## What does REACH Fashion Studio do?

Fashion products are, by definition, short lifecycle products.

Fashion value chain is also among the most complex and geographically exploded.

Retail outlets of fashion products could be in a country, designers in another, manufacturers in another and many sub contractors and suppliers in various other countries.

Designing garments according to changing consumer tastes and trends, getting these manufactured and delivered to retail outlets or to consumers directly is a complex task. That there are very many collections in a year, and that each collection has many garments, and the inability to deliver on time will lead to stock outs and mark downs makes this process a very complex, time sensitive one.

REACH Fashion Studio shortens product development cycle times by enabling design teams to use AI enabled easy to use tools to create designs easily and fast, and enhances business velocity by enabling collaboration between design, marketing and production teams.

**REACH Technologies**

Contact Us:
www.reach-tech.com

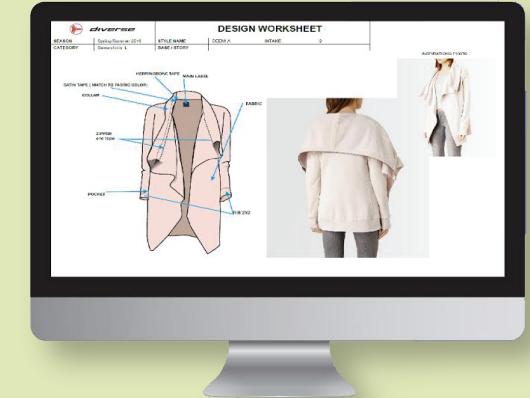info@reach-tech.com

+91- 8459278496

## Benefits of REACH Fashion Studio

• Give wings to your creativity
• Enhance your productivity
• Create fashion illustrations easily
• Create fashion technical flats easily
• Create techpacls easily
• Easily document styles, clothing patterns, and trends
• Easily create a large range of fabric designs
• Colour Reduction and Cleaning
• Create colout palettes for your design using Colorways
• Change the colour of any object with a single click
• Add and Shadow effects easily
• Insert Inages, PDF s, Tables etc to Presentations easily.
• Use from a wide range of fabric designs available in RFS Fabric Library
• Use from a wide range of Trims and Accessories available in RFS Trims and Accessories Library
• Use from a wide range of Human Models available in RFS Human Models Library
• Use from a wide range of Textures available in RFS Textures Library
• Create a wide range of textile designs easily
• Use the clone feature to create repeat designs easily and fast
• Create photo realistic 3D renderings of your design using 3D Product Visualization
• Convert your hand drawn sketches to vector images
• Collaborate with other team members in the Design, Marketing, Printing, Production etc departments as well as with Customers, Suppliers easily
• Use AI enabled tools to generate images of a human model in a range of garments instantly
• Use AI enabled tools to generate images of garments in a range of textures instantly
• Use AI enabled tools to generate new garment design from existing garment designs instantly
• Use AI enabled tools to generate images of a human model in different poses instantly

# REACH FASHION STUDIO

For Micro, Small and Medium Enterprises (MSME)

Best In Class Fashion Design Software

Industry 4.0   Artificial Intelligence   Machine Learning   Analytics

Intelligent Solutions for Apparel, Garment, Clothing Sectors

## Way Forward

Please write to us at info@reach-tech.com or message us at WhatsApp 📱 +91- 8459278496   to request a   call back.

We offer a number of engagement options:

1. REACH Fashion Studio software license purchase with or without Online /Onsite Training.

2. REACH Fashion Studio software rental/ subscription for 1 (One) day to 1 (One ) year with or without Online / Onsite Training.

3. Online / Onsite Training on REACH Fashion Studio . We provide REACH  Fashion Studio software licenses and Trainer. You provide Class Rooms and Trainees. We also leave REACH Fashion Studio software licenses with you for 1 ( One) week to 3 ( Three ) months for Trainees to practise. We offer training in over 50 different languages.

4. Cluster Intervention where we station a REACH  Fashion Studio product specialist in your area for 1 (One) month to 3 (Three) months to enable implementation of REACH Fashion Studio  at  5 or more MSME apparel firms.

# REACH FASHION STUDIO

Best In Class
Fashion Design Software

*Give Wings to Your Creativity!*

## REACH CAD for Micro, Small and Medium Enterprises (MSME)

Vast majority of apparel manufacturing firms are Micro, Small and Medium Enterprises( MSME s).REACH Fashion Studio will save product development costs and enhance their competitiveness.

Globally, apparel/fashion is a USD 2.4 trillion market. According to Mckinsey Consulting :" If it were ranked alongside individual countries' GDP,the global fashion industry would represent the world's seventh largest economy."

General CAD products do not meet fashion/apparel industry user requirements well. Fashion/apparel CAD needs many industry specific functions.

Adoption of intelligent digital tools like REACH Fashion Studio among apparel MSMEs have been very low for

Sewing machine is an engineering marvel. Also, a social engineering tool. Sewing machines brought millions of women the ability to participate in economic activity, even when they could not migrate to towns or family circumstances did not allow them to work outside for 8 hours, and consequent empowerment. Intelligent Digital tools like REACH Fashion Studio do the same today.

Today, a woman in a remote village can design textile and garment, create patterns for it and

She can also offer fashion design services as an outsourced service to a larger firm located elsewhere in the country or outside.

Apparel industry is among the most fragmented industries. Quite a lot of technology enablement has happened on the demand side ( eg. online sales catalogues, AI to understand consumer preferences and make recommendations etc.).However,on the supply side, tech enabling millions of apparel MSME s is work far from done.

If you are a policy maker or a government representative, you can contribute to making apparel firms in your region competitive by creating awareness of and helping implement REACH Fashion Studio. We offer awareness sessions, workshops, pilot projects, training, e-learning content, support for market and finance linkages and linkages to industry experts.