



OPTITEX

BUILDING AN AGILE BUSINESS: HOW 3D DIGITAL TOOLS CAPTURE CREATIVITY ON-THE-GO

Leading womenswear design house benefits from remote working



AT A GLANCE

COMPANY: AMS Atelier

LOCATION: SAN FRANCISCO, CA

www.AMSAtelier.com

The Alexander Michael Snyder brand, AMS Atelier, is an exclusive, high-end, ready-to-wear women's clothing line dedicated to making women feel beautiful, powerful and modern through the use of extraordinary craftsmanship and technique, and by combining exceptional fabric with an exact fit into every garment. Proudly American made, AMS principally designs blouses all manufactured in house in San Francisco, with showrooms in Dallas and Atlanta, and 150 multi-line stores worldwide.



DESIGNED FOR RETAILERS, PROUDLY MADE IN THE U.S.A.

Founded in 2009 by designer Alexander Michael Snyder, AMS Atelier, is part of the DNA Group, alongside its sister company, DNA Consultancy, the group's business division, fashion design consulting for over 700 companies worldwide. Headquartered in San Francisco, AMS Atelier design and manufacture an exclusive, high-end womenswear blouses.

In 2009, the first full AMS collection was introduced at New York Fashion Week, and today, the company retains showrooms in Dallas and Atlanta, and 150 stores worldwide carrying the AMS brand. AMS is small to mid-size (SMB) global fashion tech company, honing their design skills and expertise to create a range of exquisite and timeless collections.



ALEXANDER MICHAEL SNYDER / FOUNDER AMS ATELIER

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"CREATIVITY IS INTELLIGENCE HAVING FUN"

As a market-leader in specialized womenswear, AMS Atelier fast became a recognized and well-respected name around the world. AMS CEO, Alex Snyder, knew it was time to ramp up his design processes. As a small business keen on going digital, Snyder sought after a smart solution designed for SMBs, with intuitive, easy-to-use tools. "We searched for an alternative, but first and foremost, wanted a user-friendly system that was easy to learn, and flexible, to grow as our business grows," said Snyder. "We chose Optitex because it could be easily adapted to meet our immediate design needs."

In 2013, AMS implemented Optitex Pattern Design Software (PDS) 2D into the company's design workflow. An advanced pattern making software solution, PDS 2D enables users to seamlessly create digital patterns and produce pattern sizing, eliminating hundreds of manual steps in the design-development process.

HOW 3D FAST BECAME A GAME CHANGER

Optitex 2D tools did their job well, so much so, that it helped pave the way for AMS's move to 3D. "Making the transition wasn't obvious at first," said Snyder. "Initially, I thought 3D was a gimmick, until I better understood 3D's market-proven ROI. After a trial run with Optitex 3D, I was sold!" Snyder recalls, "3D design changed the way we worked as a company. For AMS, creativity is paramount, and PDS 3D tools allowed us, for the first time, to really experiment, and just 'have fun' with prints and scales of print." Today, we use Optitex 3D at both companies, AMS Atelier and DNA Consultancy. Everything we do, from the design table to the production floor, is managed and controlled by Optitex applications."

For Snyder and his team, implementing Optitex 3D digital design and manufacturing solution was a turning point. Optitex 3D displays virtual samples in a 3D digital environment, to design garments and make quick alterations with a click of a button. Powered by 360° photorealistic image rendering for true-to-life visualization, Optitex 3D is backed by sustainable workflows, enabling seamless communications throughout the entire supply chain. Added Snyder, "3D makes it much easier to explain our product roadmap to our sales team, actually 'show' them the direction we're trying to go. Communications with stakeholders has improved ten-fold, with buyers now able to visualize models in 3D, and view entire collections."

To date, AMS have used Optitex 3D on hundreds of design projects, with team members commenting on the software's 90% accuracy and reliability across the board. "It's unlike any other 3D software out there, especially those not based on the apparel knowhow, but more on imagery. Nice images, but the simulations are not reliable – and they're not user-friendly like Optitex," said Snyder.



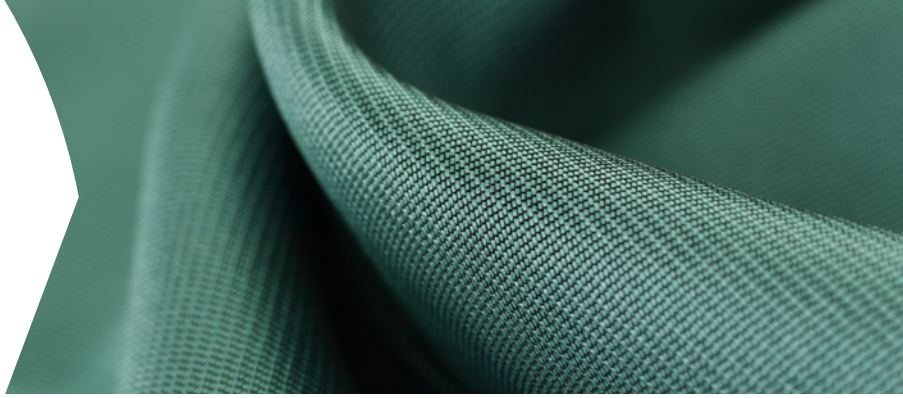
REMOTE WORKING POWERED BY 3D: DRAMATIC TIME & COST SAVINGS

We asked Snyder about his most important takeaway from working with Optitex 3D. "To succeed, especially in today's challenging and uncertain economy, businesses need to be agile, and in turn, they must be managed by an agile solution," said Snyder. "Simply put, Optitex 3D tools enable us to work everywhere. I can work on the road and on the plane, all in real time. As a small company, this is so important. We don't miss a beat, and that keeps us a step ahead of the competition," he added.

Snyder explains that with AMS in San Francisco, on a six-hour flight to New York or Florida, he can continue create samples in 3D and adjust them in real-time. In the air, he can send a pattern to back AMS and before even landing, have a mousseline ready. Once the team approves the fit and develops the garment, they can quickly hype the 3D to photorealistic, saving time and costly resources. But when it came to measuring AMS's actual operational cost savings, Snyder attributes it entirely to Optitex 3D.

"Optitex 3D fast became the foundation that powered our success," said Snyder. "Renting our 3,200 sq. ft. San Francisco studio cost us nearly \$70,000 a year. As we ramped up integration of Optitex 3D prototyping and other tools, our machines, cutting tables, and labor, were no longer necessary, bringing our rental expenses to zero! We cut our entire operations down to working from our 2,000 sq. ft. residence in South Florida. I have the essential machines here in my home studio, and my whole team works remotely. No one would guess that with over 200 boutiques that carry our brand globally, that we're operating as we are." Snyder added, "Optitex allows us to engineer the future of our business. I think most companies, in the wake of COVID-19, are realizing that many positions can efficiently operate remotely. We just happen to be well ahead of the game."

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PRIMED AND READY FOR THE "NEW WORLD"

With all of AMS now working remotely, real-time collaboration with sales teams and clients around the globe has personalized communications and enhanced the customer experience. "But that's not all," said Snyder. "Optitex 3D tools have eliminated the 3-4 samples we'd have to make before a final product. Now, with 3D prototyping, we work out the kinks, send it to our sample room, and produce a showroom/sales sample in no time. We increased productivity by 65%, and can now turn out 6-8 different collections a year, with an incredible 30-40 new styles from different categories. What's more, by eliminating our production staff, we reduced payroll by nearly 60% - savings of almost \$250,000 a year!"

With Optitex [Avatar Model Properties](#), AMS designers use a parametric avatar to modify body measurements to easily see both fit and proportions. "We still do physical fit, but we wait until it sells first," said Snyder. "Only when a style sells do we go into production. We've been selling for over two years without ever having a live model fit. Now, that's smart business"

Snyder went on to explain how Optitex 3D helped AMS save on material costs, that have dropped by nearly 47%. "Overall, 3D prototyping has saved us an average of 75% in production sampling costs, primarily sewing and labor," said Snyder. "It's because we can make and see changes to the pattern faster, and can quickly go through several fit revisions. Standard samples, from start to finish, would cost from \$500-\$1000 for materials, fit model, labor, and cutting."



"Over the last few weeks, the entire world has changed, and to weather the storm, we are forced to change with it. With Optitex 3D, we're no longer an apparel production company. We've become a smarter fashion technology company – and just in time, too,"

"The bottom line is clear," said Snyder, "We increased our profitability from 55% to an astonishing 80% from when we had our in-house manufacturing space and sample room. 20% of our expenses now go to small batch manufacturing, and we only order enough fabric once the sample has sold. We keep 80% less fabric on hand, save on material costs and storage space. This is optimization across the board. If I had to put the real value of Optitex 3D down to a few words, it's this – enhanced flexibility by working remotely with a portable design studio and showroom, "improved collaboration and communication with our clients and sales teams, more time to sell, reduced material stock, and fewer risks."

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During our interview, Snyder added, "The biggest revelation is that now, while I'm talking, I'm sitting in my home in Boca Raton, and I completed an entire collection for one of our clients."





PAVING THE DIGITAL ROAD AHEAD

Snyder feels that there is still more to do, and that AMS has not yet realized 3D's maximum capabilities. Today, he sees AMS on the brink of being a true 100% digital company, all attributed to Optitex 3D. "They are a long term, trusted partner," said Snyder. "Optitex 3D accuracy, reliability and ease of use cannot be matched. What's more, they put the customer first, with unparalleled support and service. They've helped to change our business processes – and from here, the only way to go, is up," he added.

As AMS Atelier forges ahead, building their brand and reputation in new global markets, and developing new retail stores, their message is clear: "We thrive on creativity, on innovation, and testing out new ideas all the time. Optitex gives us the tools we need to do just that – and so much more," said Snyder.



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.

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