

CUSTOMER STORY

3D Technology for Sustainable Sports Apparel Development



PALADIN

INDUSTRY: Apparel Manufacturing, Sportswear Design

PLATFORM: VStitcher

GOALS:

- ✓ Accurate design representation
- ✓ Efficiency in design & production
- ✓ Enhance customer experiences
- ✓ Sustainability & waste reduction

SOLUTION: Implemented Browzwear's 3D technology, which improved customer visuals and allowed simultaneous 2D and 3D design, streamlining production communication.

RESULTS

- 50% decrease in sample issuance time
- Precise design portrayal for customer mock-ups
- Seamless integration and streamlined workflow
- Accelerated product development times

Meet the Company

Paladin, a prominent bespoke teamwear and apparel brand, specializes in crafting high-quality sportswear primarily for team sports. The company serves a diverse customer base, including schools, community sports clubs, and professional sports teams, spanning across geographical areas such as Australia, New Zealand, and the USA. Paladin's product range encompasses sports uniforms, off-field apparel for players, coaches, supporters, and staff—essentially offering a comprehensive array of team-related attire.

Challenges Faced

Prior to the integration of 3D technology, Paladin encountered challenges in accurately conveying the final design to customers during the mock-up stage. Achieving alignment between customer expectations and the eventual product design posed difficulties, which occasionally led to dissatisfaction. Ensuring precision in presenting the final garment's appearance in contrast to the initial mock-up proved elusive.

Implementing 3D Technology

Paladin's adoption of Browzwear's 3D technology marked a transformative phase in its design and production processes. The introduction of this technology resolved the challenge of accurately representing designs during the mock-up stage. "3D technology provides customers with a significantly more accurate visual representation of the final product, bridging the gap between mock-ups and the finished garment," says Mark Donnelly, Co-Founder & COO, Paladin.

Additionally, the capacity to design concurrently in both 2D and 3D emerged as a significant time-saving advantage. "Having the ability to design in both 2D and 3D is huge because it saves so much time for us to be able to provide the factory with the 2D template required for production, while at the same time providing the 3D renders that the customer wants to see," adds Mark. This efficiency improvement drastically streamlined the production pipeline.

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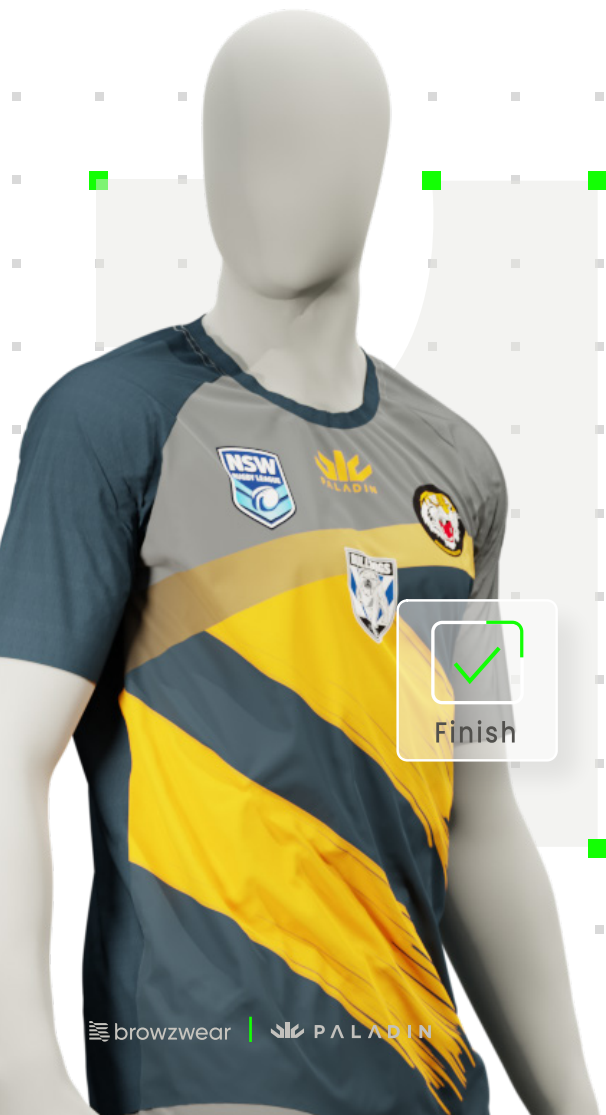
Mark Donnelly
Co-Founder & COO
PALADIN

Customization and Support

"What set Browzwear apart from other 3D technology providers was the flexibility to tailor the software to meet our unique needs," notes Mark. Browzwear and Paladin worked together closely to create bespoke templates and incorporate various options that catered to the intricacies of their sportswear offerings. "Browzwear's exceptional training and technical support ensured a seamless transition, allowing our teams to experiment with new ideas," adds Mark.

Empowering Designers and Easing the Workflow


"For our designers, 3D provides a much more exciting way to work, and a lot more possibilities to express their creativity," says Mark. "Within Browzwear, our designers at Paladin truly valued the Smart Design feature," Mark shares. "It empowered them to craft diverse design elements around a central block, eliminating the need to start from scratch for every iteration." This innovative tool not only simplified their workflow but also allowed them to leverage past work efficiently.





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Mark Donelly
Co-Founder & COO
 PALADIN

End-to-End Integration

Browzwear's technology seamlessly integrated into Paladin's daily operations, encompassing the entire design process—from customer mock-ups to tech pack creation, and even presenting styles and collections to customers. Mark, affirms, "Browzwear has become our day-to-day system for all aspects of our design process." The most discernible impact was seen in the speed and accuracy of product development, significantly expediting the process of generating initial patterns. Mark explains, "Typically, the old way of doing things would take us three to four months, but using 3D technology before issuing samples cuts this time in half to about 2 months."

He continues, "The adoption of 3D technology not only accelerated our design process, but it also significantly reduced waste by condensing iterations from 5 or 6 samples to as few as 1 or 2, delivering impactful efficiency gains." This reduction in iteration cycles not only saves time but also aligns with Paladin's commitment to sustainability and responsible production practices.

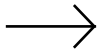
Enhanced Creativity and Streamlined Processes

"3D technology truly opened up a realm of creative possibilities for our designers," Mark emphasizes, "allowing them to experiment more freely with fit, form, and color combinations." This newfound freedom was especially valuable in sportswear design, where complexity often arises due to the myriad color options available. "Browzwear's tools proved invaluable," Mark continues, "efficiently managing this complexity and significantly decreasing our reliance on physical samples for color validation."

Mark goes on to note, "Leveraging our extensive design libraries alongside Browzwear's capabilities, we've been able to introduce a 'Design Your Own' system." This system, he elaborates, "puts the power of customization in the hands of our customers, enabling them to finely tailor designs to align perfectly with their preferences." In this way, Paladin seamlessly combines innovation and customer-centricity to create a unique and engaging experience.




Pioneering Progress



Transitioning to 3D technology might seem daunting, but Paladin's journey with Browzwear illustrates the immense rewards and benefits that await those who embrace it. The technology not only resolved their initial challenge of accurately presenting designs to customers but also enhanced efficiency, creativity, and customization across the entire design and production spectrum. With the incorporation of Browzwear's 3D technology, Paladin stands as a testament to how innovation can elevate sportswear design and manufacturing to new heights.

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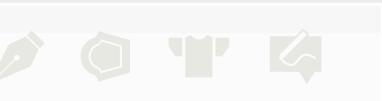


Mark Donnelly
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Check out more customer stories

to learn how leading apparel companies achieve their goals with Browzwear

More customer stories



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About Browzwear

Founded in 1999, Browzwear is a pioneer of 3D digital solutions for the fashion industry, driving seamless and sustainable processes from concept to commerce. For designers, Browzwear accelerates collection development, opening limitless opportunities to create iterations of styles. For technical designers and pattern makers, Browzwear rapidly fits graded garments to any body model with accurate, true-motion material replication. For manufacturers, Browzwear's Tech Pack delivers everything needed to produce physical garments perfectly the first time, and at every step from design to production. For more information, visit www.browzwear.com.