



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

March 11, 2022



“Digital Product Creation – 3D Fitting for the Real World”

Pushing the boundaries beyond digital showrooms and line development.

- How companies adapt to 3D fit approval
- Setting up for success for digital fit approval
- Instilling more confidence in digital garments

March 23, 2022

12:00 PM – 1:00 PM PST

Register Today

For more information, please contact:
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StyleScan[®]

A ‘Speed to Market’ and Cost Saving Solution

Replace expensive on-model studio photoshoots

- Only a factory sample image is needed to ‘digitally-dress’
- Instantly digitally-dress models of ALL sizes with one sample image
- Virtually style full outfits on models, adding shoes/accessories, switching

backgrounds, etc.

StyleScan provides a wide selection of models of various shapes, sizes, skin tones, to create images of models wearing merchandise without the physical sample

Digital Design for Sustainability

- *Pre-sell from the digitally-designed line presentation; produce after receiving orders!*
- *Utilize images for point-of-sale presentations and virtual showroom*

View Technology Here

For more information, please contact:
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www.stylescan.com



...in partnership with eMarketer

“Global Ecommerce Forecast”

ChannelAdvisor and eMarketer provide a global, regional, and country level forecast for retail sales, retail ecommerce and retail mcommerce. The report provides a global outlook for 2022 and beyond, stating that

REPORT KEY TAKE-AWAYS:

- Ecommerce growth is about to slow considerably, but total new spending will still be huge, depending on the effects of the current Ukraine/Russian crisis
- As a 2-year boom subsides, plenty of bright spots remain.
- Brick-and-mortar had a much stronger year in 2021 than anticipated.
- 66% of shoppers conduct online research before shopping in-store after COVID.

Read The Full Report

For more information, please contact:
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California Fashion Association

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