




Cesare Citterio, owner and CEO of Cifra SpA, has been focusing on seamless warp knitting for the past 20 years developing technologies that allow mass customisation and produce little waste.

 Polygiene and Particle Fever4

members across different devices. Presentations, spreadsheets, images, sketches, annotated images, all versions of a design project, including data in all forms can be grouped together for a more fluid flow of ideas and information. “Bluescape allows teams to follow the design process at all times,” says account executive Tim Doyle. “It reduces the risk of information getting lost in translation.” He says film studios are big users of the digital platform, as well as sports brands, including New Balance and Olukai. A brand can reduce its design process from 18 to 12 months using this system, he says.

loClothes is another type of platform which has been launched to assist companies and designers working in smart clothing, shoes and textiles. Founded in 2017 by Ben Cooper, formerly of VF’s Innovation Centre, it is designed to “bridge the gap between technology and textiles” as well as “facilitate collaboration and accelerate innovation in apparel, footwear and textiles”. Mr Cooper hopes that a neutral third-party site will encourage the flow of information and enable members to find industrial partners, source components, build a network and share experiences. Based in New York City, the “LinkedIn for smart clothing” has attracted 370 members in its 18 months of existence.

Mr Cooper believes that the development of smart clothes warrants the creation of new business models. “Companies are making some very promising and innovative concepts but then they bring it to market in a traditional manner.” This, he says, is a “recipe for disaster”, the textile industry is “thinking too small and selling far too short”.

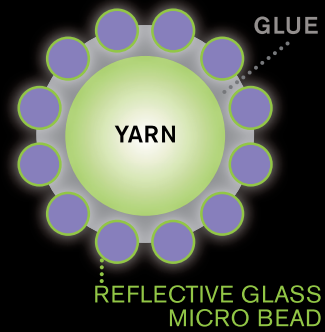
These new platforms and networks could help bring innovation to market faster and more efficiently. As the need for flexibility and tailor-made solutions continues to grow, the textile and clothing industry may also need to innovate in its collaborative and work processes to invent the supply chain of the future. 



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