

CETI - CENTRE EUROPÉEN
DES TEXTILES INNOVANTS

**STIMULATE
PRODUCT INNOVATION
BY USING THE NEW
RESOURCES OF DIGITAL**



THE CENTER FOR APPLIED RESEARCH AND INNOVATION

TO
CONCEIVE, PROTOTYPE, INDUSTRIALIZE
TEXTILE MATERIALS AND PRODUCTS

THE PROOF OF INNOVATION BY DOING IT

PERFORMANCE OF FIBROUS MATERIALS	4.0 DESIGN REVOLUTION	ECO-RESPONSIBLE DEVELOPMENT
TRI-COMPONENT SPINNING	CO-CREATION WITH NEW CUSTOMERS EXPERIENCES	ECO-CONCEPTION OF PRODUCTS
ADVANCED FUNCTIONALIZED FIBRES AND NONWOVENS	2D & 3D CONCEPTION & ZERO WASTE DESIGN	ECO-CONCEIVED FIBERS (BIO-BASED, NATURAL, ORGANIC)
MULTIPLE COMBINATIONS OF NONWOVENS TECHNOLOGIES	3D COLLABORATIVE PROTOTYPING AND VIRTUAL REALITY	CIRCULAR ECONOMY
3D NONWOVENS	DISRUPTIVES FUNCTIONNALITIES MATERIALS AND PRODUCTS	END-OF-LIFE TREATMENTS FOR PRODUCTS
	PERSONNALIZATION AND INTEGRATED SHORT CIRCUIT	

How to integrate and meet the new requirements of an over-solicited customer with commercial proposals?

More and more brands are exploring the subject of personalized fashion, which reflects the need to consume better and more responsibly. A new approach to design, product validation on 3D virtualization to avoid unnecessary prototypes, product customization, limiting inventories of materials and products, relocation and short circuit are opportunities to meet these expectations.

Since its creation in 2012, CETI has integrated digital textile innovation as a source of competitiveness and growth for brands. Start-ups have more natural ease to launch themselves by using digital tools at all stages of the brand development process because they are more agile than large traditional players whose organizational and information systems are more considerable and complex to evolve.

It is in an approach to support creativity within brands and the evolution of tomorrow's professions that CETI has created an **experiential 4.0 space-workshop digitised from design to prototyping to short circuit series** using the customer experience in store and based on the 2 paradigms, **sustainable and local**.

UPGRADE CREATIVE AND DESIGN PROFESSIONS

OPTIMIZE "TIME TO MARKET"

RE-ENCHANT CUSTOMER CLIENT

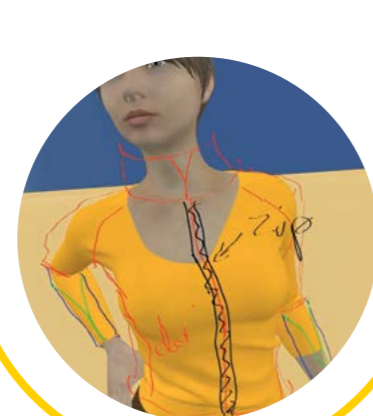
INTEGRATE TRANSPARENCY AND CURRENT CIRCUIT

PROTOTYPE MATERIALS AND PRODUCT WITH INNOVATIVE FUNCTIONALITIES

PILOT & SEMI-INDUSTRIAL LINES FOR A UNIQUE TRANSVERSAL APPROACH



PROCESSING TEXTILE



TEXTILE & FASHION DESIGN 4.0



RECYCLING



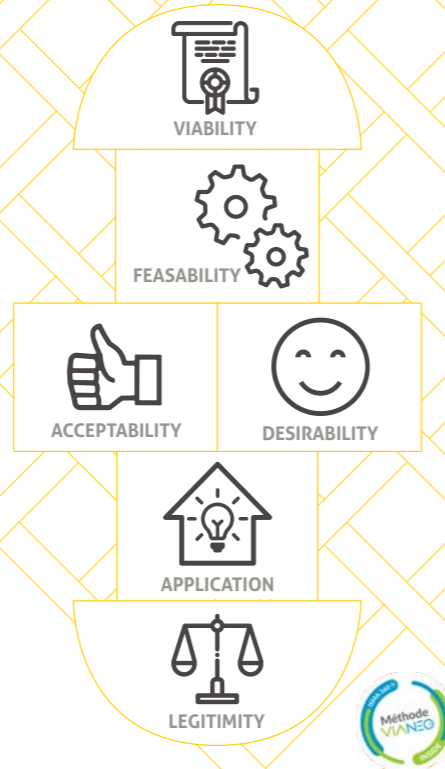
"TO FACILITATE THE MANAGEMENT OF THE ECONOMIC AND SOCIETAL REVOLUTIONS EXPERIENCED BY COMPANIES IN THE TEXTILE SECTOR, **CETI IS TAKING UP THE CHALLENGE OF INVESTING IN DIGITAL INNOVATION AS A SOURCE OF COMPETITIVENESS AND NEW BUSINESS EXPERTISE, ALONGSIDE RECOGNISED PARTNERS : LECTRA, PERCALL, PTC.**"

A POSITIONING/ THE 4.0 DESIGN REVOLUTION

CETI supports the **Fashion/Sport/Luxury and Professional Equipment brands** to strengthen their identity by placing **innovation design and the short circuit** at the heart of differentiation.

INNOVATIVE DESIGN USING 6 PROOFS FOR VALUE

Through a methodology based on the principles of "design thinking", our experts help encourage each client to do collaborative work using a creative, active approach. Learning how to confront an idea with market realities and being able to structure it will help identify levers for success and optimize the human resources needed to realize a project.



INNOVATION@CETI.COM

Fabienne Hindré
Development Manager of the activity
TEXTILE & FASHION DESIGN 4.0

Fabienne Hindré is a professional in the textile-clothing industry and has been working in the worlds of sport, fashion, lingerie and luxury for more than 25 years as Product Marketing Manager for major French companies.

She has contributed to the development of brands such as Aigle® and Poivre-Blanc® as well as the deployment of the Lectra FashionPLM® software. She joined CETI in early 2019 to support companies on their brand strategy and their evolution towards a 4.0 approach.

DESIGN / CO-CREATION MATERIALS AND PRODUCTS

ZERO WASTE DESIGN

- Rethinking the creative process.
- Designing products differently.
- Analyzing the savings in material consumption.

MASS-PERSONALIZATION

- Capitalizing on the customer experience.
- Co-creating with the client.
- Integrate the data collected.

SMART & ECO-RESPONSIBLE HIGH-END BRAND MATERIALS AND PRODUCTS

- Defining the steps and partners.
- Studying the feasibility of prototyping through to industrialization.

3D COLLABORATION/ PRODUCT DEVELOPMENT

THE DESIGN OFFICE, DECISION CENTER

- Rethinking the creative and product validation process.
- Developing skills with CAD and PIM software.

3D PROTOTYPING

- Visualizing 3D creations.
- Accelerating validation and decision making.
- Reducing costs and increase efficiency.

VIRTUAL REALITY

- Discovering the ease of remote collaboration.
- Gaining in immediate understanding of requests.

PERSONALIZATION / INDUSTRIALIZATION

FASHION ON DEMAND

- Validating customization requests.
- Understanding the benefits and integrate it into the collection process.
- Assistance in the transfer of skills and organisation.

PROCESS AND SUPPLY-CHAIN TRACEABILITY

- Integrating the flow traceability process throughout the entire value chain (RFID,...).

RETAIL / CUSTOMER EXPERIENCES

ACCOMPANY TO THE SCENARI OF CLIENT EXPERIENCES

- Using the connected shop to test customer behaviour.
- Analyzing business data to propose new services.

VIRTUAL REALITY

- Testing co-creation with a community of consumers.

AUGMENTED REALITY

- Testing augmented reality on products and build your sales argument.

MARKETING & SALES DEVELOPMENT

- Decrypting the benefits of the 4.0 approach applied to textile and fashion.

CO-CREATION

3D PROTOTYPING

PERSONALIZATION

CUSTOMER EXPERIENCES

PLATFORM 4.0 DESIGN TEXTILE & FASHION

CETI's **experimental workshop space** aims to promote the discovery and **experimentation of 4.0 technologies** for the creation of products and materials, the digitalisation of processes and the prototyping of all innovative products based on **new consumer behavioural experiences**.

The objective is to enable the various companies in the textile sector to make the right changes in this transformation of traditional activities.

"Surrounded by professional experts, the CETI positions itself as a demonstrator and beta-tester to facilitate each brand's ability to make decisions. It is also a catalyzer for the fashion industry of tomorrow"»



DESIGN OF INNOVATION WORKSHOP

"PROMOTE CREATIVITY AND STRENGTHEN THE IDENTITY OF ITS BRAND".



4.0 DIGITAL WORKSHOP

"INTEGRATE DIGITAL DESIGN AND MODEL 4.0 PROCESSES"



CONNECTED CONSUMERS LAB

"DISCOVER NEW TOOLS TO REKINDLE CLIENT EXPERIENCES ENTHUSIASM"

DESIGN OF INNOVATION WORKSHOP



A COLLABORATIVE METHOD FOR FURTHER REFINEMENT

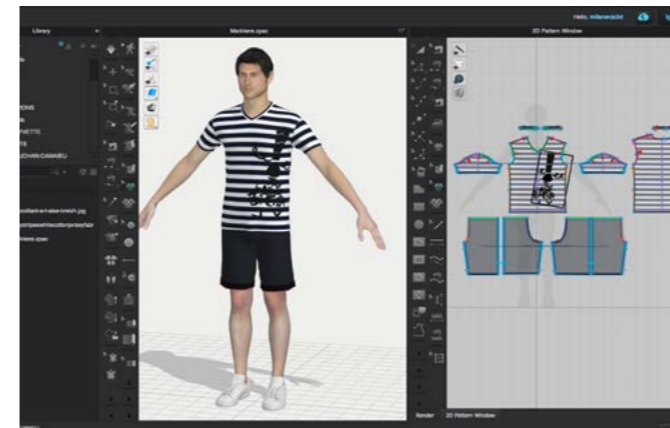
A COLLECTIVE INTELLIGENCE

A CONFRONTATION OF IDEA WITH MARKET REALITY

VALIDATION TOOLS AND ACTION PLANS

AN IDEA ACCELERATOR

4.0 DIGITAL WORKSHOP



A DESIGN OFFICE OF THE FUTURE

A DIGITAL DESIGN OF MATERIALS AND PRODUCTS

3D MODELING

A COMBINATION OF PERSONALIZATION AND TIME TO MARKET

A 4.0 PROCESS IMPLEMENTATION

CONNECTED CONSUMERS LAB

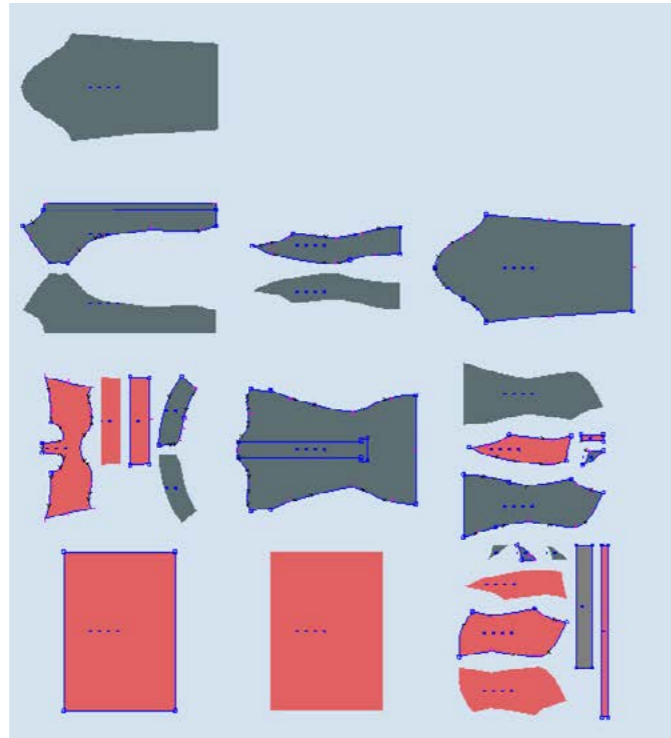


A PHYGITAL EXPERIMENTATION PLACE

CUSTOMER DATA CAPTATION TO PERSONALIZE A COLLECTION, A PRODUCT, A SERVICE

A PRELIMINARY STEP TO IMPLEMENT A SHORT-TERM PRODUCTION ROUTE

IMAGINE THE DESIGN OFFICE OF THE FUTURE THAT WILL ALLOW US TO RETHINK THE VALUE CHAIN COLLABORATIVELY BY PLACING THE CLIENT AT THE HEART OF THE STRATEGY.



PARTNERSHIP

HELP EVOLVE & ACCELERATE THE CONCEPTION OF TEXTILE (MATERIALS) AND FASHION PRODUCTS (FINISHED GARMENTS) AND ACCESSORIES.

LECTRA

CETI - LECTRA

FEASIBILITY AND DESIRABILITY OF CO-CREATION

REINFORCE COMPETITIVITY BY LETTING US PUT INNOVATIVE products or products reinvented by co-creation with consumers into the market faster and help remove the Client/Supplier divide to benefit a long-term, collaborative relationship.

CAPITALIZE ON NEW TYPES OF CONSUMPTION by using social networks, Internet, mobility and new experiences expected by the consumer.

SAVING TIME AND REDUCE COSTS ON THE WHOLE VALUE CHAIN.



VALIDATION OF THE VIRTUAL COLLECTION BEFORE PROTOTYPE ASSEMBLY.

The American group **Hanes Brands Inc**, designer and manufacturer specialized in lingerie, carries the brands **DIM, WONDERBRA, PLAYTEX** internationally.

Since 2017, a leader in its field, Hanes France, formerly DBA (Dim Branded Apparel), has been committed to a digital strategy that impacts several internal activities, including product development. The objectives are clearly expressed: to respond effectively to the need for rapid renewal of the product offer for retail. To achieve this, CETI supports creative teams in validating collection plans at an early stage through **the virtualization of new designs, using CLO 3D software.**

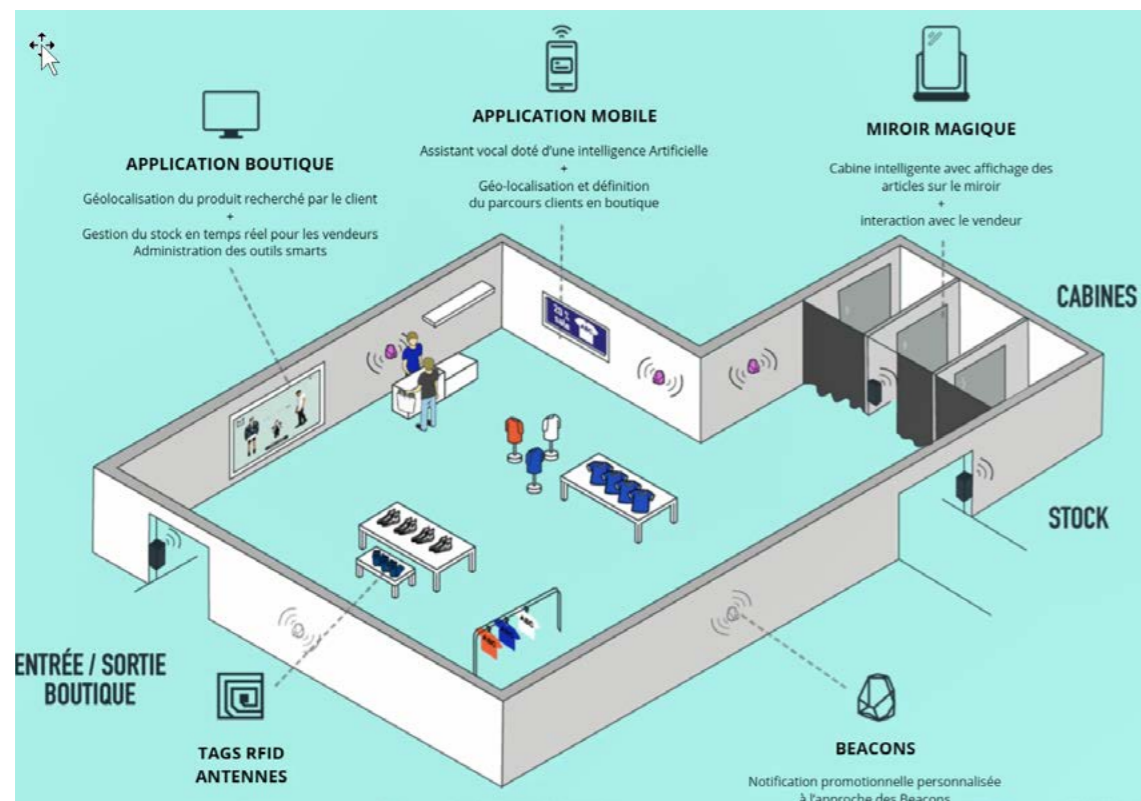
HANES
Brands Inc

HANES

THE "CONNECTED" SHOP OF THE FUTURE

The connected shop, installed only at Ceti, allows brands to offer new services based on a better knowledge of their customers.

This place provides different technologies and scenarios including the use of virtual reality in co-creation and the demonstration of the personalization of its product. The purchasing process becomes more concrete and innovative. The data is retrieved and analyzed to improve the performance of plant activities.



PARTNERSHIP

"REINVENTING
THE CUSTOMER'S PURCHASING JOURNEY
AND THE ATTRACTIVENESS OF THE POINTS OF SALE."

percall

PERCALL is a European provider of software and services related to product lifecycle management (PLM) and the Internet of Things (IoT). Founded in 2000, Percall has been providing Internet of Things solutions for over four years and has extensive experience in projects related to retail, environmental and smart city management.

DEVELOPMENT OF TALENTS

As a training organisation dedicated to textile innovation, CETI supports companies in the extended Textile, Fashion/Luxury and Distribution sector in their evolution and transformation towards digital innovation.

The originality of this training lies in a more concrete pedagogical approach through the sharing of experience between brands and manufacturers and through demonstrations on the CETI platform dedicated to TEXTILE & FASHION DESIGN 4.0.

CETI TRAINING CAMP

13.05 > 14.05

THE TEXTILE AND FASHION REVOLUTION

4.0

DATE 13-14 May 2020

DURATION 2 days

PRICE 2000 €HT/Participants

PUBLIC Buyer - Stylist/Designer
Marketing Manager - Product Manager - Supply chain Manager
Innovation Manager - Market Manager - Collection Manager

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TRAINERS Pascal Denizart,
Fabienne Hindré.

REGISTRATION

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CONJUGATE CO-CREATION AND PERSONALIZATION TO THE HEART OF THE BRAND STRATEGY

CHALLENGE CHARACTERIZATION

Decipher the new challenges for fashion companies in the context of industry 4.0.

INTEGRATION OF THE DESIRED PRODUCT CUSTOMIZATION

A new consumer paradigm.

RECONCILIATION BETWEEN THE MARKET AND PRODUCTION

Industrial relocation to make it possible to offer clothing that is more respectful of the environment and people.

- On-demand production
- Mass production
- Mass customization
- Tailor-made production
- Agile and adaptive production

ADAPT TO THE EMERGENCE OF NEW PROFESSIONS

Agile management of this 4th industrial revolution.

CO-CREATION AND ACCELERATION OF PRODUCT DEVELOPMENT INTEGRATING THE CONCEPT AND COLLABORATIVE DESIGN

- Appropriation of 3D to enhance the value of its collections.
- Improved communication between teams and with customers to facilitate exchanges between employees.
- Decrease in the number of prototypes with the validation of virtual collections.
- Traceability of collections.

IMPACT OF MASS CUSTOMIZATION ON THE SHORT CIRCUIT

- Carry out mass production of unique products (mass-personalization).
- Re-imagine the production process (focus on the cutting platform and digital printing).
- Automate to produce better.
- Create new industrial integration solutions (design - knitting - digital printing).
- Integrate fashion paradigms.
- Eco-responsible and MADE IN FRANCE.

**FUNDAMENTAL
VALUES**

AMBITION

PROXIMITY

EXCELLENCE

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