

APPAREL AND ACCESSORIES

## Noonouri, a story of authenticity in the digital age

April 22, 2019



*Noonouri teamed up with Dior Makeup for another effort. Image credit: Dior*

By BRIELLE JAEKEL

CAPE TOWN, South Africa – In an age where influencer content rules the fashion industry, a graphic designer has created a virtual personality that has captured Instagram and the fashion world.

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Noonouri, a virtual personality known for her collaborations with fashion and luxury brands, has become an interesting new aspect of influencer culture that fascinates many followers. Her creator, Joerg Zuber of Opium Effect, revealed at the Condé Nast International Luxury Conference 2019 that the inspiration behind the personality came from supermodel Naomi Campbell, one of the faces of fashion, and reality star Kim Kardashian, known as the face of social media.

### Virtual influence

Through the notion of fashion and social media, Mr. Zuber has created a unique niche in social media that has drawn attention from some of the biggest names in fashion as well as celebrities.

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Along with serving as the inspiration for Noonouri, Ms. Kardashian herself as well as Ms. Campbell were some of the first followers the Instagram account received.

While Mr. Zuber took years looking for investors and crafting Noonouri to what he felt was perfection, her social presence has only existed for one year. Within that year, she has amassed 273,000 followers on Instagram, the coveted blue verified checkmark and countless collaborations with the most prestigious brands.

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French couture house Christian Dior recently turned to two special ambassadors to share its new lipstick line, reflecting changing sensibilities when trying to attract more social media-savvy consumers.

While the original launch film for Rouge Dior Ultra Rouge starred actress Natalie Portman, a recreation of the

original short was released with Noonouri. This is not the first time Noonouri has worked with Dior, as computer-generated personalities are becoming more popular among luxury brands ([see story](#)).

Italian jeweler Buccellati also enlisted the popular influencer to showcase the brand's signature honeycomb pattern in a campaign that spoke to the social media generation.

Noonouri was an unexpected choice of partner for Buccellati, since the more traditional house is tapping into an emerging marketing tactic, exhibiting her significant influence ([see story](#)).

Her authentic self

While many may feel that the virtual influencer may lack authenticity, Mr. Zuberg explained that with Noonouri, it is the opposite.

The managing director has crafted Noonouri's personality with clear guidelines of who he believes she is, never allowing her to stray from her true self.

Noonouri cares about important causes, while also indulging in the finer things of life. She also gains weight and will age as she gets older.

While many investors at first scoffed at the idea that she was not designed in the traditional idea of female sexuality, Noonouri's aim is to never replace humans. She strives to be one herself.

However, because the influencer lives in a digital world, there are many things that can be done through her that cannot be accomplished in any other space.

Each post that is published on Noonouri's feed takes significant work, taking three to seven days to craft.

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