



LEADING SUPPLIER CARMEL CLOTHING REDUCES PHYSICAL SAMPLES BY ADOPTING 3D

carmel

AT A GLANCE

COMPANY: CARMEL CLOTHING LTD

LOCATION: LONDON, UK

WWW.CARMELCLOTHINGUK.COM

Carmel Clothing is a leading London-based design and sourcing supplier that translates key catwalk trends into commercial fashion for outerwear, smartwear, jersey, softs & kids. With international offices in Vietnam, China and Romania, Carmel offers services in the entire product lifecycle. Carmel's customers include Dorothy Perkins, Primark, Next, New Look, Topshop, and Sainsbury.

DELIVERING KEY FASHION TRENDS FAST AND COST-EFFICIENTLY:

For a company that produced over 13 million garments in 2016, speed to market is key. Carmel focuses on offering the complete sourcing and supply solution, and with the fashion & apparel industry pushing for quick turnarounds, there is a growing need for increased efficiency.

"The changing weather has added pressure on an already oversaturated market, and we are already adapting by offering seasonless items," says Simon Blayne, Carmel Clothing's Managing Director. "Those retailers who fare better make decisions quicker and focus on product first and foremost."

In order to remain a key player in the market, Carmel Clothing understood it was vital to incorporate technology into their workflow, and browsed various options for 2D & 3D CAD/CAM software before choosing Optitex as its end-to-end solution provider in its factories worldwide.

"We are always looking ahead at what is going on in the market and the solutions to help improve the efficiency", says Darren Jacobs, Operations Director at Carmel Clothing. With a goal to reduce the number of physical samples and the costs associated with them, they felt Optitex was the right partner to achieve their optimized workflow.





FROM 2D TO 3D: CHOOSING AN INTEGRATED SOLUTION

Carmel Clothing had already been using technology for pattern making before deciding to incorporate 3D technology. The benefits of having an integrated platform has helped Carmel in both their development and production cycles.

They currently use 3D to visualize their patterns on digital avatars and make decisions before having to commit to cutting any fabric samples. By modifying on digital samples, they are able to cut out the time and costs spent on sending samples between factories and buyers, and create better quality products more efficiently.



"Buyers want to see something real to make decisions," says Jacobs. "Giving them 2D flat images won't allow them to grasp how a garment looks, but 3D closes this gap."

By providing their buyers with true-to-life, photorealistic digital samples, they can visualize how the garment will drape and view in various styles and colorways – without needing samples. Decisions are made quicker, and more products are created.



DARREN JACOBS
OPERATIONS DIRECTOR

"If a company is to remain a key player in the market, it must adopt technology."

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