

OPTITEX

WHERE CREATIVITY, VISION AND TECHNOLOGY MEET:

DESIGNED FOR WOMEN, BY WOMEN



AT A GLANCE

COMPANY: PARMAMODA

LOCATION: PARMA, ITALY

www.parmamoda.it

Established in Parma in 1997, Parmamoda first opened its doors as a fashion training institute, offering a range of patternmaking and tailoring courses, preparing local budding professionals to enhance their knowledge and skills in design and production workflows. The business quickly expanded, and today, offers sample design, prototyping, and a production facility for renowned Italian and global brands, including Ralph Lauren, Fendi, Louis Vuitton, Oscar de la Renta, to name just a few.

EXCLUSIVE GARMENTS, DESIGNED FOR WOMEN, BY WOMEN

For the team at Parmamoda, delivering premium quality design, coupled with dedicated customer service, are at the heart of their business. Led by a team of talented and skilled professionals, Parmamoda evolved to become one of Italy's recognized design and manufacturing companies, empowered by a team of over 100 professionals, the majority of which, are proudly, women.

As the company continued to expand its expertise and operations, it quickly transformed from an educational academy, into a full-fledged womenswear design house with a production plant. The Parma headquarters now focuses on prototyping and sample development, with a dedicated manufacturing facility located in the textile district of Rovigo-Ferrara.

Today, Parmamoda boasts a colorful client roster of leading international brands for which develop and produces an extensive range of luxury womenswear. "We base our work on our passion, our strengths, and on consistent development of our skills," said Giovanna Bertagna, Co-Founder & CEO of Parmamoda. "We want to become the focal point of Italy's garment manufacturing culture and serve both local and global brands."





EMBRACING DIGITAL TECHNOLOGY TO FOSTER SUCCESS

Well over a decade ago, Bertagna and her team realized that to remain competitive and keep pace with the fast-changing fashion market, that it was time to consider a digital patternmaking solution to increase productivity, efficiency, and grow their business. With a wide selection of comparable choices available, Bertagna recalls how she was sold on Optitex's patternmaking solution when it was first introduced and demoed at Parmamoda.

"We were primed and ready to invest in digital technology and take our business to the next level – and that meant speed, accuracy, and efficiency," said Bertagna. "We knew we needed powerful CAD 2D and a reliable end-to-end digital solution to manage our complex workflows, to give our young and talented employees the best possible tools to achieve no less than excellent results."

Parmamoda implemented Optitex Pattern Design Software (PDS) 2D to create digital patterns and produce size grading, eliminating hundreds of manual steps in the process. PDS 2D was further complemented by Optitex Marker, an innovative cutting layout tool to plan and optimize the use of fabrics via automated nesting of pieces on the marker table. With patterns now ready for production, they are sent to Parmamoda's manufacturing facility, where the pieces are cut, sewn and tailored to create a finished garment. The process also includes ironing, stringent quality control, and packaging, with completed collections delivered to Parmamoda headquarters for distribution to clients worldwide.

ACHIEVING MEASURABLE RESULTS... IN RECORD TIME

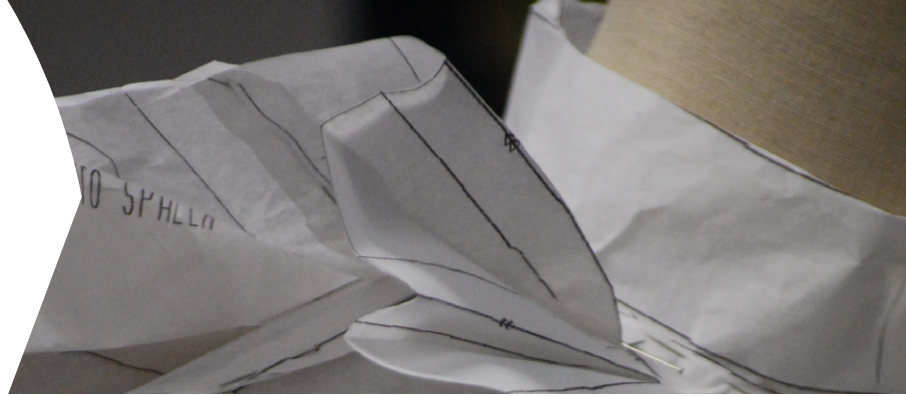
Parmamoda implemented Optitex PDS 2D and following intensive training sessions led by Optitex experts, Parmamoda teams were able to draft pieces from scratch, edit and finalize digital patterns, and even digitize and grade existing hard copy patterns. "Our design teams could quickly and easily create enhanced patterns from the get-go," said Bertagna. "I watched them bring their patterns to life by adding elements such as pleats, darts, notches, and buttons, and I couldn't believe my eyes!"

Optitex PDS 2D enabled Parmamoda designers to walk patterns with ease, while correcting shapes and adjusting for precision, and work with accurate Measurement Charts to define points required for garment measure specifications. The product development process was streamlined from start to finish, saving valuable time, resources, and costs. Accelerated workflows also saved Parmamoda on costly excess fabric usage, dramatically reducing material waste, excess inventory, and storage space.

"Optitex 3D is becoming an integral part of our workflow, and in how we market and sell our products to our end-customer. We believe in 3D – and with Optitex – we are ready."

As Parmamoda works with an extensive range of prints, Optitex Marker enabled them to enhance their patternmaking quality and accuracy. The Marker tool efficiently aggregates multiple patterns for marking and nesting, reducing fabric stock and optimizing consumption, and proved to be an ideal solution for Parmamoda's mixed orders.





THE JOURNEY TOWARDS 3D

We asked Bertagna about her own personal take on 3D digital design technology, to which she quickly replied, "The 3D revolution allows us to give our clients, all leading brands, the incredible opportunity to preview the prototype through the virtual mannequin. What could be better than this?" Bertagna was so enthusiastic about 3D technology, that in 2019, Parmamoda invested in Optitex 3D, initially to improve their internal processes, and to verify print placement and final results. Optitex Pattern Design Software (PDS) 3D is powered by 360° photorealistic image rendering to achieve true-to-life visualization. A 3D toolkit displays virtual samples in a 3D digital environment, to make quick 2D/3D alterations with a click of a button, prior to making a physical sample.

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"Optitex 3D is fast becoming an integral part of our workflow, and in how we market and sell our products to our end-customer," said Bertagna. "Optitex 3D has proven to us that 'change' is here, and here to stay. Our customers are now better prepared to receive early 3D images, especially in these uncertain times, when the entire industry is now turning its attention to digital design, remote working, virtual fitting sessions and even virtual fashion shows. We need to be ready to embrace 3D technology – and with Optitex 3D – we are ready."

Optitex 3D digital design and manufacturing tools are enabling Parmamoda to fully benefit from a true end-to-end digital workflow that will empower seamless communications throughout their entire supply chain. Bertagna added, "Up until now, from my understanding, 3D was mainly implemented by design houses who produced their own brand to view in advance full collections in a digital environment. But this is changing fast. I believe in a 3D lifestyle, and I am confident

that Optitex 3D can and will support service bureaus like Parmamoda, who deliver 360-degree services, to help us streamline our processes and grow our business."

"Optitex has been a long-term and trusted partner for many years," said Bertagna. "We have a shared vision and a common goal – to increase efficiency and productivity, embrace the 3D digital revolution, reduce material waste, and together, work towards a sustainable future."



ABOUT OPTITEX

Optitex is a global software provider of integrated 2D-3D computer-aided design (CAD) solutions for fashion & apparel, automotive, upholstery and industrial fabrics. Our solutions digitally streamline design, development and production throughout the supply chain, enabling efficient workflows and quick response to market demands. Optitex offer brands, retailers and manufacturers a one-vendor solution for delivering high-quality products on demand and on budget. Backed by over three decades of experience and a growing base of 30,000 users, our innovative solutions are highly accurate, sustainable and cost-effective. To learn more about Optitex, visit www.optitex.com.