

3D-Vidya

3D Speed Fashion at P&C

Sustainable quality, perfect fit and fast time-to-market

Peek & Cloppenburg KG, Düsseldorf, creates sustainable quality, perfect sizing & fitting, a fast time-to-market and a seamless 3D process chain for its own brands, creating the basis for more growth.



The advantages for P&C at a glance

- » Rapid response to trends
- » Short time-to-market
- » Simple decision making
- » Uniform sizing & fitting across all models, even from different suppliers
- » Material cost savings

3D speed fashion at P&C

Trends create business. If a blouse causes a sensation at an award ceremony or is suddenly acclaimed in the social networks, demand rises immediately, and Peek & Cloppenburg KG, Düsseldorf, intends to exploit this enormous sales potential even more with its strong private labels, for which the International Brands Company KG (IBC), a member of the group of companies, is responsible for creative and technical product development. The company was one of the first in the world to productively integrate 3D design into its value chain and created a new department to implement it. This enables P&C to bring attractive trend designs to the market, lure customers into the stores and increase sales in general – all within a very short timeframe.

“Thanks to 3D Vidya, we achieve enormous flexibility with time-to-market and bestseller-stretching.”

Roland Schuler, Director Technical Product Management, IBC

Products will be launched faster

To incorporate trends with its own brand into the collection as quickly as possible, P&C is integrating digitalized collection development processes into its day-to-day business – and 3D simulation is a vital, time-saving factor. The digital 3D designs simplify and accelerate internal coordination – between 4 and 6 weeks less time is needed per cut thanks to the time savings on physical sample parts alone. The same applies to the salesman samples: P&C’s internal ‘Web Shop’ will have more and more 3D patterns for users in the future – and because this offers more flexibility for sales, it not only saves a lot of time, but P&C can also save on additional material costs.

„P&C is consistently following its path; quality and sizing & fitting are our guiding principles. With our own product development, we can meet our customers’ wishes even better and continue to grow in a highly competitive market.”

Roland Schuler, Director Technical Product Management, IBC

Digital product development throughout, all the way to the Techpack

The new strategy for the P&C label was carefully prepared, encompassing the selection of new employees, the distribution of knowledge of the sizing & fitting language, the selected technology and the gradual integration of the new department into purchasing processes.

Technical design and model making lie at the heart of the new product development: Cuts are developed in Cad.Assyst and simulated directly in 3D Vidya, resulting in significant time advantages. Products are developed in the shortest possible time together with the purchasing department: in 3D Vidya, each model can be immediately seen on the lifelike customer, enabling fast coordination with partners. Grading and the production order – including markers – can also be created in no time at all, simply because all the data is available for production. This seamless throughput saves an inordinate amount of time – and P&C has already demonstrated this in various pilot projects.





A trend blouse in just a few hours

It's Monday morning and the purchasing department suggests a blouse with batwing sleeves. Adapting the extreme bat sleeves to the style of the typical P&C customer? That's quite a stiff challenge in terms of technical design! Within just a few hours, product development has created several prototypes in 3D, with and without batwing sleeves – and it quickly becomes clear that the sleeves would be much better for the P&C style if they were slightly reduced. Thanks to the correct sizing & fitting data in the simulation, the designers know that if they change the sleeves, the blouse is going to suit P&C customers much better – even without a physical pattern, and in every possible size. Thanks to the 3D simulations, it's an easy decision to make. After only four hours, the draft is finalized and agreed upon – and because the 3D simulation is based on the real CAD cut, the blouse can be graded immediately and go into production. A quick timeframe comparison? Without 3D, the development process would have taken several weeks.

▶ Thanks to 3D: P&C uses sizing & fitting knowledge consistently

The success of the new 3D collections is also ensured by high-quality sizing & fitting. The P&C brand has always had a strong relationship with its customers. Nowadays, however, the Duesseldorf fashion house knows its customers even better, because it has fully defined the target groups for each brand, backed them up with SizeGermany serial measurement sizing & fitting data and subsequently 'cast' its house models. This enables P&C specialists to see the difference between the body shapes in the different age groups and the associated range of sizes. The digital 3D information is supplemented by the subjective wearing comfort of the house models and transferred into cuts. It is now possible to work exactly according to this sizing & fitting data in 3D Vidya and Cad.Assyst, so each model automatically corresponds to its own sizing & fitting philosophy – and it fits the P&C customer well regardless of the size. This allows the company to guarantee uniform sizing & fitting throughout the entire collection, from internal product development to the Techpack – and still commission different suppliers.

▶ The first season – 3D sales on the starting line

P&C will be marketing the first womenswear and menswear styles (blouses/men's outdoor clothing) in the fall. 3D promises end-to-end processes all the way to the final customer, offering a host of new business opportunities. Time will tell which opportunities can actually be lucratively exploited by P&C – but a start has already been made, because the 3D software suite has already proven itself in the organization. A valuable cultural change is underway, one that could open up many opportunities for P&C in the future – because 3D at P&C not only visualizes, it also shows real sizing & fitting and producible models, making it an integral part of a process chain.

„We use 3D Vidya because everything is perfect for production – sizing & fitting, cutting and grading. Otherwise we'd have to start with the actual development after the model freeze.“

Roland Schuler, Director Technical Product Management, IBC

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