

Spare Wife 526

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Let A Woman Do The Job

Eve presented the application L.Moon, Fairy Meadow, and Leap had collaborated on. She introduced the basic functions of the application on the screen.

“Well, I’m just the spokesperson of Fairy Meadow. After downloading the application, everyone can create their own virtual avatar and make it their spokesperson. Loveme supports AI technology, so your avatar can learn more about you step by step.”

Next, she introduced the realistic skin of the avatar and the function of trying on clothes. Most importantly, when the user wasn’t using the application, the avatar would go shopping on its own and try on shirts according to the user’s preference.

The clothes would automatically disappear after three days.

The virtual avatars lived their own lives. When users were away, they could read about their avatar’s experiences in the diary.

As Eve finished the introduction, she waved goodbye to the audience. “That’s all I want to tell you. I’m going back to gaming. By the way, there’s a new game I’m crazy about lately...”

She was referring to a dress-up game Leap and Abigail had created together last year.

The audience in the live room found her timing for advertising amusing.

“That’s impressive. Only Leap would have the courage to collaborate with a fashion brand. Eve is cute too! I’m so fond of her! She’s basically the daughter of Alana and Luna. Help! How could I not ship them?”

“They’ll always be the OTP of all times. By the way, the application sounds interesting. I’m already hooked after watching the video. It’s supposed to be a shopping application, but it’s too perfect!”

‘Eve. That’s a good name. Eve is the first woman ever created by God. This is the origin of humankind. Even though she’s not real, I’m touched by their efforts.

As the video ended, the technical director of Leap took the microphone to speak. “The application aims to serve users who have trouble buying clothes online. The avatar is fully customizable. You can even fill in information about your body hair. The body data is quite specific.”

The man ended his speech enthusiastically. “Of course, if any shoe brand is willing to cooperate with us in the future, we’ll introduce a new function where the avatar can try on shoes.”

His words were mind-blowing.

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After him, Howard, the representative of Fairy Meadow, spoke up. "Fairy Meadow will be the first fashion brand to work with Loveme. Our goal is to serve our consumers and help them find the most suitable outfits under our brand. From today on, every user who orders goods on Loveme will enjoy a 20% discount on every purchase. The offer lasts for six months!"

The audience applauded.

Next, L.Moon demonstrated the usage of the application.

Abigail rose to her feet and bashfully unlocked her phone. Then, she shared her phone screen by connecting it to the projector. Her virtual avatar appeared on the screen.

It was only wearing a white shirt and shorts. She turned to the audience and explained, "I created the avatar based on my real-life appearance. She shares the same body data as me. When users create their virtual avatar, they can choose whether to wear makeup or not. And, they can upload their own makeup."

She pressed on her phone and showed them her looks with and without makeup.

The audience began to discuss among themselves. The live stream was also filled with comments.

'My crush looks so great without makeup! Can I have her virtual avatar instead?'

'Dream on! You should be creating your own avatar! By the way, I'm interested in the application already. That way, I can try on clothes with my virtual avatar. I no longer need to return the goods if I find that the outfits don't fit me.'

'L.Moon is leading Fairy Meadow onto a good path. It's good to see them finally striving. Let's be honest. Fairy Meadow had been doing a poor job all these years. Aren't you ashamed of letting a woman do all the work?'

Comments continued to appear on the screen. Meanwhile, Abigail changed into a new outfit for her avatar and showed it to the audience. "Everyone can see me wearing the same outfit in real life, can't you? Rest assured, your avatar is available only on your phone. It won't be uploaded online. So, everyone doesn't need to worry about the leakage of your body data."

She showed them her avatar in some other outfits next. It earned the audience's awe every time.

"L.Moon is a women's label. We are devoted to exploring the beauty in women's clothing. Our goal is to give female users a pleasant experience when it comes to shopping for clothes. Of course, Leap is working on launching a men's label as well."

Her words earned a round of thunderous applause. Luna subtly gave her a thumbs-up when she returned to her seat.

The product launch was successful. At the end of the launch, a number of high-luxury brands reached out to Kirby to discuss business. Some luxury shoe brands joined the discussion, eager to be the first to start a cooperation focusing on shoes.

The launch of the application was trending on Twitter.

However, a fight broke out in the comment section as menswear wasn't available at the moment. Male consumers were displeased.

Why do men have to wait? Is Leap inferior to L.Moon or what? I want to create my virtual avatar as well. Do you think men don't wear anything in life?"

Do you even know L.Moon's main focus is womenswear? Be patient. They're launching menswear too. It's just a matter of time. Can't you just wait?"

"What's the rush? You can pretend the virtual avatar is your girlfriend and dress her up. Besides, L.Moon sought Leap to bring the idea to life. If it wasn't for them, there wouldn't be such an application. There are already many luxury menswear brands. It's their fault for not coming up with the idea in the first place.

The fight intensified. The topic remained trending on Twitter. Tens of thousands of comments flooded the comment section in less than an hour.