

SUMB0D1

SUMB0D1 PRESENTS ALVARO MARS
WE INVITE YOU TO WATCH OUR PHYGITAL FASHION SHOWCASED ON MAVRA
DURING LONDON FASHION WEEK 2021



SUMB0D1 is a 360° digital fashion platform offering premier services to the fashion and luxury industries. It is a new venture born from **NAMESIdn** which focuses solely on digital services. We create elegant, contemporary high-tech 3D showrooms, hyper-realistic digital AI models to showcase fashion products. **SUMB0D1** also creates contemporary digital garments in partnership with designers and brands for their signature collections to pre-sell. Coupled with in-app purchases offering unique digital 'looks' direct to consumers for both IRL & synthesised social dressing.

SUMB0D1 PLATFORM provides a green-digital solution. Our seductive digital show spaces are designed to look and feel like a real-life fashion event with all the beauty and elegance of a traditional fashion show. Designers and brands can artistically reskin our digital architectures to meet their companies' vision, needs and desires. This technology originated in the gaming sector and has been artistically reappropriated, redesigned and reinvented by **SUMB0D1** to meet fashion needs by our unique team of engineers and designers.

'Phygital' marries both the online and offline environments by taking the best aspects from each space to create a complete and satisfying reality for the fashion industry. With the use of advanced cinematography technology, this new way of creating digital fashion, by blending physical and digital fashion content allows the audience to be transported mentally into a different virtual world. This way, everyone is in a "digital front row" - allowing inclusivity for all.

For further press information, images and interviews please contact
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Alvaro Mars is an European Fashion Brand that aims to create emotions through design playing with volumes, materials and colour, seeing fashion as a form of art without taking it so seriously. As main inspiration, the mediterranean subcultures try to ironise them creating a caricature of reality with a social message.

Led by the theatrical part of life and interpreting beauty as the maximum expression of guttural feelings, this collection is composed of volumes, visual hyperboles and shapes that evoke emotions in the recipient. Alvaro finds his source of inspiration in the women of his life just as Almodobar does in his film “All about my mother” (1999). First taking as a reference his mother’s passion for tennis, reflected in both shapes and finishings, and her strength and independence; and then his grandmother’s taste for exuberance and theatricality, noticeable in the textile richness. Like this, he gives worship and homage to his muses and romanticizes them to their maximum expression.

You are first welcomed aboard the **MAVRA SOLAR** which transports you through space to the first runway on Mars. The story begins where humanity runs away from earth in the search of a new reality. Where the breaking of canons and rules is usual. Where the most sordid dreams can come true. In this chaotic maelstrom of emotions and illusions, Alvaro creates an utopian scenario where patriarchy is not in the base of the system, he blurs the lines between genre roles with the visibility of all human kinds. Where civilians are not oppressed by the color of their skin or their genitals. It’s just humanity pursuing the authentic feelings, the endless search for vividness and life, and the expression of the purest beauty.

This collection is a statement of how Alvaro sees his perfect world, where garments are made out of recycled pieces of fur, leather and fabrics in a sustainable way and everyone is free of living life to their fullest potential.

<https://alvaromars.eu/>

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