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EEVOLVER STUDIOS GIVE RALPH LAUREN'S CGI BEARS AN "UNREAL" MAKEOVER IN 2021 FRAGRANCE CAMPAIGN

Eevolver uses real-time "fur" technology to produce a magical holiday adventure

Los Angeles, CA (December 2021) Eevolver Production Studios, commissioned by Industrial Color, reimagines Ralph Lauren's iconic Polo Bears using Unreal Engine's cutting-edge technology. Eevolver takes the Bears on a stunning visual journey as they travel from Ralph Lauren's flagship store in New York City, through the enchantment of Central Park, the snowy streets of London, the Eiffel Tower in Paris, and ultimately Shanghai before returning to NYC.

Stacy Burstin, President of Eevolver, said "The biggest achievement was bringing the bears to life with Unreal's new features, which completely changed the potential of the production. The quality of fur we were able to create with Unreal Engine's new hair and fur rendering tool made it possible to have film-quality fur on multiple Bears animating in one scene. This would have previously been an enormously time-consuming render undertaking."

In creating this seminal spot, the goal was to maintain the warmth and appeal of the original stuffed bears, while developing a more detailed, modern style. The Eevolver team fused real-time technologies, creating an action oriented story that preserved Ralph Lauren's traditional approach.

To achieve a more lifelike appearance, Eevolver's team developed a hybrid look using motion capture and keyframe animation. This allowed each scene to be fully built in 3D, to be viewed from all angles in context with lighting, textures, and animation elements.

"It makes animation much more like a live-action set, where we can move the camera to any location," explains Burstin. "Additionally, we could visualize and edit the entire spot on a single timeline in real time, which is powerful because it gives the director much more freedom to quickly explore the best way to tell the story."

Watch the 2021 Ralph Lauren bears adventure at https://www.youtube.com/watch?v=nrux2z-f_G0

About Eevolver

Eevolver is a global creative production studio, with over 30 years experience developing media for film, digital, advertising, and immersive entertainment experiences. We offer end-to-end production services, including pre-production, concept development, environment and set design, photography, live-action, VFX, animation, and post-production. Our team has worked on multiple Academy Award®, CLIO, and TEA Award-winning productions to create stunning images that tell stories and inspire audiences.

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INQUIRIES:

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