

# OPTITEX

## Rapha®

# ELEVATING THE STANDARD

How Rapha uses Optitex to create better cyclewear

## AT A GLANCE

**COMPANY:** RAPHA

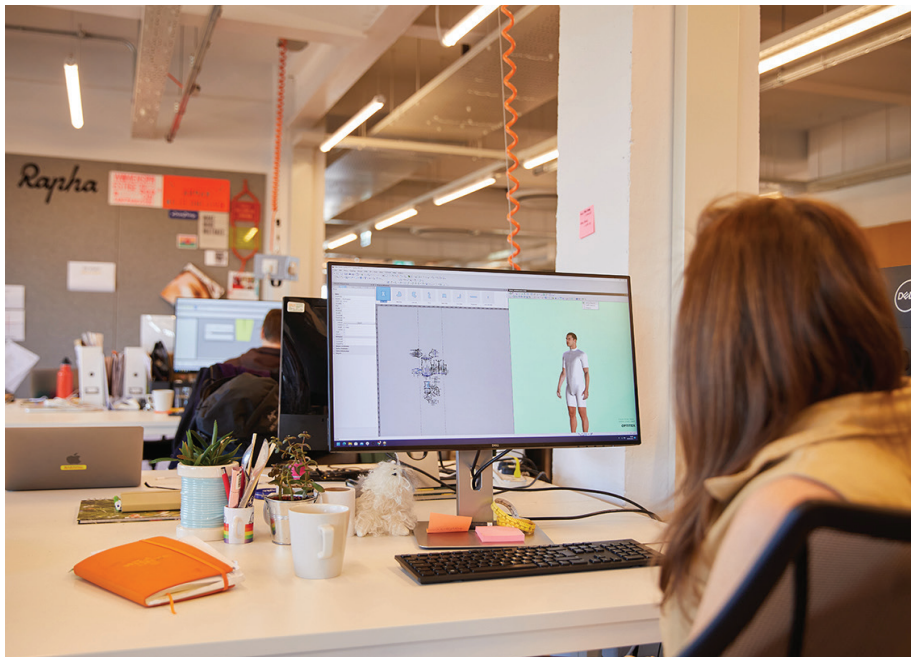
**LOCATION:** LONDON, UNITED KINGDOM

[www.rapha.cc](http://www.rapha.cc)

Rapha have built a huge reputation as one of the most advanced companies at the forefront of cyclewear. Founded in 2004 and based in London, Rapha has become synonymous with the activity.

## FROM ANALOGUE TO DIGITAL

"We started out very analogue, we started from the ground up," says Claudine Rousseau, head of atelier at Rapha. For better communication with our suppliers and better iterative design process to create samples in house, Rapha decided to start working digitally. "We knew we wanted to have 3D so we looked into probably the simplest one to use, which is why we chose Optitex."

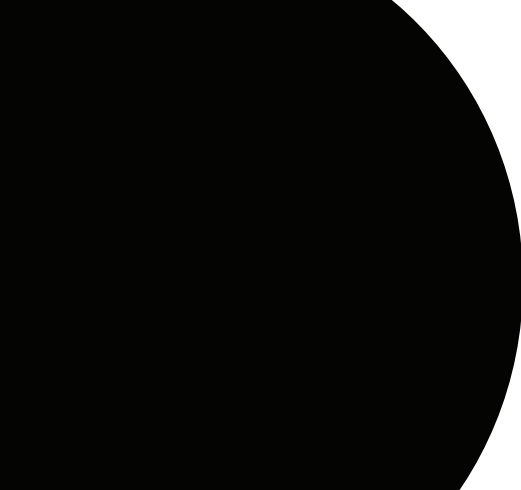


**CLAUDINE ROUSSEAU**  
/ HEAD OF ATELIER AT  
RAPHA



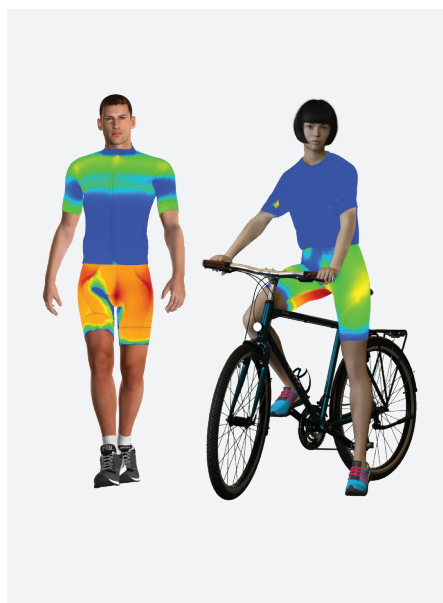
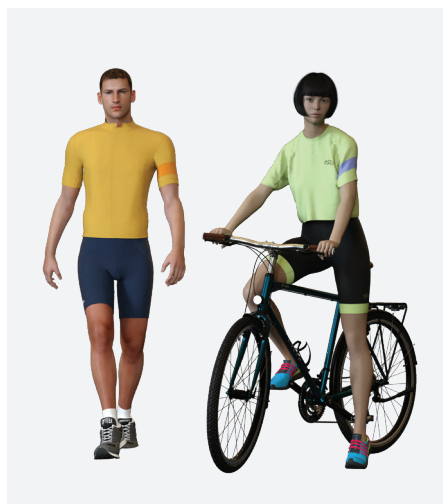
*"Optitex has enabled us to be more ambitious with ideas, work more closely with the design team and not be so restricted, so we can try out ideas earlier than waiting for a factory sample."*





## SOLVING PROBLEMS, ONE SAMPLE AT A TIME

Rapha doesn't skimp when it comes to testing and Optitex has become a key tool in this process. "What it has done is to elevate the standard and solve problems a lot quicker than just working with the factory," says Rousseau. And this has had a positive knock-on effect. "It has enabled us to be more ambitious with ideas, work more closely with the design team and not be so restricted, so we can try out ideas earlier rather than waiting for a factory sample."



## CREATING FIT CONSISTENCY

Fit is an imperative part of the clothing. "We have been pushing a more precise approach to get fit consistency for each product category," says Rousseau. Prior to using Optitex, Rapha had primarily worked on fit using samples and feedback from the fit model. "We recognized the impact that each fabric has on fit and Optitex has been a useful tool to evaluate the fit on the body in addition to the feedback from our live model. This helps to be more objective in assessing outcomes."

"It has enhanced the design process and helped us achieve our ambition of getting fit consistency and that's where we're really seeing wins."

## ABOUT OPTITEX

Optitex is a global software provider of integrated 2D-3D CAD solutions for mass-market brands, retailers and manufacturers in fashion and apparel, transportation interiors, and furniture industries. Serving over 30,000 users, our solutions focus on pattern accuracy and intuitive tools, and streamline design, development and production throughout the supply chain, enabling efficient workflows and tight collaboration for assured fit, speed and sustainable production.