DREAMWAVE ADOPTS 3D TO ENHANCE NEW COLLECTIONS

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DREAMWAVE

AT A GLANCE

COMPANY: DREAMWAVE
LOCATION: NEW YORK
WWW.DWAVEGROUP.COM

Founded in 2004, Dreamwave, part of Bentex Group, is a premier go-to resource for licensed, private label and branded swimwear, outerwear, and sleepwear. Dreamwave services include custom design and streamlined manufacturing and distribution to a wide range of retailers worldwide including Walmart, Target, Kmart, Sears, Kohl's, JC Penney, and The Disney Stores.

As a leading provider for retailers worldwide, Dreamwave specializes in kids and junior markets. They recently launched lines for Missy and Plus sizes requiring them to adapt their patterns and designs for a new market and size range. In order to ensure their quality products and reduce their time to market, they turned to Optitex 2D/3D solutions as an invaluable tool for their product and development cycles.

Before implementing 3D technology, it was difficult to validate patterns without seeing a physical sample. *"I've been sewing all my life so I'm really familiar with looking at patterns, but now I can look at a pattern and see it sewn together with a clearer vision of how it will all be pieced together,"* says Donna Panner, Head Technical Designer/Patternmaker at Dreamwave Apparel. *"If I drape the pattern in 3D, I can see if something isn't correct and can try something else. It saves a lot of time."*

Since 2006, Dreamwave have been using Optitex solutions on a daily basis for design, development, and validation of patterns before cutting a first sample. *"With the new lines added, we had no patterns for these new size ranges, but we did have 3D as a tool,"* says Panner. In order to build the patterns, she started with the junior sized patterns, measured the plus forms, and then stretched them to match a plus-size form. *"I then went into 3D and simulated on an avatar to view the fit of the pattern and keep making adjustments."*

Panner is also building basic fabric libraries to get more specific with fabrics, prints & trims. *"A print may not look good for plus size or missy, but would be great for another size range,"* she says. *"We were able to use 3D simulation to see what prints will look on each fabric, each size range, to help us produce the most flattering results."*

3D digital prototyping has also assisted Panner in streamlining the decision-making process by being able to verify patterns much earlier in the design, development, and even sales process.

"Instead of showing a board with flat sketches, I can take the pattern in 3D and show on a model so they can see a swimsuit with all the various fabrics and patterns. With 3D, it's right in front of them, without even a physical sample."

Furthermore, Dreamwave were able to cut their physical samples to only two per style, a dramatic reduction to the previous number of iterations received.

Instead of getting a physical sample each time there is a modification, the pattern maker can stitch a block and have design play with patterns, prints, and make other changes all instantly and digitally.

"I can't imagine how many samples we would have to make without 3D," says Panner. "Now I don't have the risk of samples from the factory coming and then being disappointed. By collaborating even before samples are made, we don't waste time getting a sample back that's wrong."

Looking ahead, Dreamwave will leverage 3D samples for sales presentations and buyers, in addition to their current use in the product development process.

"Using 3D imagery is impressive, and it gives the buyer a better idea of what they are buying. If you can show a buyer all colorways, you don't even need color CADs," says Panner.

DONNA PANNER,
HEAD TECHNICAL DESIGNER/PATTERNMAKER

"I always liked pattern making, but having the 3D option available is a whole other level. I can't imagine how I would develop these lines without 3D."

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