

In 2011, Dassault Systèmes launched 3DS Fashion Lab, a technology incubator dedicated to fashion designers and stylists. The goal? Marry the engineering creativity of Dassault Systèmes with the artistic inventiveness and industry know-how of designers to develop a fashion offering that integrates the design, simulation and collaboration tools required to create an entire fashion collection.

By Dora Laïné ]

## 3DS Fashion Lab: Technology with style

If the front office of the fashion industry is a glittering runway filled with supermodels, the back office is an intensely competitive global market where fashion houses and designers must continually innovate to satisfy customers' changing tastes. In addition, an increase in the number of collections per year and the rising use of the Internet as a sales vehicle are forcing companies to multiply the way their brands are marketed and displayed.

With the stakes so high, a growing population within the fashion industry believes virtual 3D will bring their art to a new level, allowing them to innovate and explore areas never before imagined. "Fashion designers can create an article of clothing directly in 3D by 'clay modeling' the fabric directly on a virtual mannequin," said Jérôme Bergeret, Director Consumer Goods, Dassault Systèmes. "The style variants are endless and the time saved represents a real cost advantage."

### PARTNERS IN CREATION

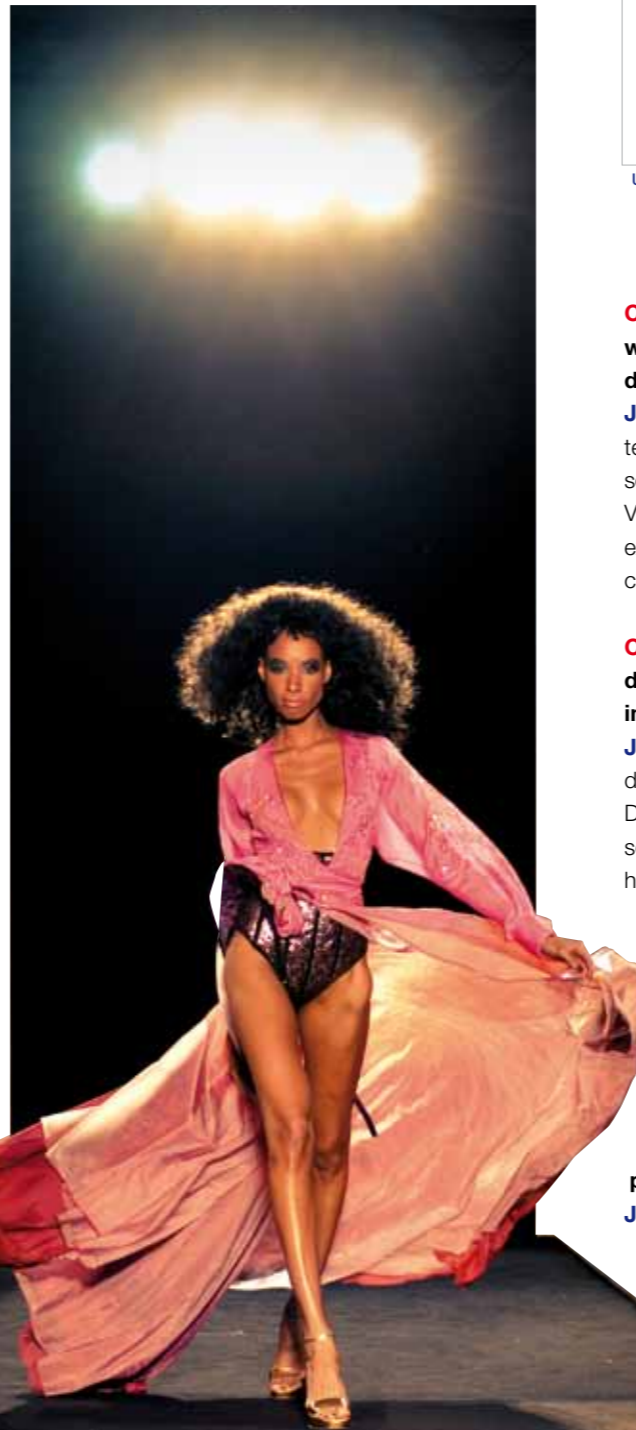
Bringing the 3D virtual realm to the fashion industry is the goal of Dassault Systèmes' 3DS Fashion Lab. The Fashion Lab is a technological incubator of ideas born and nurtured through a partnership between Dassault

Systèmes and some of fashion industry's most creative talents. The objective is two-fold: provide partners with the tools and services that will help bring their ideas to life using 3D virtual technology, and in exchange diversify Dassault Systèmes' offering to satisfy the specific needs of fashion professionals.

Dassault Systèmes officially launched its Fashion Lab at the Paris Spring-Summer 2011 Fashion Week during the show of Julien Fournié, one of the industry's most promising designers. Fond of new technologies, Fournié belongs to a new generation of designers that believes 3D virtual technology can propel *haute couture* to new heights. This is why he agreed to be a design industry ambassador to the 3DS Fashion Lab, exchanging ideas with Dassault Systèmes that will forge the company's future solutions dedicated to high-end fashion.

"The Fashion Lab has much to gain thanks to Julien Fournié's collaboration," said Monica Menghini, Global VP, Consumer Goods, CPG & Retail at Dassault Systèmes. "His input will help fulfill the Lab's mission — to develop 3D virtual modeling and collaborative tools that respond to the needs of the fashion industry." And because this is a diverse industry, Dassault Systèmes continues to welcome other actors to its Fashion Lab; it recently formed partnerships with designers in ready-to-wear apparel and luxury watch making.

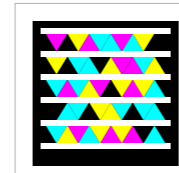
For more information:  
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A 3D 'clay model' of a garment designed in the 3DS Fashion Lab

# 3D modeling takes fashion design to a new dimension

By Jean-Marc Galéa ]



Use your smartphone to learn more about Julien Fournié

Julien Fournié, a French fashion designer, and Dassault Systèmes (DS) have joined forces to conceive, create and share the design tools of the future for *haute couture* and ready-to-wear. During his Spring/Summer 2011 runway show, entitled "Première Couleurs" (First Colors), Julien Fournié spoke with *Contact mag* and gave his first impressions of the Fashion Lab.

**Contact mag: What impressed you about the way Dassault Systèmes approaches fashion design?**

**Julien Fournié:** I first met Monica Menghini and her team to work together to develop a 3D modeling solution for fashion. Fashion Lab didn't exist at the time. Very soon, we realized that this offering could be extended to a wider community of designers in the clothing, footwear, jewelry and watch-making sectors.

**Contact mag: What do you think of existing 3D design/collaboration tools for the fashion industry?**

**Julien Fournié:** There are a number of rather disparate and unstructured products on the market. DS is the only company to deliver a comprehensive set of digital tools for fashion. It already has a number of prestigious clients but there is room for improvement in the fashion industry. That's where I come in. My experience of this sector can serve as a good starting point.

**Contact mag: How do you see these solutions being put to practical use?**

**Julien Fournié:** My ambition is to

develop both ready-to-wear and couture product lines. This would involve, among other things, a robust use of lifecycle management tools and flawless collaboration with my suppliers.

3D modelling is a real challenge in the fashion world. It is one of our priority developments at the Fashion Lab. The first prototypes have an innovative user interface, where collaboration between the designer, the studio assistants, the fashion house's workshop, suppliers and sub-contractors is essential. We are only in the early stages with DS, but this partnership has strengthened my belief that 3D will revolutionize collaboration and design in the fashion industry. It is really exciting for a young fashion house like mine to be part of this adventure.

### Julien Fournié

With ten years of experience working with leading labels — including Christian Dior, Givenchy, Jean-Paul Gautier and Torrente Haute Couture — Julien Fournié created his own fashion house in 2009. His first eponymous runway show was rewarded with the Grand Prix de la Création de la Ville de Paris. Since January 2011, he has been included on the select list of designers invited to participate in the week of Haute Couture shows under the auspices of the Chambre Syndicale de la *haute couture*. His Spring/Summer 2011 collection, entitled "First Colors" featured statuesque models and was a memorable event in the fashion world.

[www.julienfournie.com](http://www.julienfournie.com)

