

InWear

Roadshow // KEA // november 2019

3D Virtual Prototyping til modebranchen



Credit: Clo 3D - Instagram

AGENDA

Hvad er 3D VP?

Hvorfor 3D VP?

3D og fremtiden



Hvem er vi?

Navn: Lotte Nerup

Stilling: Adjunkt

Program: KEA Design

Underviser på: AK, Sustainable Fashion



Navn: Berit Konstante Nissen

Stilling: Adjunkt

Program: KEA Design

Underviser på: PBA, Pattern Design





HVAD ER 3D VP

og hvad kan det i modebranchen?



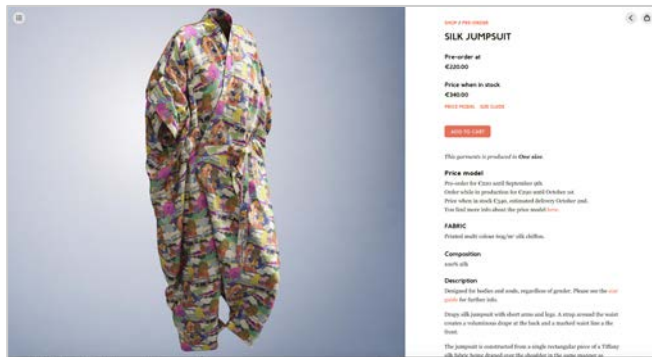
?



© Kirsten Hjørne

HVORFOR 3D VP

Fashion design

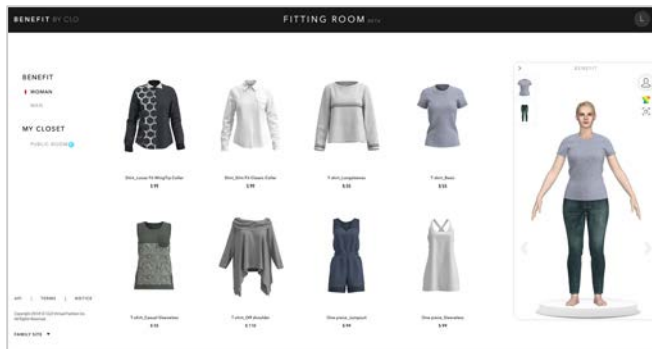


Marketing

Online applications and marketing

Pattern design & produktion

Pre-fit sample stage



Salg & fit

Online sale and fit

Concept to Consumer

AS IS

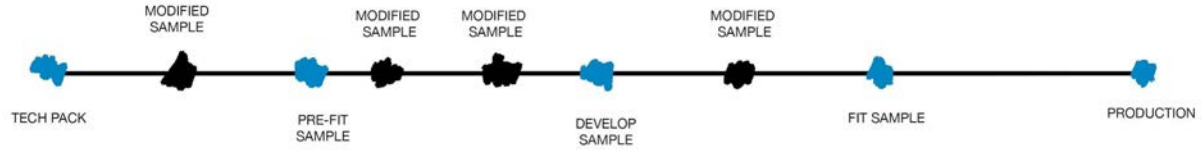
PLAN > CREATE > MAKE > HOPE TO SELL

TO BE

PLAN > CREATE > SELL > MAKE

Shorter lead time

AS IS

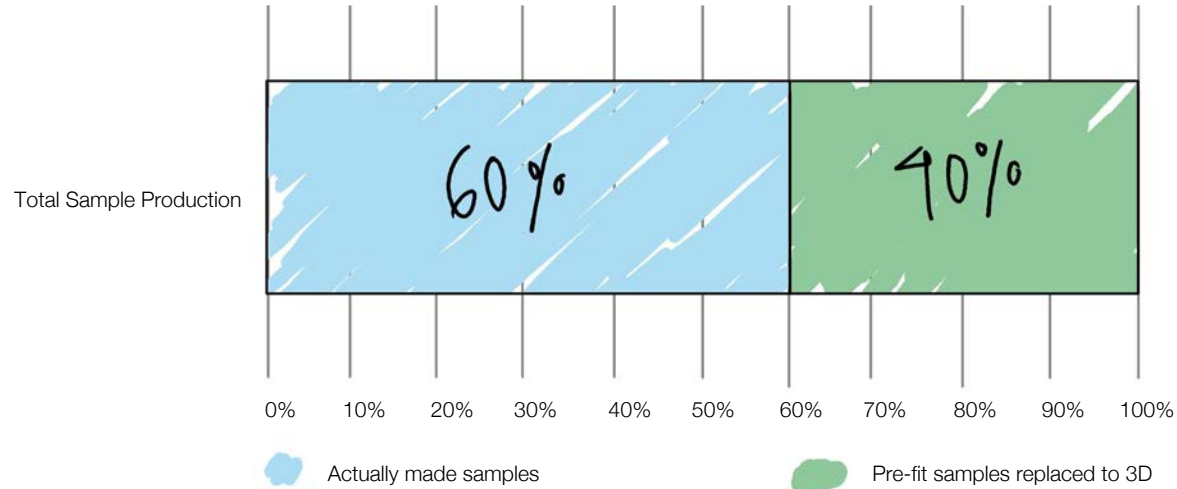


TO BE



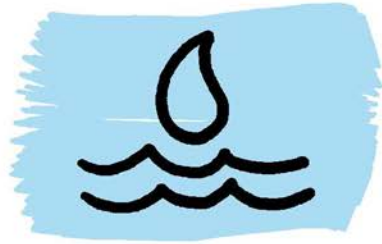
Total sample savings

3D pre-fit sample saved up to **40 %** of the total sample production, making only **60%** of the total sample to be actually made



Positive impact

Reduceret forbrug ved 3D VP på 240 styles (40% af 600)



228000 liter sparet vand



876 kWh elektricitet sparet



384 kilogram CO₂ reduceret

A woman with red curly hair and glasses, wearing a black blazer and a grey scarf, sits on the left. A man with short brown hair and a beard, wearing a grey blazer over a black shirt, sits on the right. They are both sitting on a white ledge. In the background, there are several white mannequins in a retail store setting with wooden shelving and bright lighting.

WENDY WAUGH
SVP of Merchandising and
Product Development

BROW|Z|WEAR
VSTITCHER LOTTA

 GERBER
TECHNOLOGY


CLO Virtual Fashion

TUKATECH

 | OPTITEX

LECTRA[®]
Fashion



How It Works

- 1 First things first: CLO is neither mobile app magical clothing-scanning device. It's design software that runs on your computer-desktop or laptop, Mac or PC.



It Begins With a Body

- 2 It begins with a 3D body – avatar, body scan, or dress form, available in different shapes and sizes



And Then Patterns

- 3 Like real-life, 3D garments are made using 2D patterns. Import ones made in third-party 2D CAD systems, or draw them from scratch directly in CLO.



Which are Sewn

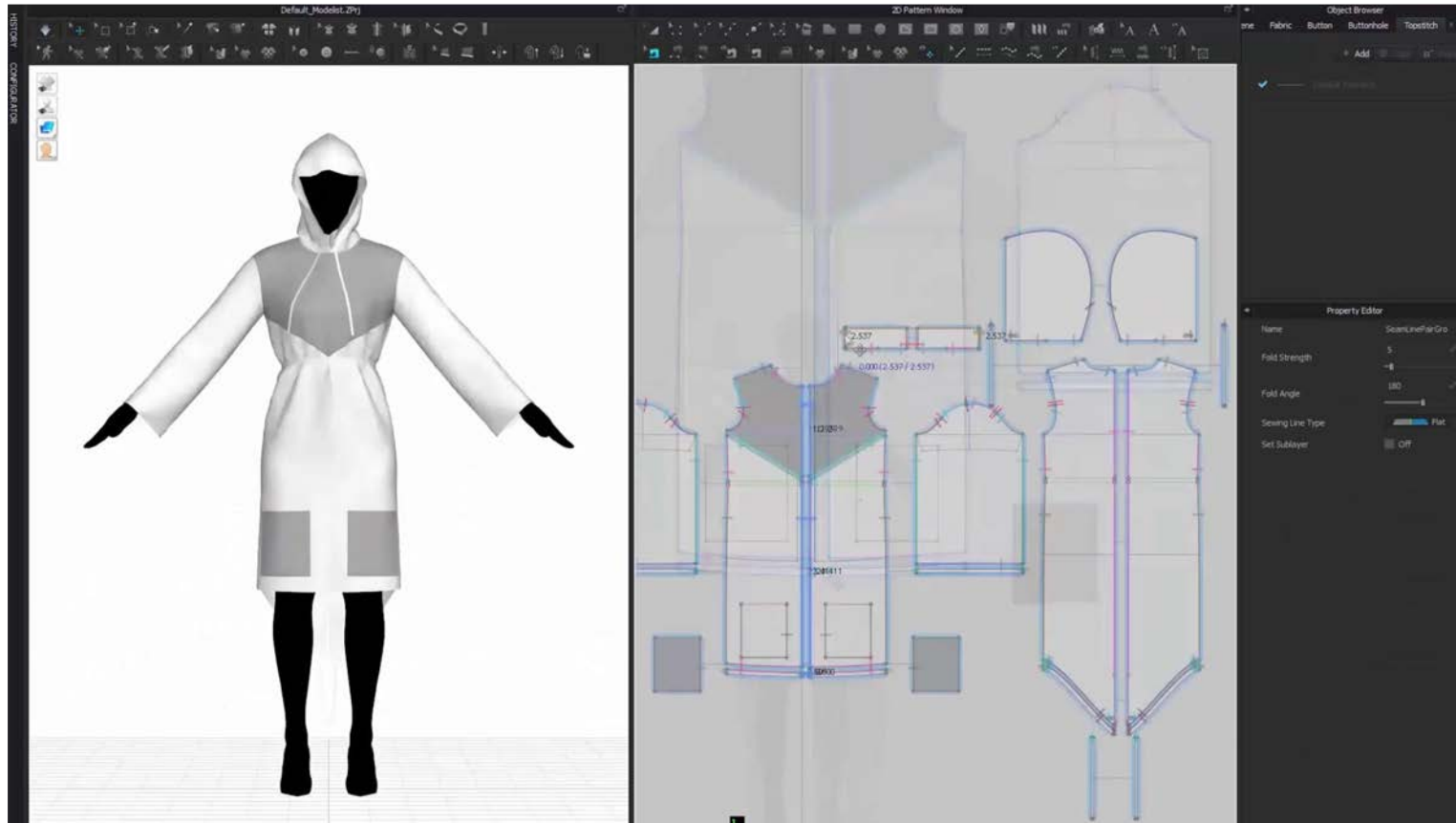
- 4 Utilize our quick and easy sewing tools to pair each seam of the garment.



And Finally, Simulate.

- 5 And last but not least, Simulate: Gravity is applied, patterns sewn and fabrics simulated.

Processen i praksis



Placement print, test af placering og størrelse



AOP - test af størrelse og retning



Colourways



1919-2019 SHIRT - RED €230



1919-2019 SHIRT, BLUE €230

Digitalisering af materialer



Cotton Poplin



Silk Organza

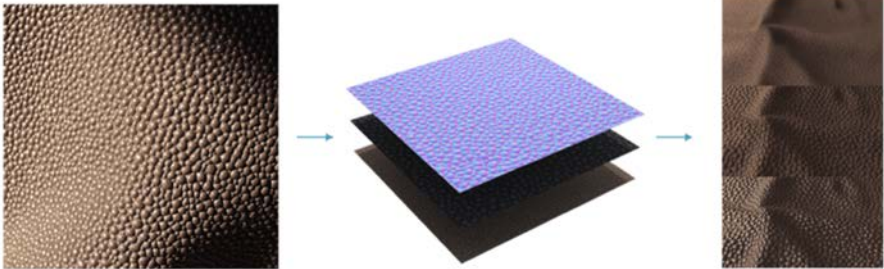


Pique Jersey



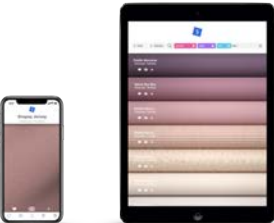
Crepe de Chine

Materialer - hvordan?



Real Sample – Texture Maps – Composition in 3D

<https://www.whichplm.com/vizoo-xTex-advertorial-bringing-digital-fabrics-to-life/>



Pre-fit sample stage

PRE-FIT SAMPLE ACTUAL



PRE-FIT SAMPLE 3D



MODIFIED PRE-FIT SAMPLE ACTUAL



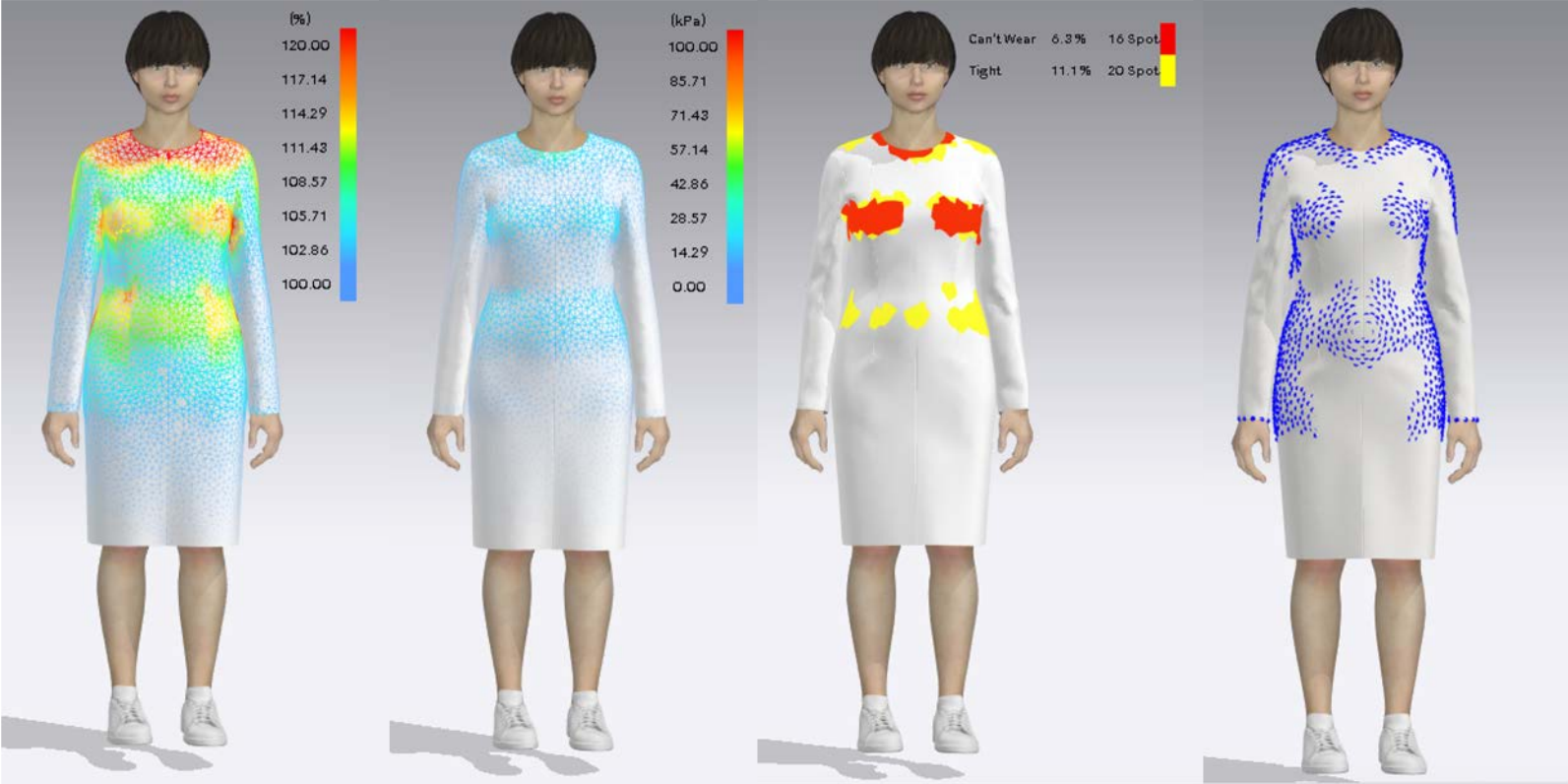
MODIFIED PRE-FIT SAMPLE 3D



Pre-fit sample stage



Fit maps



STRESS MAP

STRAIN MAP

FIT MAP

PRESSURE POINTS

Visualisering af styling



Fra 3D visualisering til det digitale showroom



**INDIVID
DREVET**

STRATEGI



FREMTIDEN

- er her allerede



Digitale modeller



Campaign Balmain, The Diigitals



The Diigitals








Cover, Photo Magazine Paris



EDITORIAL FOR PHOENIX MAGAZINE

Den digitale modeverden - Carlings



				
Choose a product_ Choose your favorite digital products.	Upload an image_ Upload an image of yourself	Place order_ Order your digital products.	The magic_ A designer will dress you up virtually	Share_ Get your dressed up image in return. Brag to your friends.



Digital fashion for e-commerce

I.T Hong Kong and The Fabricant Create Luxury Retail Game Changer

Hong Kong-based luxury fashion retailer I.T (ithk.com) has embraced fashion's digital future as part of the celebrations for its 30th anniversary. The brand commissioned digital fashion house *The Fabricant* to digitally recreate a collection designed exclusively to celebrate its three decades at the helm of fashion in China.



Digital Fashion for e-Commerce

It's the first time a retailer of I.T's scale and reach has favoured representing an entire collection solely in digital form, signalling an industry game changer away from product photography.

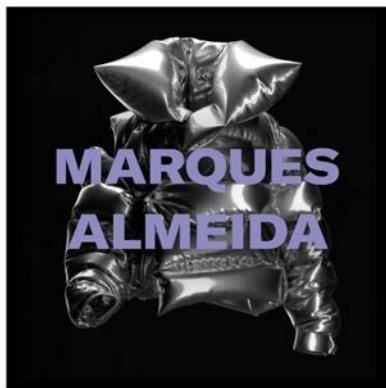
Digital Fashion Only - The Fabricant

A digital fashion house leading the fashion industry towards a new sector of digital-only clothing.



Shareware

NEW! - DOWNLOAD FOR FREE



Marques Almeida Puffer Jacket
€0.00

ADD TO CART

Download size 20Mb.
Contents - CLO3D Project Files, READ ME

Moving forward into a new phase of the evolution of the FFROP we are sharing files from our professional projects for people to learn from. For this FFROP Marques Almeida generously shared our vision of a democratised fashion industry that is sharing of knowledge, resources and assets with each other. This way the industry can grow towards a healthier future.

See the project we worked on together [HERE](#)



Credit: The fabricant

Credit: Atacac

HVORFOR 3D VP?

Sum up

- Cash rules everything around us
- Stay relevant
- Time is the new money
- Sustainability & the environment
- A great fit



TAK



Credit: Clo 3D - Instagram