



Digitize Fashion. **Design and product go digital.**

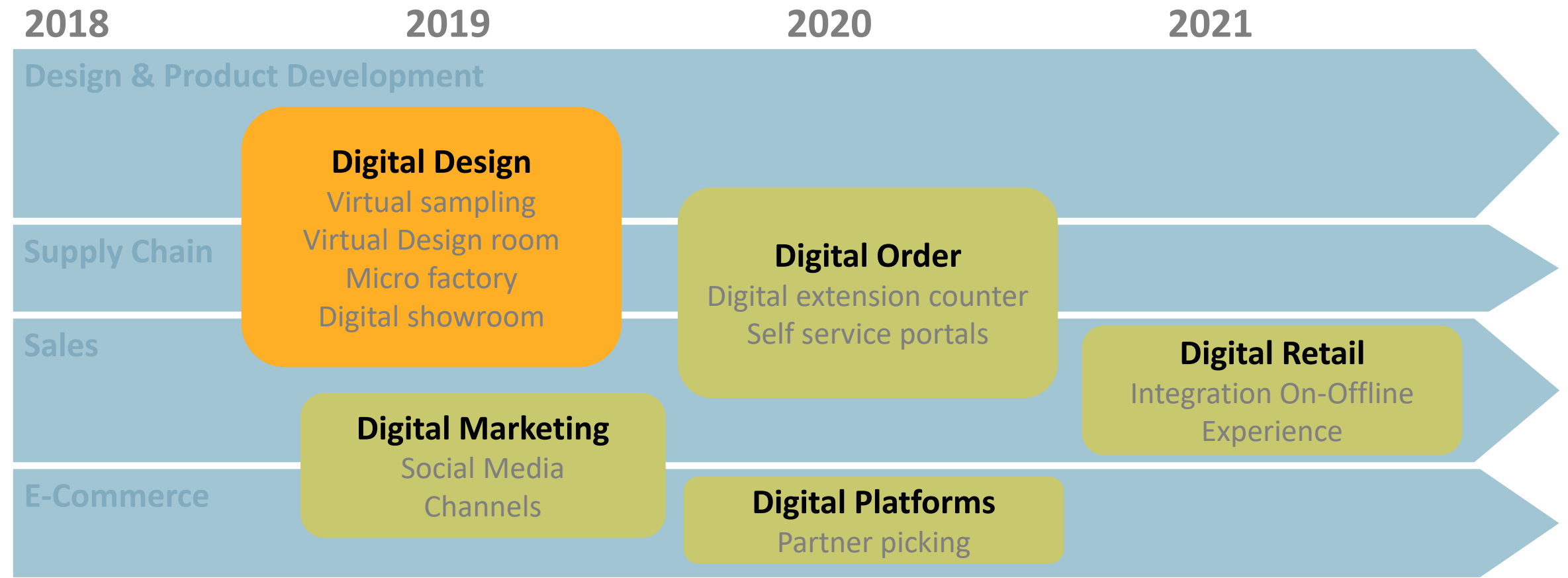
Dr. Andreas Seidl, CEO and Founder of Human Solutions Group
Fashion Forum, Munich July 2018

**ALLE 11 MINUTEN
SCHEITERT EIN
UNTERNEHMEN AN
DER DIGITALISIERUNG.
SEI KEINS DAVON.**

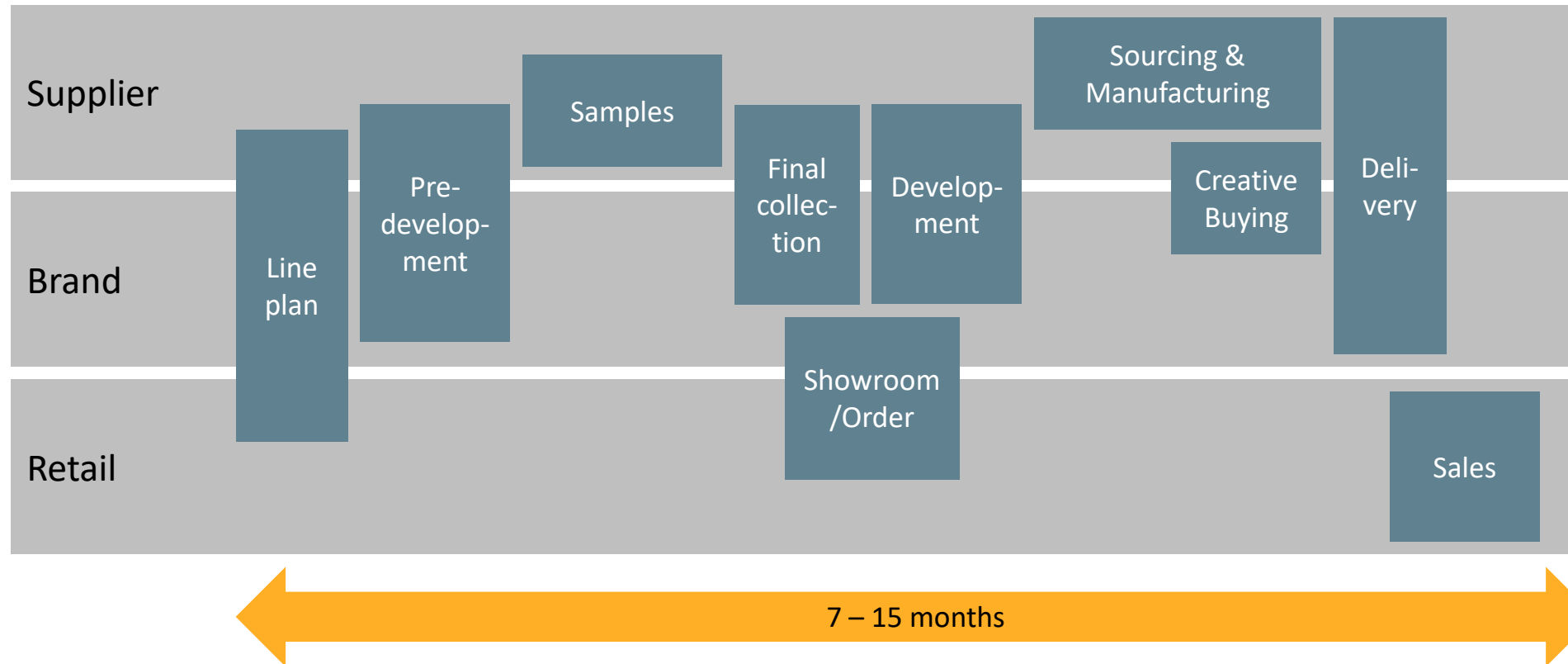
**6.-8. September
Kongress für Digitalisierung
www.solutions.hamburg**

WEDIA
www.wedia.de **WEDIA**
0800 933 42 00 **OUTDOOR
MEDIAPOOL**

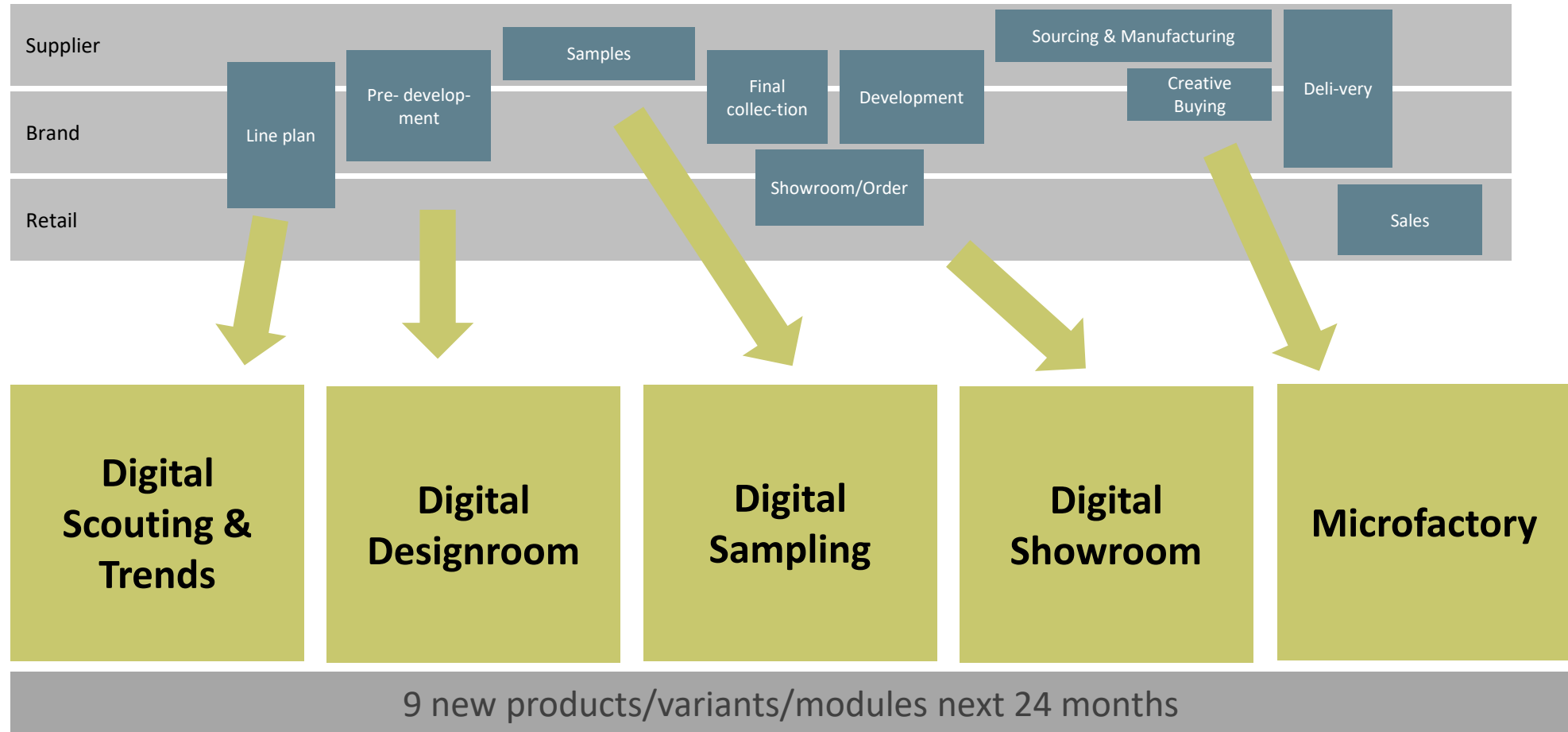
The digitalization landscape. What are you doing?



The process today. 2 phases and 10 steps



The future. Our strategy for Digitalization

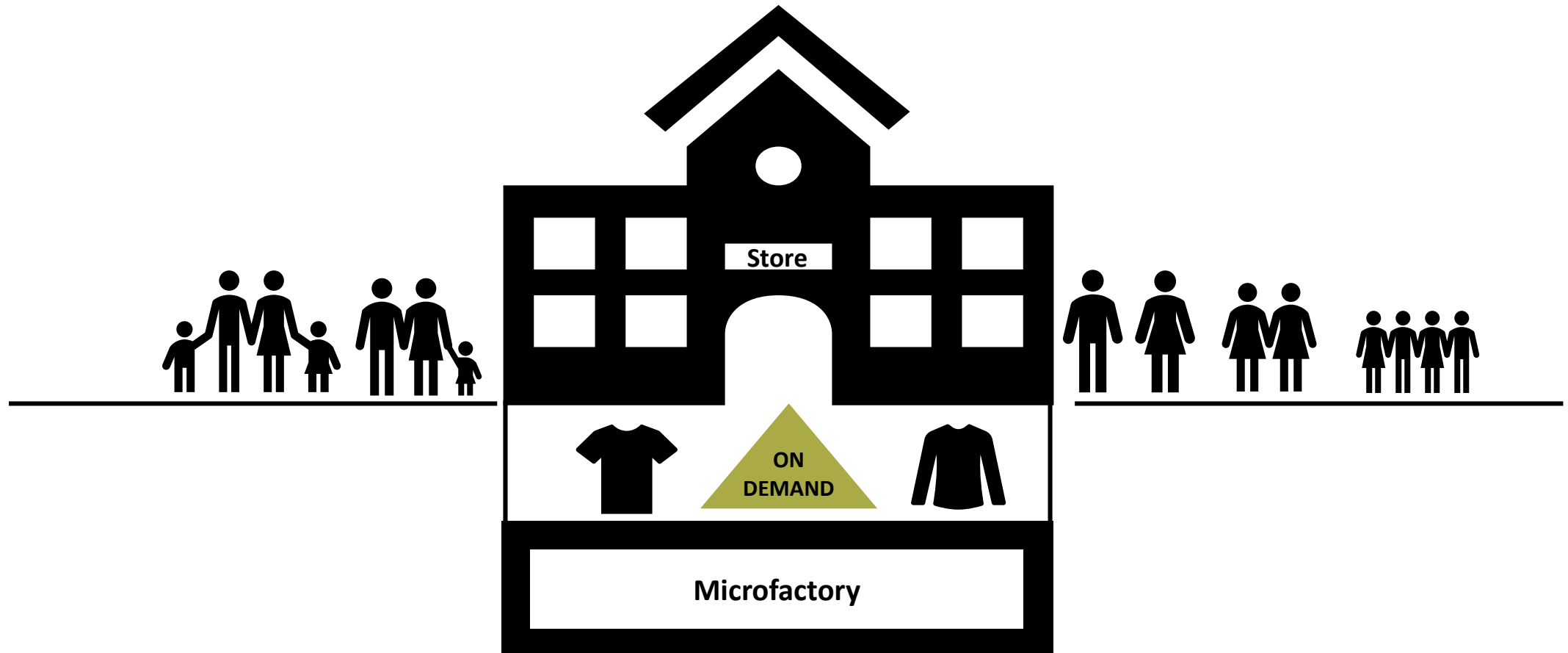




Creative Buying 4.0 = Microfactory



Microfactory. How it works



Benefits. Microfactory

- **Now Write off**
- **Fastest reaction to trends**
- **Consideration of customer**
- **Dealer becomes manufacturer**

Adidas. KNIT FOR YOU – Storefactory & customer journey

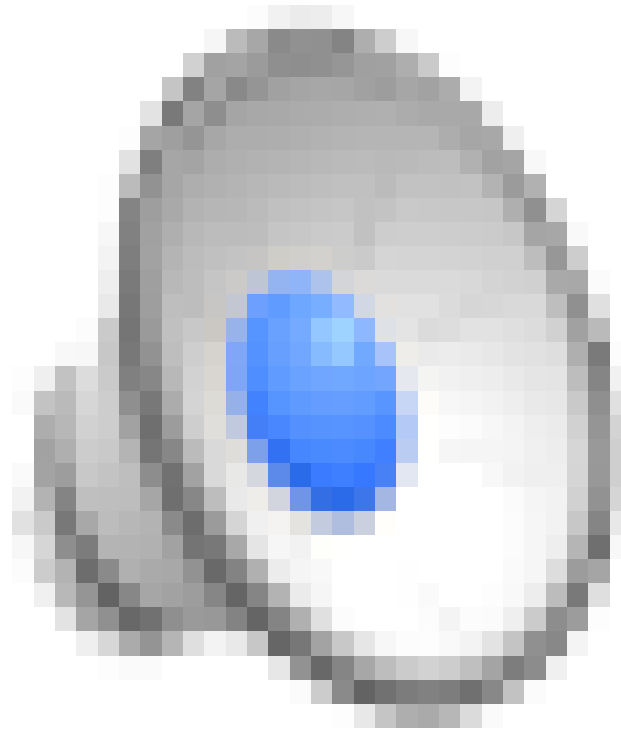
KNIT FOR YOU



LED BY A CONSORTIUM OF PRIVATE AND PUBLIC ENTITIES, THE KNIT FOR YOU POP-UP EXPERIENCE EXPLORES LOCALIZED PRODUCTION WHILE EMPOWERING INDIVIDUALS WITH INTERACTIVE TECHNOLOGY TO CO-CREATE BESPOKE GARMENTS. GROUNDED IN THE PHILOSOPHY THAT WE ARE ALWAYS IN BETA-MODE, KNIT FOR YOU IS A CHANCE TO JOIN ADIDAS' ONGOING QUEST TO BETTER UNDERSTAND, AND IMPROVE UPON, THE PROCESSES THAT WILL SHAPE OUR FUTURE.



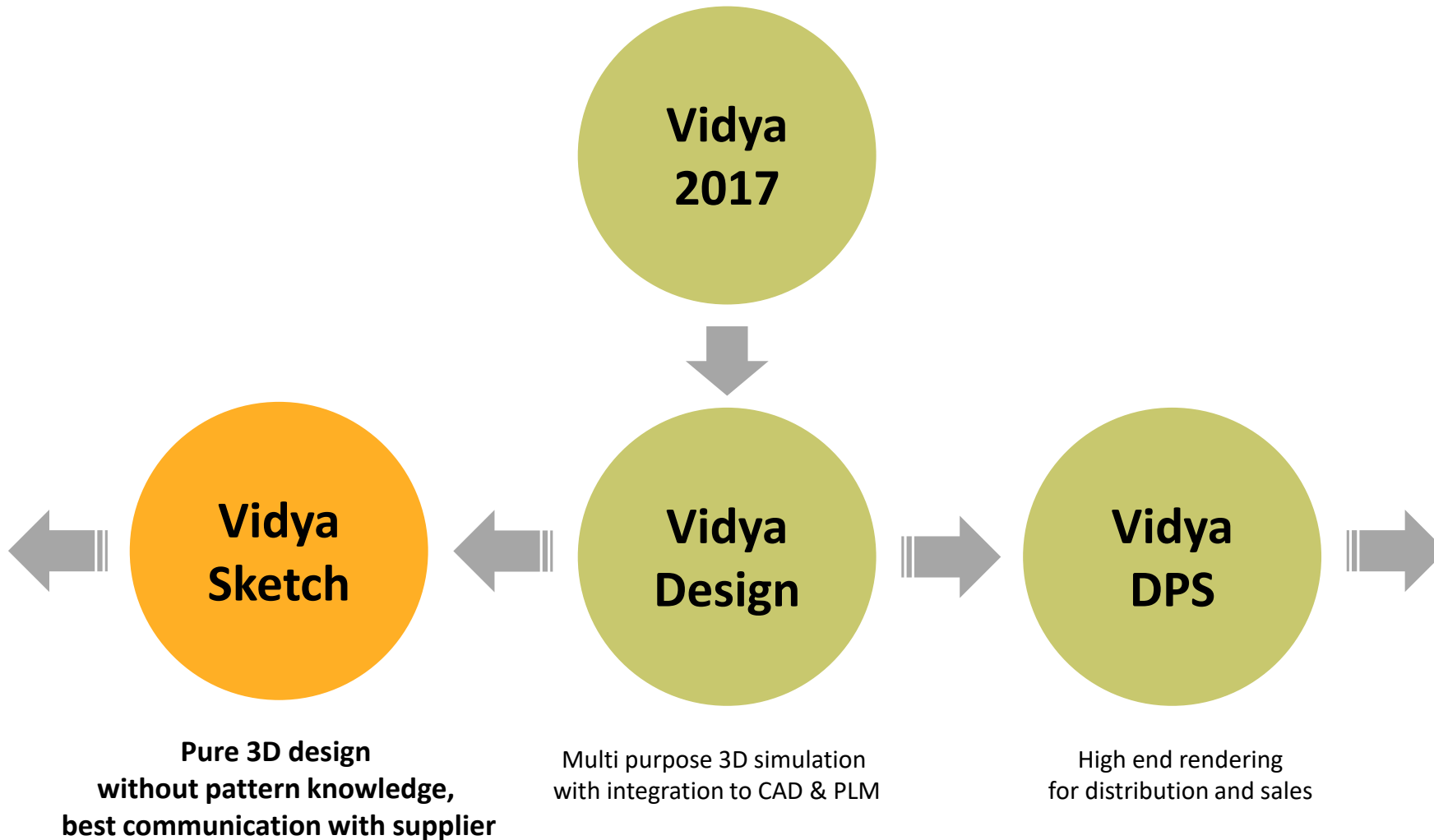
Adidas. KNIT FOR YOU - Video





Virtual Sampling. 3D power with vidya

Vidya. The future roadmap

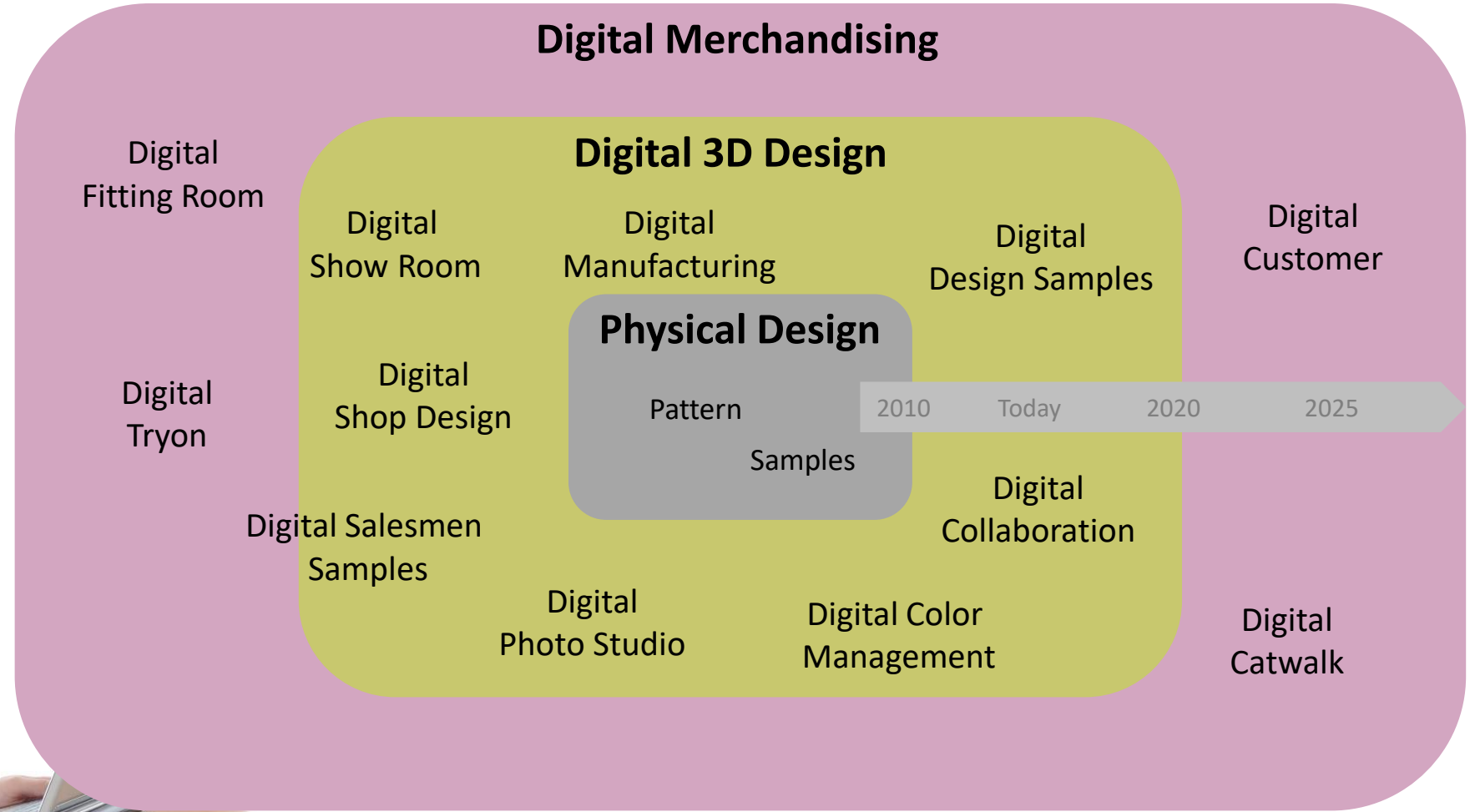
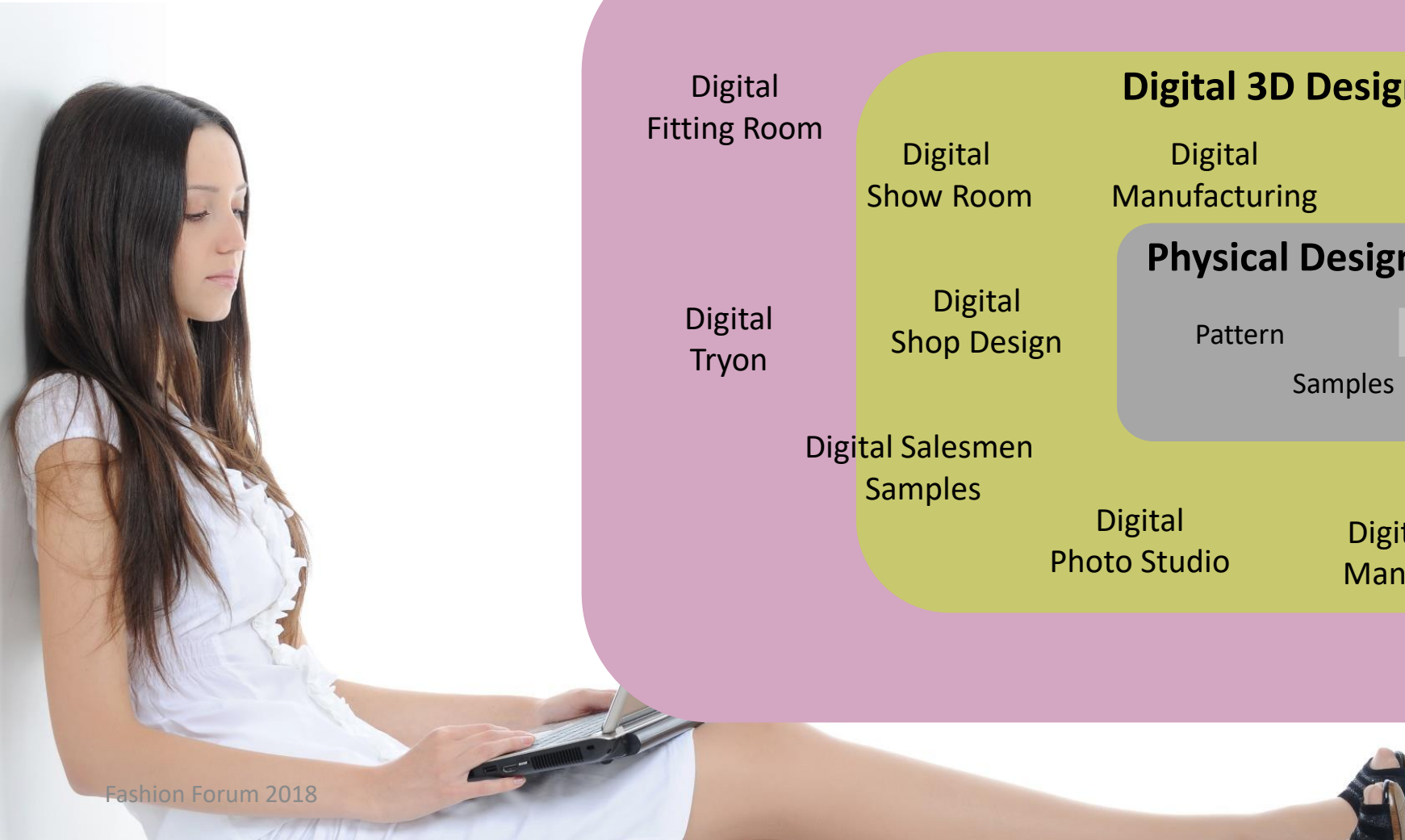


Vidya Sketch. The pure 3D design solution

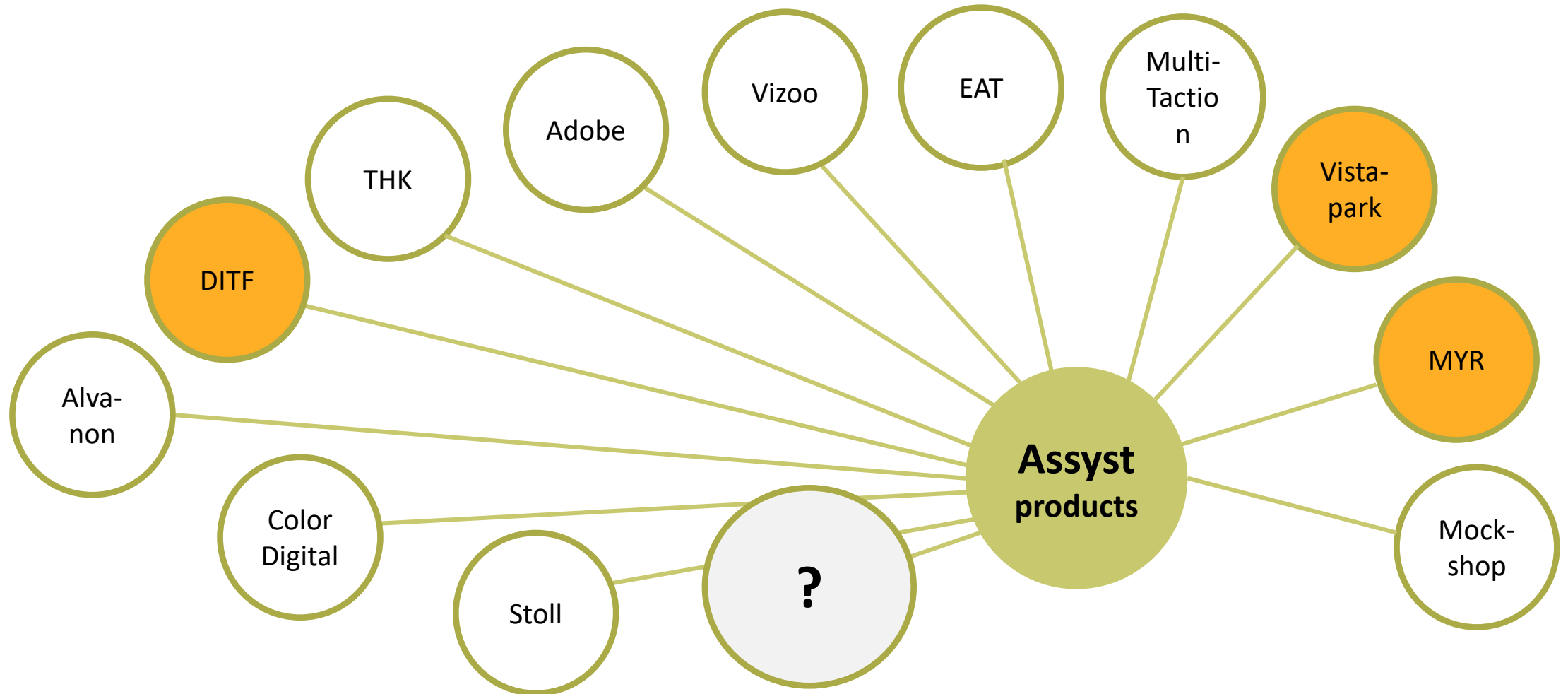
Ask our consultants here
See it at Texprocess 2019



The future. 3D is not enough



Concentrate. Interfaces and integrations with partners



x-rite. Welcome to German Fashion industry.



We are proud to announce a fashion partnership with #1 in the world of color management.