



INSPIRE  
DIGITALLY

**OPTITEX**



# EMPOWER YOUR BUSINESS WITH DIGITAL INSPIRATION

As fashion trends change and the pace to market quickens, we give you the right tools to keep up, stay ahead, and maintain your creative lead. Well-proven in the market, Optitex software is already having a huge impact on the way many brands operate today, and will transform the way clothes are purchased tomorrow.

Since its founding in 1988, Optitex has developed a strong global presence including offices in New York, Milan, New Delhi, Sri Lanka, and Hong Kong, as well as certified distribution partnerships around the world.

Optitex solutions are available in over 20 languages and integrate seamlessly into most operating environments. Today, more than 7,000 companies, accounting for more than 27,000 installations worldwide, rely on Optitex for a more efficient workflow that significantly reduces their costs and time to market, and increases their competitive edge.

*"Moving from manual to digital gives us an advantage in cost and time, but also the ability to execute. The results are more accurate and more in tune with reality."*

*--Paolo Ottolia,  
Head of Ready-to-Wear Products,  
Roberto Cavalli*

# COMPREHENSIVE SOLUTIONS

Optitex solutions save time and costs at every step of the textile industry workflow. Use them to create, collaborate, and communicate - and keep up with today's fast-changing market.

## ODev

### Solutions for Product Development

Boost efficiency and productivity across your design and development workflow, all the way to 3D digital sampling. With O/Dev solutions and apps you can create and customize in 2D to 3D to perfect your garment before cutting or sewing the first piece of fabric. Using them you'll get products that better fit consumer needs with faster development cycles based on earlier feedback - all while saving costs with fewer samples created and shipped.

## OSel

### Solutions for Sales, Marketing, & Merchandising

Give buyers and merchandisers a new way to view and buy your collection by bringing digital creations to them in full realistic quality. Whether in the showroom or on the road, it's never been easier to view, mix & match, and make orders without physical samples. Further leverage your brand's digital designs and gain an inexpensive marketing boost by providing online customers with 360° turntable views using 3D digital products.

## OPro

### Solutions for Production

Maximize productivity, increase accuracy, and efficiently execute orders from first mark, through final cut. Using O/Pro solutions you will save valuable time, money, and resources by reducing material costs and wastage at every point in the production cycle.

## O/Cloud Platform

### Solution for collaboration and data management

Store, share, and manage product related data such as patterns, 3D images, videos, 360-degree views, avatar poses and animations, more effectively, for better organization and faster decision making.

# OUR PASSION IS YOUR SUCCESS

Our dedication to our customers can be felt in everything that we do. At Optitex, we are 100% committed to empowering you to stay on the leading edge of technology. This includes constant innovation, full lifecycle customer support, and a passionate belief that inspiration is everywhere – a passion we're eager to share with you.

## Single integrated platform

Our integrated platform allows you to see every change made in 2D or 3D automatically reflected in the other as you develop your product, to provide a smoother, more efficient workflow. Once you've created a 3D rendering of your design, you can leverage it again and again across multiple business processes – from product development and merchandising, all the way through sales and marketing.

## Full service solution

At Optitex we dedicate ourselves to working with you to make great things happen. Going far beyond providing cutting edge software and support, we deliver a full service solution to maximize your business value with coaching, training, advising, and consulting.

## Dedication to innovation

Always a technology innovator – from introducing the first Windows-based system, to pioneering the first integrated 2D/3D digital product solution – Optitex has spearheaded digital transformation in the textile industry. We're actively influencing the future of the industry, by always putting our customers on the frontline of technology.

## Creative expertise

Every day, we challenge ourselves to be original thinkers; to break through convention and discover new ways to get things done. Our team brings together deep industry knowhow and remarkable creativity. This unique combination powers true thought leadership and real results that help customers improve the way fashion is designed, made, and sold.

“*We can easily see a 10 to 15% reduction in cost now compared to how we were operating before. And the more ways we use the system, the more money we save. The system can easily pay for itself quite quickly.*”

-- Mark Lamont,  
**VP of Operations, Silver Jeans**

# CUSTOMERS

Optitex has more than 27,000 installations worldwide across a wide range of industries, from leading car interior manufacturers through fashion houses, and more. Our satisfied customers all have one thing in common – a leading edge thanks to inspiring technology.

ABS By Allen Schwartz • Academy Sports • **Adidas** • AMRIT • Anna Embroidery • Asics • Asics Sports • Audi • Best Manufacturing • **BMW** • Brides.com • Brooks Sports • Cherokee Uniforms • **Chico's** • **Coach** • Coldwater Creek • Columbia College Of Chicago • Compin • Culinary Classics • Custom Swimwear • DESA • Destination Maternity • Dewhirst • Dicks Sporting Goods • Distinctive Industries • Diving Concepts • DOWCO • Eagle Sports • Elie Tahari • Eshakti • **Fashion Institute of Technology** • Faurecia • Fivelingo • **Ford** • **Gap** • Gildan Activewear • **Giorgio ARMANI** • **GORE** • Grand Knitwear • Grupo Anjo • **Guess** • Hanns Glass GmbH • **Harley Davidson** • Herman Schnierle GmbH • House of Pearl • **Hurley** • Icebreaker • Ikuta Kougei Co. • Insitu Technologie • ITC • JAG • Jintana Apparelle Co. • **Johnson Controls** • Jones Apparel Group • Kennet Group • Kent University • Kids Headquarters / Wear Me Apparel • **Kohl's** • Koyo Co. • Kozomara • KwikSew Patterns • **Lands' End** • **Levi's** • **Li & Fung** • **London College of Fashion** • Lori Coulter • Lovie Couture • Magna • Maliban Textiles • Manchester Metropolitan University • Manoukian • Mansharey • MIT • MK Klassik • Morgan • Muta Sports • Neon Buddha • NIFT • **Nike** • Oesterle Interieur • Old Navy • OnPoint Patterns • Orient Clothing • Osaka Shinko Co. • Palamon • Panex Overseas • **Parsons New School of Design** • **Patagonia** • Perry Ellis • Prevent • Proenza Schouler • Promoda • Pure HandKnit • PVH/Tommy Hilfinger • RADNIK • Recaro Nao • **Roberto Cavalli** • Royal Park Uniforms • Sahinler Holding • **Scott's Sports** • Sela • SENA Colombia • Shahi • **Shahi Exports** • Shenkar Israel • Southeastern Apparel • **Speedo** • Summit Sportswear • Sun Circle Co. • Tadashi Shoji & Association • **TAL Group** • Tanner O'Connor • **TARGET** • Tasci Montura • Teamwork Apparel • Textiles Opico • The Hong Kong Polytechnic University • The Marena Group, Inc. • The North Face • Thomatex – Car Carpets • Thong Thai Textile Co. • Topson Downs • **Under Armour** • University of Huddersfield • VAN HORN AVIATION • Vanity • Victoria's Secret • Volcom • V-Systems • Wacoal • **Walt Disney** • Western Glove Works

*We believe that 3D is the way to go. We have seen the benefits in an early stage with shorter development time, and we will see even more in the future. We expect to see real advantages in marketing and sales. For us it's clear 3D is the future.*

*--Pascal Ducrot,  
Vice President, Scott Sports*

TAP INTO THE POWER  
OF 3D TO REVOLUTIONIZE  
THE WAY YOU  
DEVELOP, PRODUCE,  
& MARKET FASHION

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