OPTITEX / GAT | FASHION LAB.

Streamlining production with Optitex 3D

At a glance

Company: GAT Fashion Lab: Grupo Arango Tessone SAS

Location: Cali, Colombia

Website: www.gat.com.co

Story: Since 2008, GAT Fashion Lab (GAT), has been a leading designer and manufacturer for LATAM's big-name fashion brands, including Studio F, Arturo Calle, and Ela. As the first full-service company, GAT helps bring premium-quality products to market, faster, reducing material waste, and costs.

Custom-made goes digital

GAT delivers orders as small as 300 units per style and color. From patternmaking, sampling, bulk production, and delivery, GAT does it all. Carlos Arango, Co-founder & CEO, comments, "If we want to remain competitive, we need to make design changes, fast, and get customers' approval on digital designs, instead of shipping physical garments."

Co-founder & CMO, Mauricio Tessone, adds, "In 2016, we were introduced to Optitex 2D. Since then, we've been able to create digital patterns and pattern sizing, eliminating hundreds of manual steps in the process. But with the pandemic, and post-pandemic challenges, especially here in Colombia, we decided to invest in Optitex 3D – and we've never looked back!"

With Optitex 3D, GAT can visualize true-to-life virtual samples in a 3D digital environment, and make quick alterations with 95% accuracy, plus enjoy accurate fabric simulation, photorealistic rendering, colorways and print placement, all in 3D. "With Optitex 3D, we're on the right track," says Arango. "We now produce fewer samples, reduce material waste, and contribute to a greener world."

Optitex 3D's powerful rendering capabilities enable GAT to create and share photorealistic 360° images of true-to-life 3D virtual samples, fast becoming 'must have' for GAT's key customers. Tessone adds, "Users can view style colorways, and define print placement for fabrics and textures, including measurements and simulation. Instead of physical samples, we share digital samples with our customers before creating a prototype. That's time and resource saving at its best!"

Discerning customers demand "perfect" fit

At GAT, there's no room for compromise – and nothing less than perfection on every job. "This is what we get from Optitex 3D," says Arango. "Optitex consistently delivers on pattern accuracy, fit analysis, and production efficiency, to meet our customers' demands."

By creating 3D samples, GAT has reduced approval time, and the costly 5-10 day shipping of physical samples. "We can now create a design in less than 2 hours, share it, get immediate feedback, and create a prototype with a perfect fit."

Tessone adds, "Before 3D, we would create 3 or 4 physical samples when a customer required adjustments per design. Today, we make changes in real time and we're good to go! We went from 12 weeks to less than 1 week for sample approval. It's unheard of in our business, especially when we have orders of ~2,000 units per color or style."

Opportunity knocks

Today, GAT has a tremendous opportunity in the B2B space by implementing 3D. "We are committed to sustainable processes," says Tessone. "With 3D, we can create digital samples, work on made-to-order models, and reduce material waste."

Collaborating with local universities on testing various fabrics, GAT will be able to input test data into Optitex 3D, to help achieve 100% fit accuracy. "Optitex 3D lets us create 'more' with the same resources. We can now leverage D2C to validate new markets, including private label, new brands, and full packages for smaller brands. We see Optitex as a longtime partner, every step of the way!"
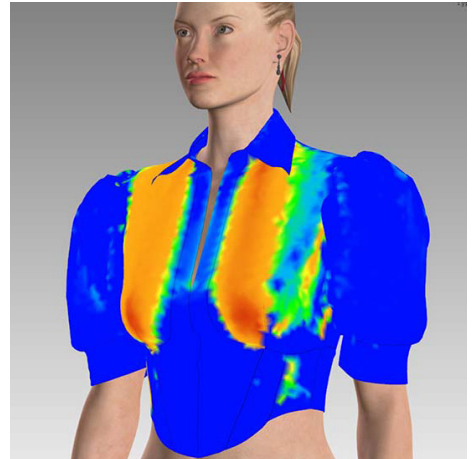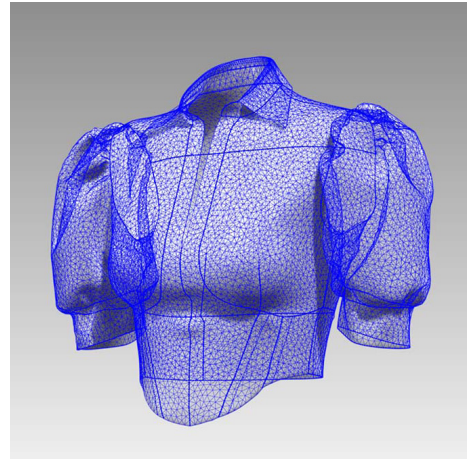
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