



OPTITEX

INDIA'S NATIONAL INSTITUTE OF FASHION TECHNOLOGY TEACHES ON OPTITEX



THE CENTER FOR
FASHION EDUCATION
IN INDIA USES
OPTITEX 2D AND 3D
SOLUTIONS TO TEACH
STUDENTS CRITICAL
SKILLS THEY NEED TO
STAY AHEAD IN THE
FASHION INDUSTRY.

In 1986, the Government of India established the National Institute of Fashion Technology (NIFT) under the Ministry of Textiles. Since then, NIFT has emerged as the country's leading institution for educating professionals in design, management and technology so that they may take leadership positions in the global fashion business.

A pioneer in the development of fashion business education, NIFT operates 15 professionally managed centers throughout India. The NIFT's pool of highly creative and technically skilled professionals set academic standards and promote thought leadership in India's burgeoning fashion industry.

"A REAL BREAKTHROUGH"

NIFT's mission is to incorporate the most state-of-the-art technology in student learning, such as Optitex 2D and 3D solutions used in its Knitwear Design Department.

"The introduction of Optitex in the curriculum is a real breakthrough," says Prof. Kripal Mathur, Chairperson of NIFT's Knitwear Design Department. The biggest highlight is the live simulation which helps the students visualize the designed product in real time. Students get a more realistic view, virtually, of how the fabric will look and perform physically. "It motivates and adds more excitement in the design development work of the students."

3D visualization is important to not only produce a better garment, but also to help students learn advanced tools and methods. Using only 2D was a challenge as they lacked the actual look of the fabrics and how they draped.

As an institute for fashion technology, NIFT has a very positive attitude towards new technologies. "It was clear to us that being a part of the textile industry today requires understanding 3D," says Prof. Mathur. "That understanding has to be taught through professional tools which are made especially for that purpose, like Optitex."



A SIGNIFICANT CAREER ADVANTAGE

As the country's center for fashion education, NIFT wanted to make sure it selected the best 3D solution possible for its students.

After a market survey of the available options, NIFT chose Optitex. "We could see that Optitex is very practical, easy to learn, and is the most advanced solution available," says Prof. Mathur. "It created the added value we were looking for - like how to increase productivity and accuracy. We knew that teaching Optitex to our students, they would gain a significant career advantage." NIFT were also impressed by the 3D solutions offered by Optitex, such as animation.

Prithviraj Mal, the Knitwear department's coordinator in NIFT Hyderabad, believes Optitex to be a user friendly solution. "The software is high quality and highly functional," he says. "We could see our students would utilize the technology easily."

While they still work with physical samples, 3D simulation enables much more flexibility in the teaching process. Professors can cover more in less time, allowing for students to learn even more.



Ran Kremer, Managing Director of Optitex India and Sri Lanka, with Prof. Kripal Mathure, NIFT Delhi



Visiting the Knitwear department labs in NIFT Hyderabad

MAINTAINING A COMPETITIVE EDGE

As an institute for fashion technology, NIFT needs to constantly stay up to date with the new demands of the industry. "We see Optitex as more of a solution provider than a technology provider," says Prof. Mathur. "A technology is something you get once and after two years you need to get a new one. But since we have chosen a solution, it will keep upgrading."

Prof. Mathur hopes that all NIFT centers will adopt Optitex as it will be beneficial to all students. "All export manufacturers in India use this technology. If our students are trained on Optitex," she says, "then they will be well prepared."

ABOUT OPTITEX

Optitex empowers apparel and soft goods companies to revolutionize the way they develop, produce, and market their products. Optitex is the world's leading provider of an integrated 2D/3D software platform that enables customers to quickly create true-to-life 3D digital garments that inspire. Brands, retailers, and manufacturers can now view their collections in all styles and colors months earlier, and leverage digital garments to collaborate, market, and sell better than ever before. Since its founding in 1988, Optitex has worked to keep thousands of companies and tens of thousands of users at the forefront of technology, enabling them to greatly reduce their time to market and costs, and increase their competitive advantage.