal gown for Moncler—more than a look, it’s a journey. Wear three, witness two, and let the endless runway reinvent itself around you.”**

Nearby, graceful swan boats await, inviting you to ride and explore the wonders of this enchanted land. If you head back across the bridge, you’ll encounter the **Telescopes Stand**, where you can take a closer look at the different corners of this magical world. Just behind the telescopes, a glowing **Portal-Flower** stands ready to transport you to the **Valentino Garavani Pavilion**. Here, you can change your look to one from the Valentino Pink Collection, Fall 2022-2023, also created by Pierpaolo Piccioli. The narrator invites you:

**“Discover the enchantment of Valentino with a cocktail dress from**

**Pierpaolo Piccioli's iconic Pink Collection. This look invites you into a world of bold elegance, where every thread is woven with magic. Wear it and become part of a fashion fairytale."**

Beyond the Pavilion, another **Portal-Flower** takes you to the **Jean Paul Gaultier Amphitheater**, where you can change into the latest Jean Paul Gaultier Haute Jeanerie denim suit. The narrator's voice guides you:

**"Enter the realm of Haute Jeanerie, where Jean Paul Gaultier's magic transforms denim into art. This zebra-striped jacket and jeans, fresh from Fall 2024, cast a spell of modern allure. Slip into this enchanted look and let the magic unfold."**

Continue your adventure to the whimsical world of **Sunrise Pink and the Seven Gnomuccis**, hidden within a majestic old oak tree. Here, seven playful Gucci models—each with their own personality—bring charm and magic to every moment. The narrator says:

**"In the heart of an enchanted forest stands a majestic old oak, home to Sunrise Pink and seven whimsical Gnomuccis. These tiny Gucci models bring charm to every moment – one is running, another striking a pose, one just waking up, and another radiating pure joy. A playful twist on a fairytale, where Gucci meets magic."**

From there, a final **Portal-Flower** transports you back to the forest and into the **Saint Laurent Atrium**, a serene space that beckons you with fireflies and cascading waterfalls. You can also find your way here by taking a swan boat ride along the river. Surrounded by nature's wonders, a towering model presents the latest look from Saint Laurent Fall 2024. The narrator captures the scene:

**"In an enchanted forest, a towering Saint Laurent model transports from one waterfall to another. The runway unfolds in a stunning atrium, surrounded by fireflies that bring light to the darkest corners of imagination. The runway comes alive in a dance of light and shadow."**

This is just one of many ways to explore this metaverse—a world where every turn invites you to interact, experience, and become part of the narrative. The journey is yours to shape, filled with endless possibilities and surprises.

## A New Dawn: The Future of Immersive Experiences

As you step back from this journey through **Re-Inventing the Runway**, you've not just witnessed a new way to engage with creativity—you've been a part of it. This metaverse experience redefines the boundaries between observer and participant, turning every guest into a storyteller in a world where art, technology, and imagination seamlessly blend. Each point of interest, each transformation, and every magical encounter were designed to immerse you fully, challenging the conventions of luxury and media while inviting you to reimagine what's possible.

This innovative space doesn't just display the present—it forecasts the future of how we connect with the concepts of style, storytelling, and the world. By gamifying traditional media and merging it with an interactive landscape, Runway Magazine pioneers a new narrative where **inclusivity, creativity, and technology lead the way**. It's more than just a showcase; it's a bold step toward redefining our relationship with experiences that shape our culture.

**Re-Inventing the Runway** is not just about what you see but what you feel—about diving into an environment where the past, present, and future collide in a mesmerizing blend of beauty and innovation. This Web3 is a call to rethink how we engage with creativity and luxury things, urging us to move beyond passive consumption to active participation. You've seen how the runway can transform and how every look and every setting invites you to play a role in this evolving story.

As we look ahead, the possibilities are boundless. This journey stands as a reminder that reinvention is not just an option—it's a necessity. And in this space, where every path you take is a step into the unexpected, you've witnessed a glimpse of tomorrow's society. **Re-Inventing the Runway** isn't just the future of media; it's the future of how we create and connect. The stage is set, the narrative is yours—where will you go next?

### Just few words about your privacy

The several software integrations we use permits us to create Metaverse / Web3 experience, and can offer improved data privacy for readers, as this integration is only available in your browser, these software integrations do not rely on centralized servers or platforms that can collect and monetize your personal information. **No IP, no country, or any other personal information is collection. No your email address, or name are required to use Runway Web3.** What we collect from you is just “1 View” – that's all.

The advent of a new Web3 version of the RUNWAY MAGAZINE has transformed experiences by enabling to interact with others in a realistic virtual environment in real time.

You can chat, you can use the microphone or camera to talk with your friends or colleagues, if you decide to experience “Re-Inventing the Runway” together. This experience allows groups of users up to 50 people at once.



**LISTEN CAREFULLY BECAUSE THERE ARE STORIES TO EXPERIENCE –  
KEEP YOUR SOUND ON!**

**Runway Magazine Media Rights**

*In this Web3 experience we used integrations of Unity, WebGL, Maya – Autodesk, Blender, Ready Player Me, Spatial technologies. The concept, design, development are intellectual property of RUNWAY MAGAZINE / RUNWAY STUDIO WEB3.*