

# Jordache Embraces 3D Technology for Efficiency and Speed to Market

ICONIC BRAND JORDACHE TURNS TO VIRTUAL FIT PROCESSES TO REDUCE ITS NUMBER OF SAMPLES AND TIME TO MARKET.

## The Legendary Company

Jordache, the well-known international designer denim company, was founded in the 1970s when the three Nakash brothers introduced their first line of unisex jeans. The iconic horsehead logo and the branding slogan “The Jordache Look” quickly became part of popular culture.

Over the decades, Jordache has continued to grow, and is still regarded as a trendsetter and boundary pusher in the industry. Its signature Jordache and Jordache Legacy collections can be found at Walmart. Moreover, celebrity ambassadors including Heidi Klum, Alessandra Ambrosio and Sarah Jessica Parker stand by the company’s commitment to deliver a casual chic approach to basics with the promise of quality and a signature fit.

Learn more at [www.jordache.com](http://www.jordache.com).

## The Challenge

Jordache always has looked for ways to decrease the number of samples produced to save money and reduce waste, while shortening the



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fit cycle to get its products to market more quickly. The company's leadership also has strived to maintain its rigorous fit standards while digitizing processes, and wanted a way to accurately simulate complex fabrics. 3D technology was calling.

Shaul Cohen, vice president at Jordache, is a fan of technology and is constantly seeking new innovations to make the business more efficient. Cohen decided to hire a 3D expert with many years of experience with competing technologies to help in the selection and implementation process of 3D technology.

After testing Browzwear's VStitcher solution, the newly hired 3D expert recommended it for use at Jordache. She felt the system was both highly user-friendly and feature-rich.

Yet even for this forward thinking, trend-setting fashion company, embracing a

technology such as 3D was a challenge primarily because its products, especially jeans, are all about the touch, feel and look of a fabric. As such, Jordache decided to begin with one division — knit tops — to begin its 3D journey. The goal? Reduce fit samples and the fit cycle to save valuable company resources and to reduce waste.

### **The Solution in Action**

"I followed the 3D trend closely for about 15 years, but I was skeptical because denim changes shape and texture after washing," said Cohen. "We decided to begin a trial with our knit top department and have been so impressed with the results. VStitcher has effectively cut the process from five fit rounds to two in a short period of time."

At Jordache, technical designers in the New York office and pattern makers and graphic designers in the China office all use Browzwear to make their processes more efficient.

"Our technical team picked it up quite easily, and Browzwear ran multiple training sessions for our teams in various locations to make sure that every user had the knowledge they needed to get the most out of the software," said Cohen. "Actually, the teams in China were so excited about the software that they started using it a bit on their own before they had their training sessions. And we know we can call Browzwear with any question, and they will help us find the answers or a solution to any issues we have."

Today, the factory teams in China use VStitcher to solve fit problems even before sending the files to the experts in the United States, which further

shortens the process and enables professionals at every stage to make a significant contribution.

Jordache also has now expanded its use of VStitcher beyond knit tops to jeans, where the processes are more complex and involve multiple teams.

### **The Benefits**

Browzwear has streamlined Jordache's design and production process, enabling the apparel brand to send a complete tech pack to its China office where the fabrics are stitched. By doing the fit process virtually, corrections are made on the spot before producing a sample, thus reducing the number of samples and time to market.

True-to-life visual effects for jeans including whiskering and dry finish help ensure that the 3D sample will accurately reflect the final product — critical for a complete digital jeans prototype from design and fit to manufacturing instructions.

According to Cohen, Jordache will soon be trying Browzwear's new Fabric Analyzer to test how it responds to different fabrics and denim before and after a wash. "Right now, we rely on Browzwear in the internal fit processes, but we are excited to see how we can expand this into more interactive experiences with our customers," he concluded.

Always looking forward, Browzwear is working on enabling designers to create an even wider variety of digital visual effects, such as dry finish in 3D, and to automatically transfer them to manufacturing.