



How do we use 3D productively?

BRAX started its first 3D season with a digital house model in Vidya. The main objectives? To develop faster and exploit the 3D data as much as possible, from first sketch to sales.

BRAX used to be a very well-known pants specialist in the German market – and today the company is a famous lifestyle enterprise. The family business has new product segments and its own stores and has long established itself as a premium-casual supplier with a wide range of garments. Good margins and good quality are still the company’s number 1 priorities, not least in sizing & fitting – so it’s not only consumers who love this brand from Eastern Westphalia, the retail world is also hooked on BRAX. Business today is great ... but in Herford, the focus is firmly on tomorrow and one of the technologies of the future currently being used by BRAX is 3D simulation. BRAX opted for Vidya by Assyst and was one of the first companies in Germany to use 3D in its collection development.

Testing the performance
BRAX has had concrete 3D plans for two years now. The first step was an intensive test of Vidya’s performance. Together with Human Solutions Group experts, BRAX specialists selected blouse models from

their existing range of 2D patterns and simulated them in 3D. Tension ran high among the specialists; what could the new technology achieve and where did its current limits lie? Then came the results: and everyone was totally convinced. The pilot simulations showed that BRAX could significantly reduce the number of its physical prototypes and develop more variants at the same time – and that meant important time gains. Taking the next step systematically, BRAX then introduced Vidya into its womenswear blouses product segment.

“Vidya has the quality to give us the competitive advantages we want. We were very impressed by the imaging of our designs on our own house model.”
Detlef Oesterreich, Head of IT, BRAX

The objectives with 3D simulation
For BRAX, the time factor was always an important key to success. The company is known for its reliable

deliveries, so the most important aspect for the family-owned company was gaining time. Thanks to the simulation in Vidya, the hit rate in the designs was considerably increased and fewer physical prototypes were needed, avoiding unnecessary delays.

“We’ve always managed to adhere to our deadlines ... but 3D gives us even greater time savings and that helps us respond fast to market trends – and as a vertical company, that’s really important for us.”
Detlef Oesterreich, Head of IT, BRAX

BRAX also attaches great importance to using correct body dimensions that match its own sizetables. The company doesn’t want to lower its sights ... and it doesn’t have to, because the scanatars in Vidya simulate persons, patterns and fabric properties with great precision.

The house model goes virtual
In its blouse segment, BRAX works with a regular house model and the digital world won’t change that. The human model’s dimensions are first acquired by bodyscanner – then a scanatar is created with her exact dimensions and shape. Skin characteristics and softer body areas react just like in the real world and that’s vital for the fabric drape later ... and ultimately for the realistic size & fit of the digital garment.

3D in collection development
BRAX has only just crossed the 3D starting line: after the successful start with its blouses, the company is now trying its hand with other constructions like shirts and coats. Tricky issues like imaging colors on different output devices are also being solved – and BRAX wants to integrate 3D into its own processes at the same time. All that means a lot of work – but what’s been done already is more than promising.

“3D isn’t just Plug and Play like a software that everyone’s been using for years. Whoever expects anything like that can’t achieve success in the market. The willingness to innovate, to create new processes and to co-design must be there ... and that describes BRAX to a T!”
Detlef Oesterreich, Head of IT, BRAX

BRAX uses 3D to save time and costs in collection development.

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