



OPTITEX

SILVER JEANS COMPANY CREATES STYLE AND COST SAVINGS WITH OPTITEX



Silver[®]
JEANS CO.

AT A GLANCE

COMPANY: SILVER JEANS
LOCATION: USA
WWW.SILVERJEANS.COM

This maker of mid-luxury blue jeans employs the full suite of Optitex products to thrive in a market famous for style-conscious consumers and tight margins. From 3D design to pattern making to cutting, Optitex serves users on two continents with dynamic data integration, seamless customer support and a powerful user interface so Silver Jeans can get to market faster with more styles, fewer samples needed and reduced costs.

“Silver Jeans is a vintage, heritage type jean. We are known for our fit and comfort and extreme value for the price. We’re in most of the major department stores. We sell to Buckle, Nordstrom’s, Bon-Ton, Macy’s, and Dillard’s in the US. In Canada our biggest customer is Bootlegger. We like to consider ourselves mid-luxury. Our average US price point is about \$88, so we’re half as much as premium and 50% more than private label. Sales are about \$150M in Canada and the US combined, with some in Europe. There’s about a 75/25 split between ladies and men’s in sales, and probably about the same split between the US and Canada.” Says Mark Lamont, VP of Operations.

Silver Jeans Co.™ is an extension of Western Glove Works, a family-owned business that has produced quality denim products since 1921. Started by the first generation Silver family to produce leather and denim workwear, Western Glove Works has come a long way since its modest beginnings of Gauntley Gloves, ‘Treat-em-ruf’ Riders, and Handy Andy Overalls.

If the fate of your whole company rests on your ability to make just one product well, and make a profit doing it, then you are probably an expert. You are also likely to use the right set of tools. That’s the case for Winnipeg, Manitoba based Western Glove Works – which today goes to market under the name Silver Jeans Company, after the brand of the only product it makes.

Silver Jeans chose Optitex as its technology provider in order to stay ahead of the competition both in reducing costs and the ability to satisfy fast-changing consumer tastes.



MARK LAMONT,
VP OF OPERATIONS

“We can easily see a 10 to 15% reduction in cost now compared to how we were operating before. And the more ways we use the system, the more money we save. The system can easily pay for itself quite quickly.”



400 NEW STYLES A YEAR

In a market where style and the ability to create unique styles matter, speed is critical. Customers' tastes change quickly, so designing and producing new styles fast is important.

"That's a big part of our success," says Mark Lamont, VP of Operations. "We do a wide range of stitching and triple needle work to give the jeans a more customized look compared to jeans that are pretty much all sewn with the same color thread in the same thickness and where there's not a lot of difference from jean to jean. We produce about 400 new styles a year and a lot of different details go into the stitching of the jean."

Four years ago the company realized its existing suite of software tools was holding it back – so Silver Jeans implemented Optitex. Even the implementation was fast. "We were up and running in a couple of days," Mark says. "It's also a very intuitive and quite simple system to use, so our people were able to become productive on it very quickly."



"These days speed to market is extremely important. More than ever you have to give the consumer a good value. They have to be able to see what they're paying for. And I think you can see the difference in a pair of Silver Jeans compared to our competition or compared to brands that sell at lower retail prices than we do."

FULL SERVICE SOLUTIONS

Mark says the company has fully committed to the Optitex platform. "We have everything: 3D Suite, the whole Production Suite; Cut Plan, Nesting, Marker. We even have the Pattern Making Suite in Hong Kong. We wanted to speed the process of making samples and getting them to our partners in the Orient."

With its design team in Los Angeles and much of its production in Hong Kong and Mainland China, Winnipeg-based Silver Jeans needed software that was easy to use and offered seamless webbased and real-time data integration across all functions and all users regardless of location worldwide. "Our previous product was not really dynamic," Mark says. "With Optitex we have about 30 users in total working on one unified system with one set of libraries for the inputting and sharing of everything."





ONE SAMPLE AND DONE

Mark points to the Optitex 3D Suite as a good example of how the company can get product to market faster – by reducing the amount of samples made to only one before producing a garment in volume.

"I think that when you are doing new styles, once you have your 3D avatar set up in the system, you have the ability to run over the pattern specs and know immediately before the garment is even made whether you have stress points and where you need to tweak the pattern. So now our samples only need to be made once and they are correct. That's a big timesaver."

And not only is the system completely integrated, but so is the Optitex worldwide customer service. "There's really no difference whether it's Hong Kong or North America," says Mark. "Whenever we've asked for help, Optitex has been there for us. All that seems pretty seamless."

Those kinds of efficiencies don't just save time, says Mark. They also save money. "We can easily see a 10 to 15% reduction in cost now compared to how we were operating before. And the more ways we use the system, the more money we save. The system can easily pay for itself quite quickly."

Savings like these are critical in a market like consumer blue jeans where every percentage point makes a huge difference. **"How else would we get a 10 to 15% reduction in costs?"**

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.