



Metail

Featuring Limited embraces EcoShot for fast and flexible fashion development



featuring
LIMITED

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Katharina Bobrowski
General Manager, featuring LIMITED

In recent years, featuring LIMITED has implemented 3D in its product development process to alleviate major time and cost challenges. Before adopting 3D, typically, our work with our fashion brand clients involved getting design and fit approvals with many physical samples and sample yardage of fabric being transported from Asia to Europe for review. Presenting 3D samples to customers has helped speed up the approval process and minimised cost and delays. Using EcoShot garment-on-model images has helped Featuring go a step further by elevating how we present style ideas.

EcoShot images are even more convincing than regular 3D as customers can better visualise the garments, especially when we select good models for them. Our customers really appreciate the very early visualisation of ideas. Only approved ideas are turned into physical samples which is great for more targeted development, therefore saving resources and overcoming the need for multiple samples for individual garments.

The COVID19 pandemic has presented a new set of challenges. With mill and factory closures, vendors have struggled to produce photo samples for e-commerce. And even in cases where samples are available, it has not been possible to fly them out to locations in Europe for photoshoots. Furthermore, studio facilities have also been out of service. Using Browzwear's 3D software and EcoShot makes it possible to create photo samples for e-commerce to meet critical marketing timelines. Our customers have a choice of using ghost images, EcoShot images or both, and this is becoming a more accepted approach when doing traditional photoshoots is not possible. Customers are increasingly interested in this new approach, and we are receiving more enquiries now as a result.

We are pleased to be able to offer our customers a fast and flexible fashion development service with our suite of 3D solutions, particularly in these challenging times as we all adopt new ways of working.

Katharina Bobrowski

General Manager

About featuring LIMITED

featuring LIMITED is a 100% subsidiary of Otto International, the sourcing organisation of the Otto Group. Otto International is one of the largest procurement organisations worldwide, specialised in sourcing, trading and bespoke services for the global markets.

Like its parent company, featuring LIMITED has teams in all key markets. featuring LIMITED develops styles, digitises and customises processes to fulfill customers' needs. Using 3D fashion design software and specialist R&D, the company offers a one-stop-shop for design and virtual product development services.

The team at featuring LIMITED is committed to evolving with the market while minimising the waste of precious resources by implementing innovative digital solutions.

www.featuring.ltd

About EcoShot ®

EcoShot is a powerful visualisation tool that helps designers create imagery to communicate their 3D garment designs with confidence.

EcoShot is the designer's virtual photo studio, making it easy to create true to life garment-on-model imagery, to show 3D clothes on real people. It is a quick way to elevate design presentations compared to using avatars and ghost images. EcoShot Images are created using the EcoShot Plugin built for Browzwear VStitcher users, available as a software add-on on a subscription basis.

EcoShot Images transport the imagination put into 3D garments, from creation to selling, helping designers, product managers, merchandisers and buyers make decisions, quickly and using fewer samples.

About Metail

Metail's mission is to use technology to accelerate positive change and sustainability in the apparel industry.

With over 10 years' experience and over 20 patents granted internationally, Metail is pushing the boundaries in the areas of 3D body modelling, virtual model imagery and more.

We are helping brands and manufacturers embed and harness their digital product creation and selling capabilities using compelling visualisation to communicate better. As a result, teams experience better collaboration, quicker decision making and less waste in taking their products to market.

www.metail.com

Metail is proud to be working in special partnership with Browzwear, a 3D solutions pioneer for apparel design, development and merchandising. Through Browzwear, forward-thinking companies like featuring LIMITED can access EcoShot. For more information, visit browzwear.com