

*The California Fashion Association is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.*

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## AS SEEN IN:

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### **Questions: What Type of Technology Will Make the Largest Impact on the Fashion Industry? How Can Apparel Professionals Prepare?**

*(Excerpt)*

**California Apparel News asked technology-industry experts:**



#### **Shahrooz Kohan**

*Chief Executive Officer*  
**AIMS 360**

We are seeing two areas making the largest impact. These two areas are driving increased revenue generation for our AIMS360 clients: 1) order consolidation from multiple wholesale and direct-to-consumer sales channels and 2) intelligence features for processing and shipping the higher volume of orders coming through. Professionals can prepare

by working with additional sales channels that can bring them more volume in combination with preparing the internal departments to handle the increased sales volume.



#### **Jason Wang**

*Chief Operations Officer*  
**Alvanon**

Digitalizing workflow can only happen if a company has built an authentic digital garment library of high-quality digital assets. These must contain all of the necessary data, standards and tools required to properly mass-produce a garment.

The first step is to understand, create and define the size and shape standard for a target consumer population. Accurate body standards enable companies to generate a complete range of correctly sized and shaped avatars. These virtual bodies are the basis of producing a relevant, authentic digital garment.

Authenticity is a key requirement of an authentic digital garment. Fashion professionals across the product life cycle must trust that the digital garment is the same as the physical product. These authentic digital garments can then be confidently and quickly generated and modified in the virtual world before committing to more-costly and wasteful physical

samples.

Having an authentic digital garment library of all core products can cut physical sample production by up to 80 percent. This library will become one of the most-important shared assets for any apparel company.



## Paul Magel

*President of Business Applications*  
**Computer Generated Solutions**

I would say there is no single type of technology that will dominate or have the largest impact on the industry. The disruptive force behind change, growth and innovation in the industry will be the connection of all the disparate parts.

From the shop floor to the showroom, *there are tons of data points today that are not all connected nor are they being evaluated for efficiencies.* The game-changers in 2021 will come from the visibility of a connected supply chain as well as visibility on the demand side.

The technologies that need to be deployed to achieve this fully connected supply chain include application-programming interfaces, platform solutions and robust enterprise resource planning, among others. Once connected, technologies such as machine learning, AI and data-analysis tools will be the most effective in driving efficiencies and visibility to manage compliance and sustainability concerns.



## Edouard Macquin

*President of Americas*  
**Lectra**

Any technology that will disrupt the traditional supply chain and bring consumers and manufacturers closer is likely to have the biggest impact on the industry. Supply chains include people, processes and technology. Each of these needs to be revisited.

For example, next-gen PLM needs to replace legacy systems, new processes need to foster agility and collaboration, and people need to be upskilled to make this happen. Adoption of innovative digital tools like analytics and trend spotting, 3D, virtual prototyping, material management and the implementation at scale of collaborative processes will be critical assets for a successful transformation. We have to think end-to-end.



## Mark Burstein

*President & Chief Strategy Officer*  
**NGC Software**

Solutions providing supply-chain traceability, transparency, sustainability & environmental, social & governance-scoring capabilities and metrics will have the largest impact on the global fashion industry in 2021.

**Logility** released a traceability solution in January that allows our customers to track the chain of custody from cotton farm to finished-goods import, primarily to comply with U.S. Customs requirements that prevent Xinjiang cotton from entering our market.

Traceability is the foundation for sustainability, which will allow our customers to capture greenhouse-gas emissions, water use and renewable-energy metrics from each production facility and transportation mode to calculate the carbon footprint and other eco metrics for every single item a brand produces. Companies can calculate the environmental impact of their global supply chain, then use artificial-intelligence tools to reduce their impact year over year.

There is also a social-compliance component that verifies commercial-reasonableness compliance for suppliers at every level, preventing forced labor, child labor and unsafe working conditions. It also evaluates the suppliers' capabilities, determines weekly capacity and assigns a risk level based on a variety of factors. All these functions combine into a measurable ESG score for each brand. Many companies like Nike, Chipotle, Canadian Banks and half of the FTSE 100 are now basing executive compensation on corporate ESG performance. More companies are certain to follow this trend.



## Larissa Posner

*Chief Executive Officer*

**StyleScan**

By the end of 2021, 3D and AR technologies will redefine the consumer experience within the fashion industry. Consumers have already adopted new digital tools when shopping online. The apparel industry is lagging behind when it comes to digital transformation.

3D and AR preview have been successfully implemented for makeup and eyewear try-on and furniture where the consumer can place an item right into their own space. Luckily, some cool technology startups are emerging and looking for partnerships with established fashion companies in order to help them adopt these new cutting-edge tools.



## Ram Sareen

*Chief Executive Officer & Founder*

**Tukatech**

Fashion businesses who wish to bring back American or near-shore manufacturing should understand that they will not be able to do so without technology.

Between the cost of domestic labor and the wastefulness of product development, the costs are too high to do things the way most fashion businesses have been doing them. Manufacturing will come back to the U.S.A., but it will not look the way it did 50 years ago.

The micro-factory, or on-demand manufacturing model, is the way forward for localized manufacturing. In this model, products are made only after they are sold. Until that point, the data for each garment—pattern, sample, marker—are digital. This means there is less waste in product development and zero inventory to dispose of if something doesn't sell.

Apparel professionals can prepare for this shift by digitizing as much of their process as possible if they haven't already due to the pandemic. Even just starting with a CAD system is better than continuing to do manual patternmaking, grading or marker making.

The biggest thing, however, is the change in mindset. There is no going back to the way things used to be because that wasn't working either!

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