

PRESS RELEASE

Assyst presents Vidya Award 2020 – a tribute to Karl Lagerfeld

Kaiserslautern/Munich, 12.11.2020 **Practical training for the garment industry is a matter close to the heart of the Assyst company. Once a year the company therefore presents the Vidya Award to give young designers the opportunity to intensively work with product development in 3D. Now the prizes were awarded in a virtual awards ceremony.**

"Karl Lagerfeld. A tribute to an icon of the fashion world" was the motto of the Vidya Award 2020, which was open to all technical colleges and universities with a department for textile and clothing technology that use the 3D simulation software Vidya in teaching. Whether for ladies or gentlemen was up to the participants. The garment was to be simulated in pose on an avatar and also sewn.

Numerous participants despite closed schools and universities

For the first time, the competition was announced internationally and universities from Switzerland and Ukraine took part. "We know that the Vidya Award is organisationally complex for schools and universities. This is why we are even more pleased that during the lockdown and the closure of the schools, the participants kept on working on their designs and garments. Many very good entries reached us", says Dr. Andreas Seidl, CEO of Assyst. "The range of simulations and clothing produced reflects the great work of Karl Lagerfeld and has therefore made a particular impression on us this year".

1st place for Natalie Alder from the STF

First place, endowed with 1,000 euros, was awarded to Natalie Alder from the Swiss Textile College (Schweizerische Textil Fachschule STF) in a virtual award ceremony. This individual contribution convinced the jury with its outstanding simulation quality and the elaborate production of a reversible upper part, whose particularly accurate processing was praised by the jury.

2nd place for joint work of the Albstadt-Sigmaringen University of Applied Sciences

Second place and 500 euros go to a joint project by Katharina Pfeffer and Ellen Müller from Albstadt-Sigmaringen University of Applied Sciences. The outfit consists of two parts, a jacket and a knitted dress, which were also realized to a very high standard in real life.

Vidya Award 2021 launched

Also next year there will be a Vidya Award. The registration period runs from now until 30 November 2020, the deadline for submissions is 31 March 2021. The theme is "Streetwear". A significant change: For the first time, no real garment has to be manufactured, only a 3D simulation has to be submitted. "In this way, we want to encourage participants to get the most out of 3D Vidya and to dare to be even more creative without having to keep in mind when designing that they really have to sew the design themselves," says Dr. Andreas Seidl. Find more information in our blog:

<https://www.assyst.de/en/news-events/blog/index.html>

About Assyst

Assyst GmbH from Munich shapes digital work in the apparel industry with its products and solutions and is 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. Assyst covers the entire process chain, from design to the store. Assyst is globally active, with around 120 employees at the Munich and Lainate/Milan sites and partners in many other countries.

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