

fashion 02

The magazine for technology in the apparel industry

Open for change

Nine market leaders explain how to do it right.

More pressure? And how!

Let Oui, Holy Fashion Group and HUGO BOSS inspire you.

Record-breakers?

You've never experienced CAD, PLM & Co like this!

assyst

“We must change something, otherwise nothing will change.”

A few years ago, this fact triggered a radical change process for Betty Barclay. The most important result of this process was that today we think differently than we did in the past.

At the start of the change, we didn't have any explicit objectives; but we did have a positive, dynamic attitude and a powerful will to succeed. We knew then that the future would be different. We had no idea, however, what form it would take. **Readiness to accept the new – that's what made our journey possible. And the route we took has gained much for us.** Retail experience in our own stores, for example, and the associated customer affinity, speed and flexibility.

Nowadays we have a very accurate idea of what our customers want to wear (and buy). Our collections are now more streamlined and decisive. Our profile has become more defined and visible. We are more flexible and can pick up on current trends much better. This also appeals to the specialized trade.

I'd like to see the same clarity and decisiveness in our technological landscape. We want technology to support our future plans and momentum – and preferably in an uncomplicated way.

I'm really looking forward to seeing what fashion 02 and assyst will contribute to this in the years to come.

Your Klaus Uhl
Managing Director
Betty Barclay

“Technology is (not) everything.”

When the topic of change in the apparel sector is addressed, it is received with great enthusiasm. And this has motivated us greatly. We have had many exciting discussions from which we have learned a lot. „To reinvent oneself, to become more modern, while at the same time preserving tradition.“ This topic is so multifaceted and exciting that we have dedicated an entire issue of our magazine to it.

The fashion 02 magazine is all about how you can make your company better. We show you examples of how to do this, but without predefined paths. This is because there are many ways of developing collections faster and of being more flexible in the market. For some companies everything will change, while for others very little change will occur.

The best solution depends not only on optimal processes and technologies, but also on culture and employees. Nevertheless, you do need a technology that will accompany you on your path to progress – one which consequently can be utilized in a wholly individual way. To achieve this, technology suppliers and apparel manufacturers must cooperate closely with one another. A change process is also pending here – this time on both sides.

Enjoy your reading.

Your Dr. Andreas Seidl
CEO
assyst und Human Solutions

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What do you think of change? fashion 02 asks, decision makers respond. P. 84

Change

Creating fashion means living with new approaches

by Dr. Andreas Seidl
CEO, asyst und Human Solutions

Fashion companies are flexible. They have often proved that. This time, however, it's not just about cost adjustments – it's mainly about quality and processes. For many companies, this means realignment with global implications. If we want to know how this development looks, we must first understand what drives progress in the fashion sector. Let's start with one of the most powerful triggers for progress – pricing pressure.

As a manufacturing trade, the apparel industry first looks at production when cost optimization is called for. In doing so, some sectors invest both quickly and heavily in technology. It's different in the sewing industry.

Sewing is still done by hand

Most manufacturing steps achieve better results in terms of cost efficiency when they are done manually rather than by machines. And hardly any professional expertise is needed – because in contrast to operations with technical investment goods, sewing is relatively easy

to learn. Even with a somewhat higher error ratio than in the domestic market, lower labor costs abroad are a decisive competitive factor.

Instead of investing in technology, the apparel industry has evolved into one of the most internationalized industries – and has achieved this in an amazingly short timespan. The internationalization of production has meanwhile forged ahead at every price and quality level. The costs savings achieved hardly generate any worthwhile competitive advantages in today's market.

GLOBALIZATION OF DEVELOPMENT

INCREASE IN THE NUMBER OF VARIANTS

REDUCTION OF THE TIME TO MARKET

INDIVIDUALIZATION

PRODUCT SPECIALIZATION

INTERNATIONALIZATION

VERTICALIZATION

HIGHER, FASTER, FURTHER. THE MARKET DRIVES THE FASHION SECTOR – WITH TRENDS THAT MAINLY HAVE A SUSTAINABLE EFFECT ON PRODUCT DEVELOPMENT.



The market demands more than low prices

Current trends presuppose price optimization, but they are actually more oriented towards availability, diversity and quality. They reflect the saturation in the market and the increasing expectations of customers. Nowadays, the main thing that count are: more collections per year, the opening up of new sales opportunities and markets and an increasing range of design variants, all the way to actual individualization of the products. In my view, these and other demands predominantly target product development. Although apparel is for the most part a product for the masses, it is actually much more... in contrast to other sectors, there is no real product life cycle in the fashion sector. The products last for one collection at maximum. That's why development takes up the lion's share of the process duration, the creation of value and the creation of unique features. It follows that the optimization of the development process will also be correspondingly high.

Technology as a competitive advantage

Anyone who wishes to make changes in product development nowadays must be aware that other structural conditions exist than those found in production. A high level of professional competence is necessary in this case. Labor costs do not differ to the same extent as in production. Relocation abroad, far away from the company headquarters is not particularly rewarding. Fashion must use its valuable manpower here – as effectively and efficiently as possible. And to achieve this, it must utilize technology as a competitive factor. Thanks to their high standards of education and technology, Germany and all the Western European countries are predestined for this type of optimization. Even foreign companies are now relocating their product development to Germany to profit from the available expertise in this country. Conversely, anyone who develops products for international markets must also integrate the ideas and relevant factors of the target countries. Communication, labor-saving processes and efficiency are the key prerequisites for a cost-optimized development process, one which is also profitable when faced with international competition. I see a great advantage here, thanks to technology.

Product development is blazing new trails But which trails?

The increasing challenges in development can be easily recognized in the example set by Speedfashion, which brings its collections to the market with the shortest

possible intervals between them. This short time-to-market mainly affects sales – but it is largely realized in product development, because the higher the productivity is there, the faster collections can be developed and consequently sold. In this context, automation is certainly an important factor for gaining efficiency, while seamless processes reduce cycle times – and the same quality is retained. The direct integration of external partners very often generates a significant boost in efficiency.

Not only speed, but the increasing diversity of variants is changing development work. The borders are disappearing between manufacturers and purchasers of finished products, for example. Today's collection is composed of in-house draft designs and purchases from external sources. Nevertheless, all the pieces must combine to produce an integrated image. This means intensive preparation and explicit specifications to the producers. However, it also means the integration of two different processes (retail and development), which both lead to the same objective, but which differ much from one another beforehand.

Whether change for a company involves a slow metamorphosis, a fast new beginning or a structured modification depends on the individual situation. Even if my example with Speedfashion might not be the right approach for every manufacturer, it does clearly demonstrate that there are sufficient approaches to change. But which approach promises the greatest impact on your own company?

Expedite change, but step-by-step

There are a series of elements which boost change and can steer it in the right direction. Networking in a sector forum, for example, is one of these elements and important for changes. We want to contribute to the advance of progress in the fashion sector by means of the fashion forum and practical workshops. Customer-focused products and technical innovations can also help to ascertain the correct strategy. And to achieve this, we're also cooperating closely with our customers.

What comes next? Ideally, companies should start by exploring their strengths and weaknesses and ascertaining what their options are. They must also think about the areas in which they can make the best progress and the technologies they could use to achieve this. We hope that the articles in fashion 02 can help them to do this.

EXAMPLE: AHLERS

Tailored innovation

As innovation partners, assyst and the Herford apparel manufacturer Ahlers are developing new application scenarios and software modules. The first topics: Centralized data management in CAD, resulting in simplified IT management and the seamless networking of all subsidiaries and sites with one PLM system – based on one reference process.

REDUCTION OF THE TIME TO MARKET

“We rely on innovation. Together with assyst, we want to take advantage of the opportunities provided by seamless processes and automation, step-by-step. Thanks to our innovation partnership, we will be the only company to benefit from these advantages – if only for a short time.”

Uwe Dubbert
Managing Director, Ahlers Zentralverwaltung GmbH

VERTICALIZATION

“We have designed our procedures so optimally that short cycle times, high quality and profitability for us are a matter of course. We have thus proved that we can master new market challenges – through our team's dedication and the effective use of new technologies.”

Stefan Nasser
Head of Production for Europe, Rofa Fashion Group

EXAMPLE: ROFA

Increase in the number of variants

ROFA thinks ahead. To manufacture more and more design variants – and nevertheless stay profitable, the company is restructuring itself. The Rofa Fashion Group works in a more modern way, while retaining its love of top-drawer fashion. With autocost and automarker, Rofa reduces the cycle times in work planning and production, simplifies communication and optimizes material usage.

CHANGE STRATEGIES WHICH APPROACHES FOR CONTINUAL CHANGE ARE AVAILABLE? TWO COMPANIES SHOW US WHAT HELPS THEM TO MOVE FORWARD.

CAD seen differently

What happens when you transfer a tested and tried technology into the fast lane?

CENTRAL DATA
 INTERFACES
 LICENSE MODELS
 CLOUD

MANAGEMENT
 EASY UPGRADE
 EFFICIENT MAINTENANCE
 REMOTE
 PAY PER USE
 DECENTRALISED ACCESS
 EASY INSTALLATION
 SAAS
 BAND WIDTH
 NETWORK

Nothing is so matter-of-course as CAD in pattern development. Pattern construction on the computer is cleverly devised. Functionality is becoming more and more sophisticated. New priorities can be defined thanks to automation – **but even more is possible.**

Effective competitive advantages can also be realized in a totally different area: IT management.

To achieve this, a company must turn its thoughts to the organization of its own in-house CAD data. The amazing thing about this is that when something is changed in this respect, it really pays. In CAD data management, the initial positions for the effectiveness of cooperation and the latter-stage costs situation are predefined – in product development and production.

Nothing is more expensive than individual systems with local data. When data is stored in a central database away from the CAD software, it is easier for other systems to access. This means one more step in the direction of a seamless, digital, value-added chain, ranging from product development to distribution. The

data must therefore be made available precisely where it's needed – on the site and in the systems; and it's not just single blocks of data that are involved here. **All dependencies to the basic pattern and the local given configuration must be retained,** so that the pattern remains intact even when opened remotely – and goes to the plotter with the correct settings. If this situation exists, the type of cooperation can enter a new stage of development.

Nowadays access to cut files within a local network is possible with a central database at system level. This means that cross-site links between manageable network areas is already possible. **It gets even more interesting when the bandwidths permit access to all CAD data from all sites or from employees on the move.**

CAD HAS A LOT TO OFFER. A COMPANY WHICH ACTIVELY GOES WITH CURRENT IT TRENDS WILL BENEFIT FROM SEAMLESS PROCESSES AND REDUCE ITS ADMINISTRATIVE TASKS.

INNOVATION

HIGH LEVEL PERFORMANCE
FUTURE STRATEGIES

DIGITAL VALUE-ADDED CHAIN
MAINTENANCE EFFICIENCY

FLEXIBILITY

COLLABORATION

Continued from P. 11

This opens up the way for innovative future concepts with Cloud, SaaS and Pay per Use – because it's ultimately not only data which can be provided, but the whole application in private or public networks.

This increases production – and flexibility in the choice of site or the link to partners. When data comes out of the power outlet, a (significantly) less powerful PC is needed (and a wall plug of course) – but we can then say goodbye to complex licensing and high-performance computers. From a company's standpoint, a change of partner or site would now only mean "unplugging the PC in one country and plugging it into the power outlet in the next."

Initial experiences with this concept have already been made with automarker and autocost. It follows that collaborative design will ultimately become possible within a few years – meaning cross-site, joint development within a construction file.

However, we have not yet come that far. The necessary network bandwidth for the 'sweeping blow' simply does not exist in many places. **This is, however, only a question of time, not of software.**

Actual practice – the experts' opinions

Ahlers is working on the optimization of its CAD management together with assyst – and one of the milestones in this process is cross-site networking. Why?

The objective:

"Ahlers wants to streamline processes. CAD users should be able to work at the company head offices or from anywhere else. In line with the assyst motto "Your business first" we informed assyst what we needed – and the company is working at full speed on a solution which will enable comfortable and centralized data management for users and administrators alike."

Birgitt Berkemann, Project Leader, Ahlers

The advantages for production facilities abroad:

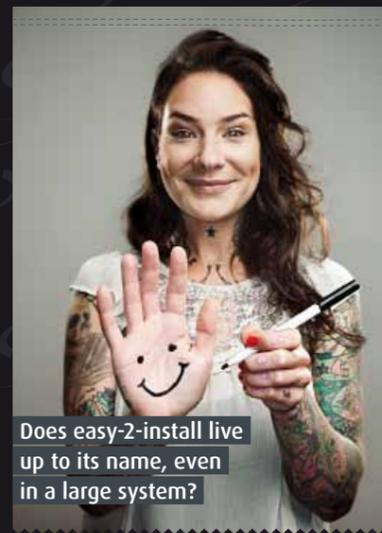
"Company-wide access to the CAD data of current projects would be an enormous help. We could eliminate delays and would have permanent access to the right data."

Irena Falek, Head of the Model Department, Ahlers

The advantages for Ahler's IT:

"For us, IT management as a competitive factor is an interesting approach. With central data management at our headquarters, we also want to increase the maintenance efficiency for CAD and to streamline our administrative tasks."

Uwe Dubbert, Managing Director
Ahlers Zentralverwaltung GmbH



Does easy-2-install live up to its name, even in a large system?



Can it save costs?



A new look & feel. Will the users like it?



How does the decentralized access function?

What's so special about this new release?

We ask the people in the know. The developer team of 20.11 has a lot to say, but uses very few words.



Do you have a favorite function, which will blow everyone's socks off?



How quickly can we go into production again after the upgrade?



What do you think of the data import in the new release?



And one last question: Do you yourself like to sew?

Benchmark

The horoscope with a difference – especially for the world of fashion

Brought to you by 20.11

The stars are smiling on you! Mercury and Uranus are in the same house. This enables more automation and makes work much easier. A strong Jupiter generates new flows in the third quadrant. Its influence will have a long-term effect on the optimization of CAD management and data management. Pluto will provide motivation for project implementation and will make change easier.

YOUR HOROSCOPE FOR THIS MONTH



Yoke
20th February – 20th March

Heighten the degree of self-assurance in your patterns. The function smart.label was born under a guiding star called “intelligent pattern design”. This is a vision which you can also attain – together with assyst. The relevant attributes are assigned to every design element. For example, one line together with other line elements is a specific seam. Upon request, it can adapt itself to changes and influence the behavior of the pattern in other applications like vidya and automarker.com.



Notch
21st March – 20th April

Don't be surprised if others can't keep up with you. cad.assyst 20.11 injects fresh energy into you and your colleagues – with seamless processes and new possibilities in construction, laying and visualization.



Scissors
21st April – 20th May

One day this function will play a major role in your life. CAD 20.11 gives you access to important CAD data when you're on the road or in your Home Office.



Pattern piece
21st May – 21st June

Shift down a gear. And you can, because with easy-2-install you need less technical support for the upgrade and maintenance of cad.assyst.



Hem
22nd June – 22nd July

Everything's running smoothly today. Thanks to the integration of PLM, CAD und automarker.com, you can overcome your personal limitations use your special talents to the full.



Dart
23rd July – 23rd August

You won't have to wait long for success. You're in the middle of a creative phase and your energy is boundless. With smart.label, permanent additional information can be assigned to all the elements in the CAD pattern like lines, points and notches. This will have a major impact on your patterns.



Yarn
24th August – 23rd September

A program changeover could help to tackle and solve problems much more efficiently. Think about data conversion with smart.pattern. This could be the intelligent way to dispense with burdensome routine matching and tests – and pass them on to the computer.



Piping
24th September – 23rd October

You feel like a hamster on his exercise wheel. Put a stop to it – take a look at the new macros and new macro commands for smart.pattern. Thanks to the smart.label function, the more complex macro sequences (the creation of linings, for example) can now be fully automated – and you save time and increase quality.



Collar stand
24th October – 22nd November

You make progress with dexterity and a thorough test. The new automarker.com function enables the upload into lay.assyst – and automatic marker creation can be individually affected for each marker.



Bobbin
23rd November – 21st December

Relax and try to think positively. Data exchange with cad.assyst 20.11 gives you every reason to do so... and you can be especially satisfied with the direct import of Investronica data (all releases) and the direct export to accumark (up to R7/R8 in preparation).



Fleece
22nd December – 20th January

Follow your own path with determination. The new user interface of cad.assyst, lay.assyst and plot.entry makes your work easier. Following a short familiarization period, you are more efficient than ever before and you discover new functions, which improve your (working) life.



Cutter
21st January – 19th February

You've had to wait a while for this. smart.measure simplifies pattern creation in a revolutionary new way. Measuring tracks are defined with smart.label and, based on these, measurement tables are produced, which can be automatically updated when products are changed. So all “Chest circumference” lines automatically provide the right size.

Which technical possibilities can take us forward?

Bogner has been cooperating with assyst for many years now, in order to flank its business strategy with the right technology.

No matter where it is, a Bogner jacket should always look good – even carelessly thrown over the arm of a chair. To master a high-level challenge like this, all design drafts are completely styled, all the way to the inner lining. You can feel the passion for fashion and a love of detail in every one of the models which Bogner develops – around 1,500 to 1,600 a year. To ensure profitability, the company also uses technology. Design and construction is done with cad.assyst and smart.pattern. automarker takes care of the laying.

Anchoring the style statement

Bogner's passion for perfection also shines through in its use of technology. The company uses smart.pattern in an individual way, even developing its own macros to reduce the time taken for routine tasks. In addition to typical lining and interlining macros, the software is also used for constructing the wind repellers on jackets and ski pants. The workloads on the Bogner teams are thereby reduced, allowing them to focus more on their

own core competencies. The program also helps to document and consolidate the Bogner homogeneous style statement. Three pattern makers work inter-departmentally on new macros, safeguarding the knowledge of Bogner pattern development and ensuring that every one of the company's high standards is maintained – both in development and manufacture.

"The exchange of knowledge across our departments has been intensified through smart.pattern. Our colleagues obviously enjoy developing new macros."

Peter Vogel, Pattern Development Manager, Bogner

And Bogner just wouldn't be Bogner if the team weren't always one step ahead mentally: one special wish is a function which, acting as a control macro, would not only check the initial size of an available design, but its gradings too...



Cost-effective working

Bogner and assyst are linked by many years of cooperation. The top fashion company also discovered marker and order optimization with automarker and autocost* a while back – and was actively involved in the development of these two programs. For Bogner, the advantages of the On-Demand service mainly lie in time savings and the ability to react fast. Data conversion – to Lectra, for example – and the release of plotter files for partners have meanwhile become an integral part of Bogner's day-to-day routine, as has classic laying. Manual laying is very seldom carried out nowadays, simply because automarker quality is outstanding. That is a central issue for Bogner – and why the Munich company is currently testing the new structured laying functions. More functional ideas have also been born at Bogner's – like documentation for the cutting of repeat fabrics.

As one of the first German fashion companies, Bogner switched to cad.assyst 20.10 – and in typical Bogner fashion, stamped its own special imprint on this new release by assyst during the migration.

Thanks to intensive cooperation, Bogner has optimally designed its processes with the help of technology.

Best Practice Fashion

The company provides important suggestions for the further development of assyst products – and also profits from a standard software, which is all but tailor-made.

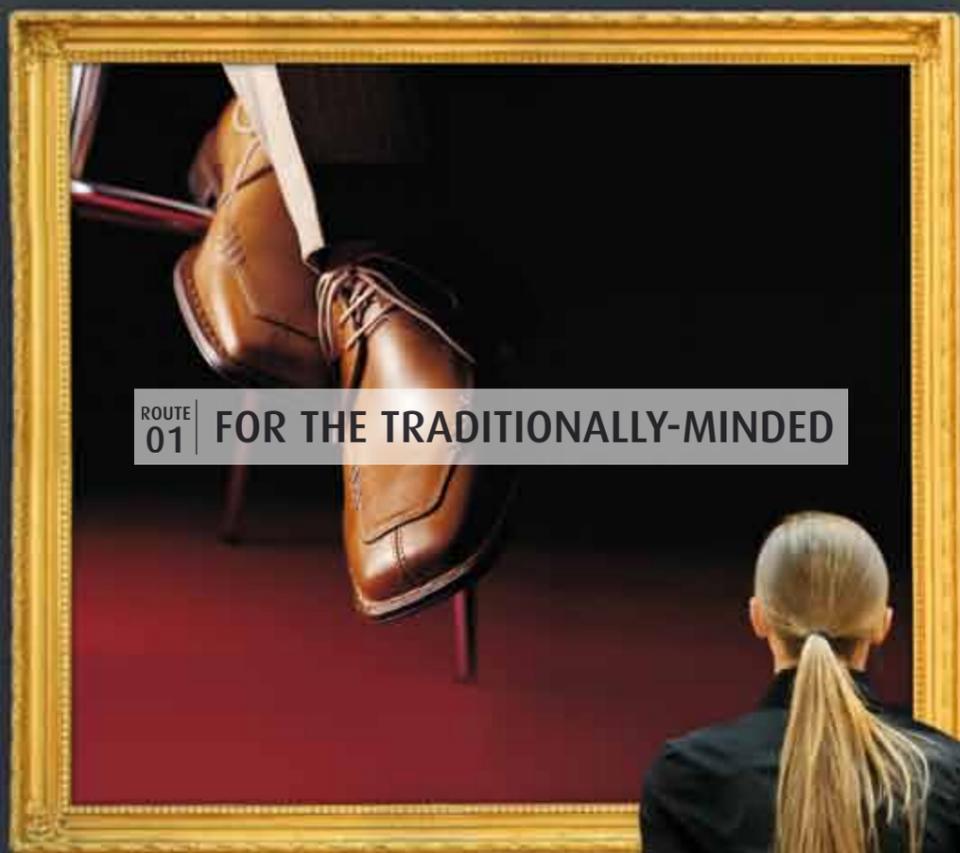
"Every production order is optimized with autocost – this always gives us the minimal and most accurate fabric usage, even if we calculate an order with changed piece quantities. At the same time we get explicit laying instructions and markers for our production partners. We can always count on assyst's support, even if things get complicated. We've already achieved a lot together."*

Peter Vogel, Pattern Development Manager, Bogner

*In 2010, assyst unified the product names cost and autocost – the result was autocost.

Intelligent data conversion x 3

Set new benchmarks in your day-to-day routine. How can you get your data as efficiently as possible from one system to another? fashion 02 tests three methods for you.



ROUTE 01 | FOR THE TRADITIONALLY-MINDED

cad.assyst – the new release has been significantly upgraded for exchanging data with Investronica and accumark, for instance. Thanks to predefined templates, your data (even from groups of models) can be integrated with a specific partner's data in just one step with data.conv – and additional information like style definitions, notch tables and labels can also be integrated.



ROUTE 02 | FOR THOSE IN A HURRY

automarker – from CAD to marker, from marker to plotter or cutter. For the complex routes your data takes to get to production... there's automarker. Just upload and convert. Upon request, automarker will even provide the markers in original Gerber or Lectra format, for opening them in those laying programs.



ROUTE 03 | FOR PERFECTIONISTS

smart.pattern – we all love conversion, don't we? Still you have to admit that CAD programs are never identical. This is where routine matching comes in. smart.pattern can now tackle these somewhat mundane tasks for you. It already has a whole host of macros – drill holes, for example, are automatically converted to circular elements.



PLM at its best

Tangible processes

Visualize colors, feel fabrics, work on a model – fashion is vibrant, one has to ‘live’ it – and it follows that your processes must also be vibrant. PLM GoLive by assyst makes them tangible – almost like a collection.

GoLive – just what the name says: PLM thus gains momentum and ‘clout’ – strategically and operation-wise, it can reflect the vibrant pulse of product development. PLM GoLive links all process-involved parties (seamlessly!), makes current – and correct – information available, integrates third-party systems like CAD (new!), graphic design or ERP, and enables (finally!) collection development control – and all this worldwide.

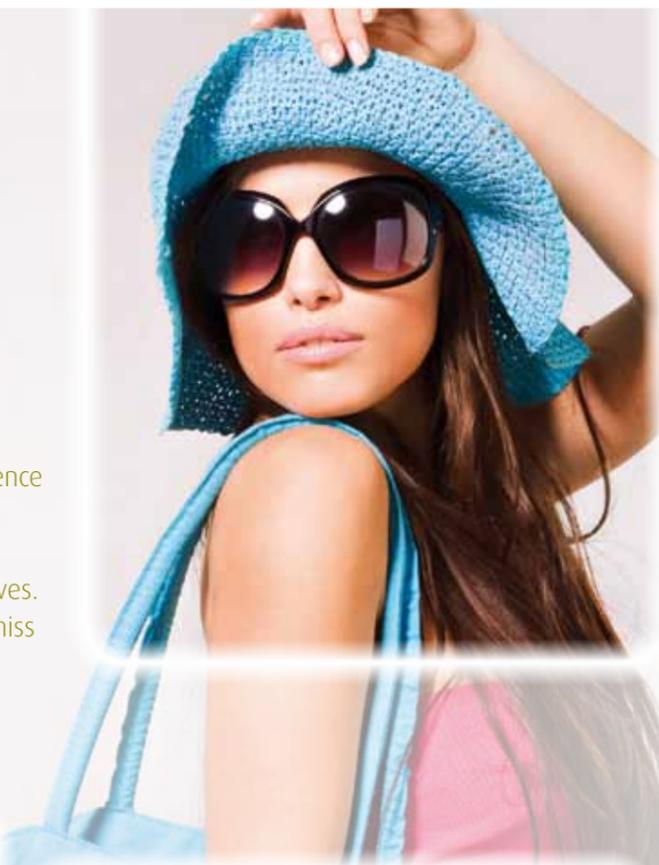
Here the assyst system goes through a ‘shift in thinking’. Standard software and individual concepts have become one. More than ten years of experience have gone into a reference process with which companies can immediately start working. It’s based on the module concept, but with regular upgrades. This not only enables an overall price reduction, it also has a positive effect on the technological standards of GoLive customers who have a maintenance agreement.

Test and try now?
 PLM GoLive hands-on –
 now available at assyst

GoLive

Rediscover the world of fashion!

PLM GoLive gives you lots of choices: you can experience new depths of information and seamless workflows, bring some quiet stability to the hectic bustle of the development process and redefine your own objectives. However, as a typical 'adrenaline freak', you might miss the stress factor!



Ready, steady... go! PLM GoLive is based on a reference process, which covers product development in the apparel sector, from framework collection planning to the final transfer to production. This revolutionizes the sector's conception of PLM – because work can start immediately after installation and training. That means two weeks before full operation – and measured in PLM time, that's a mere blink of an eye.

Your kind of PLM: Companies invest a lot in the design of their processes. And this is why GoLive can be tailored to a company's situation more easily than plm.assist. Thanks to the reference process, the system is fully functional and ready to go. With a clear image to work with, process optimization is targeted and totally precise. Adaptations are only made to what has to be changed – and thanks to the module concept, existing systems can also be quickly expanded.



Active action – Management & More: Take full control with the two new modules by PLM GoLive. The framework collection planning module defines the collection – top-down – from a cost-effective standpoint. The number and the price level of the collection items are specified. Bottom-up, PLM GoLive works automatically for you, thanks to the proven and intelligent piece list, which, crystallizing increasingly during the development phase, outputs the actual price trend. Can the target price still be achieved with the expected production costs? An exact comparison is carried out in the Reporting module. This is done by GoLive's OLAP technology, which enables the fast and easy creation of graphical management reports and updates.



All-inclusive – pure relaxation: Now the entire development process can really be mapped in PLM – and cad.assist is fully integrated. In other words, every file – and even the workflows in pattern construction – can be mapped in real time and integrated into the complete process.

PLM at off-season prices: assist customers can look forward to this! The standard PLM GoLive system costs considerably less than the individual system plm.assist. And anyone who wants to adapt will save as well – because the new module concept enables programming to be carried out much more efficiently.

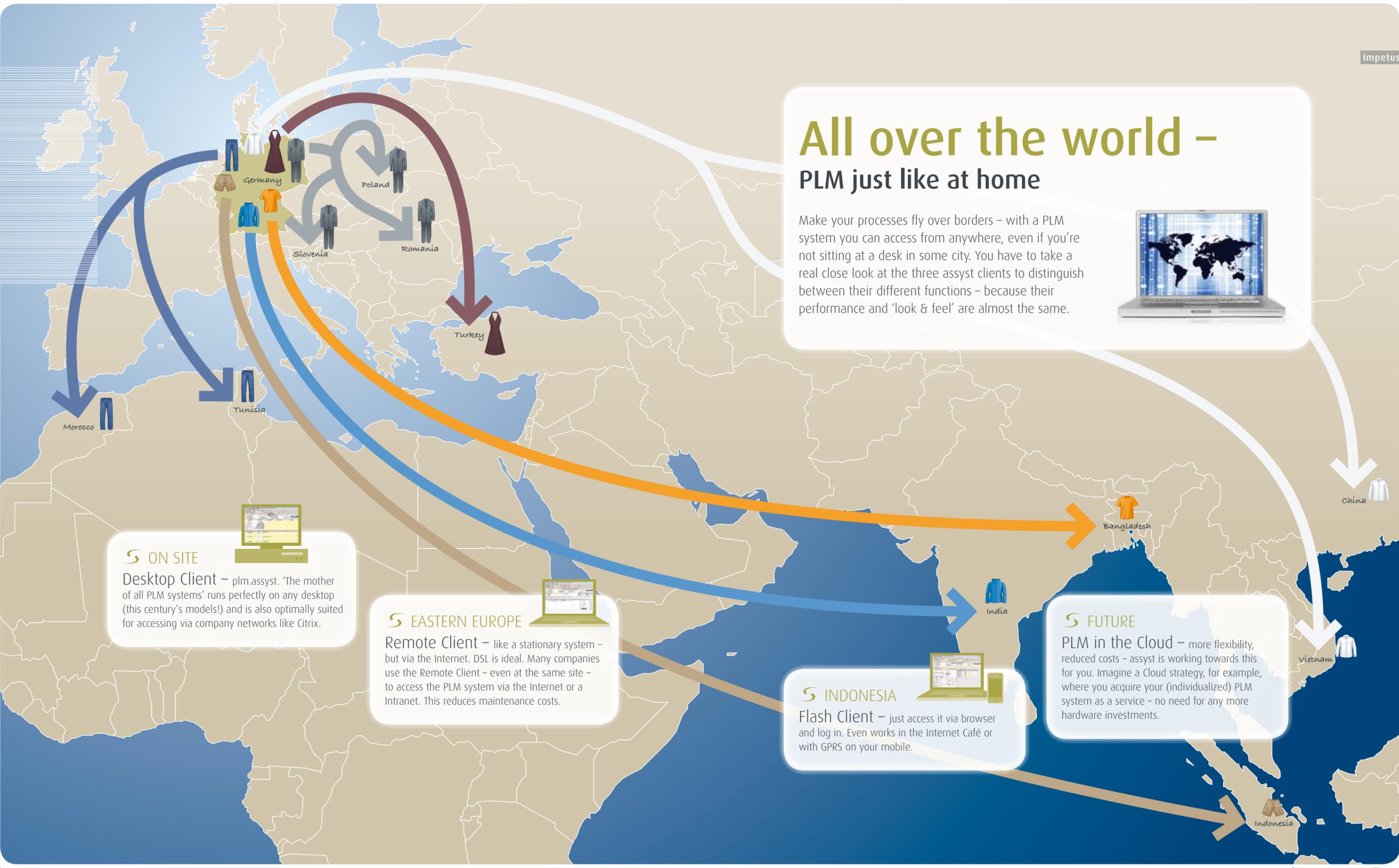


All-inclusive – you don't have to do without: When you first come to PLM GoLive, you can stay awhile... The reference process for the entire product development is contained in the basis module – and the process maps most companies' workflows comprehensively. Process here means master data, material management, various different piece lists, sets, model descriptions, sizes tables, sizes, colors, memos, workflows with standard macros and order management. There are also modules for quality assurance, program integration (CAD, ERP, Corel, Adobe and XML), calculation, collection framework plan, remote access, as many languages as required and reporting.



All over the world – PLM just like at home

Make your processes fly over borders – with a PLM system you can access from anywhere, even if you're not sitting at a desk in some city. You have to take a real close look at the three assyst clients to distinguish between their different functions – because their performance and 'look & feel' are almost the same.



ON SITE

Desktop Client – plm.assyst. 'The mother of all PLM systems' runs perfectly on any desktop (this century's models!) and is also optimally suited for accessing via company networks like Citrix.



EASTERN EUROPE

Remote Client – like a stationary system – but via the Internet. DSL is ideal. Many companies use the Remote Client – even at the same site – to access the PLM system via the Internet or a Intranet. This reduces maintenance costs.



INDONESIA

Flash Client – just access it via browser and log in. Even works in the Internet Café or with GPRS on your mobile.



FUTURE

PLM in the Cloud – more flexibility, reduced costs – assyst is working towards this for you. Imagine a Cloud strategy, for example, where you acquire your (individualized) PLM system as a service – no need for any more hardware investments.

Are you ready for GoLive?

Take the fashion 02 in-depth PLM test!

PART 1

What does your gut instinct tell you here?

"Excel? Never again!" Honestly, during your last collection, did that thought ever cross your mind? Yes No

Do you find yourself increasingly asking the question, "How much time am I investing in compiling and copying last year's data?" Yes No

Do you find it easy to constantly create identical workflows? Yes No

Do you sometimes feel a little uneasy about sending off the "current" CAD pattern? Yes No

Are you often 'surprised' by new work orders, because colleagues have been faster or slower than you thought? Yes No

Do you believe you spend too much time at printers, plotters and copy machines? Yes No

Do you get a little depressed, listless or irritated when you even think about visualizing your processes? Yes No

One point for each 'No'!

PART 2

What does your intellect tell you?

Do you know how many shirts at 39.95 Euros are included in your current framework collection plan? Yes No

Do you know how much the design on which you're currently working costs? Yes No

Do you know which kinds of materials are being considered for the summer collection of T-shirts? And who is the supplier? Yes No

Do you know if all your employees use the same names for different colors? Yes No

Do you know which colleague worked on your design during your last absence? Yes No

Do you know when the production orders for silk skirts have to be sent to your production partner? Yes No

Do you know about the quality defects in the last pants prototype delivered by your contract manufacturer? Yes No

One point for each 'Yes'!



7 points or less – the experts' advice...

Yes, you're really ready for GoLive! Think about the time savings, the simple access to background information, or the automatic calculation of production prices – and approach PLM purposefully. It will definitely pay you to do this.

8 to 12 points – the experts' advice...

Ah, are you already a PDM4CAD user? You've achieved quite a lot already. So keep at it – you can make your day-to-day work much simpler.

12 points or more – the experts' advice...

Carry on. You've got it all running perfectly – but perhaps fashion 02 will inspire you to find new technical possibilities to make your processes even better...?

Go Retail – together we are better

Two large mail order companies – one technology manufacturer. Neckermann, Peter Hahn and assyst develop a perfect PLM system together for purchasers of finished products.

It all started at assyst's fashion forum 2010. The representatives of two mail order concerns met there and entered discussions together – and although plm.assyst was the unanimous first choice, they wanted more. So the two companies jointly invest in a full-range purchasing edition of the Fashion PLM system from Munich. They meet regularly at the specially-founded Retail Workgroup, compare processes and requirements and test existing functions and necessary add-ons.

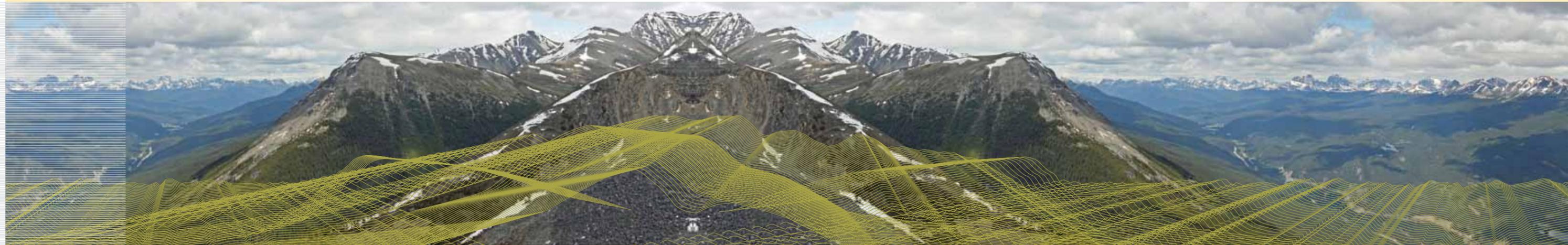
plm.assyst covers the entire development process for passive subcontract processing. The work group determines that the full-range purchasing processes deviate significantly in the Demand Planning and Distribution & Logistics process phases. So at this point the system is adapted by means of new workflows and functions. In Logistics for example, detailed management of the receipt of merchandise is now possible – from planning and merchandise acceptance right through to incoming goods inspection. And in Demand Planning, the preliminary costing of later margins can be carried out more easily. The first milestone of the work group has been reached: the concept and the development plan have been determined. Now it's time for the realization of a Retail PLM system, which has not existed to date in the apparel sector. The Retail Edition will be available towards the end of 2011.

“We invest time and money – assyst invests time and money. And we profit from time and cost advantages in the market. Thanks to the new full-range purchasing functions in PLM GoLive Retail, we can significantly optimize our workflows.”

Angelika Ehresmann-Schrod
 Manager, Quality Assurance, Textiles
 Neckermann

Start now!
 Information about participation in the Retail Workgroup is at: +49-89-90505-0





How do we strengthen **our teams** and lighten the load of our employees?

Together with assyst, Vaude has created an individual PLM system which networks all departments.

Vaude employees want to develop new products – and improve the existing ones at the same time. What they don't want, however, is laborious product management and documentation. That's why they targeted the use of PLM technology. The plm.assyst system frees the company personnel in Tettwang (Germany) from day-to-day repetitive tasks, enabling them to concentrate on product functionality and their top-drawer collections. The system links all phases of the company's product development like a proverbial "golden thread".

Easing departmental stress loads

Almost all of Vaude's departments work with plm.assyst – even Sales, Materials Planning and Marketing. Data maintenance, prototype requests and material quality

evaluation are all carried out within the program. Instead of having a pile of Excel sheets in every department, data only has to be entered once – in the PLM system. Synchronization is carried out via an interface with the merchandise management and product information system, by means of which the content for the catalogs and Webshop is prepared. The "Clothing" department has had the most marked advantages to date. The time they saved was significant. Vaude used to have to create several Excel tables for a meeting on prices, for example – now they simply call up the relevant report. If Vaude wants to use models for the next season, it's done in a minute, because the system automatically copies the right data.

"We do much to ensure that our PLM system is accepted and we provide intensive PLM support for our employees in our day-to-day business. For us, it's important that this helpful 'tool' is used meaningfully in our product development process."

Britta Norwat, Application User Service, Vaude

THE SPIRIT OF MOUNTAIN SPORTS



PLM with character

Vaude's aspiration is clear – the PLM system should support the time-tested processes and not vice-versa. That's why the plm.assyst solution in Tettwang has such clear-cut Vaude characteristics: input screens have been especially developed for Vaude, the reports are customized to the needs of the users and all product-specific data is addressed. Thanks to workflows, the processing of the products is mapped and adherence to timelines simplified.

Following the introduction of plm.assyst, Vaude undertook a management generation change, several restructuring processes and a revision and rectification of the production lines – and has grown considerably as a result. In Germany today, more than 500 employees work for this family business – worldwide the number is around 1,500. The product portfolio has also undergone change. The "Urban" line now has more fashionable components.

The "Watersports" range has been discontinued. The Bike program has been significantly increased and shoes were added in 2010. These changes are also mapped in the system – together with all special requirements.

In 2011, the Asian employees from the Chinese site, the production partners and all agents worldwide will be integrated into the network of the "PLM golden thread" – all linked by assyst's new Web client.

Vaude mirrors its product development in plm.assyst, thus creating sustainable benefits in workflows and quality assurance.

Best Practice Fashion

"Our large range of products is a real challenge for any system. With assyst, we've achieved the parallel mapping of our various different requirements in the development of apparel, shoes and tents for example."

Britta Norwat, Application User Service, Vaude



H O L Y

FASHION GROUP

The customer is king

The aim of the Holy Fashion Group brands is to offer their customers an optimal lifestyle feeling – and in doing this, to pick up on trends and develop top-drawer apparel. This market strategy is the primary objective of IT in-house consultant Susanne Hess and her team colleagues. She talked to fashion 02 about internationalization and profitability in product management.

fashion 02: Ms. Hess, internationalization was a major theme for the Holy Fashion Group in 2010. What has actually changed?

Hess: We worked together with assyst to streamline our international networking and become more flexible. Around 200 of our employees still use plm.assyst, but the majority access data using remote clients via the Internet – and that trend is on the rise. This means that we have no more restrictions – we can link around 15 sites and production facilities worldwide via our PLM system. In-house maintenance is also easier. Abroad, all we need is Internet access – irrespective of whether we're cooperating closely with our partners at the time or just visiting them.

fashion 02: And how is this performing?

Hess: One huge benefit is in reporting for collection management – especially now that all our data, even international information is completely up-to-date. We evaluate our data daily – this enables us to closely monitor the status of our product development. This involves the management of enormous amounts of data: Several collections per year for each of our eight divisions means a flow of thousands of finished pieces with diverse colors.

The piece lists for this are enormously complex – we're talking about an average of 100 positions per model. And coloring also generates a high number of design variants. With these piece lists, we use plm.assyst to accompany our development process from the sample to duplicates and production – throughout all our company divisions. Thanks to our system, the data is documented where it originates, is immediately available and is always standardized.

fashion 02: Your slogan is "The customer is king". From a strategic standpoint, you translate that through flexibility and profitability. And from the technical standpoint?

Hess: As a company, we must react flexibly and transparently to current customer and market requirements. This involves the entire process chain – from development and sourcing to manufacture and product sales. Changes in the processes are always associated with system-technological adaptations and plm.assyst plays a decisive role here as a master data acquisition tool for SAP.

In our "Shirt" product group, we are currently tackling this challenge – and we have already modernized the necessary processes. In order to keep this knowledge-intensive sphere in line with the new processes, a great deal of adaptation and new programming in our plm.assyst would have been necessary – because the existing standard programs simply don't possess the required flexibility. For us as a company, I understand flexibility as being the cost-effective ability to switch from in-house manufacture to outsourcing at any time.

fashion 02: What's involved nowadays when you produce a shirt for the Tommy Hilfiger brand name, for example?

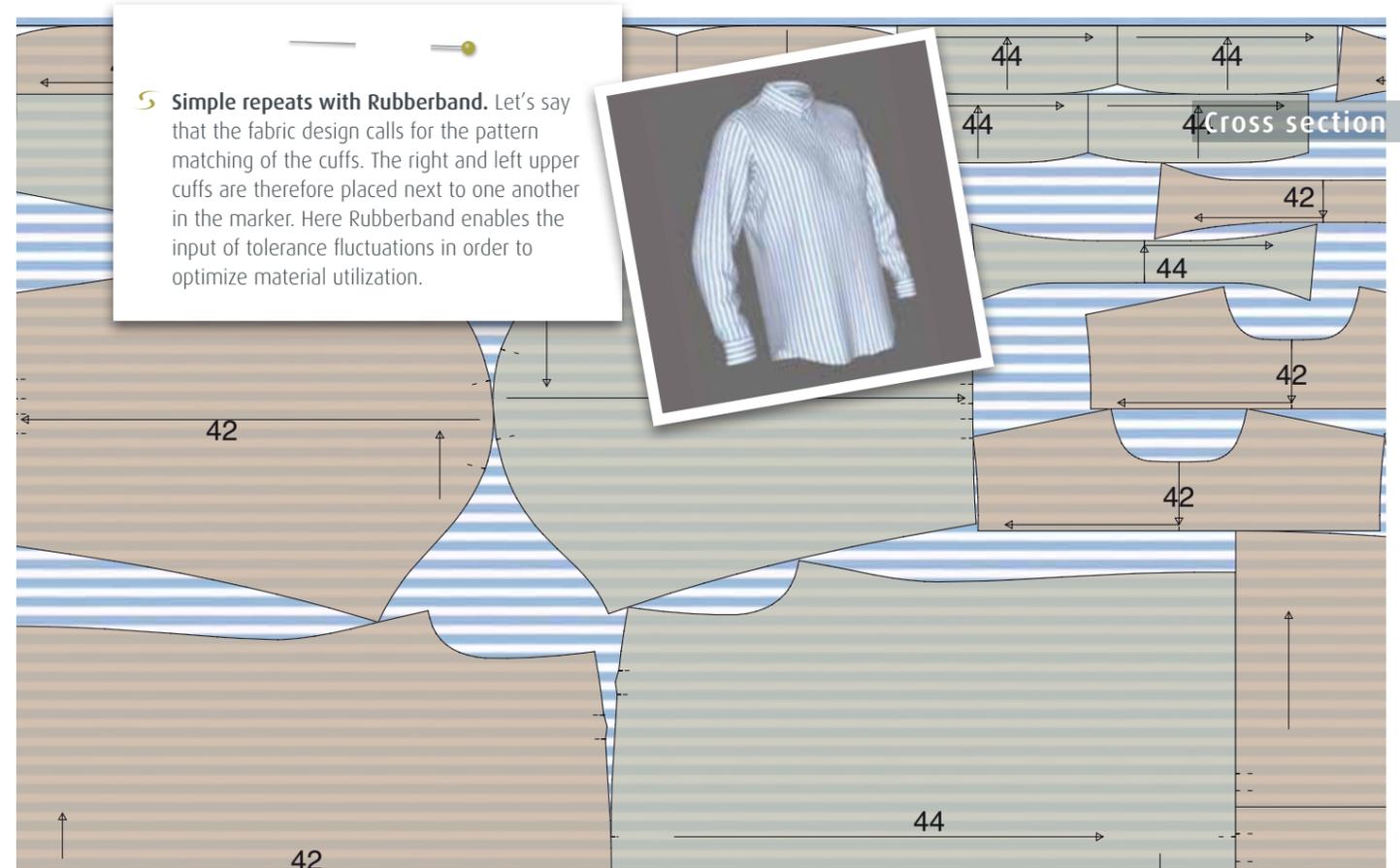
Hess: We do all our designs, patterns, and sales in-house. With the help of plm.assyst and the program modifications that have been carried out, we can now properly address any special requirements that could be submitted by Production as early as the development stage – based on the specific sales. This enables us to operate in a cost-effective and targeted manner in both sourcing and manufacture. The end customer will ultimately benefit by this as well.

fashion 02: Ms. Hess, thank you for the interview – and we wish you lots of success for the upcoming changes.

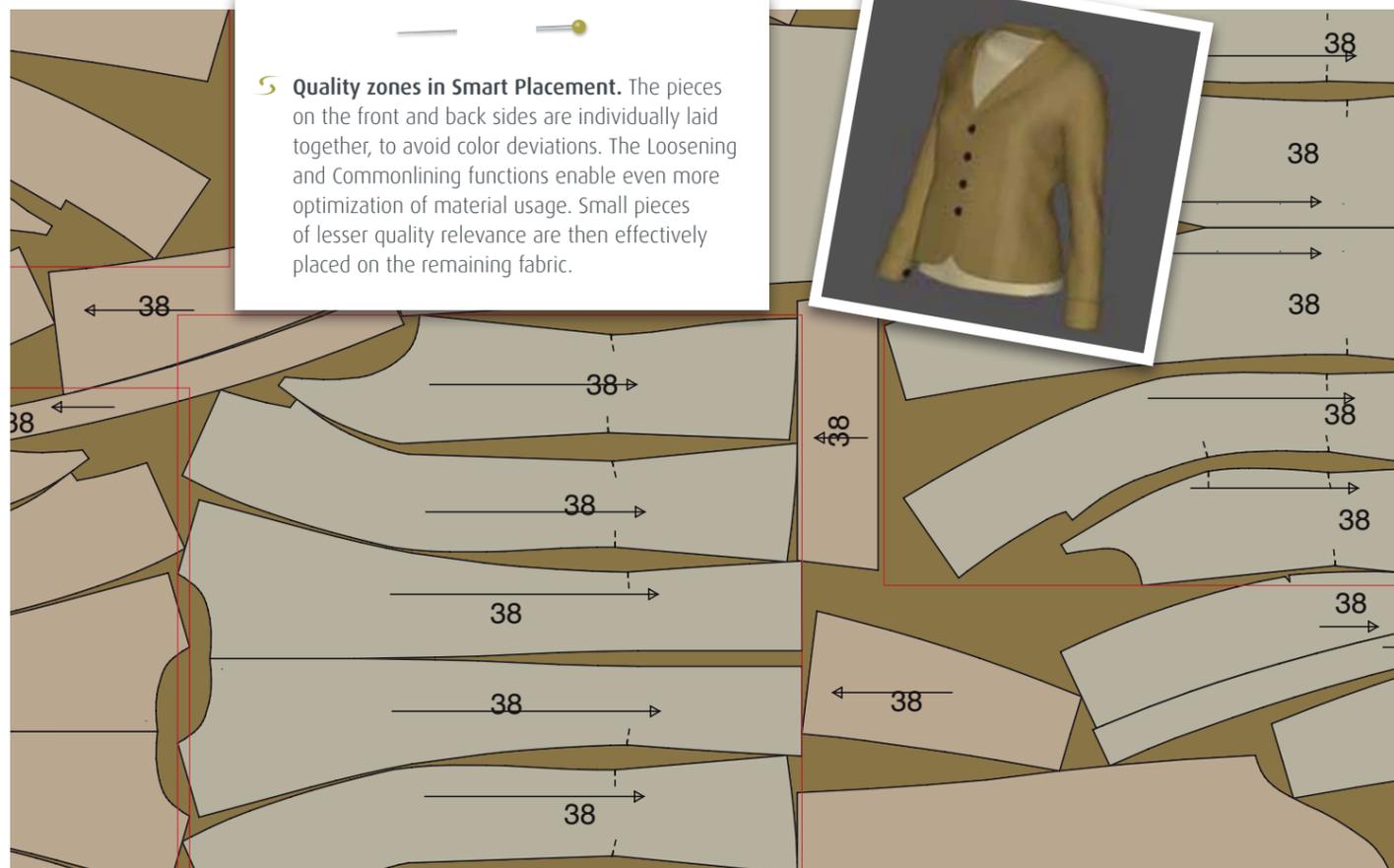
Laying is a matter of perspective

Structured laying is an important step for quality. This is where the definition of the interacting effect of fabric and design takes place – and the amount of latter-stage materials usage is defined here as well. With automarker, all fabrics and pattern are handled automatically for the professional layers, enabling them to input their own expertise beforehand.

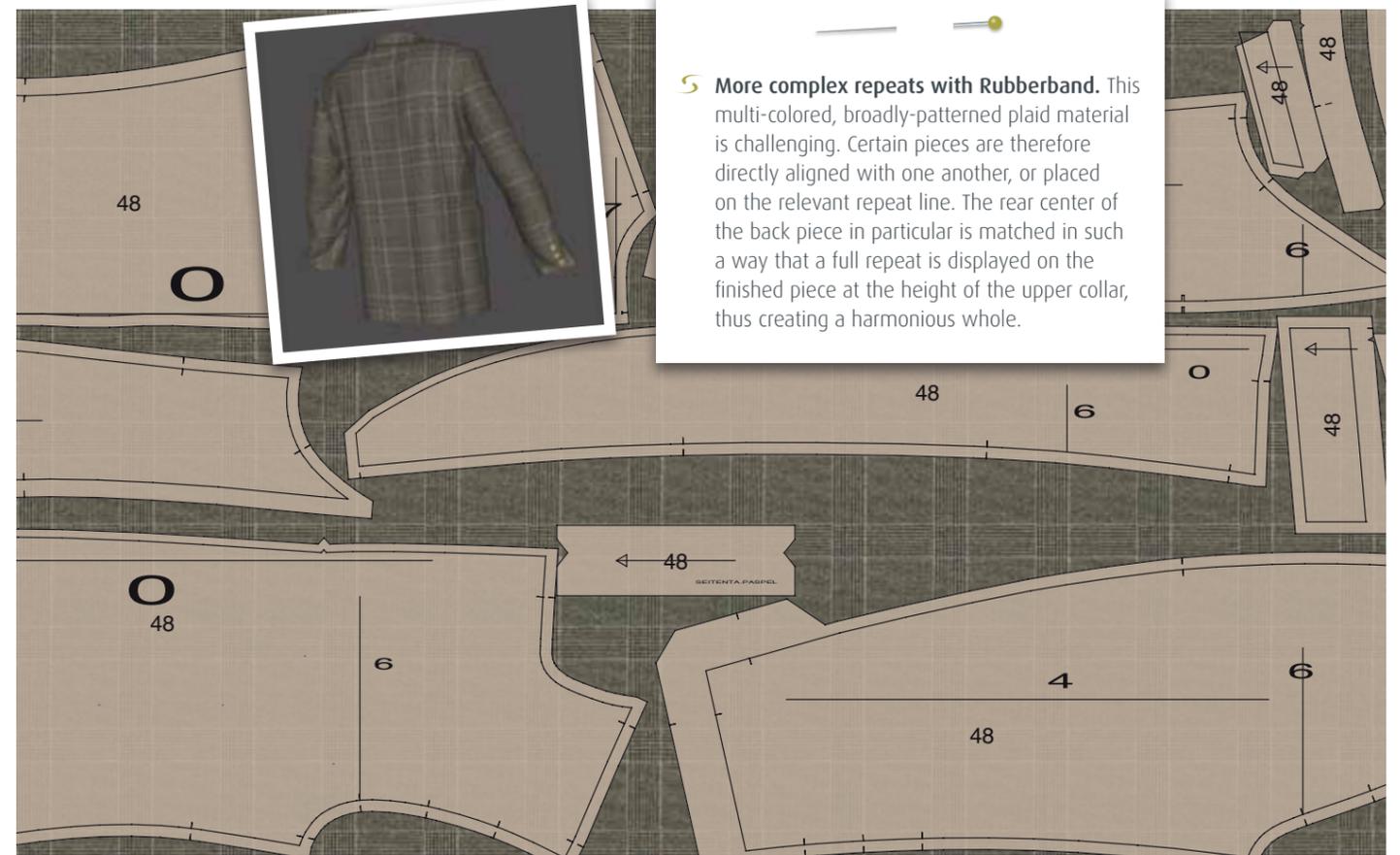
Simple repeats with Rubberband. Let's say that the fabric design calls for the pattern matching of the cuffs. The right and left upper cuffs are therefore placed next to one another in the marker. Here Rubberband enables the input of tolerance fluctuations in order to optimize material utilization.



Quality zones in Smart Placement. The pieces on the front and back sides are individually laid together, to avoid color deviations. The Loosening and Commonlining functions enable even more optimization of material usage. Small pieces of lesser quality relevance are then effectively placed on the remaining fabric.



More complex repeats with Rubberband. This multi-colored, broadly-patterned plaid material is challenging. Certain pieces are therefore directly aligned with one another, or placed on the relevant repeat line. The rear center of the back piece in particular is matched in such a way that a full repeat is displayed on the finished piece at the height of the upper collar, thus creating a harmonious whole.



ASK THE AUTOMARKER TEAM

Structured laying with Rubberband – Generation 20.11

“We have a materials delivery with a clear fabric defect every 10 meters. There’s no time for a new delivery. The manufacturer is also giving us a reduced price. How can we use this fabric?”

Manuela P., Pattern designer from Aachen

automarker: Just imagine the fabric defect isn’t there. It’s very easy: Define quality zones (clearance spaces around the fabric defect) which may not be “overlaid”. This ensures that your markers will be laid normally – and that the fabric defect won’t be included in production. This will certainly appeal to your boss as well.

“We have to finish a major order for a complicated model. We even employed some new staff for this job. How can we ensure that bundle sorting can be done perfectly after cutting?”

Andrea H., Product manager from Munich

automarker: Pre-sorting is the answer. Facilitate your production flow by using the “bundle by bundle” laying method. This enables you to automatically sort the order of the sizes or make them user-defined. And for more simple sorting you can also divide the marker into sections. Markers for templates is another example of how the “bundle by bundle” method can be used.

“While matching up plaid or striped fabrics, we have a lot of waste. Too much, in fact. How can we improve fabric utilization – without losing any quality.”

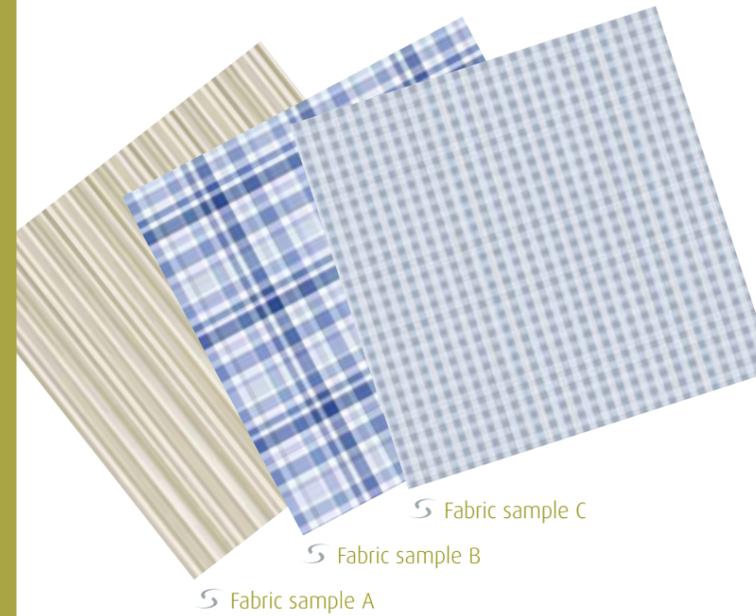
Elmar K., Manager from Hamburg

automarker: You don’t have to lay all the pieces as they come. You can lay the small pieces which are irrelevant for the repeat in the empty spaces between the major pieces. You could do this manually – but it can also be done automatically with the Loosening function.

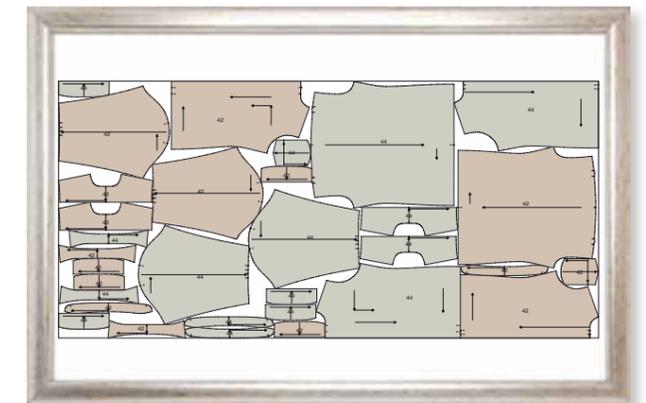
“My colleagues are very frustrated – because it always takes a major amount of effort to manually lay markers with fusing blocks. Do you have a solution for us?”

Hans S., Line manager from Düsseldorf

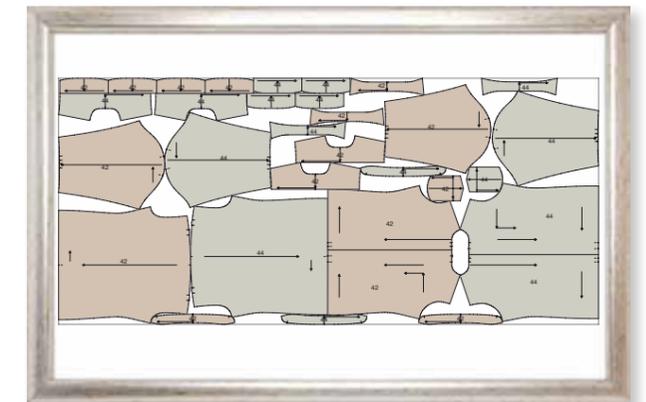
automarker: Take a close look at your time management. With our new development, you can now use automarker for markers with fusing blocks. Set up the relevant profile and you can create the fusing blocks automatically. This works very well and will give you some more free time.



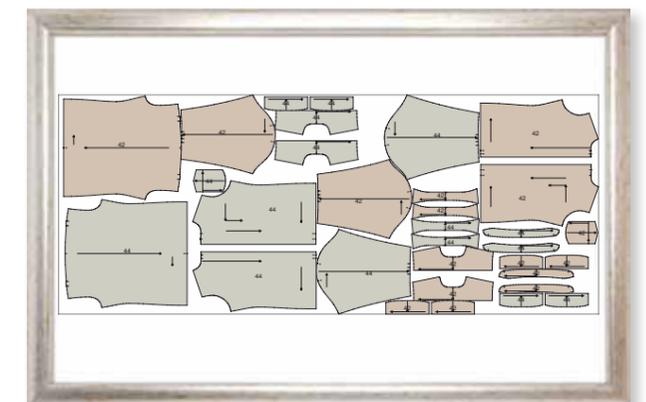
Fabric sample C
Fabric sample B
Fabric sample A



Marker 1



Marker 2



Marker 3

Which fabric matches which marker? Can you find that out?

How repeat-reliable are you?

How do you get on with automarker when you’re dealing with various different fabric requirements? Self-colored, with large flowers or small checks? – you determine the pattern repeat orientation in automarker yourself, by inputting the relevant horizontal and vertical values. In this way, you realize controlled and optimal results with any kind of pattern – in a completely automatic procedure.

Our example here shows a shirt marker – laid in three different ways. Each time with optimal material usage and differing fabric requirements. You always get optimal results with automarker.

Solution:
Fabric sample A = Marker 2
Fabric sample B = Marker 3
Fabric sample C = Marker 1

Does automarker keep its promises?

Work more effectively and use less material. These are important prerequisites if you want to react flexibly in development and optimize production costs later. The service portal automarker.com enables both of the above – and is used intensively by many companies. Now with the smart.placement functions, the system also offers structured laying, for example the assigning of piece groups or the laying of challenging repeat fabrics.

That was reason enough for the Ahlers Group to test the use of automarker intensively. fashion 02 talked to Birgitt Berkemann from Ahler's CAD administration in Germany, and with her colleagues Ulrich Schmidt and Manfred Wienken at the Polish production site.



fashion 02: Ms. Berkemann, you know automarker. What are your prerequisites for using it?

Berkemann: We already use automarker selectively for open laying. Up until now we did nearly all of our laying tasks manually. When we go for technology in a process, we must be able to map the practice, both functionally and economically.

fashion 02: What did you focus on during the test?

Wienken: It was important for us to find out everything that could be done technically with automarker. An optimal result is first and foremost. Fabric usage also plays a major role of course. We weren't surprised at all by the test results. Our expectations were confirmed in many points.

fashion 02: What did your test scenario look like?

Wienken: We took several of our manually laid markers and set them against automarker. The results were roughly the same. Sometimes we were a little better, sometimes automarker came out on top. With slight adaptations made by the automarker team, we could cover 80% of our day-to-day tasks with automarker. We're still working on specially complex quality requirements.

fashion 02: What is still missing, in your opinion?

Wienken: In some cases, we have very special requirements. For example – some of our production facilities also use fabrics with strong color flows and shades. That is another exercise for the automarker team: to generate optimal markers automatically, even when the color changes do not follow any linear pattern.

fashion 02: What do you expect from your company-wide use of automarker?

Berkemann: We foresee a major advantage for our communication with the production facilities. At the same time, however, we can also define clear-cut standards internationally – like how a piece should be laid, for instance. Everyone gets the same results with one marker – whether in Poland, the Far East or Herford. And all the documentation is available and up-to-date in the system.

fashion 02: Many thanks for the interview. We wish you lots of success in laying with automarker.



Test profile

The company – Ahlers AG

Wanted – high-class collections for brands like Pierre Cardin, Otto Kern and Baldessarini

Material – wide range, from cotton to silk fabrics

Patterns – mainly self-colored or with small patterns

Method – comparison of manually laid markers with automarker

Conclusion – automarker can perform 80% of the tasks that have to be done. An individual Ahlers profile is created for specific requirements in the case of fabrics with different shades of colors.



www.ahlers-ag.com

The entire normal Service

Whoever wants to carry out structured laying with automarker will need the appropriate profile. And that's exactly what he'll get from assyst's Dorothea Isbitzki. fashion 02 puts her to the test – but in the role of a customer.

SERVICE PROTOCOL

DATE: 1ST MARCH 2011

SUBJECT: PROFILE FOR A SHIRT WITH A COMPLEX PLAID PATTERN

Isbitzki: Hello, my name is Dorothea Isbitzki from assyst. You asked us to call you back?

Customer: Hello Ms. Isbitzki. Thanks for calling back. We registered on automarker.com and laid simple markers. Now we would like to lay the marker for a shirt with a large, multi-colored plaid pattern. What do we do now?

Isbitzki: It's very easy. Send me a manually laid marker by e-mail. We can talk about the relevant framework factors for your new profile until your mail gets here. Then we'll implement the rules for you and you can start. Do you need the data conversion in a Lectra marker? And is the Alys plotter in your Production still being used? We have to take that into account in your profile.

Customer: Yes, that's right. I've logged in now. And I can already see the new profile with the additional settings options.

Isbitzki: Great. What about the marker itself? Which pieces should lie together?

Customer: The front pieces should lie edge to edge and at the same height as the back piece. The collar's rear center should be placed in relation to the back piece in such a way that the collar points appear symmetrical. The cuffs paired on the outside. Not necessary on the inside. We also have a patch pocket. It could perhaps lie in the armhole or nearby.

Isbitzki: We can define all these with the Rubberband functions. To get the best possible material utilization, we can also specify a laying tolerance scale (where permitted) for the distance of the pieces to one another. The distance is then used individually for increased efficiency, just like in manual laying.

Customer: That sounds good. When can we test the profile?

Isbitzki: Right away, since these are all standard functions. You can modify your own profile too. But please don't hesitate to ask if you have any questions at all.

Customer: Thank you! We'll do that 100%.



The functionality collection 20.11 is here: Fresh Ideas

With 20.11 autocost focuses on integration and work comfort. Whoever wants to know how much a finished piece, product line or an entire collection will cost can now relax... The new autocost functionality is surprisingly flexible in detail, yet absolutely ideal for day-to-day work.



autocost and automarker are both available on the service portal automarker.com – and they are moving ever closer to one another. This starts as early as the **laying procedure out of autocost** (and now including message upon completion) and in the **forwarding of material requirements to the ERP system**. Order optimization on the Internet also has something new **in order structuring**: divided orders are now shown (automatic splitting according to merchandise width, colors,...) as a tree structure. The necessary reports can be displayed either separately or in compiled form. Generation 20.11 has many answers – **material shortage?** Create remnant orders automatically. Complete **integration with partners** required? Data sharing now takes place in a package with selectable individual files. The producer can report back on the actual pieces cut.

And autocost is also ready with **new levels of information**: capacity planning at the cutting stage, more flexible query parameters (e.g. material), evaluation according to product groups, sales figures or comparison of actual and setpoint values in final costing. Additional functions also make working easier. For example – with a **preview of laid markers** (in autocost, would you believe!)

And we've saved the best until last. With the new "TakeTheBest" function, you can create **markers for the same model, but with different parameters** – and determine which scenario gives you the best material requirements and costs figures.

Our recommendation? Anyone who works with cost will simply love autocost! Try it for yourself.

Scope for success

Why go abroad when you can also produce in Europe? Oui has been reconsidering its passive subcontract processing competence for a while now. What other companies attain through low labor costs in the Far East, this international family company now achieves thanks to increased efficiency and cost-cutting – and the Oui approach is going well! Chaim Schipper, Oui's General Manager of Procurement and Production talked to fashion 02 about technology, time savings and success.

fashion 02: Mr. Schipper, in which direction is Oui developing?

Schipper: For some time now, we've been expanding our passive subcontract processing (PSP) and constantly reducing our full-range purchasing percentage. The changes on the Asian market provided the impetus for this. The growing domestic market drives up the prices of resources there. This makes PSP very interesting again.

fashion 02: Can an apparel company afford this nowadays?

Schipper: At first glance, the Far East is naturally more economical, if you compare labor costs alone – but we have always gone down our own roads... We reduce our total costs, for example, by means of consistent increased efficiency in laying and by using automarker and autocost for order optimization. For us, passive subcontract processing is even more rewarding from the quality standpoint than from the costing point of view – because we also gain enough space to impart more emphasis and intensity to our signature in the market. Our strategy has proven successful to date.

fashion 02: What role does technology play for Oui?

Schipper: Technology must help us to sell more and to establish ourselves more solidly in the market – this can be done through optimizing sizing & fitting, for example, or improving our price-performance ratio. We create twelve collections per year – six per season – and we have two sales campaigns to sell them. It's always hectic beforehand. automarker and autocost save us a lot of

time. They are always available and the markers are returned immediately. This means we can plan our orders right away and get them ready for dispatch. We no longer have to reserve our resources for peak load times.

fashion 02: You've been using cost for many years now. Now you use autocost. How did the conversion go?

Schipper: The conversion went really well. autocost is much more user-friendly and has more functions too. The material savings with cost were huge. autocost continued where cost left off – and seamlessly. The interchange with different CAD releases is also considerably better. The remote troubleshooting and support save us a lot of time – time which would otherwise be idle for us. At peak times, several employees can access autocost simultaneously – even from their home offices. There were many good reasons for us to change from a stationary system to the Internet portal.

fashion 02: And your wishes for the future?

Schipper: Our approach is extremely pragmatical. Anything that increases our efficiency is good. It's very often something small that has a big impact. An example? The additional labeling of the markers with model names and model descriptions would save us a lot of time. That's why we work with assyst. Their experts listen to us and realize the aspects which help us to improve.

fashion 02: Mr. Schipper, we really enjoyed talking to you. Thank you. We wish Oui all the best – and continued success!

The Makers of Sizing & Fitting

That is who they are. These men and women represent the 20 companies of the Advisory Panel of SizeGERMANY – and consequently a major part of the German fashion market. Customer segments or product strategies are not of primary importance here. Sizing & fitting affects everyone. And that’s why the people responsible for products and pattern design from Otto and Neckermann, Lidl and Elégance regularly sit down together to further promote the topic of sizing & fitting.



The results of the first German digital serial measurement project have once again brought customers and the sector much closer together. The sizes data from SizeGERMANY has been available for a while now. The project has actually been completed. The Advisory Panel, however, still exists – and in the same constellation. The original monitoring board has now become a highly active working committee for our sector. The current issue is to ascertain how effectively sizing & fitting

can be created in practice from the new body dimension data – through other sizing and fitting standards, for example, and by using new tools for the fashion sector’s workflows. One important topic here is that SizeGERMANY data should not only exist in the computer. And this is why a workgroup is focusing its attentions on the subject of avatars. fashion 02 was at the premier showing of a German avatar with real body dimensions.



The demands on a SizeGERMANY avatar

The “Avatar Workgroup” has a declared objective: “The customer as a dressmaker’s dummy”. The intention is to use avatars with the original dimensions from the SizeGERMANY serial measurement program in the product development process. During intensive discussions, the Advisory Panel ascertains and defines all the demands on avatars. Then a first prototype is created, with an ideal average body type. To this end, various different avatar manufacturers are given the digital data of the body dimension tables and the scanatars. They present their models and correct them. This all continues until the “Avatar Workgroup” has attained its objective – the physical twins for the virtual 3D models of the SizeGERMANY serial measurement program have arrived! And they comply with the main specifications for profitability, sizing & fitting and functionality.

The main attributes of the new dimensionally accurate avatars?

- Shape:** The avatar is an identical representation of the SizeGERMANY scanatar. It has a relaxed posture and extremely realistic shapes for key body elements like hip bones, shoulder blades, collarbone, bottom and buttock shell. The extension of the arm stump or edge projection and the heel projection greatly facilitate measurement on the garment itself.
- Function:** The avatar is either available as an entire body figure, or in the modular system with separate models for upper and lower bodies – like torso avatars with upper thigh projections, for instance. Compressible body areas like chest, abdomen and hips have various degrees of softness and flexibility. The avatar is delivered attached to a height-adjustable stand – it can also be suspended.
- Features:** The central measurement lines are imprinted. The surface is non-sensitive, is not susceptible to static charge and provides the necessary skin characteristics for fabric drape. The maximum weight of an entire body avatar is between 10 and 11 kg.





SizeGERMANY now open for newcomers

Participate instead of looking on!

“With SizeGERMANY in the German apparel industry, a form of sector-wide cooperation has developed, which is almost nowhere else to be found in the free market environment. It also helps the German brands to be stronger in international competition.”

Dr. Andreas Seidl
CEO, assyst und Human Solutions



The largest German serial measurement project has created facts. The data from more than 10,000 men and women and children is available on the interactive body dimension portal sizegermany.de. All done? Not by a long chalk! Thanks to the current sizes data, SizeGERMANY has now gained even more momentum. In the fashion sector's workgroups, participants are learning how they can more easily convince future markets with their sizing & fitting. New methods of working are being created, which exactly match day-to-day development routines. This is being done by means of intensive discussions and by addressing the requirements of the participating companies.

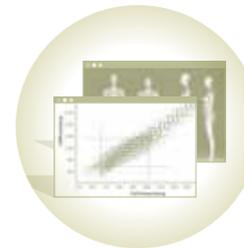
Were you undecided? Did you miss all the subscription offers during the serial measurement program? Now you have a new opportunity! Because SizeGERMANY participants are reopening their circle for anyone who wants to stand out from the crowd with their sizing & fitting.

Companies who join now will have full access to the portal and with that to all available body dimension data of the serial measurement program. The Advisory Panel and cost-effective evaluations, like the calculation of market shares will be reserved for the original companies. Newcomers will also have all the SizeGERMANY tools available, plus the body dimension data. They can also become involved in the various workgroups, which will enable them to directly present their wishes.

Information on participation
at: +49-631-303 56 00
or contact@sizegermany.de

SizeGERMANY. Get involved now!

SizeGERMANY is no longer simply a serial measurement program – it has become a sector-wide sizing & fitting initiative. Participation brings companies many advantages:



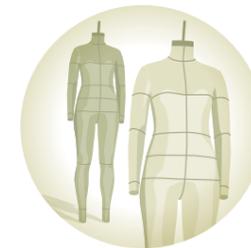
Data portal

Direct access to current body dimensions and individual evaluations



Networking

Cooperation between work groups



Tools

New sizing & fitting tools for product development, purchasing and quality assurance



Sizing & fitting

Current measurement data – even for the preparation for EC sizes harmonization

Implement new sizes systems more easily

1:0 for sizing & fitting

German data in iSize

- > 12 downloadable scanatars
- > 13 000 test persons
- > 44 body dimensions
- > Import into cad.assyst and vidya



The current body dimensions of SizeGERMANY or SizeCHINA and the requirements of various different age groups make pattern modifications necessary. But which? Until now, the costs of analysis and adaptation were high. Now assyst and Human Solutions are realizing a seamless process with iSize, cad.assyst and vidya, one which simplifies the sizing & fitting optimization of basic patterns.

The automatic transfer of body dimension tables and scan models saves the time-consuming input of data and the tedious manual identification and adaptation of all relevant pattern design coordinates. Results can thus be implemented fast – with a clear head start in time and experience in the market.

First step

Optimizing in iSize:

The correct sizes table for your target group

Body shapes continue developing – and with iSize you can see just how they develop. Through comparison with the selected iSize table, you can quickly see where body areas have changed. In-house body dimension tables can be easily uploaded or input, analyzed and adapted by drag & drop in such a way that the new models are an excellent match for the selected target group. If the dimensions forming the basis of the basic pattern are no longer known, the general SizeGERMANY table can take the role of a starting basis for pattern modernization for the company. And primary and secondary dimensions can always be freely selected in iSize.

The differences in the body dimension tables and the deviations in the distribution curve already tell an interesting story... but these are still only numbers. Virtual 3D models of the scans, the so-called 'scanatars' can tell you even more. They show you at a glance the body shape resulting from the values of the table.

Since March 2011, twelve scanatars have been available for download – they represent the most common benchmark sizes, with four each for men, women and children. Scanatars for individual selections are also possible. And the primary and secondary dimensions can also be freely selected. One preview is immediately available and the final scanatar can be downloaded a few days later. And SizeGERMANY avatars enable body dimensions to be completely integrated into the development process.

Second step

Adaptation in 2D & 3D CAD:

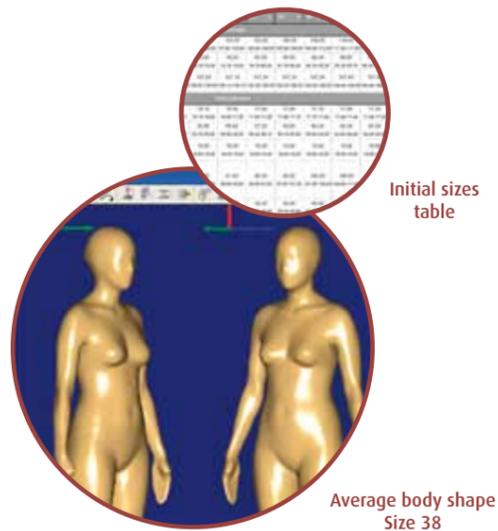
Body shape and pattern in interaction with one another

When the body dimension data has been optimally selected, the optimized measurement table can be imported from iSize directly into cad.assyst. Here the new table is specified as a foundation and the pattern is automatically adapted. Labeling with smart.label can also be a boon during automatic pattern adaptation, since pattern construction errors are displayed better thanks to the new data. The pattern elements which do not match the new sizes must now be corrected manually.

With the help of the relevant scanatars in vidya, a fast inspection can be carried out to check whether or not the 'look & feel' is still there. The pattern is now checked on the model in vidya or in the Virtual Mirror – and post-alteration is carried out manually until the design philosophy of the basic pattern harmonizes with the new body dimensions. And when the decision has been taken on the alterations which are to be carried out, smart.pattern can automate many of the subsequent routine tasks.

Practical test

Selected for our example: Women, 18-25 years old, from Germany. A market with around 3.8 million people. Further streamlining based on socio-demographic data or specific body dimensions (only somewhat shorter women, for example) is possible. The original body shape is not available, so for comparison we use the SizeGERMANY table for all women.

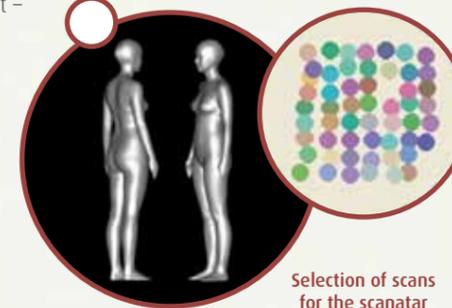


Scanatars for downloading

One body says more than a thousand numerals – but it has to be the right body. Based on the selected primary dimensions, the scans of all suitable test persons can be selected and individually inspected upon request. The result is a scanatar with the averaged body dimensions. The random test must include at least 30 scans in order to be statistically stable. If one scan really stands out from the rest – through very short legs, for example – it can be excluded. Our example uses body height, chest circumference and hip circumference.

The specification of the primary dimensions are input during scanatar configuration.

The test persons' scanatars are then selected. Unsuitable figures can be taken out by drag & drop.

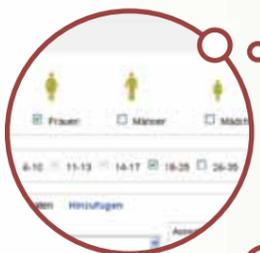


Ref	Min	Max
168.0	164.0	173.0
88.0	80.0	92.0
97.0	93.0	103.0
74.0	70.0	77.0
72.0	65.0	76.0
105.8	0.0	

Body dimensions for scanatars

Optimizing the sizes table in iSize

The body dimension table used as a basis is loaded. The table can also be automatically adapted to the dimensions of the selected target group. The primary data can be freely defined. A blue arrow indicates the percentage optimization of the market share.

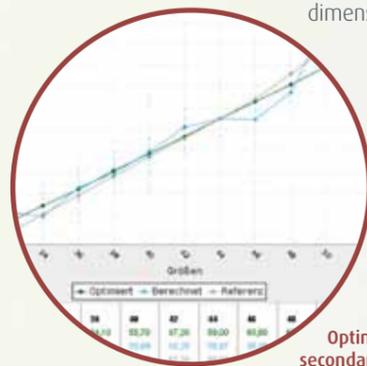
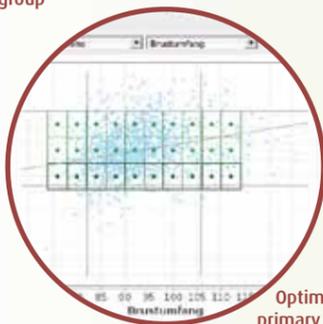


38	40	42	44
7.00	0.00	100.00	0.00
103.00	0.00	103.00	0.00
106.00	97.00	103.00	100.00
103.00	106.00	103.00	103.00
78.00	-2.00	74.00	-2.00
83.00	-2.00	78.00	-2.00
80.00	71.00	75.00	82.00
80.00	75.00	82.00	80.00
1.10	108.20	1.10	108.30
1.10	108.30	1.10	108.30

Change in primary dimensions

The potential share of the market has been improved by a good 11%. The garment now fits roughly 400,000 women more than it did before. The dimensions that were adapted for this – and how they were adapted – can be seen in the table (blue numerals).

Table optimization can be carried out for a specific size – also for testing the grading steps on several sizes. To achieve this, iSize offers more than 40 secondary dimensions to choose from.



Adapting the patterns to the new sizes table

The new body dimension tables can now be imported into cad.assyst 20.11 and used as a foundation for each pattern design. The new dimensions and the design philosophy are manually matched to one another on the basic pattern. Where possible, smart.pattern can also take over routine tasks.

Inspections in vidya or the Virtual Mirror can now be carried out. Size & fit cannot be properly checked in 2D – it is easier in 3D. That's why the iSize scanatars can be imported into vidya. In this way, existing models can be tried out with an older sizes table – or the adapted basic pattern can be tried out on the right model. The try-on procedure in vidya also saves a lot of time in the checking of grading steps.



How can we increase our success in Asia?

Project Leader
Sita Roshan

Head of the Pattern
Design Department
Holger Peters

Managing Director
Georg Meindl

Product Manager
Steven Jones

Using data from the body dimension portal iSize, the international fashion manufacturer Label No.1 brings its customers from the Far East to Germany in the form of scanatars, thus increasing its market potential. fashion 02 was at the presentation of the "Fit for Asia" project results for the company management.

Holger Peters, Head of the Pattern Design Department: Dear Colleagues, the results of our "Fit for Asia" project are now available. With "Fit For Asia", we wanted to improve our market profile in Asia and integrate sizing & fitting as an integral element into Label No.1's global quality strategy. We have achieved this. We had a market potential of 0.9% in ladies' wear, for example – we're now currently at an excellent 7.9%. This at the outset. Our Project Leader Sita Roshan will now inform you about the other results and the project itself.

Sita Roshan, Project Leader: Thank you, Holger. As you know, we get our design and style recommendations from our development center in Shanghai. But as

far as sizing & fitting is concerned, we used to rely on feedback from the retail trade, or conclusions made for body dimension data drawn from Asian pre-finished sizes. That was not accurate enough for the precise determination of size & fit. So we replaced this procedure with an analysis using real body dimensions – iSize by Human Solutions. Following the European and US size & fit, there is now also a Asian size & fit, which is based on the body dimensions of test persons from China, Japan and Korea, optimally covering the Asian population. Now we not only know what our Asian customers want, we also know how our fashion fits them.

Body dimension analysis and pattern customization was simple and convenient: we uploaded our European sizes tables on to www.i-size.net, the secure iSize portal. Depending on the garment in question, we use the following dimensions: body height, chest circumference, underbust circumference, hip circumference, waist circumference, side length and upper thigh. For men, we take mid-neck girth instead of underbust circumference.

Comparable target group values for size 38 in women and size 50 in men were filtered out of the iSize database. We detected deviations at first glance. In the case of the ladies' sizes, the proportion between chest circumference and hip circumference in Asia, for example, is completely different. Our standard size 38 body height of 172 cm is also too high for the Asian market. Steven Jones was responsible for the menswear. He can tell you more about that. Steven, can you take over please?

Steven Jones, Product Manager: Thank you, Sita. In the case of menswear, the differences are even more distinctive. We can start with the body height. The grading values of the waist circumference in the large sizes are also too small. After the first analysis of the market shares, it quickly became clear to us that the extreme sizes were hardly economically viable.

Sita Roshan, Project Leader: This means that the grading steps have to be adapted, for both men and women. To this end, we have the optimal characteristic measurements and secondary dimensions from iSize. It is a major help that we can download the data directly to cad.assyst and vidya and can check all the sizes in 2D and 3D. This is much faster than doing it manually. In CAD, we open our basic patterns with the new tables. We can see right away what we have to improve as regards our pattern philosophy. In the case of the grading steps, it's not quite so easy. We have now started to use our existing sizes steps and to check all the sizes in 3D with vidya.

Holger Peters, Head of the Pattern Design Department: Our designers are also delighted. They can see the body that matches the table right away and thus have a clear image of our target person. This advantage doesn't only mean a lot to our designers – thanks to the scanatars, we can all coordinate much more easily with one another and with our Asian colleagues. This also means that deliveries can be checked perfectly and we have better control over our product development abroad. At the same time, we ensure

that our brand profile is seamlessly implemented, appealing to as many customers as possible. Because now we know the market potential of every standard size.

Georg Meindl, Managing Director: I thank you for your overview – and your commitment to this project. My colleagues in management and I are very interested in how we can optimally adapt our patterns to fit today's sizes and body shapes. The side-effects in partner communication and the control of our suppliers are also extremely interesting. But the most important issue for Label No.1 is... that thanks to good sizing & fitting we gain an important brand advantage. Our designs can be copied in just a few weeks, that's true... but no plagiarism in the world can equal our sizing & fitting quality. We are on the right road.

- International fashion manufacturer
- Worldwide sales
- 5,000 own POS sites and retail stores
- More than 50 collections per year
- Passive subcontract processing and full-range purchasing

Label No.1

*Label No.1 is a fictitious company created to serve as an example.



Design processes **Creative**

Suddenly it's here – tomorrow's market. With discerning customers who take a global market and break it down into many small ones. Joachim Hensch, Head of Pattern Design at HUGO BOSS, talked to fashion 02 about the "climate change" in the apparel industry and about the ideas through which HUGO BOSS addresses these changes creatively.

fashion 02: Mr. Hensch, our main theme in this issue is change. And logically enough, the first question touches upon that topic. Your market yesterday and your market today – what has changed?

Hensch: The customer has a different attitude. The brand name alone can no longer sell our products. Many fashion-conscious customers the world over no longer buy a suit just because of the label. They want to look like James Bond in their own way, for example – and every garment has to fit perfectly for that. The result of this is that you can no longer produce in accordance with a world sizes system, we have to analyze our customers in depth region-by-region and offer them the right products and design variants.

fashion 02: What does this mean for apparel companies?

Hensch: That the demand for individuality also creates new conditions for market success. Large companies used to have an advantage, but nowadays it's speed that counts – because to keep pace with the demands for design variants, you have to be fast or you'll lose market shares. Large, complex organizations often have even more difficulty with this (than the small organizations). We have to eliminate some old habits. That's why I've asked my people to "design processes creatively." We don't want to become the museum of tomorrow – we need to be increasingly innovative and stay ahead of the competition.

fashion 02: And how fast is HUGO BOSS?

Hensch: Very fast... but we want to become even faster. We pick up our momentum mainly through networking and knowledge management. Networking is in any case important for an international company. However, close contact among the employees creates another advantage: a good model maker can do a lot, but two of them can do even more. But why should these two high-potential people even have to think about it, if a third and fourth model maker have already solved that problem?

fashion 02: How did you manage to take this step towards intensive exchange within your team?

Hensch: On the one hand, through restructuring. Our creative and technical product development processes are closely intermeshed with one another – in a Technical Development Center. And on the other hand, by means of Wiki technology with chat possibilities. Our Intranet also has a company glossary with around 6,500 entries. As a fully convinced assyst user, we codify many solutions, e.g. with smart.pattern. Automation by means of macros has become an integral part of our day-to-day routine.

fashion 02: On which strategic questions are you currently working?

Hensch: We're currently focusing strongly on pattern adaptation in the regions. For example, we're asking ourselves, "Who buys HUGO BOSS products in Asia?" Or "Does a Chinese customer put on weight in the same places as a German or a Spanish customer?" When we have definite answers to these questions, we'll adapt our sizes systems accordingly. The technologies by assyst and Human Solutions play a central role for us here.

fashion 02: Which topics do you 'wrestle' with most on a day-to-day basis?

Hensch: Conversion is one topic that is ever-present. I believe that we need still more portal technology for better conversion – and automarker.com is ideal for this. Even today, we use it very often. For a qualitative exchange, networking takes priority, together with the targeted enhancement of our partners' know-how. They should be seeing our models through HUGO BOSS spectacles. And this is where assyst again comes to the fore.

fashion 02: Mr. Hensch, thank you for the interview – and we wish you lots of successful changes!

Innovation impetus thanks to body scanners

To develop bestseller models nowadays, it's not enough to simply know the tastes of the customers and their purchasing habits. The customer has to become part of the development process himself. Only then can optimal sizing & fitting be insured. And an increasing number of 3D body scanners have found their way into manufacture and retail as a result. fashion 02 presents ideal application fields for body scanners, from the classic to the innovative and from the manufacturer to the retail trade.

COMPETITIVE ADVANTAGE: CUSTOMER BONDING

Virtual try-on at verticalized companies

More and more design variants and possibilities – those are key in gaining customer loyalty. But the choice is difficult in purchasing. Good customer guidance is vital. And if the No. 1 sales person isn't available – that's when the Virtual Mirror by assyst and Human Solutions comes to the fore. This technological innovation involves a scanatar which wears digital style models. The customer, instead of having to try on and take off garments in the changing cubicle, can now see his own individual scanatar as a virtual mirror image – and the scanatar is wearing all the new collection models, or his future tailored suit. Now he can assess whether or not a model is going to fit and sit well – either alone or with a customer assistant. He saves time and the try-on



Fast scans, fast try-ons. In the Virtual Mirror, scanatars wear digital style models.

process goes very quickly. And because all his data is already available, the customer will surely be back the next time he wants to buy apparel.

Apparel manufacturers with their own stores will see the Virtual Mirror closes the vertical process chain for them. Product development (CAD patterns) and store (orders and customer data) are directly networked with one another. Knowledge about the customer – and what fits him – grows with every purchase. In this way, the Virtual Mirror becomes an innovation engine in itself. Even without a store, an enormous amount of added value is created when scanatars leave the screen of the 3D software vidya and are available, in life-size, for trying on sample pieces during product development.



Product catalog
INTAILOR Retail



VITUS Smart LC3
3D body scanner



3D vizualization
with vidya



COMPETITIVE ADVANTAGE: INDIVIDUALITY

Mass customization in the stores

Customized clothing and industry. This all blends together, when the individual customer (or rather his personal body dimension table) is part of the product development process. Industrial mass customization becomes possible and profitable with a seamless process from the point of sale to manufacturing in batch size 1. With a concept consisting of 3D body scanners and the right software,

innovative sales experiences can be offered in the stores – experiences used by not only customers with problem sizes, but especially customers with clear ideas on the product they want. Thanks to the direct connection between order and manufacturing, the error rate is also reduced.



VITUS Smart LC3 or XXL 3D body scanners



Product catalog NTAILOR Manufacturer

COMPETITIVE ADVANTAGE: SIZING & FITTING

Serial measurements for the apparel industry

Serial measurement projects provide crucial data for the sizing & fitting of apparel. The decisive factor is the intensive use of the acquired body dimensions in the manufacturing and sales process.



Serial measurement data can only be optimally utilized with a seamless process ranging from the taking of measurements to the evaluation of the data itself. The data can then be used for creating tools like scanatars and optimally integrating the right size & fit into daily development routines. To achieve this, you need a 3D body scanner and a closed chain of technology. All the data is available in digital form when measurement is carried out with scanners. Instead of evaluating laboriously printed numbers, participating companies can acquire these individual numbers from a portal and use them for their own specific requirements – as often as they want and in any way they want.

But why 3D? Typical primary and secondary dimensions are available for apparel manufacturers, thanks to the three-dimensional acquisition of measurements. Additional information about body shape and posture is also available – and this is information which has a decisive effect on sizing & fitting. In comparison to the manual or optical taking of measurements, measurement with lasers and the right software is significantly more accurate: Measurement postures and rules can be freely defined. Once the parameters are defined, measurements are always taken exactly in accordance with those parameters – in contrast to manual measurement. Each acquisition of measurements is therefore comparable (and can also be repeated). Further body dimensions can also be digitally measured at any time afterwards – even in accordance with different measuring rules – because the scan of each test person is stored anonymously.



Avatars



engelhörn Mode im Quadrat sells individual tailoring – with a body scanner. Thanks to the scanner, the customers' knowledge of sizing & fitting – and their taste – have both blossomed.

Paul & Shark rely on body scanners. Customers' measurements are taken automatically in the flagship store on the Via Montenapoleone 16 in Milan. The concept: high-tech meets sportswear.

The body scanning portfolio by Human Solutions



The little gem for the customer in a hurry – for the economical acquisition of measurements in 3D.

The VITUS Smart LC2 body scanner takes up hardly any room and quickly provides all the dimensions for the allocation of sizes.



The big plus for the space-conscious... it takes up very little room and generates lots of sales.

The VITUS Smart LC3 3D body scanner is ideal for sizes selection, mass customization or innovative concepts – like the try-on in the Virtual Mirror at the point of sale.



Perfectly precise for sizing & fitting perfectionists – from the scan straight to production.

The VITUS Smart XXL 3D body scanner captures body measurements with a ±1mm level of accuracy. Just right for serial measurements or for customized fashion – with no samples.

Visualization & Simulation in 3D Innovation in suits

In the 90's, design on a computer was a luxury. Today 2D CAD has become an integral part of the day-to-day routine. Now it's time for 3D CAD's success story and that involves seamless processes, speed and an impressive communications advantage.

Exact visualization creates common ground for discussion between designers and pattern makers. Errors or undesirable effects can be quickly identified and eliminated. These changes should be traceable in real time – without re-sewing on the 3D model or restarting the whole thing again... and vidya can do it all. Yet another far-reaching milestone will be the transfer of these 3D changes to the 2D CAD pattern. The new 20.11 release takes important steps in this direction.

For optimal communication, however, the simulation quality of material, design and human being must be just right. To address this, vidya 20.11 has now reached a new stage of evolution. It displays drape realistically in the model simulation. This means that pattern and style designs for more complex items of clothing like shirts, pleat-front pants, pleated skirts, sports jackets or (more basic) suits can now be displayed in truly lifelike quality. The fabric simulation shows the texture and structure of the material exactly as it is, also displaying the realistic fabric drape – depending on rigidity and flexibility.

The human being or body shape and volume are integrated by means of scanatars (taken from iSize by Human Solutions). They represent a specific garment size or customer segment. **When you take all three elements together, a veritable flood of sheer reality flows directly into the development process** – with a lot less time taken than would be needed for a real try-on on the model.



Shirt with optimal size & fit, but light creasing at chest height.



The buttonhole on the lapel is positioned as desired.



The button and the herringbone material are a good match. The buttonhole width is perfect.



Position of the patch pocket is correct.



Intensive creasing on back piece. Pattern adaptations are necessary.



Inspection of the pant length and hem.



Underflap and zip are tension-free in the pant front.



Padding and interlinings help to model extremely realistic shoulder areas.

VIDYA 20.11 ALSO CATCHES THE EYE WITH ITS WEALTH OF DETAIL. THE VIDYA PICTURE GALLERY SHOWS THE ACTUAL SIZE & FIT OF DESIGNS, REPRODUCING MATERIALS, PATTERNS AND THE HUMAN BEING IN THE BEST POSSIBLE WAY.

Simulation & Reality

What can you achieve nowadays with 3D simulation?

Number of garments out of 10 which can be optimally represented.

Basics: T-shirts, basic pants and skirts, e.g. jeans



9 out of 10 models

Shirts and blouses, sportswear, workwear



9 out of 10 models

Complicated pants or skirts, e.g. pleat-front pants, pleated skirts,



7 out of 10 models

Dresses, Lingerie



7 out of 10 models

Suits or Costumes



3 out of 10 models

What changes 3D simulation?

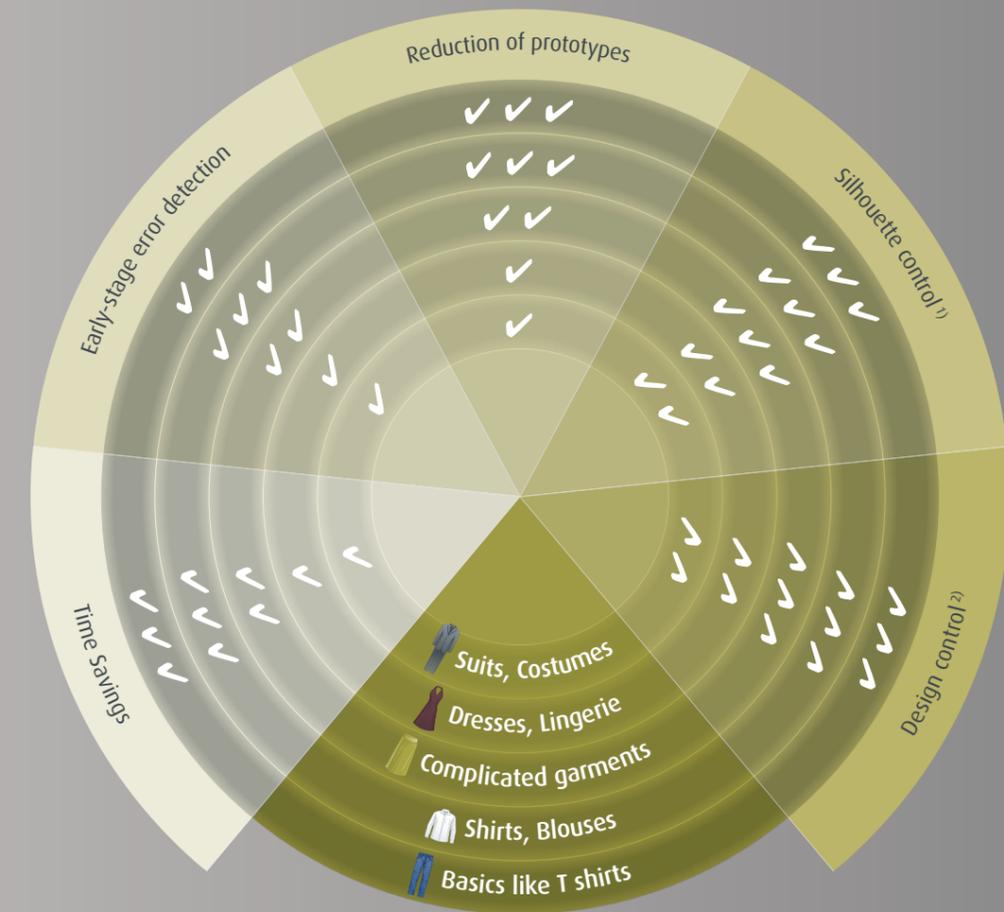
vidya has one aspect which makes the checking of a design especially effective. It is a simulation tool and visualizes design concepts, which can be standardized. It cannot replace intuition and the 'gut instinct' of an experienced pattern maker – but it wasn't created to do that anyway.

vidya reproduces reality in a functional manner and enriches it with additional information... by creating a new digital model, for example, one which is exactly commensurate with the average body dimension data of your customers. Leg length errors, wrongly-positioned

prints, wrong drape – even the smallest details are obvious in vidya. That saves time and costs during the development phase. The exceptions here are extremely complex designs, like bellow pockets or detailed checks that have to be performed on a high-quality and highly-styled menswear collection.

Using vidya, an experienced team can bring new models to market considerably faster – without losing any of the inherent quality in the model development. And we haven't even mentioned the benefits which Sales and Marketing can gain from the use of photo material at an early stage!

What advantages does 3D visualization bring to the development phase?



¹⁾ For example, leg and sleeve length; waist, placement of pockets (as part of the sizing & fitting check)
²⁾ For example, fabric drape on the model; Pressure adaptation, decoration of the model (as part of the sizing & fitting check)

✓✓✓ High
 ✓✓ Average
 ✓ Low

When will you try a test?

The digital simulation of your patterns with vidya is always rewarding. You can make significant time and cost savings in product development today for 2/3 of all model designs – and create added value for the follow-up processes in your value-added chain.

vidya 20.11 with a new look

It's not only celebrities who have their little secrets on how they keep fit and remain attractive. vidya's doing its workouts as well... and fashion 02 got some first impressions and an insight into the new program of the "software diva".



STANDARD LOOK... BEGONE! vidya now wears business fashion, tailored to match. And this is easy, thanks to the comprehensive support provided by folds of every kind.
Change No. 1: realistic drape.



I KNOW WHO I AM. vidya shows what it can do – and all it needs are the exact measurements of your customers. They are now at www.i-size.net as a preview and for integration in vidya.
Change No. 2: The scanatar you want – at the push of a button.



VIDYA TAKES ACTION INSTEAD OF WAITING AROUND FOR IT TO START – and that's why the start of 2012 will see the direct implementation of selected visual alterations on the 3D model (things like repeat matches, for example). These alterations will then be directly transferred to the 2D model.
Change No. 3: automatic updating of alterations for selected functions in cad.assyst.



TAKE SOME SHORT WELLNESS BREAKS. New tools simplify important manual tasks for you – tools like the Drag & Drop function, for example.
Change No. 4: Easing workloads through new tools.

HARD TRAINING PAYS OFF. Experience vidya's first steps. Every scanatar can now adopt any pose and can be animated to achieve this as well. Example: The user can set poses like sitting, taking a step and stretching out the arms – and simulate these in vidya.
Change No. 5: Animation for starting the setup of target poses.

NOT WITHOUT MY 2D. vidya can take on many looks, but not alone. The first step is import from 2D, then comes the sewing. To save you time, assyst is bringing 2D and 3D CAD ever closer to one another. An initial effect: Pieces and single elements of the pattern can be automatically identified and allocated in vidya.cad. Preparation of the 2D pattern in cad.assyst thus becomes significantly easier and faster.
Change No. 6: Using smart.label technology.



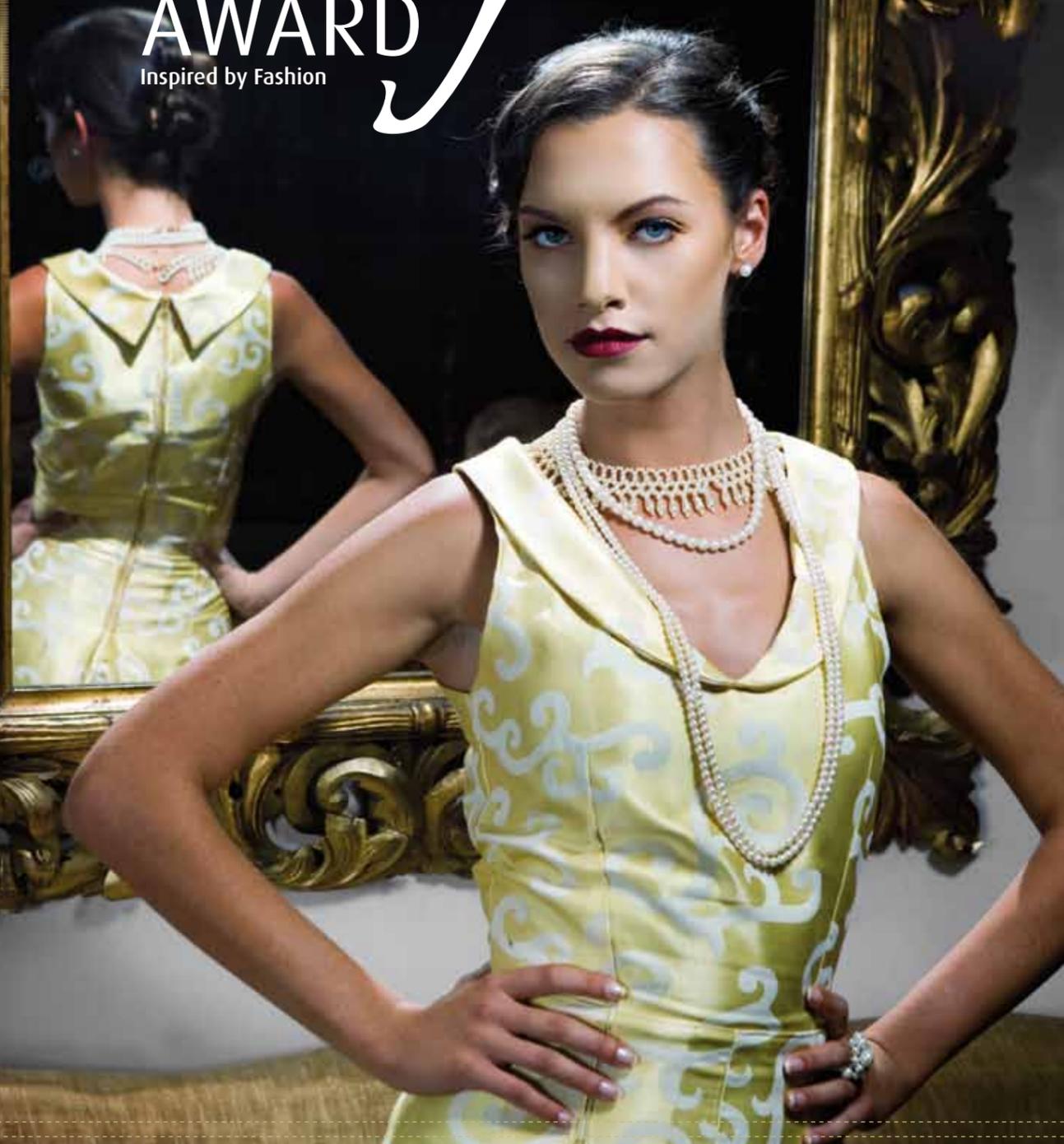
Power vidya: Sorry – but from now on, vidya users won't have any spare time for candy breaks... System performance will be considerably increased in 20.11. And we can all do without the extra calories anyway!



Vidya

AWARD

Inspired by Fashion



Four basic patterns, one size, lots of ideas. The vidya Award Newcomers Competition is a chance for prospective designers and pattern makers to show what they can do – in 3D with vidya.

The task: creative with 3D

Each participant is given a basic pattern to design a dress in standard size 38. One of four basic models can be selected: two sheath dresses with princess seams, an evening dress with buttoned corsage and a simple strap dress. The selected model must be individually further developed and finished. Creativity has no limits here. The material and color can be freely selected, as can the style. Participants can also experiment with drafts, prints and applications to design and decorate the dresses to their own individual tastes. Creativity is not the only criterion for the jury – the quality of the adaptation ability of the design – the modification of the basic form or seam guidance, the feed of dividing seams or walking slit, drapes, sleeve construction, and additional pieces like pockets and bows.

The objective: The promotion of new talent

The vidya award is the *only* competition in which *only* 3D CAD may be used. Participants thus become familiar with a new approach to technology – they discover the new technologies and exploit them to their full potential. It's also a qualification credential, proof that they have used 3D CAD in product development.

The jury – experts from science and industry

An interdisciplinary jury with representatives from science and industry will judge the submitted entries and decide the winners of the prizes. The jury will evaluate the drafts on the basis of the vidya screenshot and the short, written explanation of the design concept.

The prize – networked into the professional world of fashion

The two best draft designs will receive the prize. The vidya Award has a total prize money of 1,500 Euros. The winning entries will also be published in detail in fashion 03, thereby introducing the designs to a wide range of industry experts.

The participants – students with experience of vidya

The award will be carried out for the first time in 2011, in cooperation with the Albstadt-Sigmaringen Technical University, where vidya is an examination subject. In the next few years, the award will also be open to more participants, colleges and universities. The prize-giving ceremony will take place in the autumn of 2011. More information: www.assyst.de.



Do you want to see vidya as an examination subject at your college or university? You can find more information at vidyaaward@assyst.de.

The world of apparel is digital

Our technology portfolio offers you a completely seamless process, from 3D body scanning and target group-specific sizes table to automatic construction alterations and actual visualization in 3D. We also integrate the systems into product development environment segments like design, ERP, retail management and catalogs.



The Products and Services by assyst and Human Solutions

360° Practical Experience

Technology can achieve a lot – but what effects does it really have? Nine companies introduce their strategies in fashion 02 and explain the role played by software in changes. You'll find their different approaches here – in Panorama.



Also in this issue:
CAD & Grading at Bogner P. 16; Product Life Cycle Management at Vaude P. 30; Marker Making at Ahlers P. 38.



s.Oliver

How can we ensure quality abroad?

With sustainable standards, s.Oliver reinforces the competence of its production partners.

Several collections every month. To achieve this, in-house processes must be controlled and time cycles optimized – but no compromises may be made in quality. This is the motto of Doris Öhm and her colleagues in the Model Department of s.Oliver. Thanks to clear guidelines and practical tools, they ensure solid, fast results from their production partners. To make sure that this strategy also works in actual practice, s.Oliver uses assyst technologies like smart.pattern.

Global pattern and design philosophy in teamwork

The pattern department at the company headquarters in Rottendorf takes the role of a Competence and Service Center. This is where the core items are developed. Together with designers and technicians, 14 employees create the standards for a globally uniform s.Oliver sizing & fitting philosophy. All 14 are in regular contact with the partner companies abroad. And to make sure that a pair of pants produced in India, for example, will also fit a

European, s.Oliver uses tools like grading, body dimension tables and fitting dummies based on SizeGERMANY data.

“We target partners who want to learn from us – but we also learn ourselves. We learn a lot about local trends from our colleagues in India and Hong Kong, for example.”

Doris Öhm, Head of Model Department, s.Oliver

How does the technical side of this strategy look?

In 2010, s.Oliver switched from cad.assyst (Unix) to cad.assyst 20.10 (Windows) in order to increase flexibility and efficiency. The migration of the data and workplaces was carefully planned by a team consisting of s.Oliver and assyst experts. The planning includes the preparation of design databases and access authorizations, as well as integration into the company's global Windows server

landscape. The database is synchronized and switched to Windows overnight. During the first few days, four key users – trained by assyst – coach their colleagues to help them through the transition period. After just half a day, the pattern department has returned to the usual routine. The collection clock is ticking. The upgrade also involves smart.pattern – a core system for s.Oliver. The Rottendorf company was one of the first to purchase smart.pattern – and today s.Oliver uses more than 150 macros for all the standardized pattern elements. All the linings, interlinings and templates for blazers are developed in automated processes, for example. This saves valuable time which can be used for partner management and the creation of standards.

s.Oliver sees the impact of its strategy – and is systematically continuing with it

With a lightened load of routine activities, the employees can now make full use of their high levels of professional competence – and that's good for quality and motivation. When Doris Öhm and her colleagues take a walk through the town, they constantly come across customers who are wearing “their” models – and that's motivation too!



Thanks to smart.pattern, s.Oliver gains time for strategically important tasks. And that's why the company works so intensively with assyst on the development of new macros for smart.pattern.

Best Practice
Fashion

“Our collections all intermingle and flow with and into one another. The current collection goes into production while the second one is being fine-tuned with prototypes – and while this is going on, we're busy developing the third one. In other words, we have to constantly become more flexible and more efficient – and assyst helps us to do just that.”

Doris Öhm, Head of Model Department, s.Oliver



How do we reduce our time to market?

JK Defence creates a seamless process chain, from the taking of measurements to tailor-made garment.

Apparel for special commando units, rescue and combat forces is an important business field for supplier JK Defence & Security Products. The range of applications for tactical apparel make very high functional demands on material, design and sizing & fitting, especially in extreme climatic conditions.

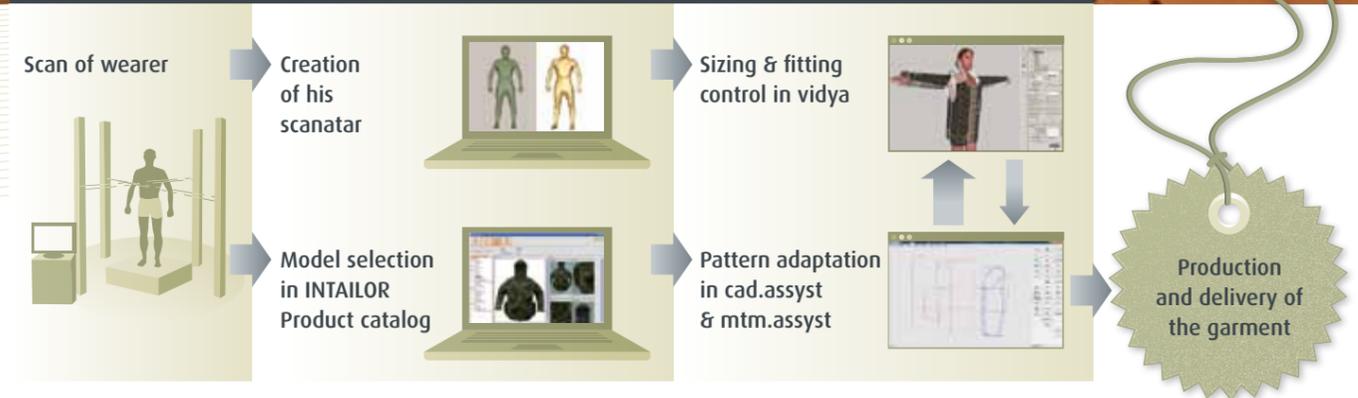
And in the manufacture of safety apparel, the demands on extreme accuracy in sizing & fitting and quality are compounded. Here the precise use of technology comes to the fore, with in-house sizes tables specifically oriented towards trained special units, and with a seamless digital process for the accurately-dimensioned customization of clothing. JK Defence thereby replaces the previous measuring process with its repeated customer try-ons and interrupted processes, bridging the gap between quality and process cost savings.

“You can’t tighten up a ballistic protection vest with a belt. It has to fit!”
 Jörg Dengler, Authorized Signatory, JK Defence

Technology by assyst and Human Solutions enables JK Defence to work in the accustomed way – but digitally and seamlessly. The process starts with the scan (or the individual scanatar of the future wearer), JK Defence’s digital product catalog and the 2D basic pattern in cad.assyst. This all flows together in vidya, where the individual customer and the garment are simulated in 3D. Fabric structure, material characteristics and fabric drape are all optimally rendered by vidya. Model alterations and sizing & fitting changes are directly documented in the system – and sizing & fitting functionality is also checked at the same time. These checks include whether or not the padding and stabbing protection in the garment

One for it all.

JK Defence saves time and costs with one seamless digital process – and ensures high quality at the same time.



are correctly positioned and whether or not pockets are at the right height – and consequently within optimal reach. Any alterations are transferred to cad.assyst and fine-tuned until the results of the vidya check are perfect. Then the model is sewn and delivered.

This new process increases JK Defence’s efficiency and significantly improves the company’s customer service in measuring and tailoring, thanks to reduced delivery times, flexible reaction to model alterations and less time needed... also for the customers’ employees.

“Flexibility and a multitude of various different variants are our daily bread. The solution by assyst and Human Solutions has significantly accelerated our process cycle.”
 Jörg Dengler, Authorized Signatory, JK Defence

“We have the same requirements as any other apparel manufacturer but our tolerance in materials usage and sizing & fitting is almost zero.”
 Joachim Kalweit, Managing Director and owner, JK Defence

Instead of the individual customer scanatar illustrated here, apparel manufacturers can have one or more scanatars, which represent a company-specific target group or a company’s house model in various different sizes. This optimizes time and costs – even in today’s broad fashion market – and facilitates the quality assurance process.

Best Practice Fashion

How do we gain speed and flexibility in our creative process

Brioni creates globally unique garments – and continually raises its performance level.

From its humble beginnings as a small tailor's business, Brioni has become an icon of the Italian style. Whether it's a suit or costume, a tie or leather garments – the common denominator of all Brioni products is a constant striving for optimization, as if the company had a permanent desire to exceed its best efforts.

A perfect blend of the traditional and the modern

With an inexhaustible love for detail, this Rome house of fashion taps the full potential of handcrafted manufacture. The expressive power exuded by a Brioni-manufactured garment is equal to that of a perfect artistic performance: It takes between 18 and 22 hours, 220 procedural steps and 440 helping hands to make one suit. Each person who works on the suit focuses solely on one single step – and 80 steps are needed for the ironing alone; the number of stitches sewn on a jacket by hand is between 5,000 and 7,000, depending on the model and structure type. Today, "Made in Brioni" products are accomplished by 400 master tailors from a total of around

1,650 employees. During the development of the collection, Brioni adapts its garments to match the tastes of the individual customer, thus increasingly customizing its products. On average, there are around 25,000 possible combinations in each collection. The entire process is oriented on a standard of quality which is unusually high, even for the deluxe class. The secret? No other company links traditional tailor's artistry with modern industrial processes like Brioni. The premium brand uses assyst technology to support and network its sophisticated development process.

Technology enables even more flexibility

Speed in development is also a key factor for Brioni – but only if it means more flexibility and allows scope for creativity. With cad.assyst, for example, various different grading rules can be defined. In view of the high number of design variants, this really is a time saver. At the same time, construction process steps can be flexibly designed in the assyst software – removing the systematic tackling

assyst in Italy and Switzerland

More than 200 companies rely on professional support by Sistemi assyst. These include Max Mara and Diesel. "Efficiency and quality are also central themes in Italy. In fitting for example", explains the Italian CEO Peter Stampfli. His dream: SizeITALY – an Italian serial measurement program with 3D body scanners for optimal data quality. **You can find out more at www.assystbullmer.it.**



Brioni

of one task after another from the creative process. The program's integrated control system ensures that nothing is forgotten – and automation creates more space. Self-operating construction steps in smart.pattern take over routine activities, relieving the employees' load. Using automarker for laying also gives specialist workers more time to focus on tasks which demand a high level of expertise.

"New technologies must be capable of helping us to achieve an even higher level of quality in pattern construction – by capitalizing even more on our company-wide expertise and on our traditional professional know-how, for example."

Dott. Vittorio Bigoi, Managing Director Sforza – Gruppo Brioni

Use innovation in a targeted manner

When it comes to innovation, it's the ladies at Brioni who have taken the lead. The ladies' department was the first

to welcome a PLM system. Their main requirements were preliminary costing, cost control and the precise management of product information – and plm.assyst handled them all. The rest of the Group will now follow suit.

"We need a technology partner who listens closely to us and who understands exactly what we require. That's why we work with assyst."

Dott. Vittorio Bigoi, Managing Director Sforza – Gruppo Brioni

The development of Brioni quality is a time-consuming and complicated process. The targeted use of technology enables the merging of traditional manual skills and industrial processes.

Best Practice Fashion



How do we ensure **profitability** in product development?

Löffler conceives and develops collections with plm.assist – and profits from transparency and seamless processes.

Bad weather doesn't bother anyone wearing Löffler. Love of the outdoors links this premium brand from Austria with its customers. It offers endurance sport athletes every opportunity to discover mountains and valleys – on foot, by bicycle or on skis. The Löffler company itself acts in a sustainable and environmentally-friendly manner. Almost all production is carried out in-house in Ried. To make this profitable, Löffler's work processes are performed as efficiently as possible. For its product development, the company relies on plm.assist.

Individually-tailored product management

For Löffler, product development and production go hand in hand, because ERP (Intex) and PLM (assist) communicate directly with one another. All information, like master data, suppliers, materials, piece lists, calculations and sizes tables are documented in only one system and then synchronized. The PLM system also tackles existing processes optimally. And an uncompromising, seamless development process is the result. Complicated process

questions are answered as early as the conception phase thanks to new technical possibilities. Example: How are special cycling jersey models optimally integrated into the process?

"We want a system that we can expand to suit our purposes, one which always keeps pace with current technical possibilities."

Harald Kroiss, IT/Organization Manager, Löffler

Transparency during the development phase

The entire planning and control of the collection takes place in plm.assist. Löffler employees at 25 stationary workplaces access the current collection planning via the Citrix network. More than 350 apparel articles per season (summer/winter) are developed. Most of these are produced by Löffler – only accessories like gloves are bought in. The PLM system supports both of these processes seamlessly. It has meanwhile become the



Strategic factors: profitability and quality

Quality is the main target of this top-drawer sports brand – and in addition to materials testing, wearing tests are also carried out in Ried, to evaluate the comfort, sizing & fitting and functionality of the apparel. With plm.assist, the documentation for quality feedback can be standardized, evaluated and planned in cost efficiency terms at the same time. Thanks to the collection framework plan, the number and piece prices of the models can be defined and compared with the foreseeable production price. If, for example, seams are welded to avoid scuffing, the system immediately indicates whether or not the target price can still be maintained.

"When we expand our system, we completely adhere to our company strategy – and with plm.assist we continue to promote quality and profitability in development and production."

Harald Kroiss, IT/Organization Manager, Löffler

backbone of communication between all departments. All documentation ranging from the simplest sketches to design drafts in Corel is integrated into plm.assist and is therefore right up-to-date... always. Several months ago, Löffler expanded plm.assist to include material preparation for every product line. This is a logical step, because plm.assist's transparent planning means that the usage of expensive high-tech materials can be optimally determined per color and sent directly for knitting.

2

Löffler has principles – and the company intends to definitively implement them into its business strategy including the comprehensive use of a PLM system like plm.assist, which fully supports Löffler's strategy.

Best Practice
Fashion



How does our customer look?

Walbusch uses iSize to integrate current data on sizes, body shapes and postures from 'Best Age' models into its product development.

Walbusch has an outstanding reputation as a mail-order specialist for men and women in their best years. High-quality ladies' wear, menswear and functional apparel are sold through the Internet, catalogs and ten specialist stores. And the company from Solingen makes an all-encompassing promise to its customers – comfort from head to toe with dependable sizing & fitting and a high level of quality and service. More than 850 employees work at keeping this promise on three sites in Germany, Austria and Switzerland.

"From person to person"

Whether it's a personal discussion or an important product development issue, Walbusch always has a lot of time for its customers. Ensuring size & fit has always been one of Walbusch's main priorities. Using the SizeGERMANY serial measurement program, the data portal iSize and target group-specific avatars, the Solingen company uses the opportunity to integrate individual customer feedback, quality assurance,

purchasing and the latest information about Walbusch customers into its collection concept.

"We wanted to take the subjective 'feel' our house models have when they wear our new garments – then analyze that as intensively as possible from an objective standpoint before putting it on a broader basis. So setting up target group-compatible avatars for trying-on garments was especially important for us."

Hartwig Bohnenkamp, Head of Quality Management, Walbusch

Walbusch – acting with its usual care and diligence

In the first phase of the project, current data from the Walbusch target group is filtered from the SizeGERMANY serial measurement program and evaluated separately. The first deviations from the default sizes table are already visible at this early stage. Waist circumferences are well above the expected values, but body heights are considerably shorter.

The second stage has an ambitious objective – the editing of body dimension tables and grading. This involves scrutinizing and updating all the dimensions, while retaining the same relevant body type irrespective of size. Using the new dimensions table, which is accurately tailored to the Walbusch customer mix, the professionals in Solingen now check the basic construction of their own designs – first of all taking ladies' wear size 42 for the pilot project. Anything goes here... everything is being tested.

Walbusch uses iSize to check the market shares of the new dimensions table, supplementing the customer image by means of scanatars, which provide information about body shape and posture characteristics. This is vital, because with increasing age, body shape and posture characteristics can significantly deviate, although the standard size remains the same. The specialist mail order company quickly realizes the enormous potential of this test analysis in that it is ideal for optimizing its own sizing & fitting. In the third phase of the test analysis, physical avatars are therefore created from the 3D models – exactly in accordance with both the company-specific specifications and the new SizeGERMANY sizes.

Checking the patterns objectively

The result of the first "avatars try-on" validates what the practical knowledge and experience of the quality developers and pattern makers has been telling them throughout – that they would find marked deviations in this customer group when compared to the traditional dimensions generated by the 'classroom knowledge' of the branch – and they do.

For example – it's clear that increasing age causes the angle of the front dart to widen significantly to much more than the 'old-school' 13 degrees – and the same is happening with the new waist sizes. Parallel to the analysis of the new SizeGERMANY data, the try-on sessions with the avatars also help the Walbusch designers to learn more about sizing & fitting problems for increasing body volumes – and they can incorporate this knowledge directly into the product development environment.

"We wanted a system that we could expand to suit our purposes, one which would always keep pace with current technical possibilities."

Hartwig Bohnenkamp, Head of Quality Management, Walbusch

After the pilot project, the company developed more avatars representing ladies' and gentlemen's sizes. There is now a physical avatar for every second size. Now the mail order company's customers judge the quality of the sizing & fitting. And to date it looks as if the Walbusch care and diligence has once again paid off...

The new data and the avatars convince the Walbusch professionals. Post-corrective actions used to be done individually and only through experience – but now they can be objectively incorporated into product development.

Best Practice
Fashion

How can we link our service quality and efficiency?

The Rofa Fashion Group uses automarker and autocost to optimize materials usage and cycle times in work planning.

The blazer and jacket specialist Rofa is famous for its quality and the perfect size & fit of its products. Much of Rofa's business consists of the production of White Labels – with optimal price-performance ratio for well-known mail order shippers and individual dealers. With 3,000+ customers, all with different market strategies, the company is intensively aware of the increasing demands in the apparel market.

A wealth of variants in manufacture

The trend in the market is veering away from the standard towards more model variants and sophisticated details. A few years ago you usually saw one fabric per model – now four or five are standard. And there is also an increasing number of (target group-compatible) styles with different lining materials, closing methods and applications. Rofa used to estimate around 150 variants in the blazer segment – today the number is a fast 250 per season. The company reacts to the new demands of its customers and also reinforces its strategic realignment towards the Fashion Group with technology by assyst.

Change with technology

The new Rofa Fashion Group now does its tailoring in a more modern way, is highly flexible in order processing and profitably implements high quality standards. To achieve this, the company used technical support and a precisely-planned process, ranging from preliminary costing to production. Rofa's passion for fashion, however, remains as strong as ever – and this is amply demonstrated in the high level of professional expertise shown by the Rofa team.

“For us, it's essential that we work in a cost-efficient manner during the course of the season, thereby making optimal use of savings potential in the material sector – and it's also an absolute must for us that in peak times our capacity in order optimization and marker creation must be increased.”

Stefan Nasser, Head of Production for Europe, Rofa Fashion Group



**ROFA
FASHION GROUP**

Flexibility combined with quality and speed

Nowadays, when the phone rings in the production control in Werbach near Würzburg, the Rofa employees provide a perfect service. Orders are processed fast. In spite of all this, changes (in the sizes key for example) can still be flexibly implemented – because job order planning and cycle times in work preparation and production are optimally coordinated.

And there's a reason for this: Even at the early stage of variant manufacture, Rofa saves time with smart.pattern, in the automatic matching of lining materials, for example. In work preparation, the company uses autocost and automarker on automarker.com to work as quickly and efficiently as possible. The assyst service portal enables workloads and materials usage to be accurately determined and evaluated, based on the exact previous year's values, even for new projects. During peak load times, there is no longer any unnecessary waiting – because the assyst service enables the Rofa Fashion Group to process significantly more data than in the past – and to exploit their capacities to their full potential. In the case of a changed sizes key, the markers are simply calculated differently on automarker.com in the Romanian production facility.

One big advantage is in communication with other sites, because all the current data is available on the Internet. Errors during data transfer for an order are now a thing of the past. And thanks to this optimal calculation and planning, Rofa has needed around 10% less material every year since the system was introduced.

“We use autocost and automarker to achieve smoothly-running processes in our work planning and consequently in our production processes – and we never lose sight of the savings potential either.”

Stefan Nasser, Head of Production for Europe, Rofa Fashion Group

The Rofa Fashion Group supports its new structure with “Software as a Service” in laying and job order planning.

Thanks to autocost and automarker, the Rofa Fashion Group can accurately analyze its savings potential and exploit it to the full.

**Best Practice
Fashion**

Everything will be new,
easier!

Provement

Progress

The virtual world becomes 3D!

Chance

Improvement

CHALLENGES

long talks of persuasion

Human Solutions + assist

Innovation

Permanent Learning

Alterations

Stay young

Future

New impulses
and possibilities

Further development

Change is the only
constant

to question
oneself

Overcome yourself!

Forward

News

Extra effort brings improvement

What do you think of change?

Change is a multifaceted topic and in this issue, fashion 02 can only provide some examples of the changes in the apparel sector. Each company naturally takes its own path, but the branch's general attitude towards change is unani- mously positive. How do we know that? fashion 02 asked decision makers, "What does change mean for you?"... and we received so many replies that we can unfortunately only publish a few of them.

Change mostly means
something positive

jumping in at the deep end



How does change look from your point of view?

Imprint

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assyst GmbH
Max-Planck-Str. 3
D-85609 Aschheim-Dornach/Germany
Tel.: +49-89-90 505 0
Fax: +49-89-90 505 271
www.assyst.de

Responsible for the editorial content:

Alexandra Seidl, Human Solutions GmbH
(alexandra.seidl@human-solutions.com)

Compilation and layout:

Marketing Essentials
(Angelika Methner, Annegret Schall-Ceppa, Claudia Collin)
www.marketing-essentials.de

Translation:

Kevron Translations
(Ron Shankland)

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