



# ITALIAN SERVICE PROVIDER LA ROCCA LEADS WITH 3D

**LA ROCCA**  
INDUSTRIA ABBIGLIAMENTO SPORTIVO

Leading fashion brands in Italy are well-known, but less can be said of the world of the service provider. These stakeholders play a large role in the apparel workflow, offering major services to fashion brands and retailers, from designing & pattern making, sample rooms, and even production.

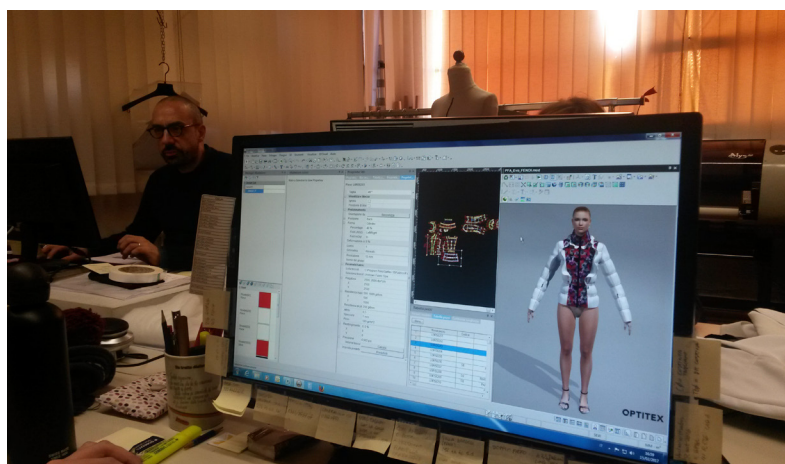
Italy boasts close to 1,000 service providers whose goal is to properly interpret and execute the needs of their customers, in most cases, larger fashion brands. Service providers are dependent on the very demanding context of the fashion industry, where both speed and flexibility are critical for success. Investing into 3D digital solutions comes as a natural response for providers such as La Rocca to ensure they stay ahead of the market and answer customer needs.

## THE FASHION INDUSTRY: A NEED FOR SPEED

Founded in 1959 and based in Martinengo, La Rocca produces sportswear clothing, in particular jackets and outerwear, for top brands. They offer a complete service dealing with all phases of the development cycle including pattern making, sampling, cutting and packaging of garments.

*"The customer's schedule is so tight, it's assumed that when a customer approaches us, we are already late on schedule," says Flavio Forlani, CEO and founder of La Rocca. "That's why a company like ours must react fast, and provide the best solutions to address customers' needs, by using the best technology on the market. I think Optitex helps us lead innovative projects and fully respond to our customers' needs, and improving the quality of our service."*

Specializing in unusual fabrics, thermal layers, and bonding techniques, technology is at the heart of La Rocca's service offerings. By adopting 3D, they are able to design and develop garments in less time, including the outer layer of a pattern, extracting pieces from a base, and creating a final, 3D simulation.



Today, a whole jacket can be simulated in 3D photorealistic quality in half a day – including details and colorways, and in only 15 minutes to get an outer layer.

*"I am able to easily handle orientations of each piece as well as the fabric," says Forlani. "I can assign two different fabrics of two different materials to the piece, and even create and edit nesting queues while designing. That's a time reduction of at least 30 percent."*



## STREAMLINING COMMUNICATION WITH CLIENTS

3D allows immediate decisions and modifications by seeing a visual overview of a collection. This allows the service providers to understand whether they are moving effectively in the right direction or not, by clarifying with their customers. Integrating 3D into their workflows, has also improved communication between clients to verify the accuracy of patterns before initiating the product development and production cycles.

*"The common idea is that 3D is just a three-dimensional image with no pattern," says Forlani. Often a customer is unaware that you can simultaneously work on a 2D pattern and visualize it in 3D. "If you think about it, every garment is made of 90% of an image," he says. "First you define and observe the garment, and then you touch it."*

It usually takes about two to three meetings with the customer's design department before obtaining the final garment to produce, but the integration of 2D and 3D technology quickens the decision-making process. 3D also helps to brainstorm and clarify the pattern with designers from a very initial stage.

*"Many designers want to see the pattern and work on the prototype to bring changes or adjustments. In this sense," says Forlani. "3D facilitates the decision-making phase and allows us to make immediate changes in a short time."*

According to pattern makers at La Rocca, grading tools have saved up to 80% of their time. *"The development of sizes is now much faster than before, we have major savings and are down from five steps to only one. For these reasons, we decided to invest in a 3D solution that already provides us with a solid 2D base."*

## NEW BUSINESS OPPORTUNITIES: PRE-COLLECTION 3D SAMPLES

In addition to saving considerable time and costs, 3D digital solutions have empowered La Rocca with a new business advantage to offer its clients.

Today, they are being approached for companies who want to make a pre-collection before patterns and sample garments in order to get an immediate visual and stylistic assessment of a collection.

In fact, the pre-collection offering is a service that La Rocca aims to set up and offer clients in the upcoming months to showcase photorealistic 3D samples in all variants and allow them to interact with a virtual prototype before producing any physical samples.

*"The benefits are mutual," says Forlani. "First, on the level of resources and time savings, and second, regarding more refined decisions as to the stylistic choices in order to better meet the customer needs."*

## LEADING THE MARKET WITH 3D

While the benefits of using digital solutions – and particularly 3D – in the product development and production textile workflows are clear, many retailers and fashion brands have yet to adopt 3D.

According to La Rocca, the market will realize that 3D is not an obstacle, but an essential resource that you cannot do without. *"It takes time," says Forlani, "we need pioneers that encourage new ways of working so that the companies in this market will follow and implement them to lead to a new working process."*

## EFI FUELS SUCCESS.

EFI develops breakthrough technologies connecting the online world to the physical one, providing the industry's largest portfolios for the textiles, signage, packaging, ceramic tiles, personalized documents and corrugated segments. EFI Optitex software is the world's leading provider of an integrated 2D/3D platform that enables to quickly create true-to-life 3D digital garments, while empowering apparel and soft goods companies to revolutionize the way they develop, produce, and market their products. Visit [www.efi.com/optitex](http://www.efi.com/optitex) for more information.