

## PRESS RELEASE

### **Digital Fashionboard – your assistant for the entire fashion process**

*Kaiserslautern/Munich, 15.01.2018* Fashion thrives on its staging. The Digital Fashionboard helps to optimally present a digital garment from the beginning of the design process all the way to the store. Assyst, a member of the Human Solutions Group, will present two different scenarios on how the Digital Fashionboard can be used at the Munich Fabric Start from January 30 to February 1, 2018.

With its Digital Fashionboard, Human Solutions offers a new tool for displaying fashion in the different life phases of a garment. “We want to show how 3D can be used in the entire creation and sales process of fashion,” says Dr. Andreas Seidl, CEO of the Human Solutions Group. “Simulating clothing three-dimensionally from an early stage creates clear advantages in product development – but the data can also be used in a wide variety of ways to stage fashion beyond the design process.” The Human Solutions Group has developed two different application scenarios for the Digital Fashionboard and will present them at the Munich Fabric Start.

#### **Digital Fashionboard in the design process**

The Digital Fashionboard replaces the analog Moodboard in the design phase. New ideas are the first step on the route to creating an innovative product, and to structure, separate and further process these individual ideas fast, the Digital Fashionboard

enables thematic blocks with pictures, sketches or existing designs to be sent quickly through the Internet. The 3D simulation software Vidya can be used on the Digital Fashionboard, giving the coordination of drafts a new quality of efficiency. The unique direct connection between Vidya and PLM GoLive enables and assists the planning of stores and collections.

### **Digital Fashionboard in the showroom**

At the point of sale, the Digital Fashionboard can be used as an extended arm of the store counter, turning the collection into a world of experience for the customer – so the business of the future can always provide the right offer. In the store, there are individual highlight models to experience up close, supplemented on the Digital Fashionboard by a comprehensive virtual range. In the store, your customer generates a personal avatar, scans the QR code in the booth and sees himself or herself on the Digital Fashionboard in all the garment variants, including styling options, accessoires – and a size & fit recommendation. The vendor can order variants right away.

### **About the Human Solutions Group**

Digital is now! For almost two decades, the companies of the Human Solutions Group have been shaping digital work in the apparel industry with their solutions. The Group covers the entire process chain, from design to the store. Based in Kaiserslautern, Germany, the Group operates all over the world, with 200 employees at four locations in Germany, Italy and the USA and partner companies in more than 50 countries.

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