



STREAMLINING COMMUNICATION WITH CLIENTS

3D allows immediate decisions and modifications by seeing a visual overview of a collection. This allows the service providers to understand whether they are moving effectively in the right direction or not, by clarifying with their customers. Integrating 3D into their workflows, has also improved communication between clients to verify the accuracy of patterns before initiating the product development and production cycles.

"The common idea is that 3D is just a three-dimensional image with no pattern," says Forlani. Often a customer is unaware that you can simultaneously work on a 2D pattern and visualize it in 3D. "If you think about it, every garment is made of 90% of an image," he says. "First you define and observe the garment, and then you touch it."

It usually takes about two to three meetings with the customer's design department before obtaining the final garment to produce, but the integration of 2D and 3D technology quickens the decision-making process. 3D also helps to brainstorm and clarify the pattern with designers from a very initial stage.

"Many designers want to see the pattern and work on the prototype to bring changes or adjustments. In this sense," says Forlani. "3D facilitates the decision-making phase and allows us to make immediate changes in a short time."

According to pattern makers at La Rocca, grading tools have saved up to 80% of their time. *"The development of sizes is now much faster than before, we have major savings and are down from five steps to only one. For these reasons, we decided to invest in a 3D solution that already provides us with a solid 2D base."*

NEW BUSINESS OPPORTUNITIES: PRE-COLLECTION 3D SAMPLES

In addition to saving considerable time and costs, 3D digital solutions have empowered La Rocca with a new business advantage to offer its clients.

Today, they are being approached for companies who want to make a pre-collection before patterns and sample garments in order to get an immediate visual and stylistic assessment of a collection.

In fact, the pre-collection offering is a service that La Rocca aims to set up and offer clients in the upcoming months to showcase photorealistic 3D samples in all variants and allow them to interact with a virtual prototype before producing any physical samples.

"The benefits are mutual," says Forlani. "First, on the level of resources and time savings, and second, regarding more refined decisions as to the stylistic choices in order to better meet the customer needs."

LEADING THE MARKET WITH 3D

While the benefits of using digital solutions – and particularly 3D – in the product development and production textile workflows are clear, many retailers and fashion brands have yet to adopt 3D.

According to La Rocca, the market will realize that 3D is not an obstacle, but an essential resource that you cannot do without. *"It takes time," says Forlani, "we need pioneers that encourage new ways of working so that the companies in this market will follow and implement them to lead to a new working process."*

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