



HARPER Collective



The New Face is bringing PS5 graphics to immersive e-commerce with Harper's Collective & The New Face.

Paris – September 30, 2024 – Harper Collective, the sustainable lifestyle travel brand co-founded by Jaden Smith and Sebastian Manes, is partnering with The New Face, a French tech company that is redefining online brand experiences. Together, they are setting a new frontier in e-commerce, delivering a virtual shopping experience like no other.

Breaking away from the pixelated and basic digital platforms of the past, Harper Collective and The New Face have crafted an interactive 360-degree online world that feels revolutionary. Instead of opening physical stores, Jaden and his team are taking their vision fully digital. In this immersive virtual environment, visitors don't just browse products—they explore a beautifully designed world. Users can walk through a succession of rooms, watch artisans craft Harper Collective's eco-conscious luggage, and dive deep into the brand's commitment to sustainability art and craftsmanship.

Disrupting E-Commerce As We Know It

Sebastian Manes explains: "We're challenging the typical direct-to-consumer e-commerce model because it doesn't let brands truly convey their values. For a brand to thrive, people need to experience it, not just shop from it, and the way e-commerce has been done so far just doesn't allow for that."

This collaboration transforms online shopping into an immersive adventure, where consumers can truly feel the brand in a way that traditional e-commerce has failed to achieve. Instead of focusing solely on paid traffic, Harper Collective and The New Face are prioritizing creating a unique brand experience that sets them apart from competitors—just as a physical store does in real life.

"We've created a digital space where customers experience what Harper Collective stands for: our process, our materials, and the creativity behind each piece" said **Jaden Smith**, co-founder of Harper Collective. This is more than just shopping—it's a whole new way to connect with our story and feel part of the brand."

This partnership shows what the future of e-commerce looks like—where **experience** and **storytelling** take center stage. It's a bold move that redefines how young, tech-savvy consumers connect with brands in the digital space.

About Harper Collective

Harper Collective is a luxury lifestyle travel brand founded by **Jaden Smith** and **Sebastian Manes**, committed to sustainability and transparency in production. Every product is crafted from a blend of ocean plastic and post-consumer waste, transforming "trash" into beautifully designed luggage. All pieces are handmade by artisans in the UK and Italy.

About The New Face

The New Face is a pioneering French tech company focused on creating immersive e-commerce experiences. By building custom virtual worlds, **The New Face** helps brands transform their online presence, offering shoppers a dynamic, interactive way to engage with products and stories.

