

PRESS RELEASE

3D Vidya gives fashion wings!

Aschheim–Dornach/Salzburg 07.02.2019 **Higher, faster, further – the Red Bull brand stands for sporting success. The associated Salzburg Sport GmbH designs and produces collections for Red Bull Merchandising and for the in-house fashion brand AlphaTauri. The company recently started using Cad.Assyst and the 3D simulation software Vidya by Assyst – and the design process is now being completed in record time!**

The Salzburg Sport GmbH uses the Cad.Assyst and 3D Vidya solutions to develop the fashion collections of the Red Bull and AlphaTauri brands. The wide range of possibilities 3D Vidya offers for the entire apparel creation process convinced the company to opt for Assyst solutions.

Establish decision-making criteria fast

Salzburg Sport GmbH is currently using the solutions for design and product development. “In the first step, we introduced the CAD system for general basic pattern management, and in the case of our Shirts product group, we can now start creating model patterns right away,” says Benjamin Büscher, Head of Development & Sourcing at Salzburg Sport GmbH. “We fully exploit the advantages of the 3D Vidya technology in our Sweater/Jersey and Single-Ply Woven Products ranges – and because we can now make color and design decisions a lot faster during product development, we’ve now become much more efficient in these

ranges. Virtual prototyping and sizing & fitting optimization also form the basis for later virtual reality applications that will drive sales,” says Büscher.

3D Vidya – the process accelerator

3D Vidya by Assyst is the leading technology for the use of 3D in design, development and distribution – simply because it has the best possible simulation of human beings, patterns and fabrics on the market today. The software works with real body dimensions from iSize, CAD patterns and real material parameters – and this enables apparel manufacturers to check size & fit, fabric behavior, drape and prints digitally on static or moving models, with no time lost for different sizes.

About Assyst

Digital is now! Based in Ascheim-Dornach near Munich, the Assyst company shapes digital work in the industry with its products and solutions and is regarded as a reliable and experienced partner for the digitalization of the industry. Assyst solutions make it possible to develop products in line with customer and market requirements, quickly and cost-effectively. The company covers the entire process chain, from design to the store. Assyst is globally active, with around 120 employees at its Munich & Milan sites and partners in many other countries.

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