OPTITEX

DEFINING THE CONTEMPORARY MARKET & LEADING THE WAY WITH 3D

Theory

AT A GLANCE

COMPANY: THEORY
LOCATION: NYC, NEW YORK
WWW.THEORY.COM

Theory was founded in 1997 on the principle that men and women want to feel comfortable and sexy in modern clothing. Placing a premium on fit and fabric quality, Theory is geared to answer the needs of a contemporary customer, one who is global, intelligent, and fashion-savvy, yet seeking comfort and value. Today, Theory continues to evolve and grow its global presence while remaining grounded in its founding principles: a simple design philosophy, clean silhouettes, quality, craftsmanship and fit.

A PASSION TO INNOVATE AND INSPIRE

Inspired by a vision of modern fashion and the way fashion businesses are run, Theory defined the contemporary market. With a focus on premium fabric quality, the company is committed to innovate, invest, and create the perfect fit for its customers. 3D technology has supported this vision.

Theory CEO and founder Andrew Rosen is a big proponent in investing in new technology and equipment to modernise the process of manufacturing clothes. While it is important to maintain the heritage and history of the fashion industry, to him, it's critically important to embrace and work with new technologies, both on the commerce and manufacturing side, to make the industry flourish.

"That really is my philosophy about who we are, and what we do, and why we do things." Part of being on the forefront of innovation in terms of product, fabric, technology, is to inspire their customers and provide the kind of clothing they need.

"I think that there are infinite possibilities. Many of which we don't know yet until we start using it. It allows us to make decisions on things and be way ahead of the game by using that 3D imaging," says Rosen

Theory headquarters are situated in the Meatpacking district of NYC and hosts a unique design center where all pattern makers, designers and sewers sit in the same building and work together to create garments. This starts from creating a sketch that is used through the development process, created as a digital garment in the sample process cycle and then can be used in a digital photo shoot.

MAKING BETTER DECISIONS AND BETTER FIT USING 3D

From a day to day standpoint, 3D is allowing designers, product development and merchandising teams to make better decisions and better fit. *"When I first saw 3D technology, my eyes lit up like a child at Christmas. I was so excited because all I could see was opportunity and possibility,"* says Wendy Waugh, Senior VP of Merchandising. *"What I loved about it was that you could take fabrics and you could put fabrics in the system and you could drape them, see how the fabrics are going to drape so you will be able to understand the properties of what the fabric does, before you even buy the sample yardage or cut a sample. So that was very exciting."* Theory started using 3D in their Fall collection to see virtual garments and make decisions on colors, prints, patterns and sizes.

"Today everything is about creating a sample and then presenting that sample. Having a 3D tool, potentially allows us to create that virtually and then make decisions," says David Grant, Director of PLM and Design Systems - Fast Retailing USA.

"That decision may be, 'no we don't want to do that.' and in that case it's an immediate savings where we don't have to create a sample. So it's a very direct ROI in that particular scenario."

Creating virtual garments has saved money in terms of making physical samples. *"You could engineer things, all on an avatar, before even having to buy the sample yardage and make the garment,"* says Waugh. *"We could change the style literally in front of us, and then we'd be able to see what we wanted, instantly."*

From a future standpoint the options are limitless as far as how 3D can help the company. *"It really comes down to better fit, and also the ability to make quicker decisions through virtually merchandising your line instead of having to wait for particular garments to be created before you actually get to what it is you are trying to make,"* says Grant.

ANDREW ROSEN
C.E.O. OF THEORY , INC.

The ability to see clothing in a much more robust, dynamic way, early on in the process through 3D imaging is a big help that allows Theory to understand fabric choices, understand color, and understand styles", says Rosen. "Our team is really excited about the opportunity to get involved and be at the forefront of this technology. I think there is a lot of advantages to it, and I'm excited that our company has embarked on this work with Optitex."

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.