



**Tak Hing**

Browzwear Case Study

## TAK HING TEXTILE INDUSTRIES

Tak Hing Textile Industries Company provides R&D services and manufactures high quality fabrics. Tak Hing provides world-class fabric design capabilities, the ability to source orders at large and small volumes, and a wide variety of materials and accessories. Through a strong research and development team, Tak Hing provides customers with expert support and is continuously improving every stage of the supply chain from design and material sourcing, through manufacturing, quality control, and delivery.

Tak Hing has been in the textile industry for over thirty years and has evolved from importing high quality woven fabric from Europe and Japan to establishing its own fabric factories in mainland China and southeast Asia. The company's customers include garment factories, trading companies, wholesalers, and many well-known international fashion brands. Learn more at <http://tak-hing.com.hk>

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**Alan Lee, Managing Director  
Tak Hing Textile Industries**

## THE CHALLENGE

As a leading textile manufacturer, Tak Hing wanted to move to a digital development process where customers view and order fabrics and garments online. But customers are used to experiencing the “touch and feel” of fabrics before making their selections. Tak Hing wanted to find a way to represent the look and feel of thousands of different fabrics that would be accurate and realistic enough to satisfy their customers.

## THE SOLUTION

In 2015, Tak Hing started using Browzwear’s Lotta 3D design solution to turn 2D fabric designs into 3D simulated garment images online. This was a big step forward in moving to a digital process, which gave customers a realistic representation of the way fabrics look and drape, without having to see the physical fabric or garment for themselves.

For Tak Hing, the realism and accuracy of the fabric simulation is the most important aspect of the 3D garment representation. Every fabric has different properties and behaves differently, and in order to give customers confidence that what they see online is what they will get, a true-to-life representation is critical.

To share the 3D images with customers, Tak Hing uses Browzwear’s Stylezone platform, which enables their customers who view the 3D garment through their smart devices or computer.

Converting thousands of fabrics with different surface textures into 3D garments for the site is a very large project. To get started, the Tak Hing team of designers and graphic technicians used Browzwear’s training services to learn the software. Since Lotta is easy to use, they were able to quickly and independently continue the digital transformation of their business, and turn vision into reality.

## THE BENEFITS

With Browzwear’s True-to-Life 3D, Tak Hing has been able to digitalize their fabrics and garment designs, and merchandise them online. This has not only enabled Tak Hing to expand the size and reach of their market, but has made the process easier, more efficient, and faster for their customers.

“I believe that 3D simulation is critical to the future of the textile and garment industry. It will not only expand our network of customers and ability to market our business around the world, it will also greatly reduce the routine work we do every day and speed up the development process,” said Mr. Alan Lee, Managing Director. “In order to realize the full potential, the use of 3D digitalization in every part of the industry is very important. I believe that integrating 3D with other new technologies, such as A.I. and IoT appliances could be the next big shift in the textile and fashion industry.”