

# OPTITEX

FASHIONATELIER  
SCUOLA DI MODA

## FROM THE CLASSROOM TO THE SHOWROOM

Empowering fashion design students  
with the digital tools of tomorrow

FASHIONATELIER  
SCUOLA DI MODA

### AT A GLANCE

**COMPANY:** FASHION ATELIER

**LOCATION:** BERGAMO, ITALY

[www.fashionatelier.it](http://www.fashionatelier.it)

Founded in Bergamo, Italy, the Fashion Atelier fashion and design school, is a recognized center of learning for up and coming fashion professionals.

The school offers certification courses in prototyping, 2D/3D CAD, cutting, and manufacturing, including a showroom where students proudly showcase their projects. Well-rooted in the area, the school partners with local businesses and stakeholders to help graduates find suitable positions in the fashion and apparel industry and launch their careers.

### PRIMING TOMORROW'S FASHION DESIGNERS, TODAY

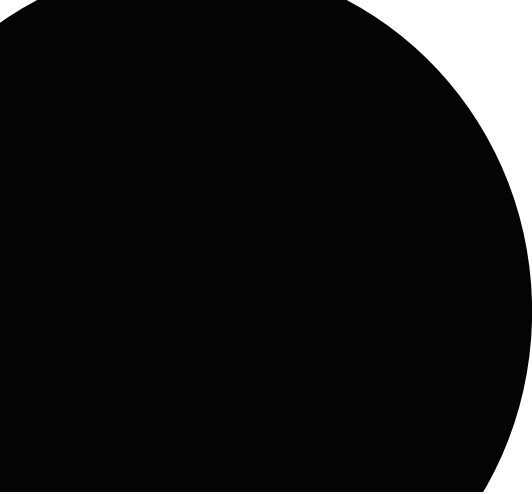
Established in 2004, in the picturesque city of Bergamo, northeast of Milan, Italy, the Fashion Atelier fashion and design school fast became a prominent educational institute for the region's budding new fashion designers. Founded and owned by German-born costume designer, Jana Grossmann, Fashion Atelier offers students an extensive range of courses in prototyping, 2D/3D CAD, cutting, manufacturing, and more. The school works in close partnership with local businesses and other stakeholders to help their graduates find suitable positions in the fashion industry, to ultimately jumpstart their careers.

Fashion Atelier is located in the heart of Bergamo, where faculty and students alike, enjoy their classes in a stylish open space inside the prestigious Galleria Mazzoleni in the city center. The school boasts a showroom space where students can proudly showcase their start-up projects and collections. This exquisite venue can also be transformed into a perfect stage for fashion shows and static presentations, photoshoots of recent collections that alternate throughout the year, in celebration of major local events.



### JANA GROSSMANN / FOUNDER & OWNER

*"As educators, we feel, above all else, that while the transfer of knowledge using very traditional techniques is vitally important, we must always keep an eye on innovation. Innovative technologies, like 3D, can become a determining factor in our course curriculum, to meet the demands of our local market, and the potential of future jobs for our graduates."*



## WHERE INSPIRATION AND EDUCATION GO HAND-IN-HAND

For Jana Grossmann and the academic staff at Fashion Atelier, the focus is on developing a new generation of fashion designers and equipping them with the tools and skills they need to enter into the fast-paced and highly competitive fashion market. “All of our courses are uniquely structured based on the latest training techniques, enabling our students to bridge the gap between theory and ‘real life’ demands from the industry – to find competent, properly trained employees who can quickly onboard the production process,” said Fashion Atelier Founder & Owner, Jana Grossmann.

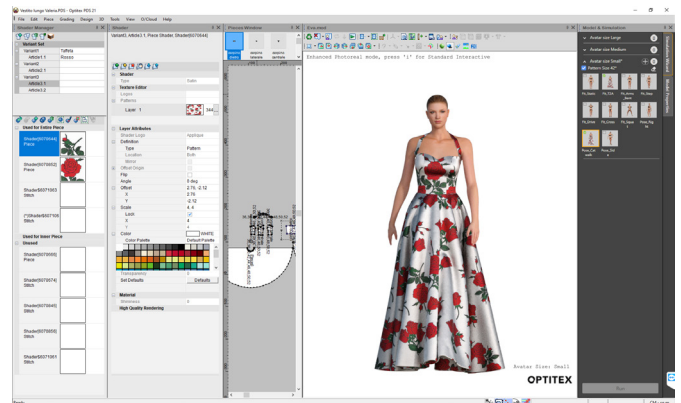
To enable students’ study-life or work-life balance, Fashion Atelier offers a range of annual and quarterly programs, intensive summer camps, and condensed courses throughout the year, all of which are open to a mix of participants – high school and university students, novice or advanced, or continuing education programs for fashion professionals who want to expand their skillsets. “Our ultimate goal is to offer local young adults, those who grew up and live in an area renowned for its “can do” attitude, the opportunity to express their creativity, by learning fundamental techniques, the cornerstone of productivity in the fashion industry” said Grossmann.

## BRIDGING THE DIGITAL DIVIDE

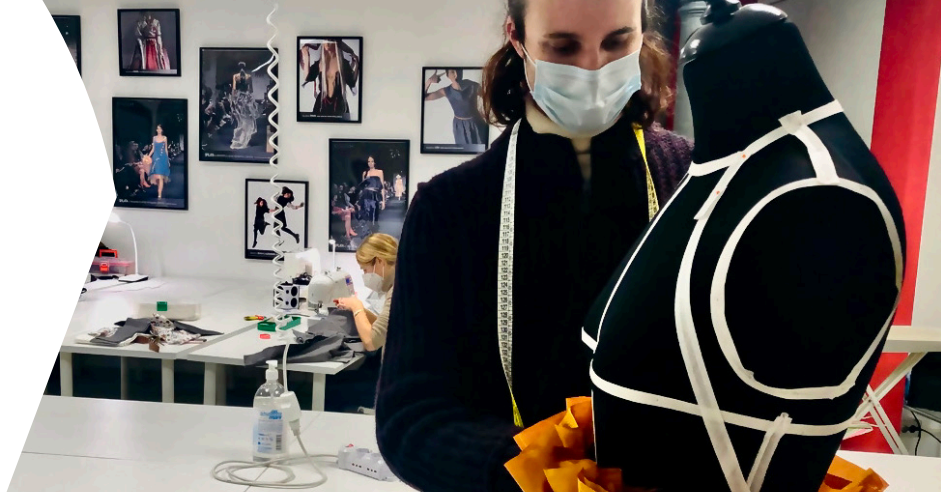
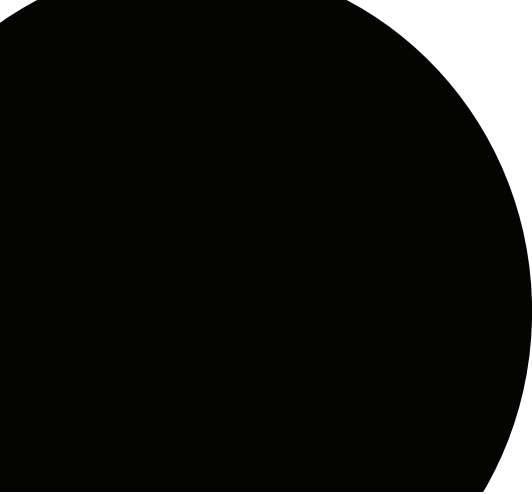
To remain competitive, and to engage students in both learning and experimenting with the latest technologies, more and more design schools are implementing digital design tools into the classroom. The move towards digital was imminent for Grossmann, who in 2016, knew it was time to invest in digital technology, and take the learning experience to the next level. “We were primed and ready to make the move, and give our students advanced software tools already in use at local fashion houses and design firms,” she added.

With a deep selection of comparable solutions, Grossmann recalls how after scanning the market for a digital design software vendor who served academic institutions, she was sold on Optitex when it was first introduced and demoed at Fashion Atelier. “We chose Optitex because of its advanced

features and ease of use,” said Grossmann. “We also appreciated Optitex’s dedicated Italian team and their ability to deliver on time and on budget, followed by their professional service and support, which we continue to enjoy today. We knew we had made a successful long-term investment that would yield excellent results – and with Optitex as our partner, it did!”



Fashion Atelier implemented Optitex 2D and 3D CAD solutions into their classrooms to integrate digital prototyping into the course curriculum. “In a short time, we saw the impact Optitex software made on our students, and how excited and engaged they were, from the get-go,” said Grossmann. “What’s more, Optitex’s 2D and 3D digital tools were of particular interest to professionals already working in the fashion industry, who wanted to complement their professional training in prototyping with advanced digital tools.”



An exciting new discipline at the school, Grossmann and her team set up a dedicated workspace, which unlike other courses, required fully-equipped computer stations with large monitors. The space was quickly transformed into a professional CAD design classroom that today, is an integral part of Fashion Atelier's new premises in Bergamo.

## 2D AND 3D BEYOND THE CLASSROOM

With the unprecedented events of this past year, and the surge in remote working, and no less, in remote learning, Fashion Atelier had to quickly readapt and rethink their procedures that were no longer frontal only classroom instruction. With distance learning now an integral part of their curriculum, Fashion Atelier are able to provide online digital prototyping classes to their students. Added Grossmann, "Optitex has enabled us to maintain continuity, so important for our students and our teachers in these challenging times."

We asked Grossmann about the importance of equipping her classrooms with Optitex solutions, and specifically, Optitex 3D CAD tools. "As educators in the fashion design sector, we feel, above all else, that while the transfer of knowledge using very traditional techniques, such as garment design and manufacturing, are vitally important, we must always keep an eye on innovation. In many scenarios, innovative technologies, like 3D, can also become a determining factor in our course curriculum, to meet the demands of our local market, and the potential of future jobs for our graduates."

For Fashion Atelier, Optitex 3D CAD has enabled them to become part of the 3D evolution, by bringing 3D software solutions into their classrooms, and beyond. "We have witnessed the dynamic development and implementation of 3D in our daily lives," said Grossmann.

"For this reason, we are committed to keeping pace with 3D technologies, to help further educate tomorrow's fashion designers. We credit Optitex for sharing our commitment to empowering knowledge, and helping to provide the critical skills for the next generation workforce in the fashion and apparel industry."

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*"Optitex has opened the door to so many more opportunities for us. We know that this is just the beginning of greater things to come, as we add more Optitex 2D and 3D courses to our roster, to give our students the most advanced digital design tools on the market today"*

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## 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](http://www.optitex.com).