

3D Vidya

Schmidt Group designs the future with 3D

Fashion revolution in 3D

The Hamburg-based Schmidt Group, with its companies Bay City and Chiemsee, halves the timeframe from idea to approval – and improves the quality of its sizing & fitting at the same time.



The advantages for Bay City and Chiemsee at a glance:

- » Rapid response to trends
- » Short time-to-market
- » Simple decision-making
- » Uniform sizing & fitting across the entire range of models, even with different suppliers
- » Cost savings on material

Fashion revolution in 3D

Fashion arouses emotions – but that’s not enough to achieve economic success. Every garment is a product and its success must be objectively evaluated. This is why creative design meets calculable facts at Bay City and Chiemsee. The Hamburg-based Schmidt Group is creating appealing collections – and achieving huge improvements in time-to-market and sizing & fitting quality.

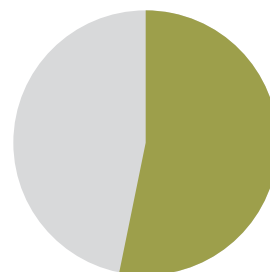
“In the next ten years, the apparel industry will be working in a fundamentally different way – and companies that acquire the necessary flexibility today will be tomorrow’s winners.”

Jan Schmidt, Managing Director of the Schmidt Group

Sizing & fitting and competence ensure success in the market and lasting customer loyalty

The Schmidt Group operates within many business models – in Hamburg, successful brands like Chiemsee and Oklahoma Jeans are developed, but private label collections are also designed. For managing director Jan Schmidt, the basic requirements are the same in every division: Collections need reliable sizing & fitting and a pattern philosophy to bind customers in the long term and to assert themselves in competitive markets.

This is why 3D software at Bay City and Chiemsee must be measured by the results it achieves in sizing & fitting, design and collection development. Simply visualizing a garment is ineffective in the development process if it does not correspond to reality and cannot be integrated into processes and systems. Since 3D and sizing & fitting are hand-in-glove processes for Bay City and Chiemsee, the Schmidt Group regained its pattern sovereignty in the run-up to the introduction of 3D Vidya – and again set up its own development department. Now sizing & fitting can be effectively controlled and demanded from suppliers. With 3D Vidya, the impact of this innovation quickly takes effect and brings many more far-reaching advantages than expected: Improvements in time and quality come naturally, since 3D replaces unnecessary process steps, enabling greater work efficiency.



more than
50% faster

“With 3D you automatically start working differently. Innovation becomes simple because it’s a logical consequence of your daily work. Thanks to 3D Vidya, we’re already developing more than 50% faster.”

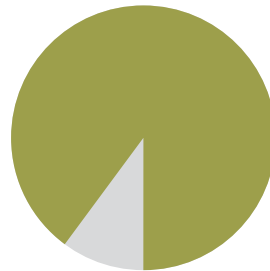
Jan Schmidt, Managing Director of the Schmidt Group

3D becomes a planning tool and injects objectivity into the development process – right from the outset

The very first step in collection development today at Bay City and Chiemsee begins with 3D – all the departments involved sit at the (virtual) table and discuss the prepared 3D design. Every important issue, from trend and fabric to storage is addressed and captured on the model in 3D Vidya. From that point on, it is included in the entire development process. This is where the change created by 3D becomes noticeable – at Bay City, the 3D model is not only a visualization, it's also an objective tool for product planning and development. After the kick-off comes the planning. Ideas and directional guidelines are clear. Rapid-fire development now takes place, and the design is directly implemented. Once the model is released, the Tech Pack for the supplier is immediately created. Visualizations from 3D Vidya are directly integrated into the B2B catalogs. Quality assurance is effectively carried out with SizeGERMANY fashion manikins, using the same 3D Vidya sizing & fitting data. At the same time, each member of the Bay City and Chiemsee team has the same understanding of the model and its sizing & fitting – starting with management, design and pattern development and ending with the supplier in Asia. And because every employee and partner can objectively evaluate the development status on the 3D design, the development process runs almost as smoothly as a Rolls Royce engine. All the employees at every site can work together effectively. Unnecessary work steps are eliminated

as if by magic. This means that 3D Vidya has effectively halved the timeframe to the photo sample for most models. Only around 10% of all the samples need to be altered. The rest is developed directly in 3D – "sample-ready".

90%
sample-ready



"We hardly have to improve our samples any more, in 3D we do everything right from the start. 90% of our basic articles are approved without any alterations."

Pattima Bähr, Head of Pattern Department, Schmidt Group

Effective cooperation all along the process chain

The Bay City and Chiemsee suppliers can now look forward to getting better specifications, because the Tech Pack – automatically generated in conjunction with 3D Vidya – is clear, precise and leaves no room for misunderstandings. The specifications are understandable, the measurements, the sizes steps, the grading – it's all clear and well thought out. While points can remain unfinished on a 2D pattern, the 3D pattern must be developed from start to finish. No seam, no dart can be left out. On the 3D model, the finest details can be clearly seen.

What creates cost certainty in our own processes also creates reliable quality and delivery for the client. The new, agile way of working helps Bay City and Chiemsee to implement its various business models and keep the 3D development processes almost unchanged. The same 3D concept always comes into play, whether in communication with customers when developing private labels or with suppliers when developing their own Chiemsee and Oklahoma Jeans brands

"Sizing & fitting is sacrosanct for us. In the past, we discussed everything with suppliers – today we return everything that clearly doesn't match our pattern – and as a result doesn't correspond to our sizing & fitting."

Pattima Bähr, Head of Pattern Department, Schmidt Group

3D drives innovation and digitalization

The Bay City analysis report is positive – 3D has definitely changed product development for the better. This is also due to the step-by-step introduction, closely supervised by the experienced Assyst team. Highly-interesting time savings and many other economic advantages were also achieved during the introduction process.



"Instead of 'jumping in at the deep end' with 3D, we started with just a small team. After achieving initial successes, we gradually expanded its use step-by-step together with the Assyst experts. Throughout the introduction process, we could clearly see the potential that 3D was going to bring to our house. So, in the end, we achieved significantly more benefits than we had originally assumed."

Jan Schmidt, Managing Director of the Schmidt Group

Cost savings on material

3D Vidya has triggered a great amount of innovation momentum at Bay City and Chiemsee. The technology helps to advance the development of digitalization, solves problems and opens up opportunities. It also raises important questions that will help the company advance in the future and increase its competitiveness.

For example:

- » What will a Tech Pack look like in the future?
- » How can E-commerce customers be offered uniform sizing & fitting standards?
- » How can suppliers be integrated even more efficiently?

Bay City and Chiemsee will also find answers to these questions, continue their ongoing positive development and remain totally competitive with 3D.



Interview

Best practices – 3D at Bay City and Chiemsee

3D technologies have been around for quite a while. What made you opt for 3D Vidya now?

Schmidt: We've had 3D in our sights for a long time now – and it was clear to us that no company should ignore it. We believe that the technology has now achieved the necessary level of efficiency. So, waiting was no longer an option for us.

How did you prepare for the introduction of 3D?

Schmidt: I don't think that you can meticulously prepare your own organization for 3D. As an organisation, we learn a lot from the 3D introduction and continue our ongoing development. We relied on the Assyst 3D team, we had a Bay City and Chiemsee development team that was ready to accept innovation – and now we're at the observing and learning stage. Even the employees who were initially skeptical are beginning to really appreciate it.

Is using 3D rewarding for Bay City and Chiemsee?

Schmidt: The answer to that is a definite yes. Using 3D has shown us possibilities that we didn't even know existed. With 3D you automatically start working differently. Many tedious process steps are eliminated. Innovation becomes easy because it simply results from your daily work. If you want to achieve targeted KPIs with 3D, such as reducing the timeframe for a certain development phase, or saving a certain amount of costs, you can certainly succeed. However, this ignores the undreamt-of opportunities that can actually arise for your own company. Digitalization is a process and not a project. You have to launch it, gain experience and improve, over and over again. The next ten years will see us working in a fundamentally different way. Any company that acquires the flexibility that's necessary to achieve this will be a winner.

What conclusion can you draw after the first 3D collections?

Schmidt: For me, the big advantage of 3D isn't the time saving or the visualization – it's an objective standard of sizes, sizing & fitting and design, all directly integrated into the processes. The new 3D collaboration possibilities have improved the quality of our coordination and our products to such an extent that we can approve nearly all of our designs after the first sample. We're not taking any more steps backwards nowadays – we're constantly improving. We started at a high level right from the outset and implemented it all efficiently. All our time and cost optimizations have resulted from this changed way of working.

Why 3D Vidya?

Schmidt: I believe that our customers want reliability in the sizing & fitting and quality of a brand and E-commerce underscores this. 3D Vidya makes it all possible – sizing & fitting, fabric, colors, everything's so realistic that we develop almost exclusively in 3D – and we can re-use all the data right away, even up to the point of sale.

Mr. Schmidt, thank you for the interview.

In her function as Head of Pattern Department, Pattima Bähr plays a major role for in the successful introduction of 3D Vidya in the companies of the Schmidt Group. We would like to thank her for being the contact person for this case study.



Digital is now!

The 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. The company is the acknowledged technology leader in the industry, serving the entire process chain of product development and beyond. Assyst is globally active, with around 120 employees at its Munich & Milan sites and partners in many other countries

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