



At a glance

Company: Pnina Tornai

Location: Tel Aviv, New York

Website: <https://www.pninatornai.com/>

Story: Pnina Tornai is a globally renowned bridal and eveningwear designer, celebrated for her signature couture craftsmanship, intricate embellishments, and impeccable fit. With a dedication to luxury and innovation, her designs have graced countless brides worldwide, setting trends in the bridal fashion industry. As the only designer with her own boutique at Kleinfeld Bridal in New York City, Pnina Tornai's flagship boutique has become a destination for brides seeking elegant, fashion-forward gowns. Additionally, her Tel Aviv-based atelier caters to an international clientele, further solidifying her brand's global presence. Pnina Tornai blends tradition with modern innovation, crafting couture bridal and eveningwear known for artistry, sophistication, and trendsetting design.



"Optitex has transformed the way we work—saving us time, improving organization, and making collaboration effortless. We can't imagine going back to working without it!"

MICHAL COHEN
Head of Operations at Pnina Tornai

How a Leading Bridal and Eveningwear Designer Streamlined Patternmaking with Optitex

The Challenge: Streamlining a Time-Intensive Manual Process

Pnina Tornai, a globally recognized bridal and eveningwear designer and brand, is known for her couture-level craftsmanship, intricate detailing, and innovative designs. With a strong presence in the fashion industry, her creations are celebrated for their luxurious fabrics and impeccable fit. However, as her brand expanded internationally, the need for a more efficient, scalable pattern-making process became evident. Seeking a digital solution, Pnina Tornai turned to Optitex to modernize their operations.

Before adopting Optitex, Pnina Tornai's patternmaking workflow relied heavily on manual techniques. Patterns were physically created, graded, and then copied by hand before being shipped to suppliers and manufacturers overseas. This traditional approach posed several challenges. The manual grading and copying process slowed down production, and physical shipments of patterns to manufacturers took time and incurred additional costs. Additionally, with different manufacturers using various digital patternmaking software, sharing patterns efficiently was a challenge.

Recognizing the inefficiencies in their traditional workflow, Pnina Tornai sought a solution that would help streamline their operations and integrate seamlessly with their manufacturing partners.

Revolutionizing Patternmaking with Optitex PDS

Optitex provided Pnina Tornai with a digital pattern design software (PDS) that directly addressed inefficiencies in their workflow. The software's intuitive interface enabled a smooth transition, even for patternmakers unfamiliar with digital tools. Initial hesitation quickly gave way as the platform's ease of use facilitated rapid adoption, reducing time spent on manual patternmaking and grading.

One of Optitex's most transformative features was its ability to facilitate seamless digital communication. By eliminating the need for physical shipments, Pnina Tornai reduced logistical delays and improved collaboration with manufacturers worldwide. Instant access to precise digital files streamlined production and minimized errors associated with traditional processes.

Optitex's strong industry reputation and dedicated customer support were key factors in Pnina Tornai's decision. The platform's widespread adoption in the fashion industry provided confidence in its long-term viability. The customer success team played an essential role in ensuring a smooth transition, offering guidance and troubleshooting support.

Another critical advantage of Optitex is its compatibility with various digital pattern-making software and cutting machines. As the brand works with manufacturers using different digital pattern-making systems, Pnina Tornai required a solution that could seamlessly integrate across both software and hardware. Optitex enables file exports in various standard industry formats, ensuring that all production partners can work with the pattern files regardless of their system and streamlining the entire production process.

By implementing Optitex, Pnina Tornai increased efficiency, improved collaboration, reduced production lead times, and successfully transitioned to a fully digital patternmaking process.

Implementation: A Smooth Transition to Digital Workflow

Transitioning to digital tools can be daunting, but Optitex's easy-to-use software and customer success team ensured a smooth onboarding process. Initially, some Pnina Tornai's team members were hesitant due to their limited experience with digital technology. However, with support and training, they quickly adapted to the new system.

With Optitex, the team could create new patterns based on existing ones, reducing redundant work and saving time. Digital grading eliminated manual errors, while the ability to print patterns locally or share them digitally accelerated turnaround times. Optitex's cross-platform capabilities ensured seamless integration with manufacturing partners, enabling efficient digital file sharing across various systems.



The Impact: Enhancing Operational Efficiency

The implementation of Optitex has had a profound impact on Pnina Tornai's pattern development and production workflow. By digitizing patternmaking, the company has significantly reduced manual labor and the time required to create and grade patterns. The ability to share digital patterns with manufacturers worldwide has streamlined production and improved collaboration across the supply chain.

Optitex's precision and efficiency have enhanced the accuracy of patterns, minimizing errors that previously resulted from manual processes. This improvement has translated into cost savings and a faster turnaround time for sample development. Additionally, the seamless integration with manufacturers' existing software has facilitated smoother production cycles, reducing bottlenecks and delays.

With improved efficiency, Pnina Tornai's team can focus on optimizing production workflows, ensuring precision, and meeting growing demand with greater speed and reliability.

Future Plans for Expanding Digital Capabilities

The adoption of Optitex has transformed Pnina Tornai's patternmaking process, making it more efficient, organized, and scalable. Looking ahead, the brand aims to further refine its digital workflow and maximize the benefits of digital patternmaking.

With Optitex now an integral part of their operations, the team at Pnina Tornai can focus on what they do best—creating breathtaking designs while ensuring an efficient, streamlined production process.