

# FASHION 3D

CUSTOM FIT FOR EVERYONE



# **I AM NOT A SIZE 10 OR SIZE 8. WHAT AM I?**

**SIZE DIFFERENCES BETWEEN BRANDS AND POOR PLANNING OF SIZES CONTRIBUTE TO FIT ISSUES**

**Fit related issues cause**

- Majority of garments produced are wasted at the end of the year
- Increased returns in eCommerce
- Ordering multiple sizes and returning
- Purchasing , Not wearing and eventually throwing away
- Not ordering online due to lack of confidence
- Fit issues break loyalty with the brand

# **FASHION 3D**

**ACCURATE MEASUREMENT OF HUMAN BODY THROUGH 3D TECHNOLOGY**

- 1. Technology measures human body accurately.**
- 2. Users can provide input using a 3D software on how they would like the garment to fit.**
- 3. Close to zero return**
- 4. Very High Loyalty**

# **MANUFACTURING**

**SAME STYLE. CUSTOM SIZES. CAN WE MASS MANUFACTURE ?**

- 1. A single style will have high volume. It can meet typical MOQ (minimum order quantity)**
- 2. Same Fabric. Fabric does not change.**
- 3. Same construction. Stitches. Construction method does not change.**
- 4. Same color. Same trim. Trim, Finishes does not change.**
- 5. Individual sizes. Each unit of garment will be of different size specific to customer**

# CHALLENGE FOR CREATIVE PROBLEM SOLVING

COST • QUALITY • SPEED • VOLUME

1. Given the 2D pieces, the sewing does not change. Once the seamstress learns how to stitch few units, the same learning, setup , fabric and trims can be scaled rapidly.
2. Cutting is different for each unit. Only from sizes perspective. Fabric, number of pieces and pattern remains the same.
3. We will provide full tech-pack as well as 2D cutting instructions.



# **SOLUTION EXPECTATION**

**WHAT IS EXPECTED FROM YOU ?**

- 1. Identify a low cost , high quality factory that can handle custom size cutting.**
- 2. Identify a low cost , high quality factory that can sew and pack.**
- 3. Its best and preferred to have the same factory handle cutting and sewing.**
- 4. Arrive at an average unit cost for the sample style provided at various quantities.**
- 5. Finalize the quote.**