

A close-up, futuristic portrait of a person's face, heavily augmented with high-tech, glowing blue and purple mechanical components. The person's eyes are visible through the technology, and various digital-like patterns and lines are overlaid on the face. The word "AREYES" is prominently displayed in the center in a bold, white, sans-serif font.

# AREYES

CAPABILITIES

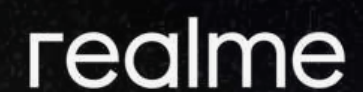
IMMERSIVE STORYTELLING SOLUTIONS

2024

**REIMAGINE BRAND CUSTOMER EXPERIENCE  
THROUGH IMMERSIVE STORYTELLING**

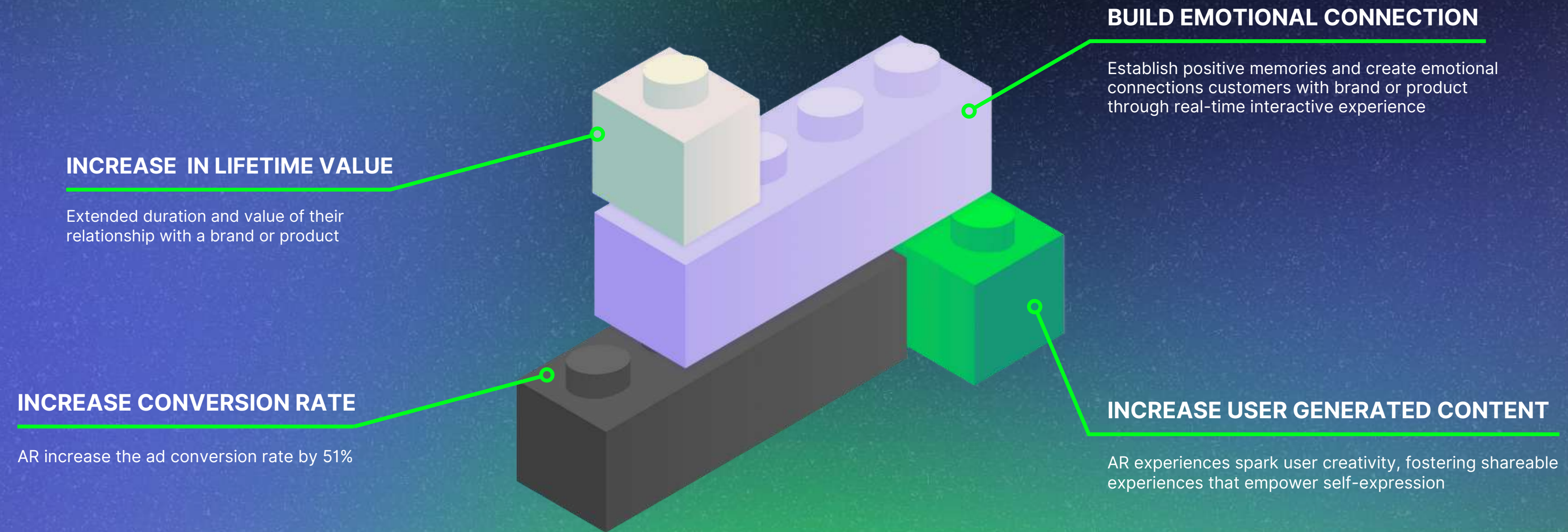
# INTRO DUCTION

AREYES is a full cycle creative-engineering studio specializing in gamification and new formats of digital storytelling. With expertise in mixed reality, game design, and creative concept development, AREYES facilitates the expansion of global brands into the spatial dimension.

The Meta logo, featuring an infinity symbol followed by the word "Meta".The Hermès Paris logo, featuring a horse-drawn carriage icon above the word "HERMÈS" and "PARIS" below it.The Sony Music logo, featuring a stylized "S" icon followed by the words "SONY MUSIC".The Ford logo, featuring the word "Ford" in a script font inside an oval.The Nissan logo, featuring the word "NISSAN" in a sans-serif font inside a circle.The Rovio logo, featuring a stylized "R" icon followed by the word "ROVIO".The L'Oréal logo, featuring the word "L'ORÉAL" in a sans-serif font.The Red Bull logo, featuring two red bulls facing each other with a red bull head in the center, above the words "Red Bull".The Selfridges & Co logo, featuring the words "SELFRIDGES & CO" in a serif font.The NBA logo, featuring a silhouette of a basketball player inside a circle, followed by the letters "NBA".The JD logo, featuring a stylized "JD" inside a circle.The NYX logo, featuring the letters "NYX" in a stylized font.The Realme logo, featuring the word "realme" in a lowercase sans-serif font.The LEGO logo, featuring the word "LEGO" in a bold, blocky font.The Stellantis logo, featuring the word "STELLANTIS" in a sans-serif font.The European Cultural Academy Venice logo, featuring the text "European Cultural Academy Venice" inside a circle.The JD logo, featuring a stylized "JD" inside a circle.The Henkel logo, featuring the word "Henkel" in a sans-serif font inside an oval.

**AUGMENTED REALITY**  
**VIRTUAL REALITY**  
**GAME DESIGN**  
**3D DESIGN**  
**VISUAL ART**

Empowering seamless integration of AR/VR solutions into client marketing campaigns to effortlessly achieve their KPIs.





FASHION & RETAIL

Brand Awareness  
Product Visualization  
Virtual Try-On's



AUTOMOTIVE

Virtual Test Drive  
Brand Awareness  
Concept Design



ART & ENTERTAINMENT

Immersive Storytelling  
Marketing Art  
Character Exploration



GAMING

Game Design  
Game Development  
Concept Design

# CASE STUDY

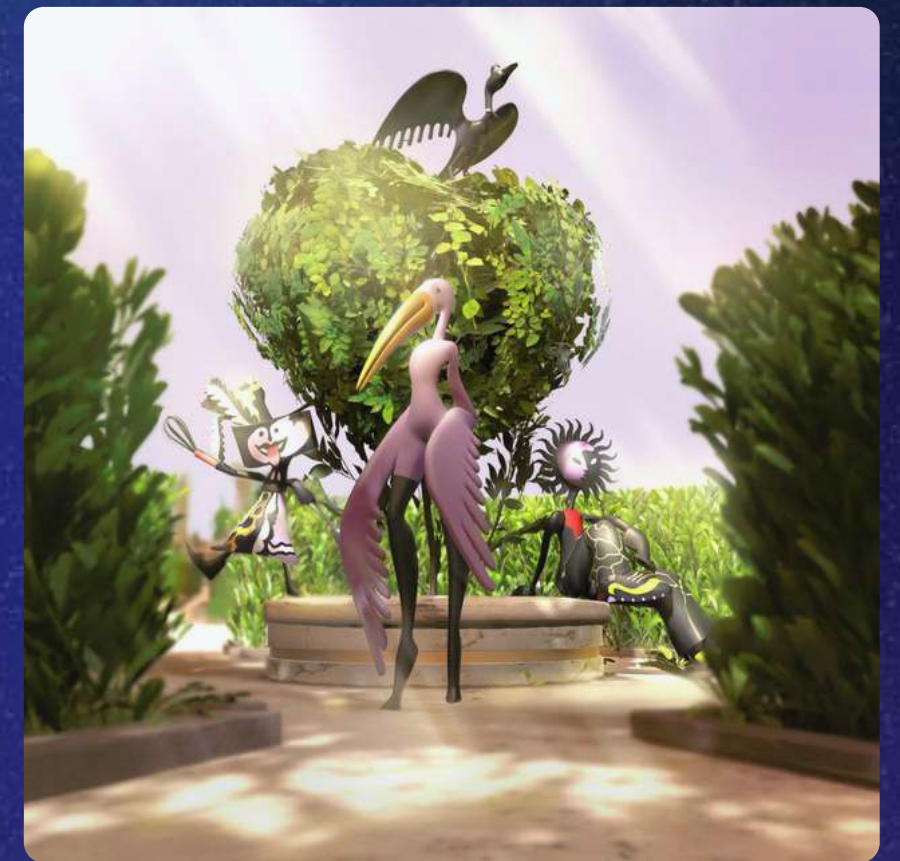
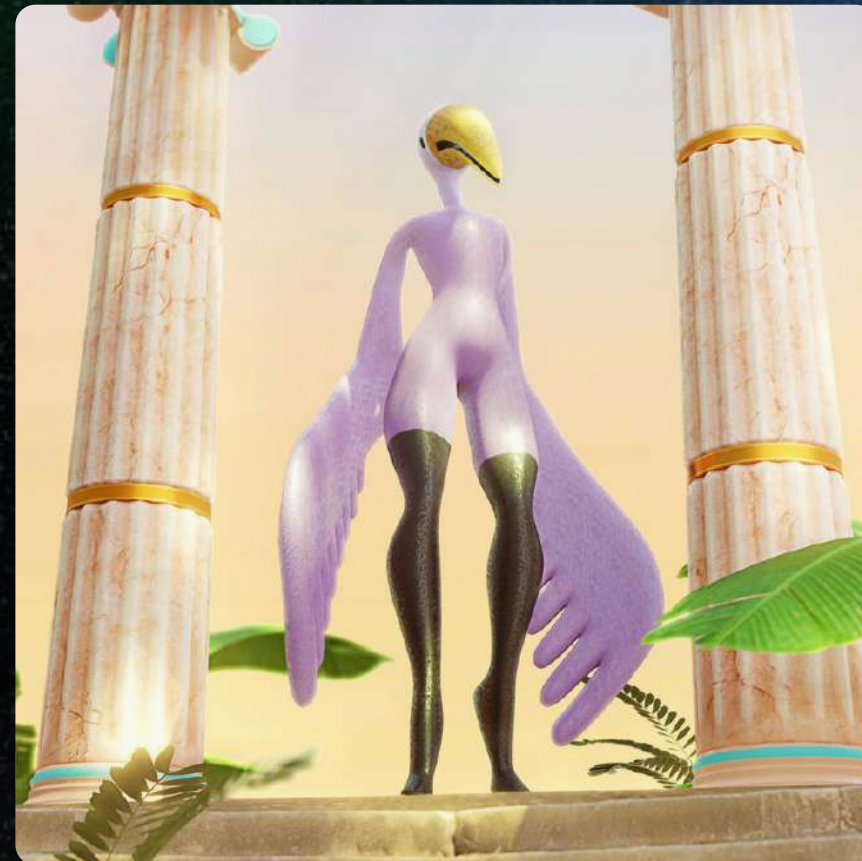
FASHION &amp; RETAIL

# PLEASURE GARDEN

Client: Selfridges  
Service: AR Game,  
Character Design, Marketing Art

[MORE INFO](#)

Selfridges turned Valentine's Day shopping into an enchanting adventure with a Social AR game featuring tarot characters embodying love and celebration, set in a visually stunning paradise where shoppers collect delightful goods. This AR game enriches and transforms the pre-holiday gift search into a personalized journey through an aesthetically pleasing gateway.



## FASHION &amp; RETAIL

# SAUT HERMÈS

During the Saut Hermès event, Hermès unveiled an exclusive digital AR experience on their Instagram account. This AR filter brings the symbolic horse Rayan into virtual reality, allowing fans to engage and emotionally connect with the prestigious Saut Hermès annual show in Paris, fostering a sense of community among attendees and followers.

- Over **1.8 million** people engaged with AR campaign.
- More than **30.500** unique user generated videos posted.
- The average time session within AR experience is **17 sec.**

Client: Hermès  
Service: Augmented Reality, Character Design

[PRESS & TRY](#)

AUTOMOTIVE

PUMA ST RACE

Client: Ford  
Service: AR Game, Marketing Art

MORE INFO

PLAY

The Puma ST Race AR game project aimed to promote Ford's new urban SUV, the Ford Puma ST, through an engaging Instagram race experience. The project involved creating a dynamic AR game that showcased the Ford Puma ST on the Brands Hatch Circuit in 3D, optimizing the 3D model of the car, and incorporating special effects. **75,000 game session and over 2,000 user generated videos posted online in 2 week timeframe.**



AUTOMOTIVE

# DODGE HORNET

Client: Dodge  
Service: AR Game, Marketing Art

[MORE INFO](#)[PLAY](#)

Dodge celebrates the launch of Dodge Hornet R/T electric vehicle, with an engaging AR campaign. The campaign includes a head-controlled car racing game highlighting the Hornet's design and allows users to customize their dream car, share achievements, and engage in friendly challenges, creating an electrifying AR Social Media Advertising experience. Dodge AR-Ad campaign achieved **+51% in CTA click-through rate** compared to other social campaigns



GAMING & FMCG

# VALORANT

Client: Red Bull, Riot Games  
Service: Augmented Reality

[MORE INFO](#)

[WATCH VIDEO](#)

Riot Games collaborated with Red Bull to establish the Red Bull Campus Clutch esports series, providing a platform for amateur players to showcase their skills and compete on a global stage. To support this collaboration, AREYES developed a set of AR Experiences that transform social media users into game characters.



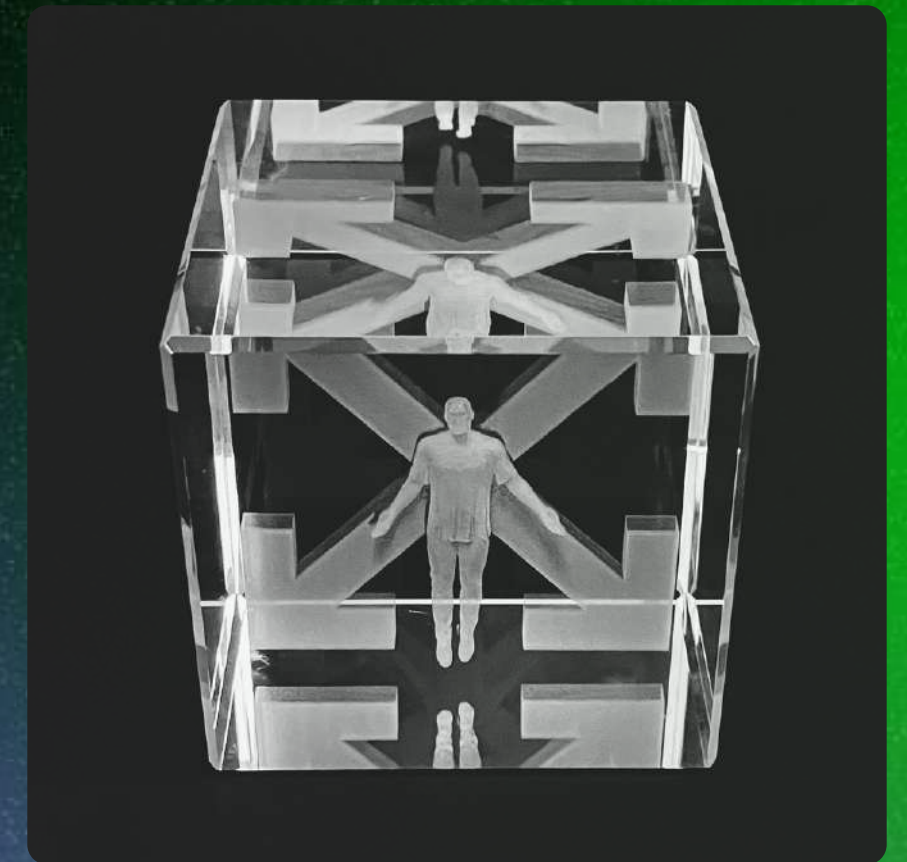
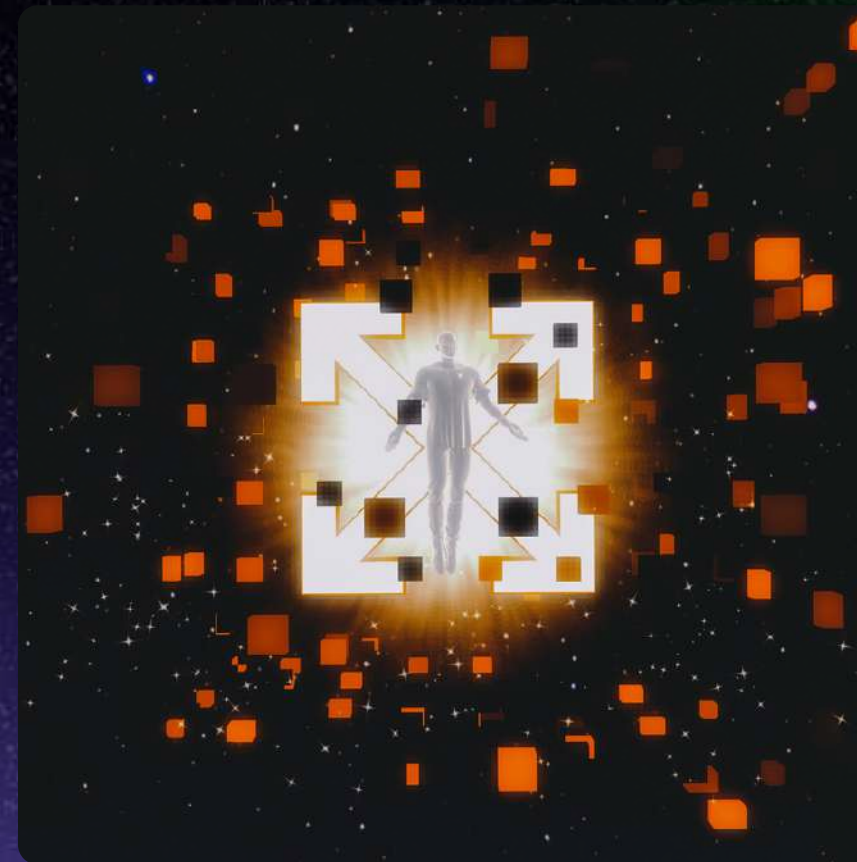
## ARTS &amp; ENTERTAINMENT

## SAINT ABLOH

Service: Augmented Reality,  
Object Design, Marketing Art

[MORE INFO](#)

For Virgil Abloh's September 2021 music event in Kyiv, AREYES devised AR Brand Activation to celebrate his fashion influence. We created a glass phygital artifact that utilize target tracking technology allowing trigger AR activation. The augmented experience features a digital Abloh 3D avatar and geometric elements, showing how the physical cube blended real and virtual realms.



## ARTS &amp; ENTERTAINMENT

# GEORGE EZRA

For the release of George Ezra's album, "Gold Rush Kid," a multi-activation AR campaign was developed in partnership with AREYES Studio. The campaign involved the incorporation of 3D modeling of Ezra's visual art, enabling users to experience his live concert by pointing their camera at their surroundings.

Additionally, the album itself offers a special AR feature: album owners can transform it into a shimmering gold simply by pointing their camera at it.

**Over 10 million people** engaged with George Ezra new album through AR campaign.

Client: SONY Music

Service: Augmented Reality, Digital Twin

[MORE INFO](#)

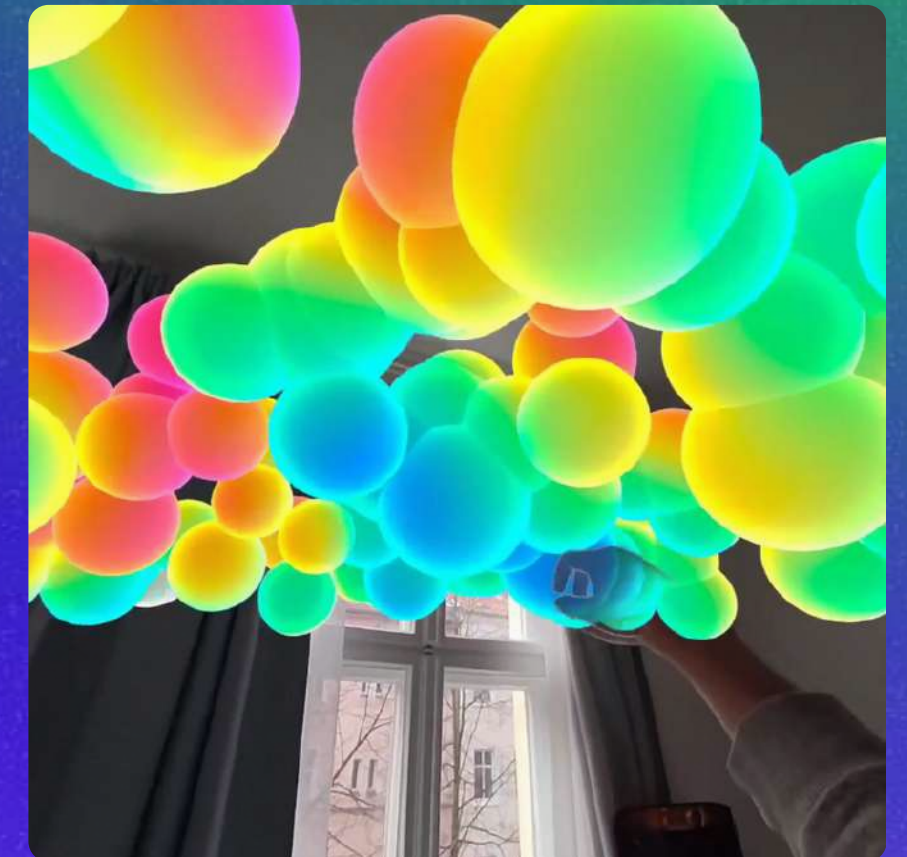
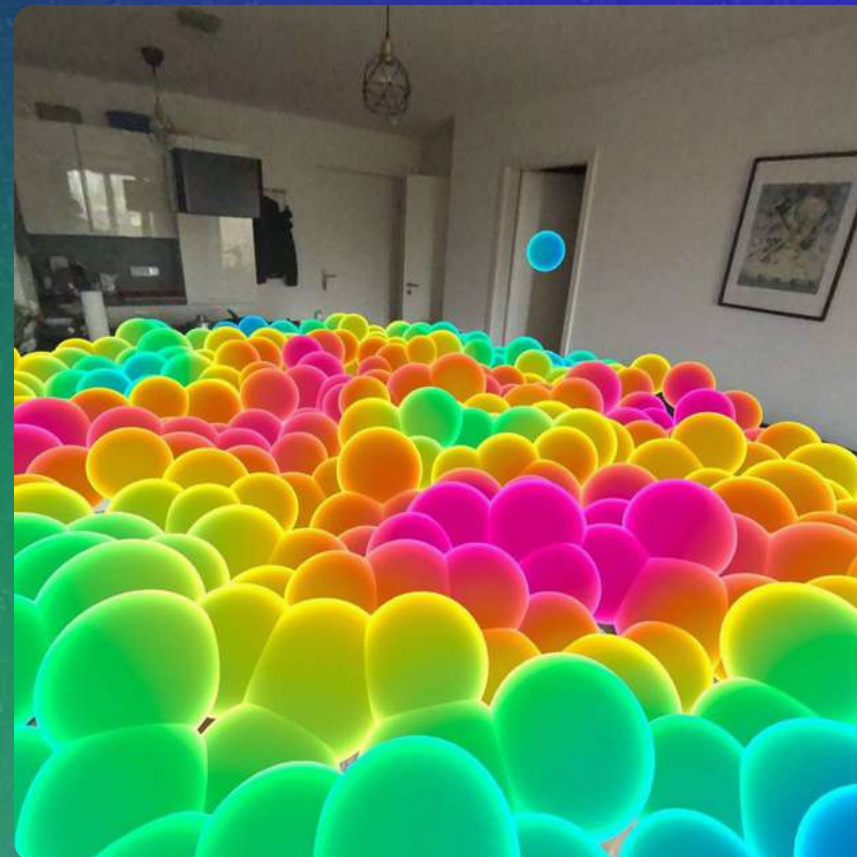
## ARTS &amp; ENTERTAINMENT

# QUANTUM BLOOM

Studio IP  
Service: Mixed Reality

[WATCH VIDEO](#)

Quantum Bloom is a mixed reality experience that leverages innovative features like passthrough and hand tracking on the Apple Vision Pro and Meta Quest 3. These capabilities empower users to create captivating game worlds integrated into their surroundings.



ARTS &amp; ENTERTAINMENT

# PINK SPACE

Service: Augmented Reality,  
Object Design, Marketing Art

[MORE INFO](#)

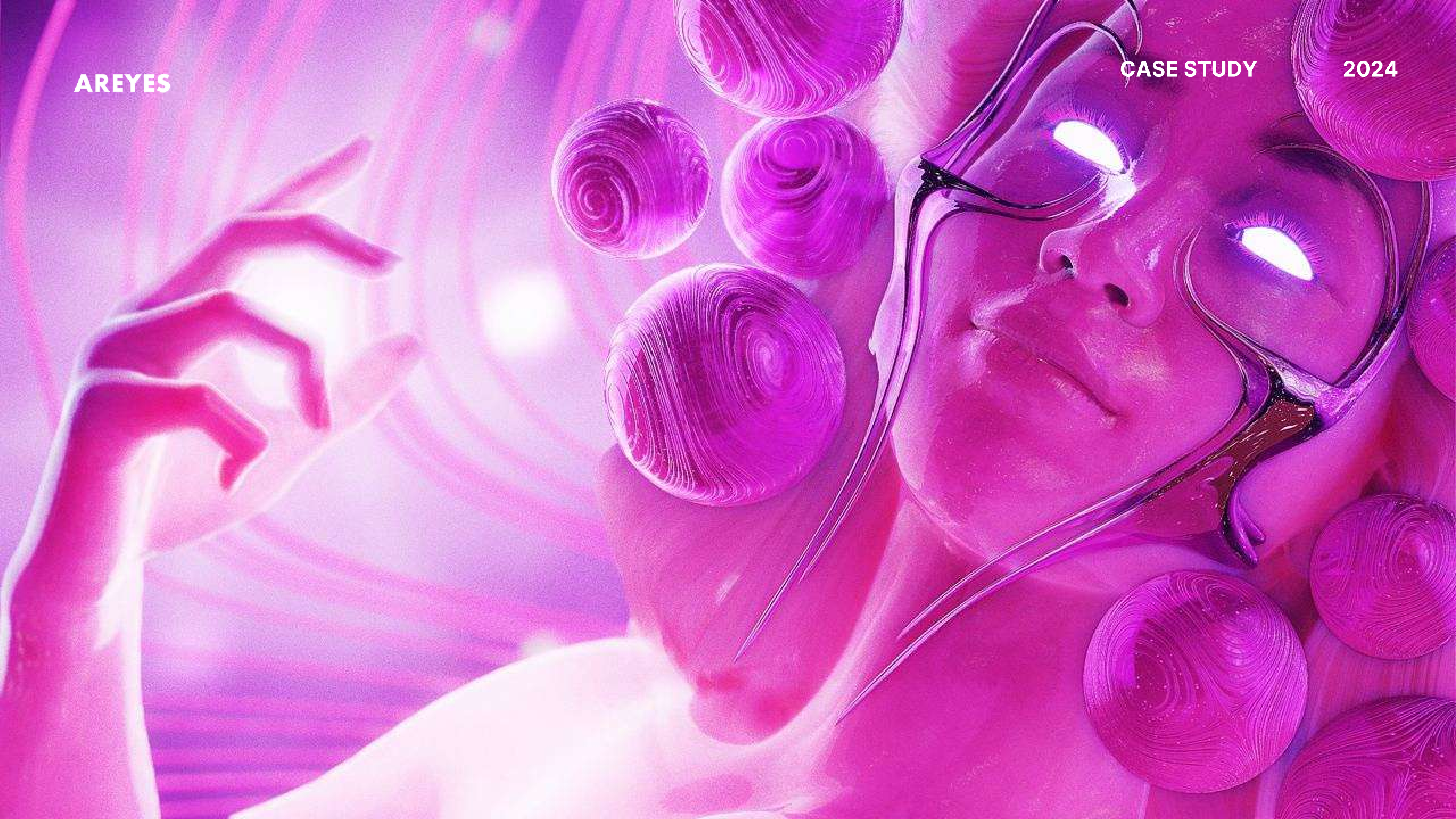
Pink Space NFT art is about creating dreamy pink spaces to evoke emotion and thoughts. Pink Space is based on visual research on the color pink and its power. The magical aspect of it seems to be coming from a deep need of positive feelings and a space where you can simply enjoy yourself and embrace the love for yourself and others. **Sold for 3.70 ETH \$12,063.66**



AREYES

CASE STUDY

2024



GAMING

# POSTHUMAN ISLAND

Client: Cultural Policy  
Service: Web XR, Metaspace

MORE INFO

GO VISIT

Posthuman Island is interactive multilevel virtual environment with 20 visual artworks and AI-generated sounds in collaboration with Cultural Policy, Felt Zine, Gray Area, and Mubert. The design was built around the idea of a virtual research center on an island in the Philippines set in a futuristic world showcasing transformed humans in 2060.



AREYES

CASE STUDY

2024



## GAMING

# RIVAL RIDES

Client: Argarium

Service: Game Design, Character Development, Game Art

[MORE INFO](#)

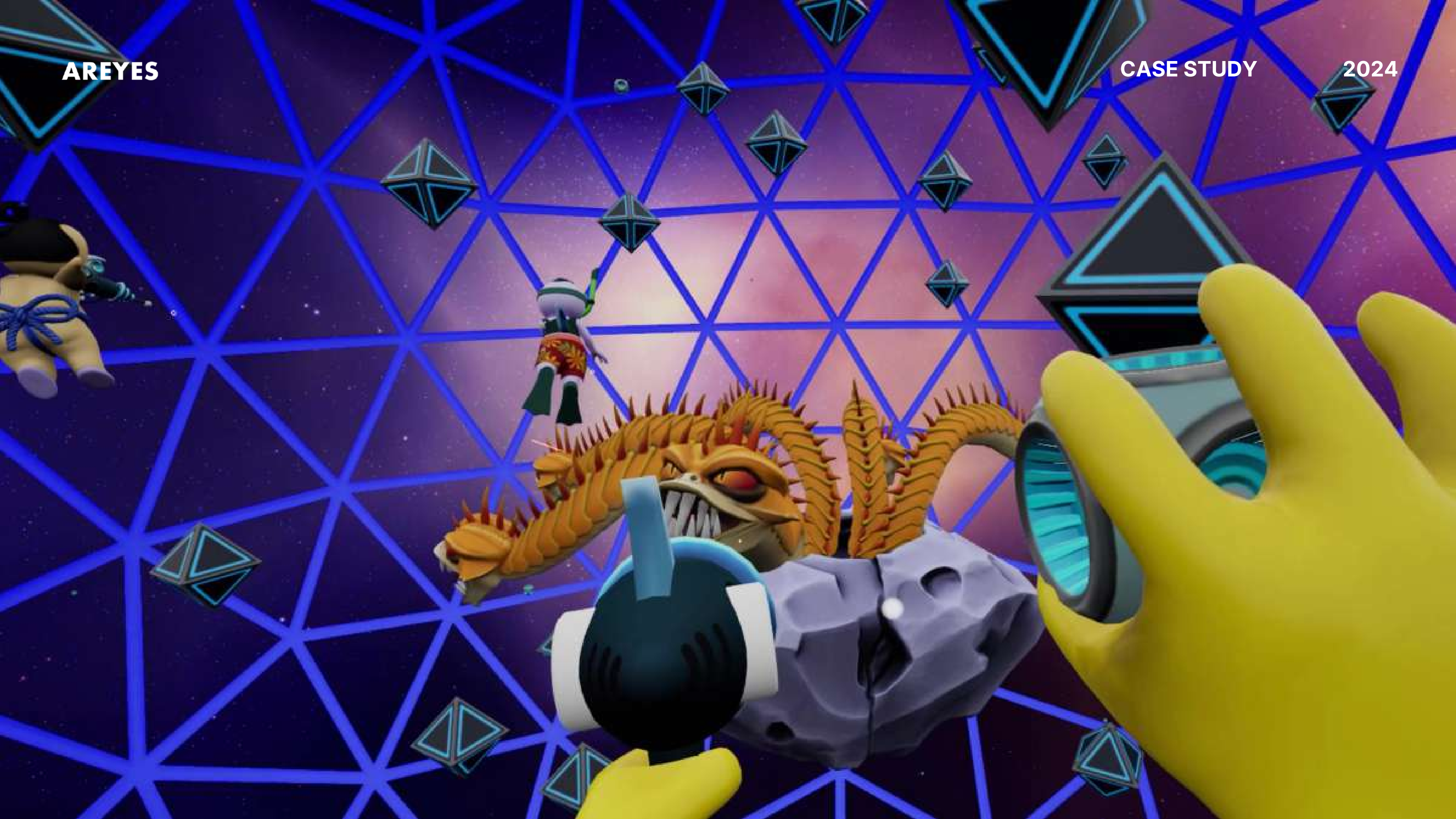
Rival Rides is a VR multiplayer party game set in a thrilling theme park where players compete against their friends in multi-game worlds. Our team provided the full spectrum of services to create a world-class VR experience from game design and character development to 3D Game Art & Animation.



AREYES

CASE STUDY

2024



**AREYES**

**LET'S CREATE  
THE FUTURE!**

[WWW.AREYES.STUDIO](http://WWW.AREYES.STUDIO)



[HELLO@AREYES.STUDIO](mailto:HELLO@AREYES.STUDIO)