



OPTITEX

CREA-SI INTRODUCING 3D HAS BEEN A "REAL REVOLUTION"



AT A GLANCE

COMPANY: CREA-SI
LOCATION: MODENA, ITALY
WWW.CREA-SI.IT

Crea-Si works with fashion houses and companies throughout Italy who produce and design fashion around the world. For more than 20 years, Crea-Si has worked with fashion designers to develop and design collections from concept to finished product.

"Today in the fashion industry, and especially in our business, the customer is always asking for speed to market. Very often, within a week or two, we have to produce an entire collection," says Gloria Trevisani, Crea-Si owner.

"A few years ago, companies gave us a month, three weeks to provide results. Today, in one to two weeks we need to provide full collections."

Founded originally as a fabric cutting company, Crea-Si has evolved to provide a full-service solution for the textile supply chain including samples, prototypes, production, fabric cutting and model designing.

A decade ago, Crea-Si started using Optitex 2D Pattern Making Suite to create garments. This allowed them to reduce costs, meet tighter deadlines, and create better products.

"The challenge today is to succeed in creating full collections in less time and with less costs for the customer, in addition to a more efficient and organized workflow. If we didn't have Optitex and all their advanced technology, it would be much harder to meet these challenges," says Trevisani.





With timetables becoming tighter and tighter, the fashion industry are seeking solutions for maintaining high quality products, at a faster speed. In order to keep up with these challenges, Crea-Si turned to Optitex 3D Product Creation Suite. By integrating the 2D and 3D suites, Crea-Si was able to create, develop, simulate and share designs with their customers immediately.

With one client, Crea-Si had to produce a collection in a matter of days from an initial sketch.

"It took one day from when we got the sketch to when they got the final, approved sample with the changes they wanted," says Trevisani.

With Optitex's 2D/3D integrated platform, Crea-Si was able to produce pattern samples and instantly simulate them into 3D designs.



The client visualized the design, gave immediate feedback and Crea-Si's team made the necessary changes - with no need for a physical sample - all in less than a day.

"This was a success for us to see how using Optitex can help us immensely with our workflow."

For Crea-Si, introducing 2D was a big step, an evolution, but an even bigger revolution was their decision to adopt 3D on a wider scale.

"Our service needs to always have a vision of innovation and technology. When we introduced 3D, it was a real revolution for us," says Trevisani.



GLORIA TREVISANI

CREA-SI OWNER

When we speak about timetables, and speed to market or saving costs, 3D is the answer for our customers - they can see a sample virtually and decide if it's suitable or not, without even the physical item, it's a game-changer"

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.