

„The idea to simplify decision processes
with 3-D.-Simulations “

July 2018

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IB Company KG



Peek & Cloppenburg KG. Düsseldorf

Branch:	Department Store
Locations:	67 x Germany, 3 x Netherlands, 2 x Belgium, 1 x Switzerland
Products:	Garments for Ladies, Men & Kids.
Positioning:	A mixture of Lifestyle, Brands and Privat Label
Sales floor space:	approx. 350.000 sqm
Employees:	ca. 11.800



Peek & Cloppenburg KG, Wien

Branch: Department Store

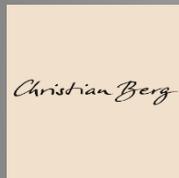
Locations: 12 x Austria, 10 x Poland, 4 x Croatia, 4 x Czech Republic
3 x Romania, 3 x Slovakia, 2 x Bulgaria, 2 x Slovenia,
1 x Ungarn, 1 x Latvia , 1 x Lithuania

Products: Garments for Ladies, Men & Kids.

Positioning: A mixture of Lifestyle, Brands and Privat Label

Sales floor space: ca. 150.000 sqm

Employees: ca. 3.200



International Brands
COMPANY

Founded: 2014

Tasks: Sourcing, Design, Technical Product Management for all Peek & Cloppenburg related Privat Label

Location: Düsseldorf / Germany

Employees: approx: 200

The Business Model

Business Model FOB / Zukauf

earlier !

The pure Buying approach

- Based on ready developed goods, from different suppliers around the globe
- more than 90% of Design & Technical related skills coming from suppliers end
- No/or minimal Technical interaction from client side

purchased as seen !!!



Pro's:

- Fast
- Lower personnel costs
- focus on creative buying
- less equipment, software & IT.-Systems

Con's:

- No common Fit Philosophy
- No common Product Quality Standards
- No own Product Skills
- Dependency on suppliers

Business Model FOB / Zukauf

The Interaction approach

today!

- Own Sourcing Offices around the globe
- Own Internal Sourcing Dept.
- Own Creative Design
- Own Pattern Design
- Own Technical Engineering



Pro's:

- Common Fit Philosophy
- Own Quality Standards
- Own Product Skills
- Independence on suppliers

Con's:

- higher personell costs
- costs on equipment and IT.-Systems
- complex processes
- multiple skills needed

The Interaction

- Design - Technical Design - Techn.Engineering - Sourcing & Sourcing Offices



The strategical Approach

The strategical Approach

Target Group related Fit
Development

Target Group related
Grading

high Standard Technical
Engineering

Workmanship and Fit
Analysis

Sales related Product
Development

Design-Idea  Production-Release



Target Group Definitions

Brand A



Brand E



Brand D



Brand C



Brand B



Bodymeasurement Analyses

Targetgroup: Ladies 20-49 years

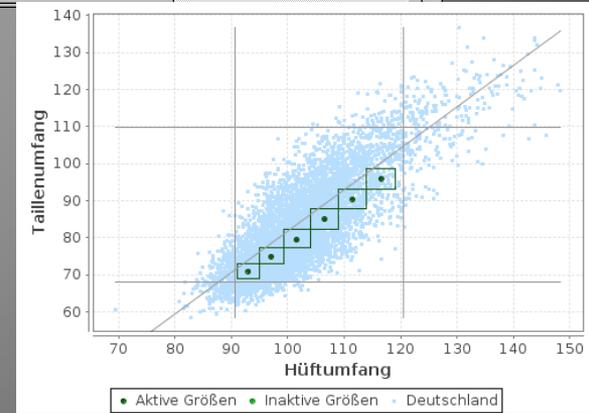
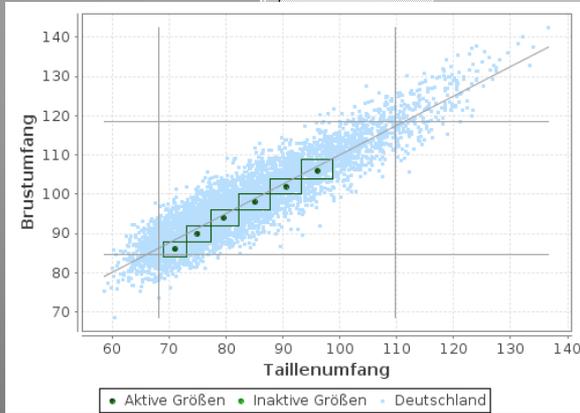
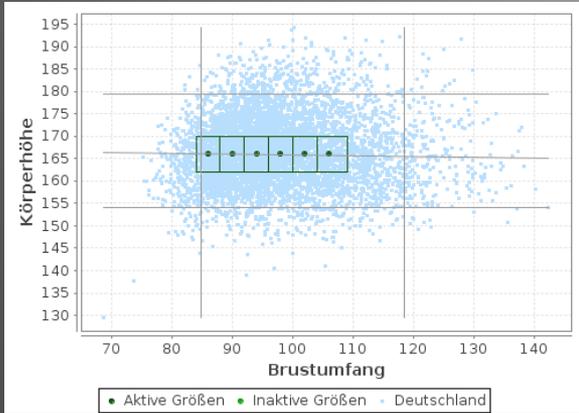
The screenshot shows the iSize website interface. On the left, there are navigation menus for 'Markt' (Market) and 'Körpermaße' (Body Measurements). The main content area displays 'Sie sind hier: Hauptseite' and a 'Marktwahl' (Market Selection) section. Below this, there are filters for 'Alter' (Age) and 'Soziodemografische Daten' (Sociodemographic Data). A table shows age groups from 0-2 to 64-69. The 'Soziodemografische Daten' section includes a dropdown for 'Netto-Haushaltsinkommen' (Net household income) and a 'Körpermaße' (Body Measurements) section with a 'Bitte wählen...' dropdown.

The screenshot shows the 'iSize - Größentabelleneditor' (Size Table Editor) interface. It displays market statistics and a table of body measurements. The market statistics are:

- Markt: 30.972.986 Menschen
- Marktanteil: 3,79 %
- Menschen: 1.162.250

The table below shows 'Normalgrößen' (Normal Sizes) for various body measurements across different sizes (36, 38, 40, 42, 44, 46). The '38' column is highlighted with a red box.

Normalgrößen	36	38	40	42	44	46
Körperhöhe	166,00 0,00	166,00 0,00	166,00 0,00	166,00 0,00	166,00 0,00	166,00 0,00
Brustumfang	86,00 4,00	90,00 4,00	94,00 4,00	98,00 4,00	102,00 4,00	106,00 4,00
Taillenumfang	71,00 4,00	75,00 4,50	79,50 5,50	85,00 5,50	90,50 5,50	96,00 5,50
Hüftumfang	93,00 4,00	97,00 4,50	101,50 5,00	106,50 5,00	111,50 5,00	116,50 5,00



Determination Fit Models



Jake*s

Christian Berg

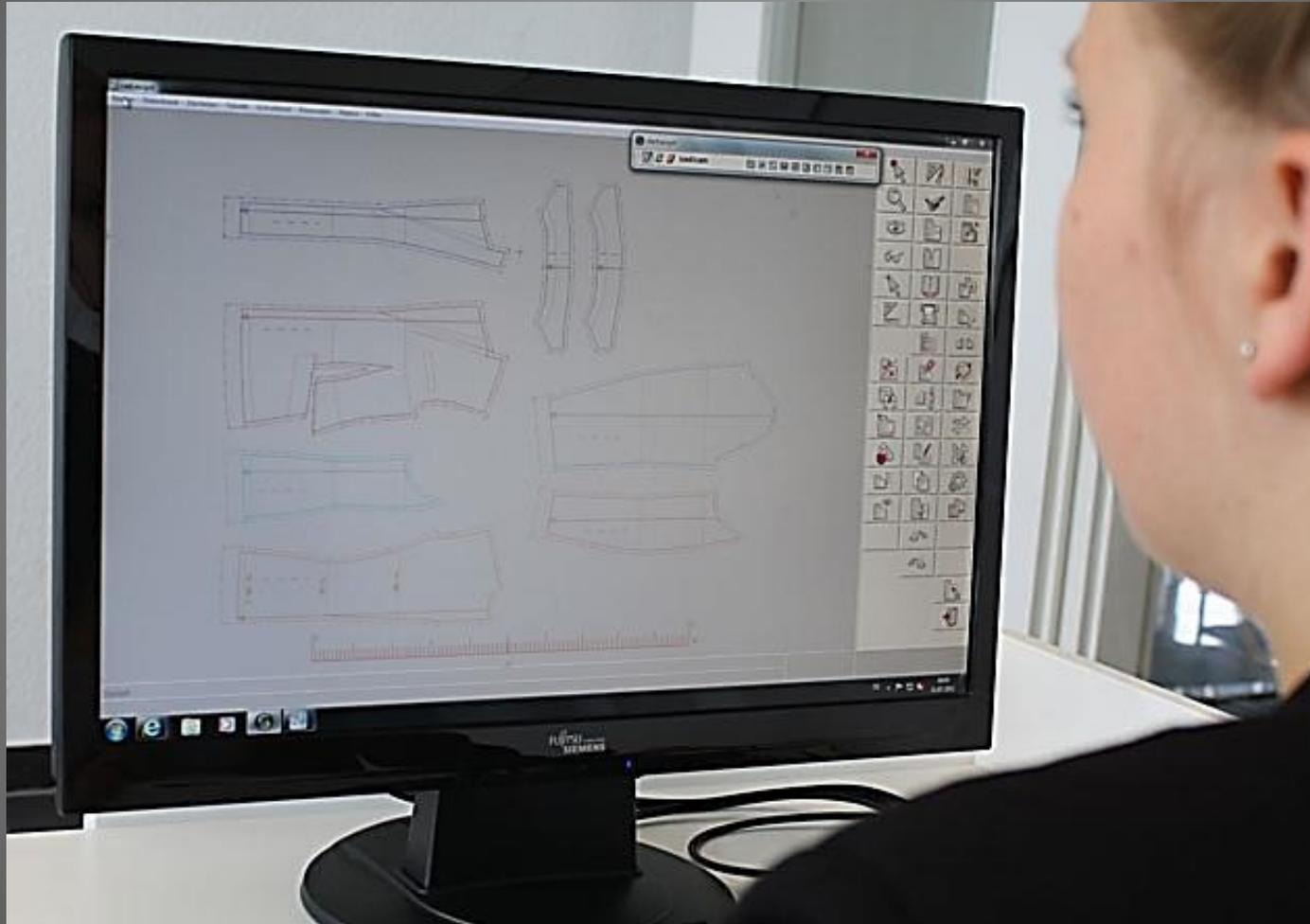
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Elaboration of a Fit Base



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Christian Berg

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Fit Archive

The image displays a collection of technical fit sheets for various garments. Each sheet typically includes:

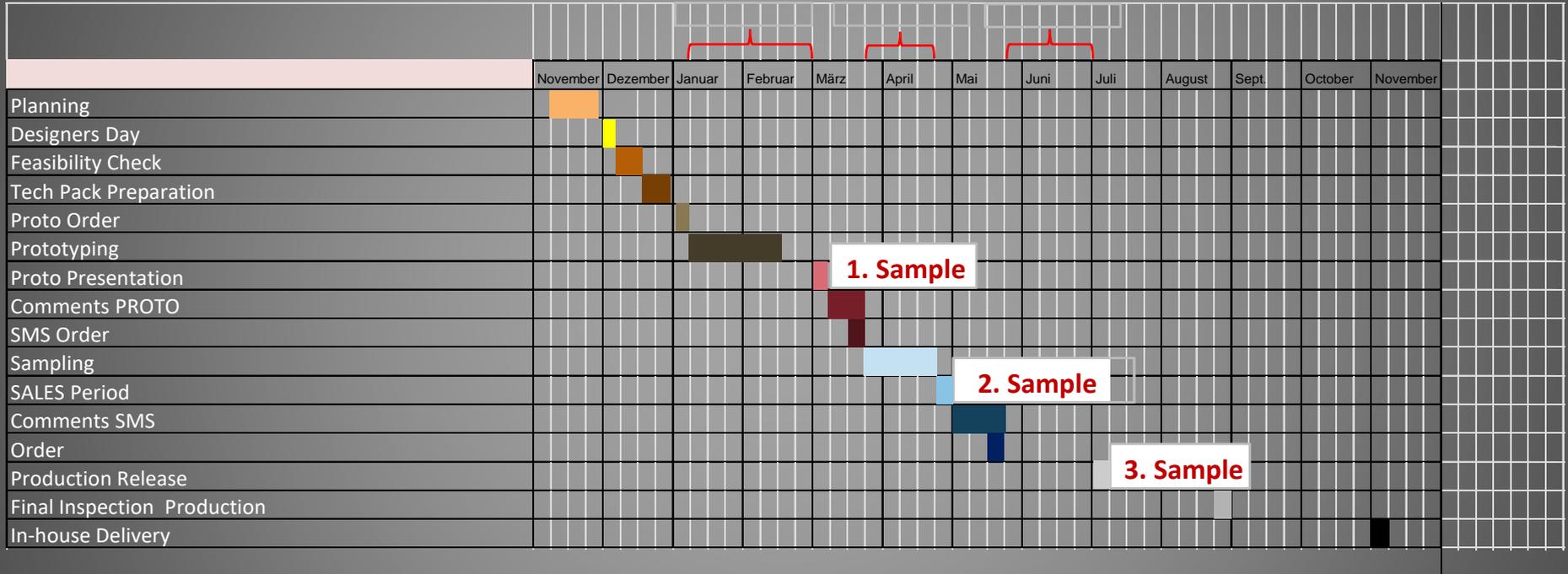
- Technical Drawings:** Front and back views of the garment, often with callouts for specific details.
- Measurement Tables:** Grids for recording body measurements (e.g., chest, waist, length) and garment dimensions (e.g., collar, sleeve).
- Product Information:** Item name, style code, and material specifications.
- Notes:** Descriptive text such as "Blazer", "Jersey shirt", or "Military jacket, hochgeschlossen".

Key items visible include:

- Blazer / Jackets:** Models like MILLA BC04, JO01-05JOYCE-A BC05, JO01-06JILL-A, JO-SAMANTHA-B SC01, JO-SARA-A BC01, JO-SARAH-A SC01, JO-SARAH-B SC01, JO-SARAH-C SC01, JO-SARAH-D SC01, JO-SARAH-E SC01, JO-SARAH-F SC01, JO-SARAH-G SC01, JO-SARAH-H SC01, JO-SARAH-I SC01, JO-SARAH-J SC01, JO-SARAH-K SC01, JO-SARAH-L SC01, JO-SARAH-M SC01, JO-SARAH-N SC01, JO-SARAH-O SC01, JO-SARAH-P SC01, JO-SARAH-Q SC01, JO-SARAH-R SC01, JO-SARAH-S SC01, JO-SARAH-T SC01, JO-SARAH-U SC01, JO-SARAH-V SC01, JO-SARAH-W SC01, JO-SARAH-X SC01, JO-SARAH-Y SC01, JO-SARAH-Z SC01.
- Shirts:** Models like JO-JACK-A BC05, JO-JACK-B BC05, JO-JACK-C BC05, JO-JACK-D BC05, JO-JACK-E BC05, JO-JACK-F BC05, JO-JACK-G BC05, JO-JACK-H BC05, JO-JACK-I BC05, JO-JACK-J BC05, JO-JACK-K BC05, JO-JACK-L BC05, JO-JACK-M BC05, JO-JACK-N BC05, JO-JACK-O BC05, JO-JACK-P BC05, JO-JACK-Q BC05, JO-JACK-R BC05, JO-JACK-S BC05, JO-JACK-T BC05, JO-JACK-U BC05, JO-JACK-V BC05, JO-JACK-W BC05, JO-JACK-X BC05, JO-JACK-Y BC05, JO-JACK-Z BC05.
- Trousers:** Models like JO-SARAH-A BC01, JO-SARAH-B SC01, JO-SARAH-C SC01, JO-SARAH-D SC01, JO-SARAH-E SC01, JO-SARAH-F SC01, JO-SARAH-G SC01, JO-SARAH-H SC01, JO-SARAH-I SC01, JO-SARAH-J SC01, JO-SARAH-K SC01, JO-SARAH-L SC01, JO-SARAH-M SC01, JO-SARAH-N SC01, JO-SARAH-O SC01, JO-SARAH-P SC01, JO-SARAH-Q SC01, JO-SARAH-R SC01, JO-SARAH-S SC01, JO-SARAH-T SC01, JO-SARAH-U SC01, JO-SARAH-V SC01, JO-SARAH-W SC01, JO-SARAH-X SC01, JO-SARAH-Y SC01, JO-SARAH-Z SC01.

The wheel of Development

The wheel of Development



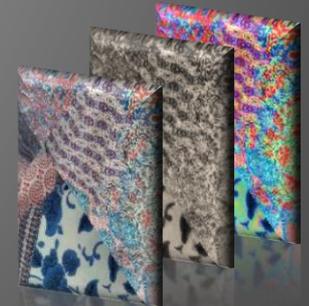
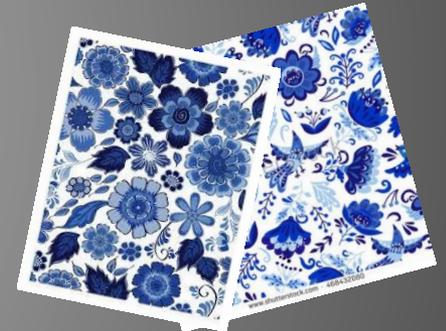
Designers Day:

What is right for Prototyping?



Sketches
Magazines

Competitor pieces
fabrics



Feasibility Check: • Prüfung der technischen Machbarkeit

- What workmanship?

- What fit?

- Which Price level?

- Which supplier?



- which details?

- Which trimmings ?

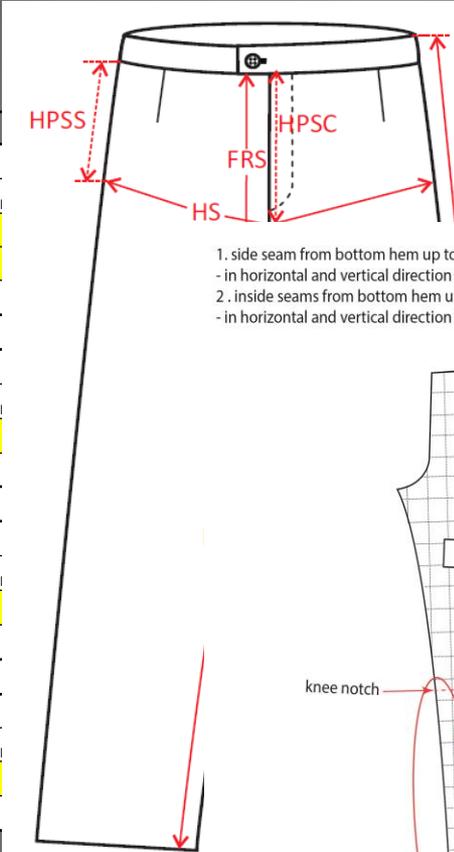
- Which Interior?

- Which fabric ?

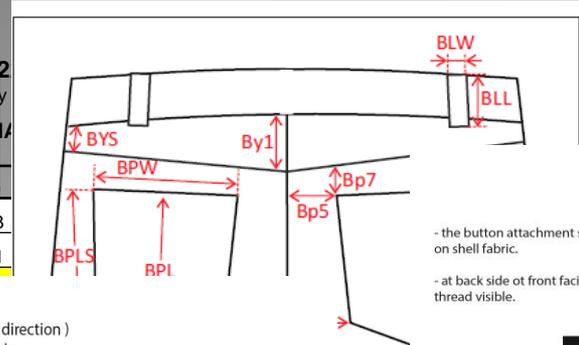
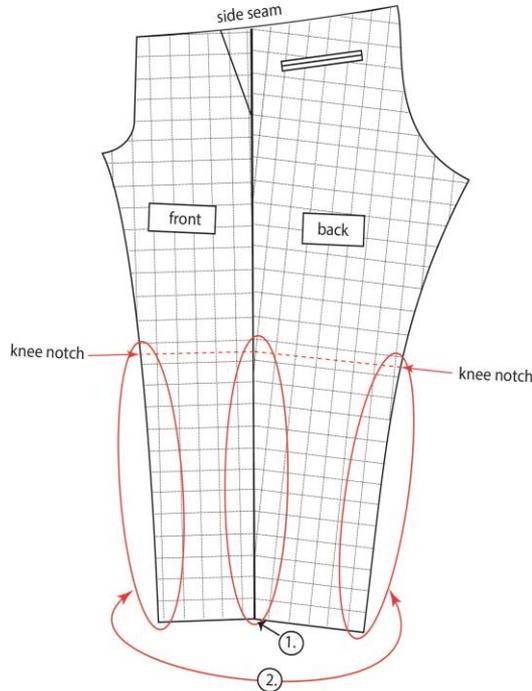
Tech Pack Elaboration:

- Tech Packs

Normal sizes	
Waist width	
hip width (inner stitching of fly fra	
Foot width	
1/2 Foot width	
inside seam length	
Slim sizes	
Waist width	
hip width (inner stitching of fly fra	
Foot width	
inside seam length	
Stocky sizes	
Waist width	
hip width (inner stitching of fly fra	
Foot width	
inside seam length	
Stocky sizes	
Waist width	
hip width (inner stitching of fly fra	
Foot width	
inside seam length	

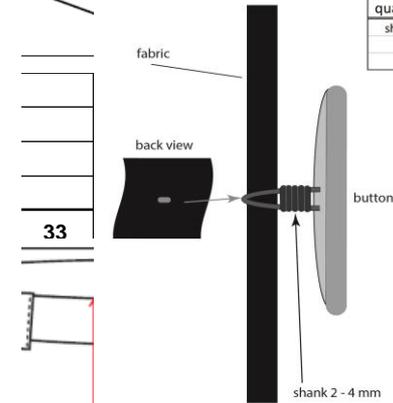


- side seam from bottom hem up to knee notch
- in horizontal and vertical direction (weft + warp direction)
- inside seams from bottom hem up to knee notch
- in horizontal and vertical direction (weft + warp direction)

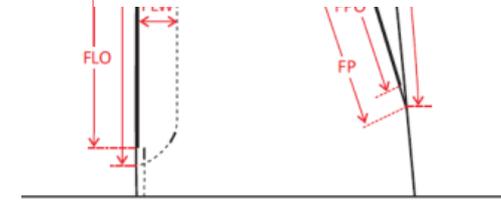


- the button attachment should be done with a shank of 2- 4 mm, depening on shell fabric.

- at back side of front facing, there should only be a small point of the button thread visible.



quality characteristic	standart	tolerance
shank	2-4 mm	+ / - 0



Proto Elaboration

- In cooperation with the supplier



Uuuppps that ´s not my Design!

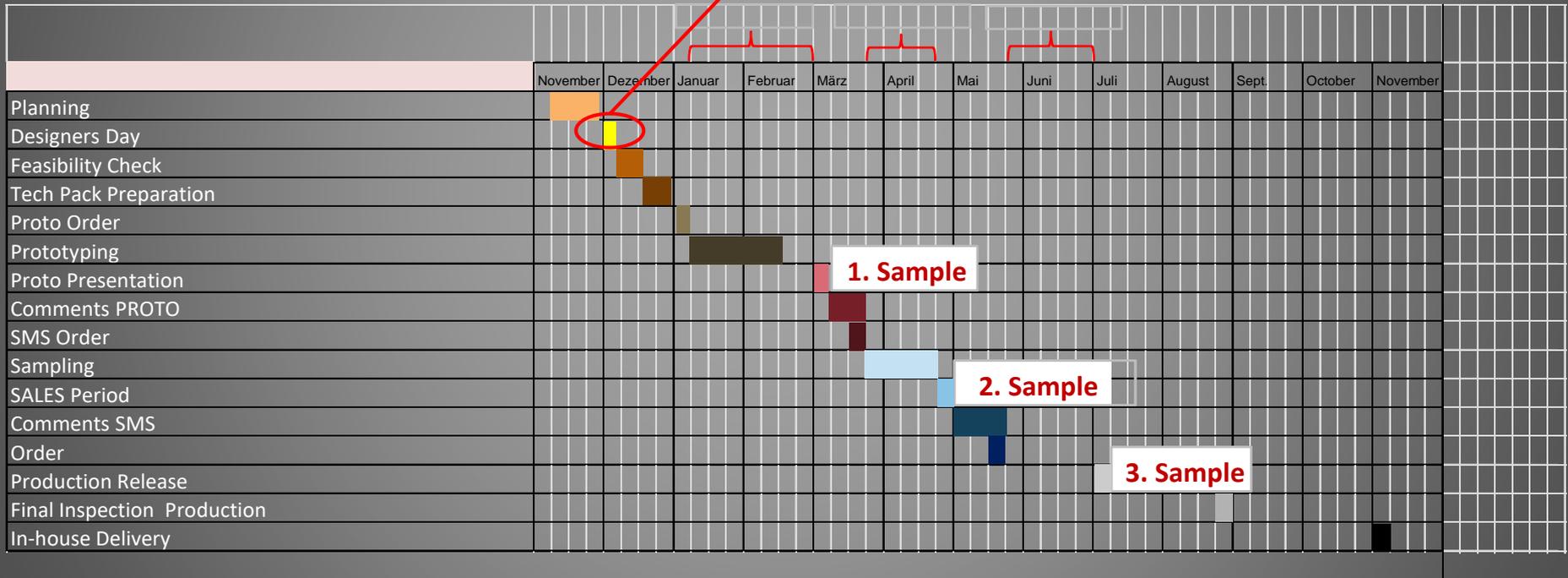


The importance of a precise decision base.

The wheel of Development

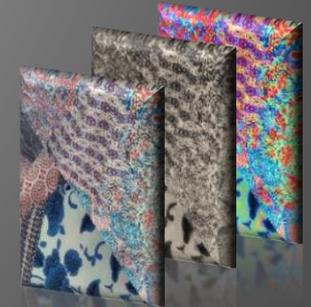
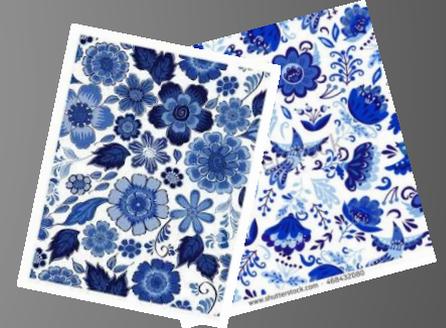
Weak point !!!

Decision: ... which idea is good for Prototyping ?



Decision Base

- Earlier vs. today



Simulation of Print Dimensions



Simulation of Fabric combinations, Embroideries and Applications



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Simulation von: Various Alternatives to force creativity



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Simulation of new Interpretations of Basics



Foundation Pattern



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Exsamples



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Examples



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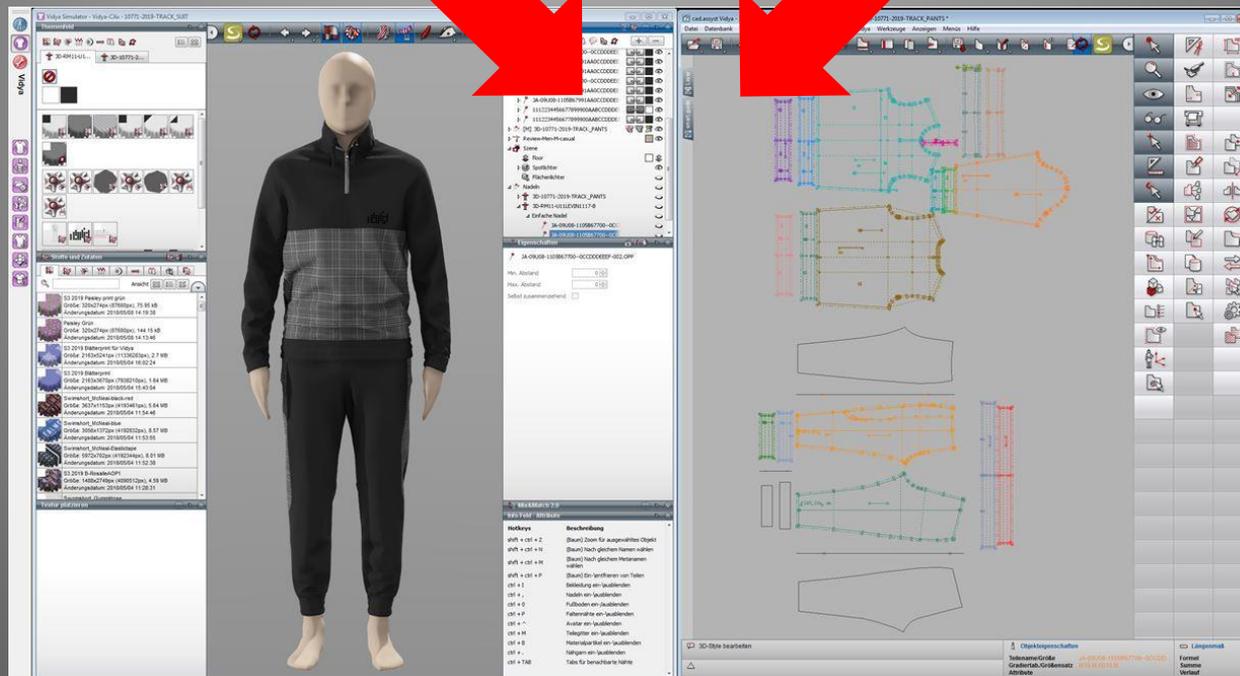
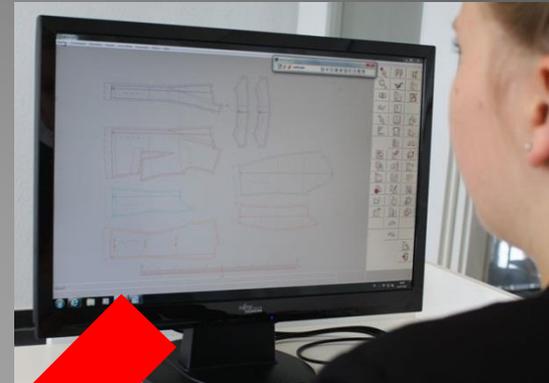
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Simulation supports Creativity & Interaction

Creative Design



Pattern Design



Benefits:

- Mergence of Design & Pattern Design Processes because of usage of similar software during the development process.
- Fact based simulations as foundation to take better decisions during the „Designers Day“
- More Creativity during the Design Process because of more Options in Styling, Fabrics, Prints, Embroideries, Seams, Accessories and consequential better sales.
- Virtual Presentation of the designs on screen in all different perspectives and motions to give a better impression of all details during the early buying phase.
- Reduction of Prototypes
- Avoidance of wrong Interpretations at the Producer side, because of usage of own developed Stylepattern out of the 3 D.-Simulation for production.
- Acceleration of the Development Process

Thank You

July 2018

Roland Schuler
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IB Company KG