

Application: 6855

VDP (Virtual Design and Planning)

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

LC Waikiki

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

VDP (Virtual Design and Planning)

Category

R03. Technical Innovation of the Year - Manufacturing Technology

Technical Innovation of the Year Submission Format

Written Answers

a. Briefly describe the organization that achieved the nominated technical innovation: its history and past performance (up to 200 words). Required

LC Waikiki, which views digitalization not only as a technological advancement but also as a transformation of business processes, customer relations, and organizational structure, has implemented an important project called Virtual Design and Planning (VDP). Developed and launched entirely with internal resources, VDP enables LC Waikiki to carry out product planning, production, and design processes in a virtual environment in three dimensions.

Announced at the launch event held in September 2024, VDP was developed with the aim of transferring product planning and design processes into a virtual environment using a 3D game engine and is a software entirely designed by LC Waikiki's own resources. With VDP, production processes can be managed in a 3D world, and products can be visualized in three dimensions. Additionally, stores can be viewed in 3D, allowing plans made before the season to be tested in advance on how they will appear in real units in the store. In this context, VDP integrates the 2D world of planning with the 3D world of products and retail. At the launch event for VDP in September 2024, leading technology journalists from Turkey attended.

b. Outline the nominated technical innovation. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

VDP (Virtual Design and Planning) stands out as an innovative software that enables the transfer of product planning and design processes into a virtual environment. Developed using LC Waikiki's own resources, VDP digitizes design and production processes with its 3D modeling capabilities. Playing an active role in store planning as well, this system allows for the virtual testing of store layouts before the season, providing time and cost savings. Stores can also be visualized in 3D within the scope of VDP, allowing pre-season plans to be tested in advance to see how they will appear in real units in the store. In this way, VDP integrates the 2D world of planning with the 3D world of products and retail. While doing so, LC Waikiki leverages the capabilities of algorithms and artificial intelligence, enabling the visualization of how a product will look or adding visual features to the product using generative artificial intelligence within VDP.

c. Explain why the technical innovation you have highlighted is unique or significant (up to 250 words). Required

LC Waikiki views digitalization not only as a technological advancement but also as a transformation of business processes, customer relations, and organizational structure. In line with this vision, it aims to increase efficiency in all areas by integrating various digitalization and technology tools into its operations. Within this scope, LC Waikiki has implemented an important project called Virtual Design and Planning (VDP). Developed entirely with internal resources, VDP transfers product planning, production, and design processes into a virtual environment, enabling them to be conducted in three dimensions. With VDP, production processes can be managed in a 3D world, and products can be visualized in three dimensions. Additionally, stores can also be viewed in 3D, allowing pre-season plans to be tested in advance to see how they will appear in real units in the store. While doing this, VDP leverages the capabilities of algorithms and artificial intelligence, using generative AI to visualize how a product will look or to add visual features to it.

Due to the structure of the industry, most product orders must be placed long before the sales period. Therefore, minimizing errors in store-based design and planning activities is essential for LC Waikiki in terms of cost and profitability. The VDP project, a first of its kind in Turkey, which has been integrated into LC Waikiki's processes, makes a significant contribution from visual merchandising in stores to product design, business processes, and enhancing customer experience.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

In related news articles, there are interview excerpts in which Şerafettin Özer, LC Waikiki's General Manager of Digital Transformation and Information Technologies, explains the VDP application in the most detailed way. The content also includes information about the company's other digital initiatives.

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Supporting Document 5

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