

# In spite of the Covid-19 crisis, PlatformE launches two new businesses offering innovative and sustainable growth routes via 3D products/virtual goods

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Founded in 2015 by Ben Demiri, Goncalo Cruz and Jose Neves. [PlatformE](#) is a specialist fashion technology group headquartered in London, with offices in Porto and LA. They have established their core business as being the pioneering architects of at scale made-to-order (MTO), customization, personalization and digital collections. Seizing the opportunity to match their digital transformation expertise with market demand, today they announce a dual global launch of two new business units: DDIGITT and Skinvaders.

[DDIGITT](#) is a 3D strategy consultancy and a 3D product creation studio. This business was founded on the premise that 3D is the fashion industry's most relevant opportunity of the decade. Yet few brands understand its true potential and how to operationalise it. DDIGITT's mission is to facilitate the creation, implementation and optimisation of a **3D Digital Value Chain** for every fashion company specific to their business model. The benefit is that the organisation will become more agile, efficient and able to digitally transform through unprecedented difficult trading conditions. DDIGITT combines the knowledge & expertise of a multidisciplinary team of world class 3D artists, digital fashion designers and industrial engineers to offer its specialised 3D strategy and 3D product creation services.

[Skinvaders](#) is a next-generation B2B platform for digital clothing and branded skins for video gamers. Almost one third of the world population are gamers and the trading of virtual goods in-game makes up half of the total value of the online gaming market (\$100bn). Skinvaders opens this vast opportunity by enabling brands to first digitise their product assortment, and secondly to export these digital assets to not just one, but multiple games. Skinvaders has the potential to bring a new lifeline to brands and a new revenue opportunity to games publishers.

The PlatformE group is globally renowned for connecting the fashion ecosystem seamlessly through technology and transformational culture. The group has raised investment of over \$15m to date from Amorim and the Luxury Fund Management. Now they are leveraging their experience powering the biggest marketplaces and luxury conglomerates such as Farfetch, LVMH and Kering to extend their offer.

PlatformE's brave dual launch of DDIGITT and Skinvaders supports the group's overall commitment and vision to enable fashion and luxury brands to grow through harnessing the revenue and sustainability potential of 3D/digital fashion.

***"We are proud to spearhead DDIGITT and Skinvaders, demonstrating the digital vision and leadership which are crucial during these challenging times. DDIGITT will provide strategy and implementation support in Digital Value Creation, including 3D Product Creation. Skinvaders provides brands with an unparalleled opportunity to leverage their biggest asset- their IP by generating a new, 100% digital revenue stream through the provision of branded (fashion) skins for leading games and publishers. This new reach allows brand partners not to just monetise, but to market their (digital) products to the most exciting audience of core Millennials and GenZ on a global scale."***

Ben Demiri and Goncalo Cruz, Co-Founders PlatformE, DDIGITT and Skinvaders

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Illustrative digital sneaker from Platforme /DDIGITT

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