



VIRtuTek-X Precisionwear

Driving Fashion Innovation with Optitex

The COVID-19 pandemic drastically altered the garment and textile industry in Canada and globally. Sample making and manufacturing shifted offshore, rendering the mass production model unsustainable. Stores and factory closures forced brands to adapt by moving online, narrowing product focus, and developing targeted marketing strategies.

This industry upheaval inspired Darja Zlindra, founder and owner of VIRtuTek-X Precisionwear, to establish the company. She envisioned a forward-thinking, sustainable business model that offered personalized, made-to-measure garments, empowering customers to make confident online purchases.

The Optitex Solution: Building a Robust Foundation

Central to VIRtuTek-X's success is Optitex, a comprehensive 2D-3D pattern-making software. Optitex's solutions enable fast and precise adjustments to fit individual measurements, significantly reducing the time and cost associated with physical sampling. Optitex helped streamline operations, aligning perfectly with VIRtuTek-X's promise of quality and innovation.

Having worked with various CAD systems, including Optitex PDS, Darja knew the software was the ideal fit for her brand. "Optitex provides an integrated solution that covers everything from 2D pattern making to 3D simulation, measurement charts, grading, and marker making. Its seamless integration with various cutters and laser cutting machines eliminates the need for plotting, allowing patterns to be sent directly to the cutter," says Darja.

Seamless Onboarding: Implementing Optitex for Maximum Efficiency

The implementation of Optitex into VIRtuTek-X Precisionwear's workflow was a seamless yet transformative process. With the dedicated support of the Optitex Customer Success Team during onboarding, Darja Zindra and her team quickly integrated Optitex's robust features into their operations.

The outstanding effort and personalized approach of the Optitex support team enabled Virtutek-X to master the latest functionalities of the PDS and Marker programs. This ensured that even with prior experience in CAD systems, Darja was able to harness the most advanced tools Optitex offers, driving rapid innovation and operational efficiency.

Within a short time, the software was fully adopted, empowering the business to drastically reduce development timelines and enhance its competitive edge in the apparel industry.

The Impact: Transforming Operations and Driving Sustainability

With Optitex solutions in place, VIRtuTek-X Precisionwear achieved remarkable operational efficiency and sustainability:

- **Reduced Development Time:** Delivering orders became significantly faster, with development and production decreasing from three months to just three weeks. Urgent orders were fulfilled in as little as one week.
- **Minimized Physical Sampling:** The reduction in physical samples was another significant achievement—previously, three samples per style to just one. Cutting development costs by 40%.
- **Enhanced Sustainability:** By leveraging Optitex's 2D and 3D technology, VIRtuTek-X Precisionwear minimized waste, pollution, and landfill impact, aligning with its commitment to environmental responsibility.

"Customers prioritize products that not only look great but also fit perfectly. This has given my business an edge in quality and customer satisfaction," says Darja. With satisfied customers returning and referring others, VIRtuTek-X relies on word-of-mouth for growth, spending minimal resources on advertising.

A Model for the Future of Fashion

VIRtuTek-X Precisionwear exemplifies how innovation and responsibility can redefine the fashion industry, setting a benchmark for operational efficiency and sustainability. By tailoring products to individual needs, they inspire other brands to adopt models that enable unique businesses to thrive.

"Optitex software is the foundation of my business. It enables me to create high-quality patterns efficiently, but success also depends on the skills and talents you bring to the process. When done well, the impact on the brand is substantial," Darja Zlindra shares.

Looking ahead, VIRtuTek-X has ambitious plans to expand their made-to-measure (MTM) offerings while continuing to harness Optitex's cutting-edge technology. The seamless integration of 2D and 3D capabilities will remain a cornerstone of their prototyping and production processes, ensuring efficiency and sustainability stay at the forefront. Exploring emerging markets such as the metaverse, VIRtuTek-X intends to use Optitex's 3D technology to innovate virtual garment design and fitting solutions. Collaborating with Optitex, they aim to refine tools for MTM workflows and new design features, making Optitex an essential part of their long-term growth strategy.



"Optitex software is the foundation of my business. It enables me to create high-quality patterns efficiently."

DARJA ZLINDRA
Founder and owner of VIRtuTek-X Precisionwear

At a glance

Company: VIRtuTek-X Precisionwear

Location: Canada

Website: <https://virtutek-x.com/>

Story: VIRtuTek-X Precisionwear is a leading innovator in the apparel industry, specializing in customized products tailored to fit every body and size. Leveraging advanced 3D technology and online virtual trial rooms, the company ensures precision and client satisfaction. Committed to sustainability, VIRtuTek-X actively minimizes textile waste and supports local enterprises and businesses in developing countries, fostering global collaboration and economic growth. VIRtuTek-X is redefining apparel with innovation and responsibility.

