DECATHLON

INNOVATE
WITH TOOL 3D

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“ WE MAKE SPORTS ACCESSIBLE FOR THE MANY “

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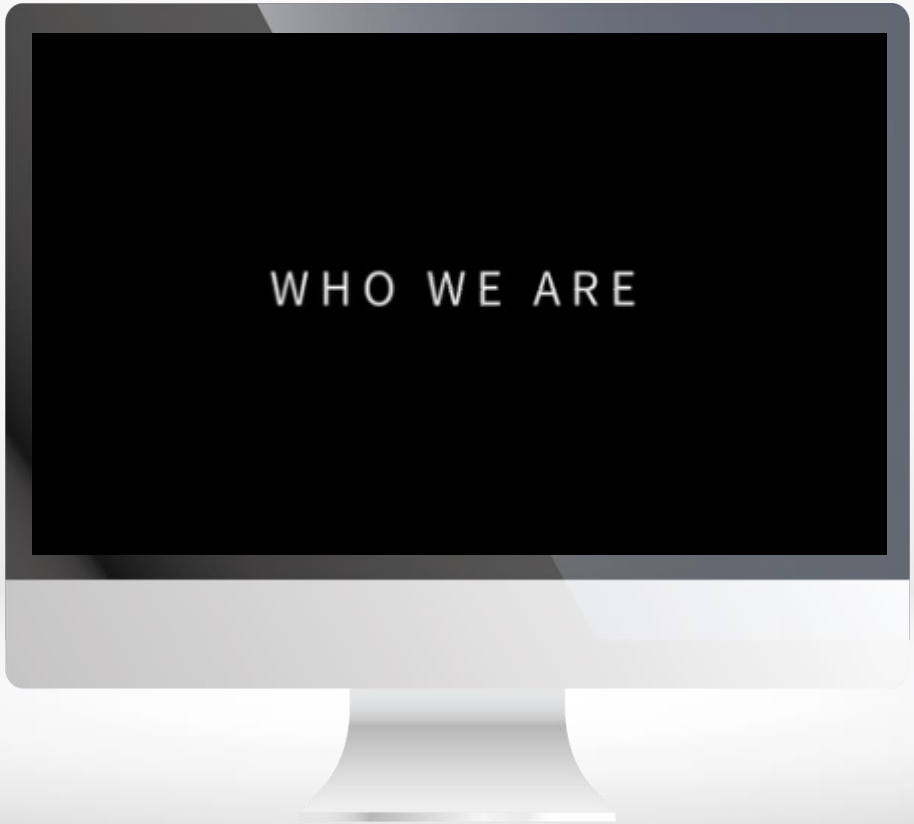

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2014 : DECATHLON MET ASSYST

ASSYST

WE CHOSE ASSYST FOR SEVERAL REASONS :

- *The software includes 2D and 3D*
- *No need to use another software to have a good 3D result*
- *Very easy to pass from 2D to 3D*
- *The fabrics rendering is very realistic*

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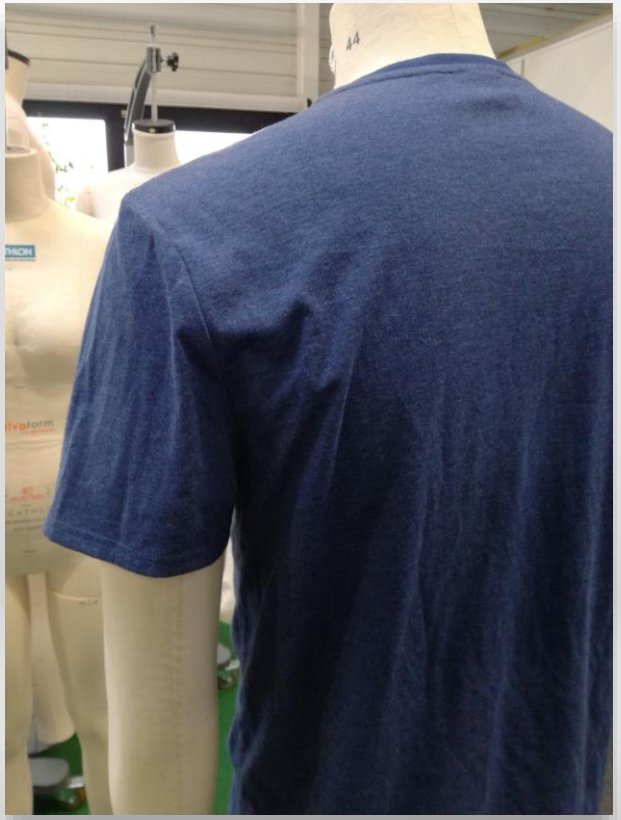
FIRST TESTS TO COMPARE 3D WITH REALITY



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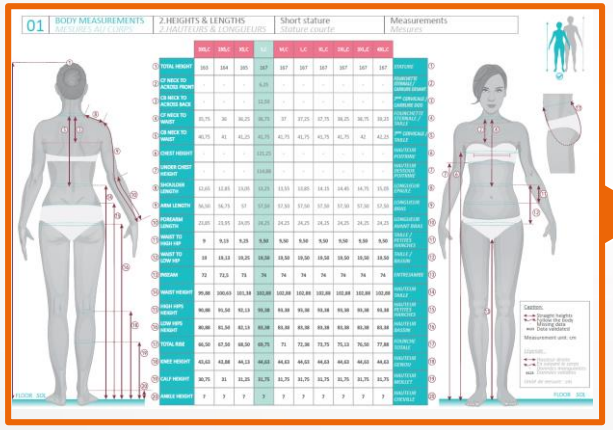
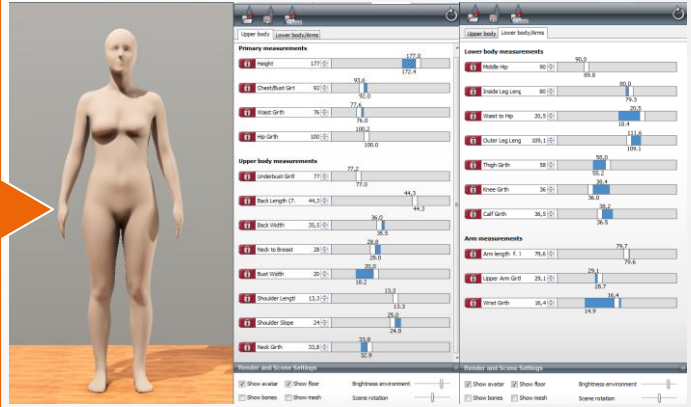
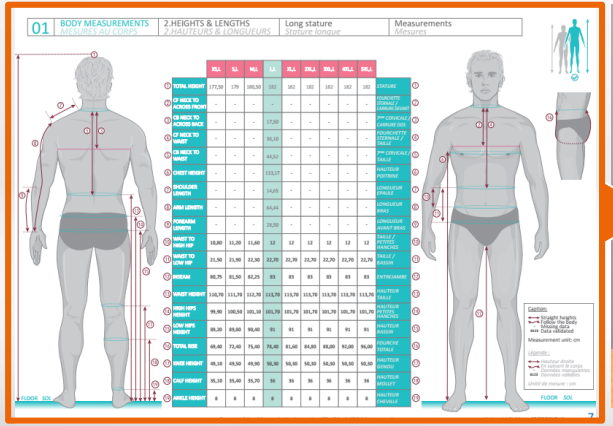
Avatars







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VIDYA MATERIAL WIZARD

8338561_Knit_Fleece

Overview

Base data

Construction*	Fine knit
Density*	Medium
Garment fit*	Tight fitting
Product group	
Piece	
Usage in garment	
Fabric type	Fleece
Category	
Treatment	Raised back
Information 1	Decathlon
Information 2	
Information 3	
General information	
Composition	Cotton 53 % / Polyester 47 %

Weft

Elongation force	40	N/m	Garment fit: Tight fitting
Elongation	107,0	%	User defined
Max. elongation	122	%	User defined
Compression	98	%	Construction: Fine knit Density: Medium
Bending stiffness	17	µNm	User defined
Bending rigidity	0		Basis

Warp

Elongation force	40	N/m	Garment fit: Tight fitting
Elongation	110,8	%	User defined
Max. elongation	132	%	User defined
Compression	98	%	Construction: Fine knit Density: Medium
Bending stiffness	21	µNm	User defined
Bending rigidity	0		Basis

Bias

Max. elongation	132,5	%	User defined
Compression bias	99	%	High
Elasticity (linear)	150	N/m	Weak elongation
Elasticity (quadratic)	300	N/m	

Additional options

Friction	0,3		Low friction
Weight	0,23	kg/m²	User defined
Fabric thickness	0,7	mm	User defined
Damping tension	50	Ns/m	Medium behaviour
Damping bending	50	Ns/m	Medium behaviour
Fold volume	0,25		Default
Fold shape	20		

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VIDYA TEXTURE

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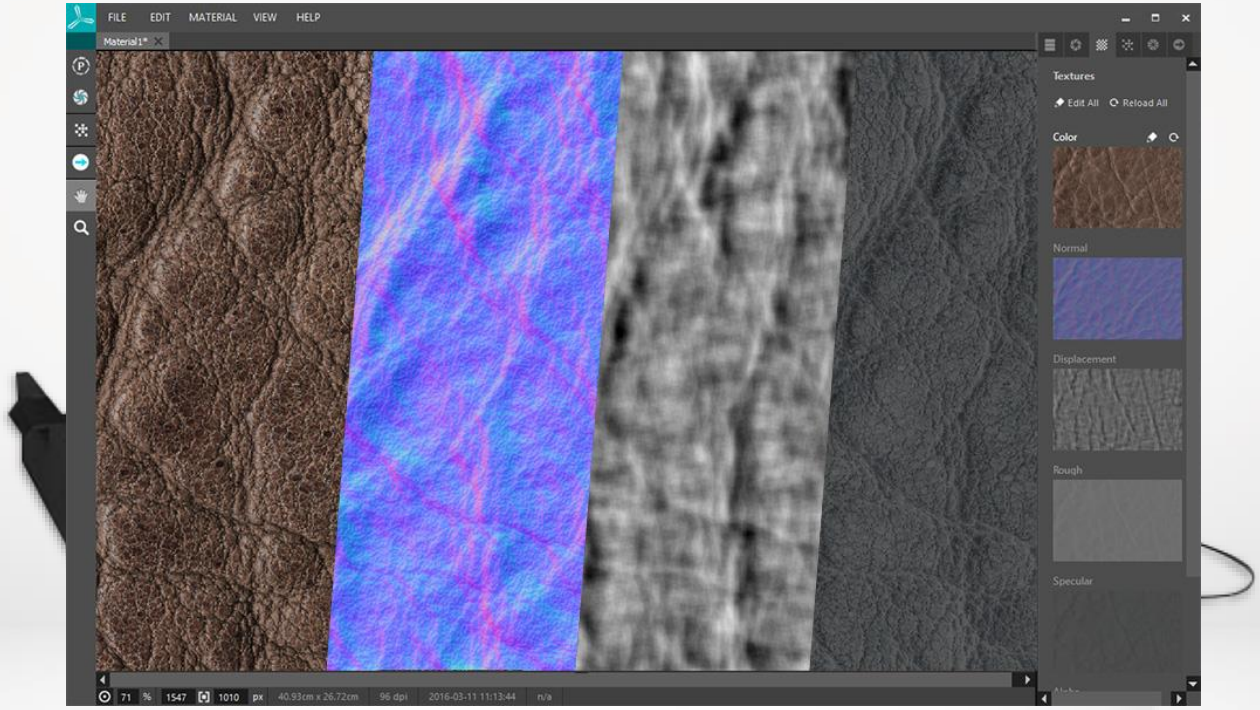
VIZOO SCANNER



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Without 3D

Design intentions by hand

Brief with 2D black
& white Illustrator sketch

3 samples until validation

Technical file

Designer prepares collection boards
on Illustrator

Lots of samples are ordered
to choose colours

With 3D

Design intentions with correct 3D volume

Brief with first 3D skin

1st virtual fitting

2 samples until validation

Technical file

Designer prepares collection boards
with realistic 3D views

Colours are chosen on screen
(in the future with augmented reality)

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3D FOR COLORING

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NEW PRODUCT CREATION

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FITTING PROCESS

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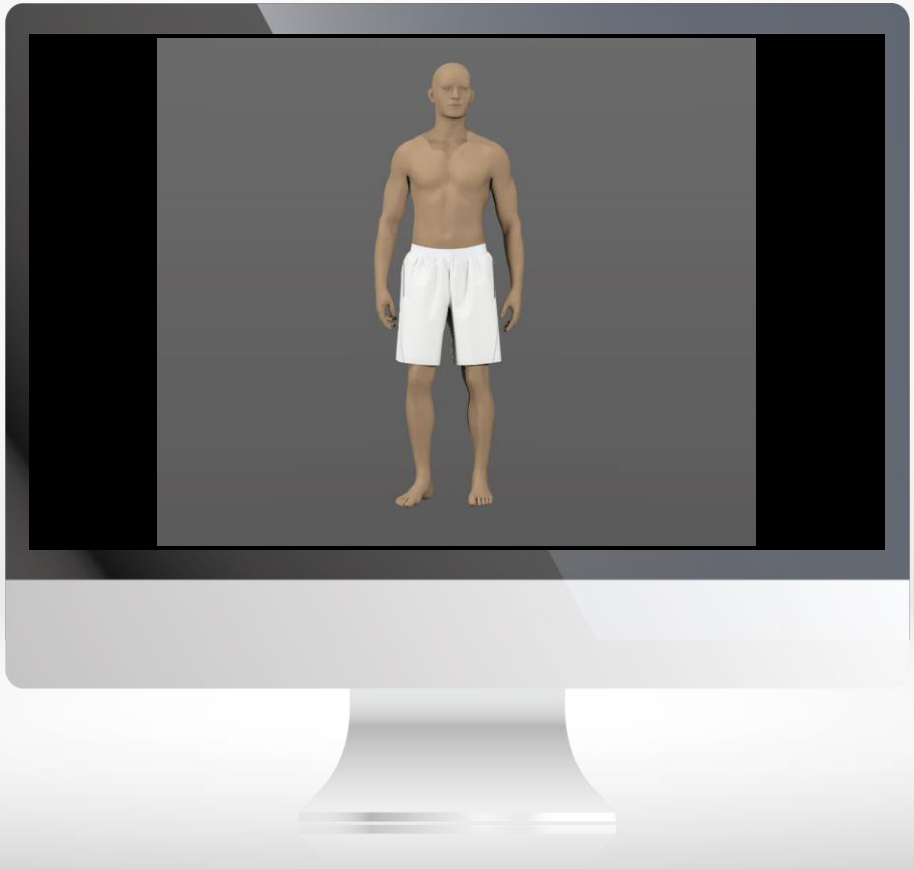
BODY DISTANCE



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SELECTION IN 3D

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EASY TO TAKE DECISIONS QUICKLY

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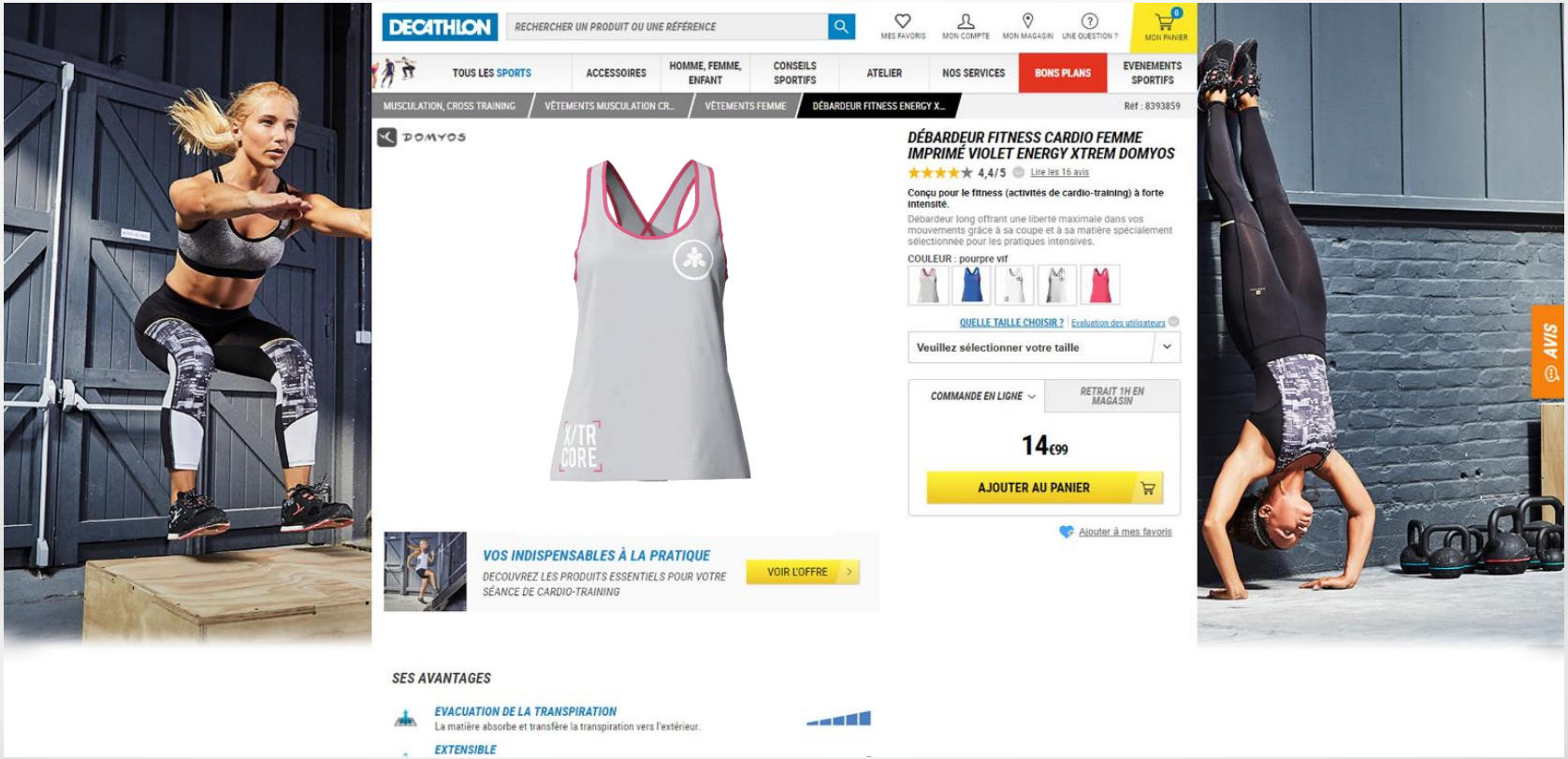
3D INSTEAD OF PHOTOSHOOT



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CONCLUSION

ADVANTAGES TO USE 3D :

FLUENT COMMUNICATION
STRONGER BONDS
REDUCE NUMBER OF SAMPLES
MINIMIZE MISUNDERSTANDINGS
NO LIMIT OF CREATION
TAKE BETTER DECISIONS
HAPPINESS OF THE TEAM

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THANK

YOU

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