

PRESS RELEASE

Texprocess Americas – Human Solutions shows the powerful potential of 3D and sizing & fitting

Morrisville/Kaiserslautern, 18.04.2018 **Digital is now! The Texprocess Americas will see Human Solutions present solutions to accelerate work processes in the apparel industry. The focus here is on the company's know-how in sizing & fitting and in the use of digital humans in product development. One exhibition highlight will be an innovative Microfactory project together with OnPoint Manufacturing.**

At Texprocess Americas, Human Solutions shows the possibilities that digital working is offering for the apparel industry: At Human Solutions' booth, trade fair visitors can put together an individual dress, after which the 3D simulation software Vidya is used to view the garment from all sides. Anyone who wants can take part in a prize draw with their design. Five clothes designed at the fair are produced daily by OnPoint Manufacturing and delivered comfortably to the winner's home. "With this we show the seamless connection from the booth right to production. The customer himself becomes the designer for whom an individual garment is made," says André Luebke, General Manager of Human Solutions of North America. "The possibility of connecting Vidya with a production facility creates completely new business models."

3D is the key

This impressively demonstrates how far the technical possibilities for the fashion industry are now – and that 3D is the key to digital work that opens the door to many other options. With its Digital Fashionboard, Human Solutions has created a solution to use 3D throughout the entire fashion creation and sales process. At the Texprocess Americas, visitors will see how 3D in combination with PLM can open up new paths in the planning of collections and stores – but the Digital Fashionboard can also be used in the store as a virtual extension of the counter and as a tool for virtual fitting.

Virtual fitting combines 3D with sizing & fitting

“We combine the best features of our 3D simulation software Vidya with our unique expertise in sizing & fitting,” says André Luebke. “Customers can view different variations of a garment on a screen in the store and create a virtual avatar of their own body to try on the clothing for them.”

Size NorthAmerica – A serial measurement program with 3D body scanners

The better a company knows its target group, the more successful it can be in the market. Human Solutions has the world’s largest database of human body scans – and the company also uses it to develop solutions for the apparel industry, enabling customers to get involved in digital product development as early as possible. New data is constantly being added to the database. Human Solutions will also present its largest serial measurement project to date at the Texprocess Americas – Size NorthAmerica, during which around 18,000 people in the USA and Canada will be measured with 3D body scanners. The aim of the project is to develop new data for precise size recommendations for the American market – and Human Solutions will soon be presenting fashion manikins based on this measurement data at the Texprocess Americas.

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.

Press Contact

Human Solutions GmbH

Eva Fröhlich

Tel. +49 (0)631-343 593-73

Fax. +49 (0)631-343 593-10

eva.froehlich@human-solutions.com

www.human-solutions.com