



## AMF

Accessorizing with style using CATIA for Creative Designers solutions



**Paolo Gallio**  
Design department  
manager  
AMF

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### Challenge

To maintain its edge in the competitive fashion industry, AMF must bring creative products to market faster than its competitors.

### Solution

AMF adopted the CATIA for Creative Designers Solutions from Dassault Systèmes for its styling and creative design needs.

### Benefits

Combining superior craftsmanship with CATIA advanced design technologies has helped AMF reduce design cycle time, promote creativity and improve asset management throughout the company.

## Attention to detail

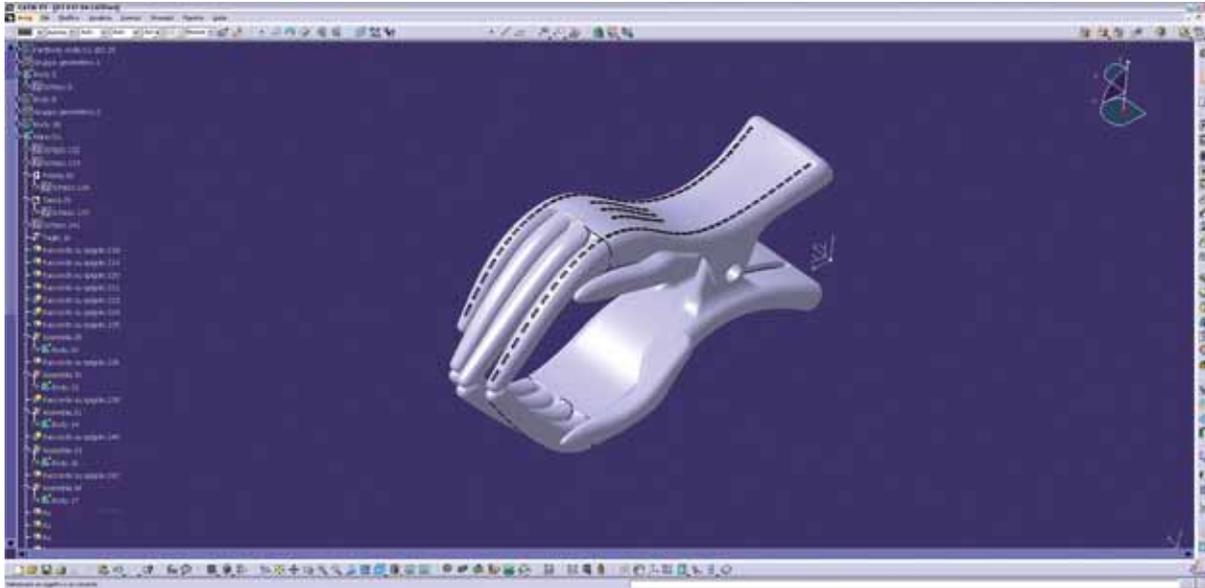
The elegance of a dress does not only depend on how it is cut or the fabric of which it is made. Buckles, buttons, strass and studs, developed with creativity and style, can make the difference between a nice dress and a unique piece. Specialist in the fashion industry, Italy-based AMF creates unique buckle and button models and collaborates with some of the world's leading fashion brands such as Armani Group, Dolce & Gabbana, Hugo Boss, Max Mara and Louis Vuitton.

## Creativity with productivity

AMF is at the forefront of the fashion world thanks to the strong creativity of its collections and its state-of-the-art production capacity. "From idea to prototype, the road is short," said Paolo Gallio, Design department manager at AMF. "Design cycle time can range from a few hours to several days, depending on the complexity of the product we're creating. Our customers often provide us with a rough sketch of the buckle or button they need or they may ask us to propose different designs that they can choose from." The company combines experienced craftsmanship with modern 3D design technology, rapid prototyping systems, laser cutting machines, and micro mechanical machining equipment to design and produce its products.

## Designing at the speed of imagination

AMF adopted CATIA from Dassault Systèmes (DS) for all its styling and design needs. Investing in the right technology and focusing on styling and innovation has brought AMF the recognition it deserves on the international fashion scene. Even though the company works in a mature industry, it has never ceased to renew itself over the years. AMF has improved design, enhanced organization and operations in its facility, and improved the quality of its employees' working environment. By adopting the DS solutions, designers and engineers have a powerful tool with the functionalities needed to boost creativity. "With CATIA, our designers can let loose their imagination and bring their ideas to life," said Gallio. "Our stylists use CATIA Imagine & Shape to rapidly create, edit and model objects with the same freedom as if they were drawing by hand." Since this is done directly in the CATIA design environment, the resulting model can easily



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be accessed and shared with designers who take the stylist's idea to the engineering phase. "In our company, stylists and designers collaborate on many levels and work concurrently on styling and engineering to develop the best solution in terms of visual impact and product engineering," added Gallio.

### An easy and flexible solution

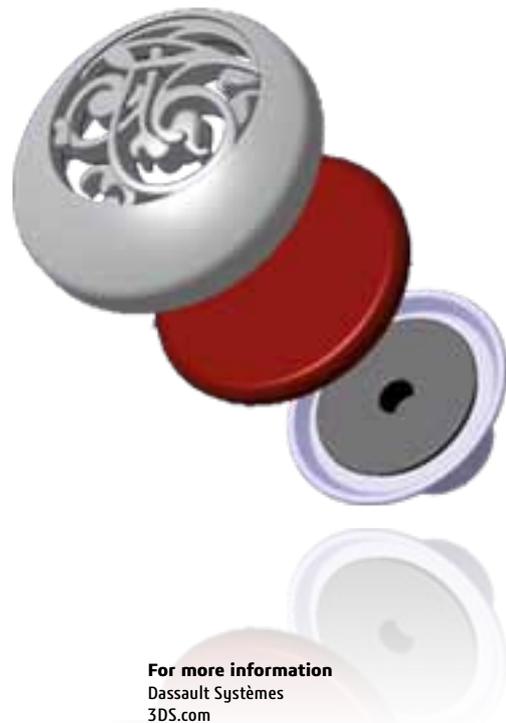
Adopting CATIA for all its design needs has not only provided AMF designers with the necessary tools to express their creativity, it has also enabled them to develop new products that stand out from those of the competition. "CATIA is easy to use and very flexible," said Gallio. "It is possible to start a new project and develop it directly in 3D. We can take a basic shape, model it any way we want, combine it with other shapes, move it, run a number of tests through virtual simulation to try out different alternatives," he continued. "CATIA lets us express the creative, emotional and scientific aspects of our work since it combines the best of styling with the rules of engineering. Everything is aimed at developing products that can be produced and quickly launched on the market."

Gallio stresses the importance of CATIA's rendering capabilities to generate high-quality photo-realistic images with shading and effects from multiple light sources. "Rendering is executed in real time avoiding having to wait long hours for calculations," explained Gallio. Asset management is also of vital importance.

With styling and engineering data managed in one system, obtaining design information from previous projects is simple and smooth. "The experience and knowledge of each designer is now an asset of the company that can be easily accessed and reused by all," said Gallio.

### Collaboration breeds innovation

In the fashion industry, the customer-supplier relationship is not limited to product quality. Today, AMF engineers adopt a more proactive approach by developing accessories in close collaboration with the departments that create each collection. They bring innovation in terms of materials, colors, and shapes. "Without the support of a creative design solution like CATIA, it simply would not be possible," concluded Gallio.



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