

DECATHLON

INNOVATE WITH TOOL 3D





**“ WE MAKE SPORTS ACCESSIBLE
FOR THE MANY “**



WHO WE ARE

2014 : DECATHLON MET 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*

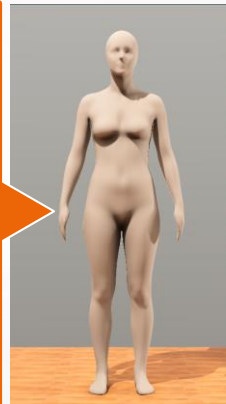
FIRST TESTS TO COMPARE 3D WITH REALITY



Avatars

01 BODY MEASUREMENTS 2 HEIGHTS & LENGTHS

MEASUREMENT	Short stature (Stature: courte)				Medium stature (Stature: moyenne)			
	M	S	M	L	M	S	M	L
TOTAL HEIGHT	165	174	185	187	167	167	167	167
TO NECK TO SHOULDERS	-	-	-	47	-	-	-	47
TO NECK TO FOREARMS	-	-	-	53	-	-	-	53
TO NECK TO WRIST	-	-	-	59	-	-	-	59
TO NECK TO HAND	-	-	-	65	-	-	-	65
TO NECK TO MID-FEET	-	-	-	92	-	-	-	92
TO NECK TO HEEL	-	-	-	115	-	-	-	115
CHEST HEIGHT	-	-	-	89	-	-	-	89
UNDERBUST LENGTH	-	-	-	66	-	-	-	66
UNDERBUST GIRTH	21.65	17.85	13.05	13.35	13.55	13.85	14.15	14.75
ARM LENGTH	56.35	58.75	61	62.65	62.65	62.65	62.65	62.65
FOURWAY LENGTH	21.65	21.95	22.25	24.25	24.25	24.25	24.25	24.25
HEEL TO TOE TIP	9	9.15	9.35	9.55	9.55	9.55	9.55	9.55
HEEL TO LACER SEW	19	19.15	19.35	19.55	19.55	19.55	19.55	19.55
HEELS	32	32.5	33	34	34	34	34	34
HEEL TO CROTCH	90.85	99.55	109.25	109.55	109.55	109.55	109.55	109.55
HEELS LENGTH	90.85	91.55	92.25	93	93	93	93	93
HEELS GIRTH	90.85	92.55	94.25	96	96	96	96	96
HEELS WIDTH	90.85	92.55	94.25	96	96	96	96	96
HEELS DEPTH	90.85	92.55	94.25	96	96	96	96	96
TOTAL SIZE	90.85	92.55	94.25	96	96	96	96	96
HEELS HEIGHT	46.65	47.85	49.05	49.85	49.85	49.85	49.85	49.85
HEELS LENGTH	90.85	91.55	92.25	93	93	93	93	93
HEELS GIRTH	90.85	92.55	94.25	96	96	96	96	96
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HEELS DEPTH	90.85	92.55	94.25	96	96	96	96	96



Lower body / Lower body items

Primary measurements

- Height: 177.0
- Waist Hip: 93.6
- Chest/Bust Gr: 92.0
- Waist Gr: 76.0
- Hip Gr: 105.0

Upper body measurements

- Underbust Gr: 77.0
- Back Length: 48.0
- Back Width: 26.0
- Back to Breast: 28.0
- Bust Width: 29.0
- Shoulder Length: 33.0
- Shoulder Slope: 24.0
- Neck Gr: 33.0

Lower body measurements

- Waist Hip: 93.0
- Waist Leg Length: 80.0
- Waist to Hip: 26.0
- Outer Leg Length: 109.1
- Thigh Gr: 58.0
- Knee Gr: 36.0
- Calf Gr: 36.0

Arm measurements

- Arm length x 1: 79.6
- Upper Arm Gr: 25.1
- Lower Arm: 14.0

Reset and Scene Settings

- Show avatar: [checked]
- Show floor: [checked]
- Show bones: [unchecked]
- Show mesh: [checked]
- Brightness environment: [slider]
- Scene rotation: [slider]

01 BODY MEASUREMENTS 2 HEIGHTS & LENGTHS

MEASUREMENT	Long stature (Stature: longue)				Medium stature (Stature: moyenne)			
	M	S	M	L	M	S	M	L
TOTAL HEIGHT	185	185	185	185	175	175	175	175
TO NECK TO SHOULDERS	-	-	-	47	-	-	-	47
TO NECK TO FOREARMS	-	-	-	53	-	-	-	53
TO NECK TO WRIST	-	-	-	59	-	-	-	59
TO NECK TO HAND	-	-	-	65	-	-	-	65
TO NECK TO MID-FEET	-	-	-	92	-	-	-	92
TO NECK TO HEEL	-	-	-	115	-	-	-	115
CHEST HEIGHT	-	-	-	89	-	-	-	89
UNDERBUST LENGTH	-	-	-	66	-	-	-	66
UNDERBUST GIRTH	25.85	21.85	17.85	18.15	18.35	18.65	18.95	19.55
ARM LENGTH	63.85	66.25	68.5	70.15	70.15	70.15	70.15	70.15
FOURWAY LENGTH	21.65	21.95	22.25	24.25	24.25	24.25	24.25	24.25
HEEL TO TOE TIP	9	9.15	9.35	9.55	9.55	9.55	9.55	9.55
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Lower body measurements

- Waist Hip: 93.0
- Waist Leg Length: 80.0
- Waist to Hip: 26.0
- Outer Leg Length: 110.0
- Thigh Gr: 57.0
- Knee Gr: 36.0
- Calf Gr: 36.0

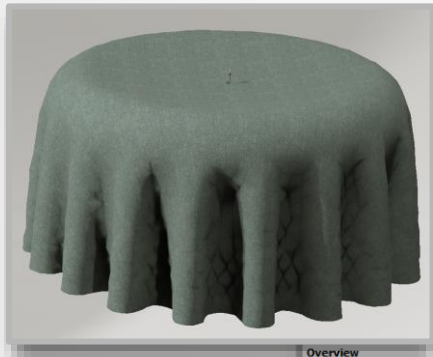
Arm measurements

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- Lower Arm: 14.0

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- Scene rotation: [slider]

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 μ N/m	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	

Warp

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

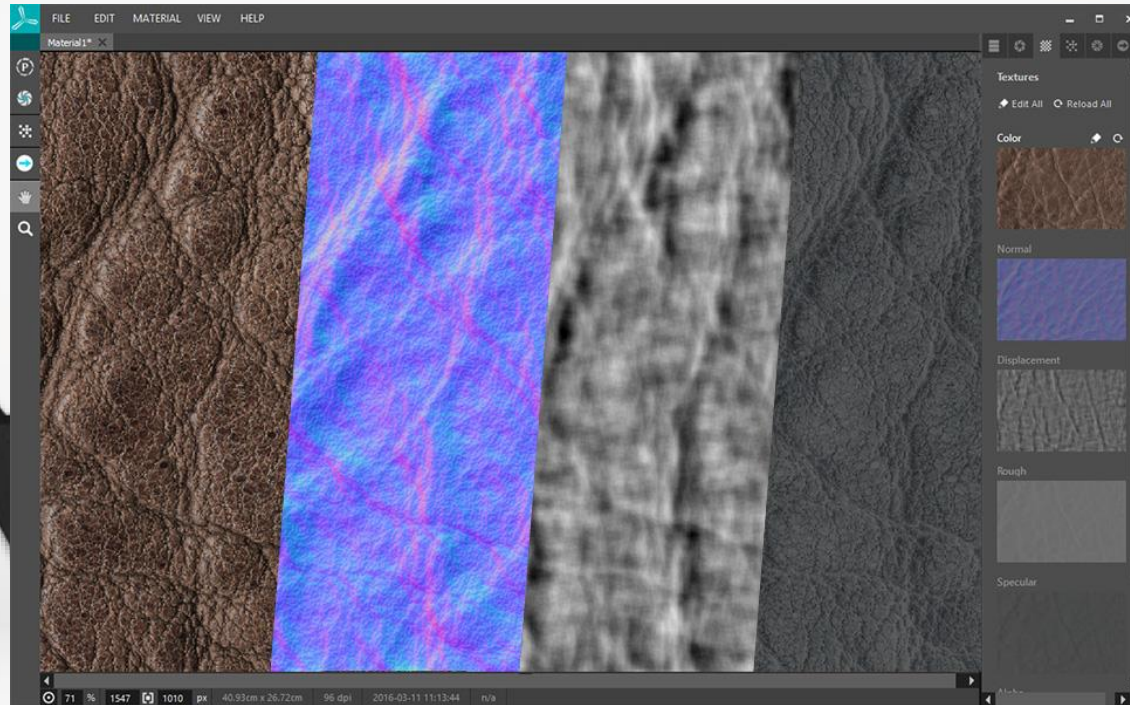
Additional options

Friction	0,3	Low friction
Weight	0,23 kg/m ²	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	

VIDYA TEXTURE



VIZOO SCANNER



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)

3D FOR COLORING



AS\$16

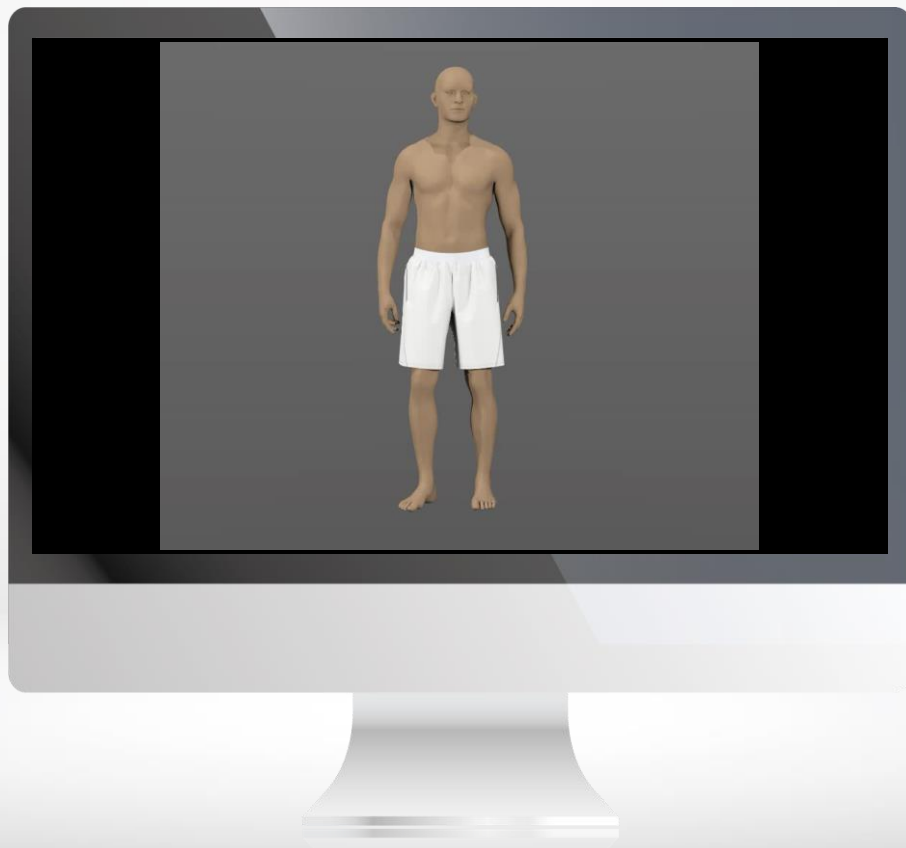
NEW PRODUCT CREATION



FITTING PROCESS



BODY DISTANCE




SELECTION IN 3D



EASY TO TAKE DECISIONS QUICKLY



3D INSTEAD OF PHOTOSHOOT




DECATHLON RECHERCHER UN PRODUIT OU UNE RÉFÉRENCE

MUSCULATION, CROSS TRAINING
VÊTEMENTS MUSCULATION CR...
VÊTEMENTS FEMME
DÉBARDEUR FITNESS ENERGY X...
Ref : 8393859

TOUS LES SPORTS
ACCESSOIRES
HOMME, FEMME, ENFANT
CONSEILS SPORTIFS
ATELIER
NOS SERVICES
BONS PLANS
ÉVÉNEMENTS SPORTIFS

DOMYOS




DÉBARDEUR FITNESS CARDIO FEMME IMPRIMÉ VIOLET ENERGY XTREM DOMYOS

★★★★☆ 4,4/5 [Lire les 16 avis](#)

Conçu pour le fitness (activités de cardio-training) à forte intensité.

Débardeur long offrant une liberté maximale dans vos mouvements grâce à sa coupe et à sa matière spécialement sélectionnée pour les pratiques intensives.

COULEUR : pourpre vif



[QUELLE TAILLE CHOISIR ?](#) [Évaluation des utilisateurs](#)


Veuillez sélectionner votre taille

COMMANDE EN LIGNE
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14€99

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VOS INDISPENSABLES À LA PRATIQUE


DECouvrez LES PRODUITS ESSENTIELS POUR VOTRE SÉANCE DE CARDIO-TRAINING


VOIR L'OFFRE >

SES AVANTAGES

ÉVACUATION DE LA TRANSPIRATION
La matière absorbe et transfère la transpiration vers l'extérieur.

EXTENSIBLE





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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

THANK

YOU