



OPTITEX

OPTITEX HELPS ROBERTO CAVALLI EFFICIENTLY PERFECT INTRICATE DESIGNS

roberto cavalli

AT A GLANCE

COMPANY: ROBERTO CAVALLI
LOCATION: MILAN, ITALY
WWW.ROBERTOCAVALLI.COM

Roberto Cavalli, the Florentine fashion house creates garments with unique designs. Inspired by its illustrious founder, the last two collections used 3D software to speed up development and production times, while maintaining its level of high quality garments.

GOALS

- Accelerate development workflow for high-end, handmade garments
- Make earlier decisions on new collections to support a two-month development cycle
- Maintain quality standards of complex and intricate printed designs

BENEFITS

- Designers can now fully visualize all aspects of a garment early in the design and product development process
- Instant simulation reduces the need for manual paper dolls, saving time, hassle and cost
- Eliminate errors in pattern making by identifying potential problems even before the prototype stage
- Enhanced communication between different departments for effective decision making
- Staying ahead with cutting edge technology by using 3D simulation for improved communication with customers

SOLUTION

Optitex 2D and 3D suites provided Roberto Cavalli with a single, integrated software solution to innovate, produce and visualize product development and the virtual prototyping processes throughout their whole workflow.

MICHELE MAZZANTI,
CAD DEPARTMENT MANAGER, ROBERTO CAVALLI:

“3D is not only an alternative to the prototype. We see it as an option for implementing what is difficult to implement. The next step is to be able to provide our customers in the showroom with the option of seeing the ready item without touching it, and then turning around, seeing it on the wall, and saying it’s identical.”





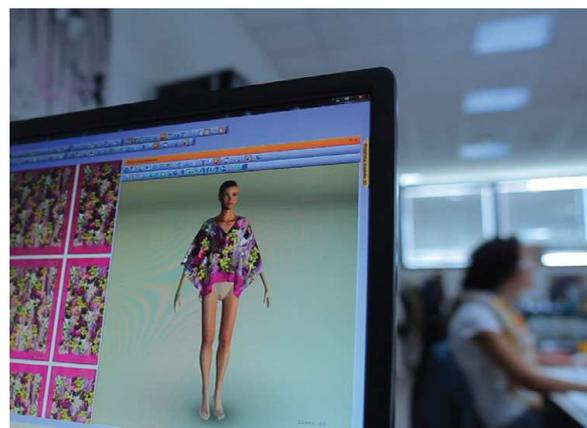
INNOVATION GETS A BOOST FROM HIGH-PERFORMANCE 2D AND 3D VISUALIZATION

Roberto Cavalli, a top Italian brand with its roots in high-end handmade garments, is renowned for its exotic, intricately printed fabrics. The label launches six collections annually, which allows an average of just two months to design and develop each collection.

Paolo Ottolia, Head of Ready-to-Wear Products at Roberto Cavalli, explains that timetables are becoming tighter and tighter. "The challenge is how to integrate our handmade designs with all the needs of our industry; the marketing needs, validation needs, and the timetables."

With complex products made of prints and materials using lots of embroidery, the company has very specific requirements. "The prints must be very meticulously planned," says Ottolia. "This brings complexities that only technology can help solve or simplify."

To help speed up development workflow, Roberto Cavalli looked for an integrated 2D CAD and 3D simulation solution that would also ensure that the brand's intricate handmade quality will remain intact.



SOLUTIONS

The Roberto Cavalli team investigated available solutions for visualization software and asked about adding high-level 3D functionality. "We asked for the option to physically move the parts on the print and also see them moving immediately on the three-dimension doll, and vice versa," recalls Michele Mazzanti, CAD Department Manager, at Roberto Cavalli. "Everyone said, 'no, it's impossible'. Only Optitex understood and was able to develop the right solution."

In choosing the Optitex 2D and 3D Suites, Roberto Cavalli gained even more than the integrated solution it was searching for. "The partnership was a significant thing when we were evaluating companies for this project because in our past experiences we were never satisfied," says Mazzanti.



BENEFITS

Both Roberto Cavalli's design and product development teams rely on Optitex 2D and 3D on a daily basis. "It's not just a software environment we're exploring or trying to understand," says Ottolia. "It already brings us real value today."

Designers use Optitex to visualize a finished product even before its sewn, enabling them to adjust tiny details long before development begins. "The designer can see possible problems or faults in the pattern before making the prototype," notes Ottolia.

Being able to instantly simulate a design is a time-saver, and also reduces costs. "We used to cut paper with scissors and attach the pieces together with tape like

a seamstress would do with a pattern and pins," says Mazzanti. "Sometimes this was up to 70 tiny pieces. Now it's done on a 3D mannequin and the print is added immediately."

Optitex 3D is also helping the brand in its communication with customers by reviewing different samples of prints before any production. "By using Optitex 3D simulation," Ottalia explains, "the customer can see different samples of how an item could look in the showroom."

"The 3D options are endless," says Ottalia. "This is just the beginning."



PAOLO OTTOLIA,
HEAD OF READY-TO-WEAR PRODUCTS, ROBERTO CAVALLI:

"Moving from manual to digital gives us an advantage in cost and time, but also the ability to execute. The results are more accurate and more in tune with reality."

ABOUT OPTITEX

Optitex empowers apparel and soft goods companies to revolutionize the way they develop, produce, and market their products. Optitex is the world's leading provider of an integrated 2D/3D software platform that enables customers to quickly create true-to-life 3D digital garments that inspire. Brands, retailers, and manufacturers can now view their collections in all styles and colors months earlier, and leverage digital garments to collaborate, market, and sell better than ever before. Since its founding in 1988, Optitex has worked to keep thousands of companies and tens of thousands of users at the forefront of technology, enabling them to greatly reduce their time to market and costs, and increase their competitive advantage.