

CUSTOMER STORY

# Mastering the Digital End-to-End Workflow

## bonprix's 3D Journey



### bonprix.

**INDUSTRY:** Fashion for Men & Women  
**PLATFORM:** VStitcher  
**GOALS:** ✓ Reduce Samples  
✓ Increase workflow flexibility  
✓ Shorten GTM timelines  
**SOLUTION:** Implementing an end-to-end digital workflow.

### Meet the Company

bonprix, part of the Otto Group, is a global fashion powerhouse based in Hamburg. It effortlessly captures the latest catwalk trends, translating them into a diverse range of inspiring fashion pieces suitable for various occasions, styles, and sizes. With five in-house brands and monthly fresh collections, bonprix has built a loyal customer base through its user-friendly online shop, enticing catalogues, and inviting Fashion Stores. This winning concept has propelled bonprix to become one of the highest-grossing online fashion retailers. Committed to an end-to-end digital workflow, bonprix has successfully integrated 3D technology into its product development cycle, revolutionizing the fashion creation process.

RESULTS

- Samples Cut Down by 50-100%

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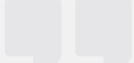
- Style Briefings Conducted Digitally

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- Fit Iterations Conducted 100% Digitally

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- Development Time Shortened by Over 30%



*"We found out that Browzwear is the best partner for us to go forward with our vision of the end-to-end workflow with the global team."*



**Torben Böhm**

Manager Technical Product  
Development & Digital Innovation  
bonprix.

## Challenges & Objectives

Recognizing the need for increased flexibility and efficiency in its product development, bonprix sought to reduce physical samples and enhance the digital workflow. Partnering with Browzwear, the company aimed to implement 3D technology to achieve a seamless end-to-end digital workflow. Torben Böhm, Manager of Technical Product Development & Digital Innovation at bonprix, states, "We aimed to enhance flexibility and minimize samples. In our ideal scenario, each step's outcome is reusable in the subsequent steps. This led us to embrace the concept of an end-to-end digital workflow."

## The Journey Towards Digital Transformation

bonprix started its 3D product development journey with low-complexity items including t-shirts and sweatshirts, implementing virtual fitting processes. The goal was to create a seamless, end-to-end digital workflow, planning over 1000 styles for a collection year. Torben notes, "We found out that Browzwear is the best partner for us to go forward with our vision of the end-to-end workflow with the global team." This collaboration allowed bonprix to create digital twins of fabrics, ensuring worldwide accessibility based on standardized parameters.

## Mastering Digital Twin Creation

bonprix utilized advanced tools such as the Vizoo scanner and Browzwear's Fabric Analyzer to capture textures and replicate parameters in 3D. A team of 35 individuals across the globe underwent upskilling to manage in-house pattern making, forming a global team of experts from Otto International, bonprix Poland, and bonprix Hamburg.

Lisa Hoppen, Fabric Coordinator at bonprix, says, "As a former pattern maker, witnessing the transformation of my creations from the screen or paper to life has always been a magical moment. Now, the immediate visibility of pattern changes before production, even before a sample is produced, adds a new dimension to the creative process."



*"The reduction of samples varies from 50 to 100%, depending on the product group. In some cases, especially with less complex product groups, production can confidently move forward without requiring any physical samples."*



**Solveigh Keikavoussi**

Manager 3D Technical Product Development & Digital Innovation  
bonprix.

## Eliminating Time & Cost Barriers

The transition to 3D technology significantly reduced both time and costs associated with style development. Solveigh Keikavoussi, Manager of 3D Technical Product Development & Digital Innovation, highlights the achievement of cutting down the development time for a style.

"Through our efforts, we successfully trimmed the development time for a style by a substantial 30 days," notes Solveigh. "Our journey into 3D style creation marked a significant shift. What used to take us approximately 3 months has now streamlined to just two months."

Solveigh adds, "The reduction of samples varies from 50 to 100%, depending on the product group. In some cases, especially with less complex product groups, production can confidently move forward without requiring any physical samples."

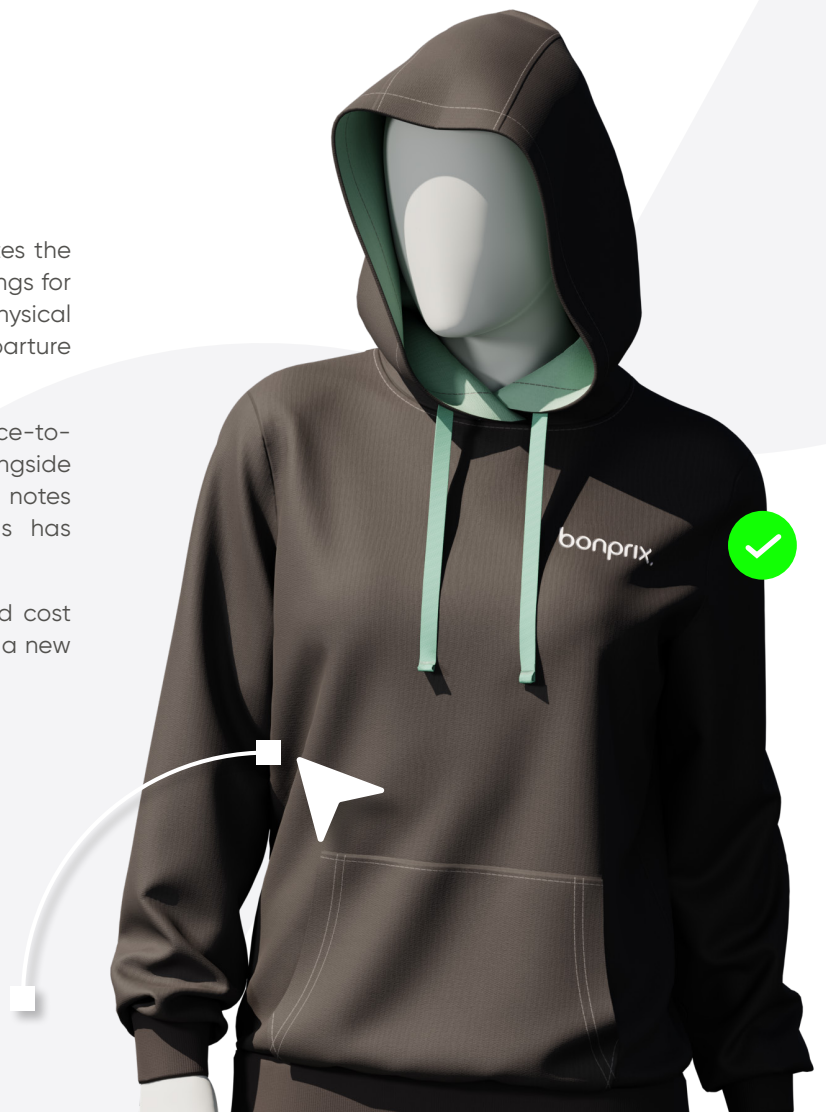
The adoption of 3D technology supported the creativity of product developers, providing an environment with ease of making changes and immediate visibility of results on screen. The reduction in sample iterations allowed bonprix to respond promptly to customer requests and industry trends.

## Embracing Digital Styling Briefings for Quality Assurance

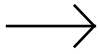
Katharina Oldenburg, Product Manager at bonprix, notes the shift from face-to-face meetings to digital styling briefings for quality assurance. This has eliminated the need for physical adjustments, enhancing efficiency and marking a departure from traditional, time-consuming practices.

"Before venturing into 3D, our interactions involved face-to-face meetings with QA technicians to review styles alongside physical samples, consuming considerable time," notes Katharina. "The adoption of digital styling briefings has eliminated this, saving valuable time."

The company has successfully eliminated the time and cost barriers associated with style development, ushering in a new era of streamlined and cost-effective processes.



# Strategic Wins & Forward Visions



Looking ahead, Torben states, "The goal is to scale product groups and internal brands, creating over 2000 products in a digital way for the next collection year." The company aims to explore soft body avatars for lingerie, underwear, and swimwear, with the overall goal of achieving an end-to-end digital workflow. bonprix already possesses 3D files and is exploring opportunities for the online store.

bonprix's 3D journey has streamlined its product development process, positioning it as a pioneer in the fashion industry. The success of this initiative underscores the importance of embracing innovation and finding tailored solutions for each company's unique needs. Solveigh emphasizes, "Don't be afraid or feel intimidated because it's a great opportunity and a great journey." The results speak for themselves, as bonprix continues to push boundaries and redefine the future of fashion with 3D technology.

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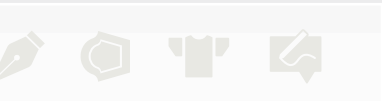
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### About Browzwear

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](http://www.browzwear.com).