

# NATIVE SON

AW\_2010-11\_3D\_PRESENTATION\_PRESS\_KIT

CLICK TO VIEW PREVIEW OF 3-D FILM

## EVENT DETAILS:

FEBRUARY 11TH, 2010  
7PM-10PM

PIER 59 STUDIOS: STUDIO 10  
Chelsea Piers, Pier 59, New York, 10012  
(West Side Highway and W. 20th Street)  
RSVP to: [3D@nativesondesigns.com](mailto:3D@nativesondesigns.com)

## SHOWROOM INFORMATION:

MEDIUM CONCEPTS (Paul Conrad)  
9 Saint Marks Place, Suite #1  
New York, NY, 10003

Ph: 001 949.838.6146  
[paul@mediumconcepts.com](mailto:paul@mediumconcepts.com)

## GENERAL INFORMATION:

NATIVE SON is a Los Angeles based luxury menswear label created by Kyle Fitzgibbons. The collection is built predominantly around tailored suit separates, outerwear, and shirting. The garments are 100% U.S.A. made and current retailers include Confederacy, Opening Ceremony, Estnation (Japan), and Beams International Gallery (Japan). For more information on the brand and previous seasons work please visit: <http://www.nativesondesigns.com>

The presentation: (in the designers words)

The idea for a 3-D event came as i was looking into inspiration for the seasons collection, the thought of displaying modern fashion in such a modern medium fascinated me. With all of the recent development in the 3-D arena, the possibility of creating a product that guests could experience and interact with was within arms reach. Thanks to the help of director Eric Ray Davidson and the expertise of More Media Productions and 3-D Film Production company Element 3 Digital, the dream came to life. The installation will feature Live-Action 3-D projected in RealD with live models that will allow the industries top editors and buyers to experience a brand and a concept in a completely new and refreshing way. For more information about press and/or sponsorship please contact: [3D@nativesondesigns.com](mailto:3D@nativesondesigns.com)

## EVENT INFORMATION:

Native Son Designs will present the first ever 3-D fashion film during New York Fashion week.

The three-minute film, directed by GQ photographer Eric Ray Davidson and produced by 3-D filmmakers Erik Spicard and Vic Love, will bring 3-D motion picture to fashion for the VERY FIRST TIME. As a means for displaying clothing and fashion, 3-D will bring an entirely new element to the experience. This new tool will become invaluable to e-magazines and fashion advertisers alike – forever changing the visual medium of the fashion industry.

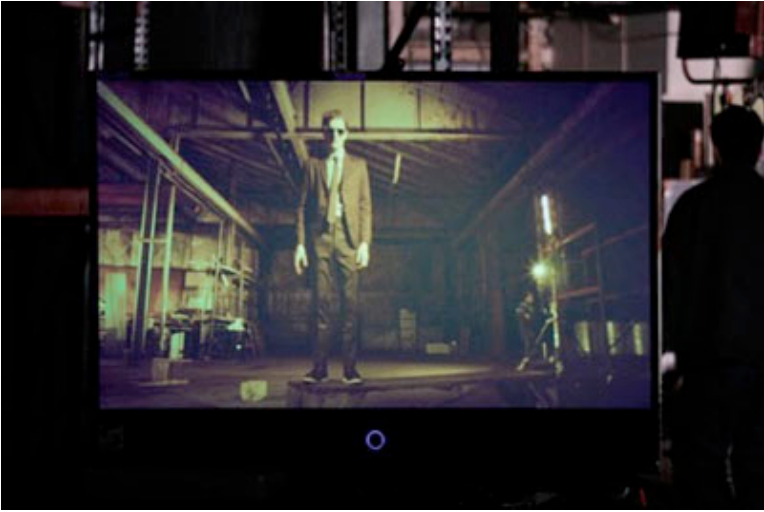
The three-hour presentation event will include a looped screening of the film, live models, music, and cocktails. The event will take place in a 4,600 sq foot studio at Pier 59 Studios, New York's most prestigious studio.

SCREENSHOTS FROM 3D PRESENTATION (click to enlarge)

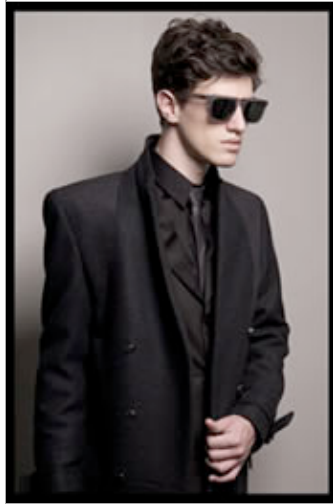


BEHIND THE SCENES IMAGES





AW 2010-11 COLLECTION IMAGES (click to enlarge)



SPONSOR INFORMATION:

**McManus Studios**

McManus Studios is a creative collective that teamed up with NATIVE SON to produce this 3D presentation for New York Fashion Week.  
[www.mcmanusstudios.com](http://www.mcmanusstudios.com)

**MOSLEY TRIBES**  
III

Los Angeles based Mosley Tribes, collaborated with NATIVE SON to create opticals for Autumn/Winter 2010-2011.  
[www.mosleytribes.com](http://www.mosleytribes.com)

**△TEMPLE**

Temple Bags and NATIVE SON collaborated on an exclusive Men's day bag. Temple is also providing accessories for the presentation.  
[www.templebags.com](http://www.templebags.com)

**realD 3D**

RealD is the global leader in 3-D technology supplying 3-D projection, theatrical screen, 3-D monitors, and glasses for the event.  
<http://www.reald.com>



Red Wing Shoes, an American footwear company founded in 1905, supplied footwear for the NATIVE SON presentation.  
[www.redwingshoes.com](http://www.redwingshoes.com)



More Media Production (Steve Buchanan) is a production company specializing in creative content for a wide range of media outlets; Music, Fashion, Advertising.



Element3 Digital is a 3-D production company founded by filmmakers Erik Spicard and Vic Love. Specializing in all areas of 3-D content creation, from concept to shooting, to post and presentation. <http://www.element3digital.com>



Gradient Effects is an industry leading VFX studio who provided the 3-D editing suite and technology.  
<http://www.gradientfx.com/>



Visual technology leader, NEC, provided the 3-D playback system and theater projector for the event.



Fotokem provided the 3-D digital mastering for theatrical quality projection.