

FUTURECLO

YOUR DIGITAL EVOLUTION

Together in your fashion
digital evolution,

from ***physical to the
metaverse.***

Discover our world



Futureclo

The partner of your projects.

we're

Digital Fashion & Design Factory

we're

A meeting between the **background** of physical **fashion** applied to the most performed and innovative digital technology

we're

Real
sustainability.

Le nostre **Soluzioni.**

Design & product development

Stylistic studio .
Pattern making and relative service.
Development file CAD 2D
Prototyping and removing defects in 3D on **'avatar Parameterized'**.
Digitalization of textures.

Marketing & sales

Development of digital samples (variations and materials).
Creating of virtual showrooms.
Creating of video collections virtual in static or personalized environment
Application of VR and AR with **Futureclo AR STUDIO.**

Manufacturing

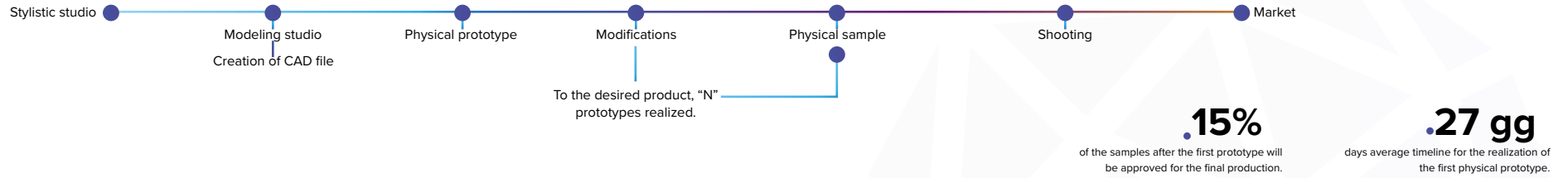
Development of physical prototypes .
Development of physical products .
Development of sample series.
Physical production Made in Italy.



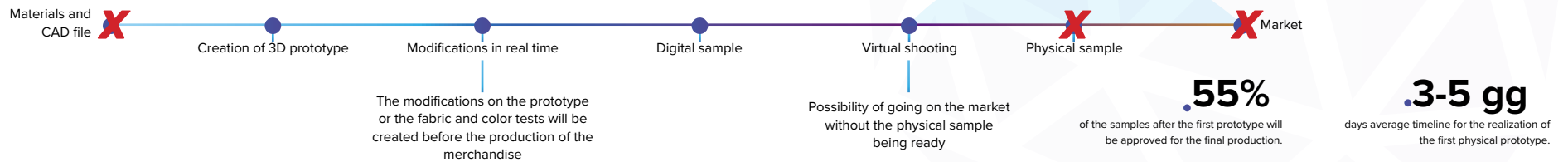
Design & **product development**

**From the styling studio to the digital
prototype in 3D.**

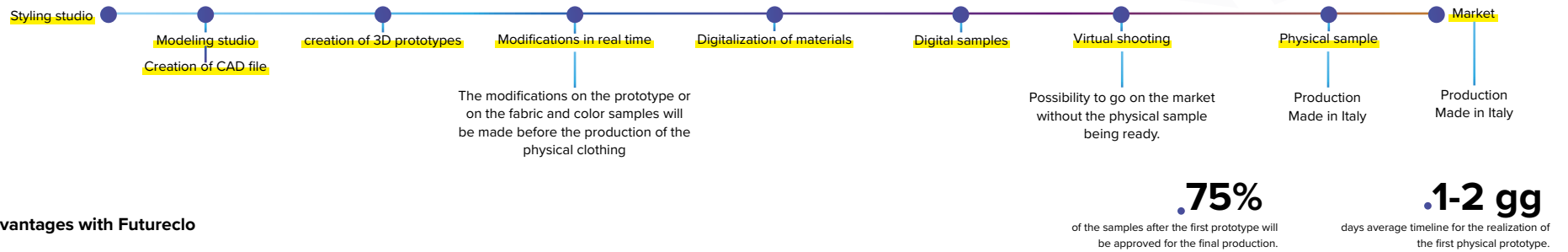
Traditional process



Process digital companies in the fashion sector



The process of Futureclo



Advantages with Futureclo

Statistics made by partner company 3D, on surveys of various companies in a time frame of 6 months, using 3D technology within the process of developing the prototype.



Analytics of the project

We meet with the **product office** and **style office** and gather the necessary information regarding the collection and/or products to be developed (patterns, colors, materials and any requests desired by the company)

Having defined the design and chosen the materials, the next step is to create together with our **pattern-making team**, the **paper pattern** (CAD file 2D) for the creation of the “**first digital prototype**”-on which we will apply the required changes in **Real Time**.

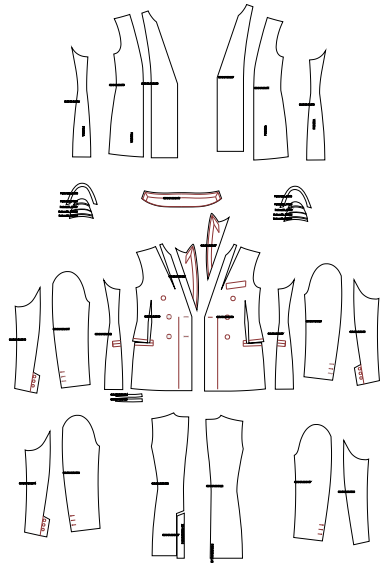
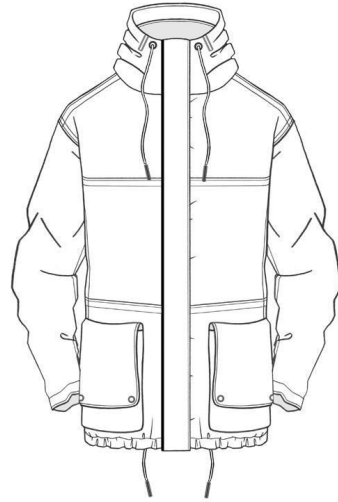
** Each modification will have the constant support of the pattern-making team from the first moment until the delivery of the final file, to ensure **the quality of**, Futureclo

REQUIREMENTS

2D CAD file if in possession, otherwise it will be developed by FUTURECLO

Stamp of the chosen fabric proposed/supplied by the client or FUTURECLO

Vector file with logos or graphics proposed and provided by the client or FUTURECLO



- MODIFICA LINEE
- Sposta linea
- Ruota linea
- Allunga
- Regola 2 linee
- All. linea
- Semplifica
- Ritiro
- MODIFICA PUNTI
- Sposta Punto
- Trasf.Pt.1->2
- Trasf.Pt.2->1
- Attacca Pt.
- Stacca Pt.
- Trasf.Pt.->1
- SPILLI
- Inserisci spillo
- Spilla Pt.Sviluppo
- Spilla tutti Pt.
- Spilla Pt.2
- Elimina spilli



Creation of 3D prototypes

The paper pattern (2D CAD file), provided by the customer or **created by FUTURECLO**, is sewn onto **parameterized avatars** and simulated in our 3D modeling and rendering software.

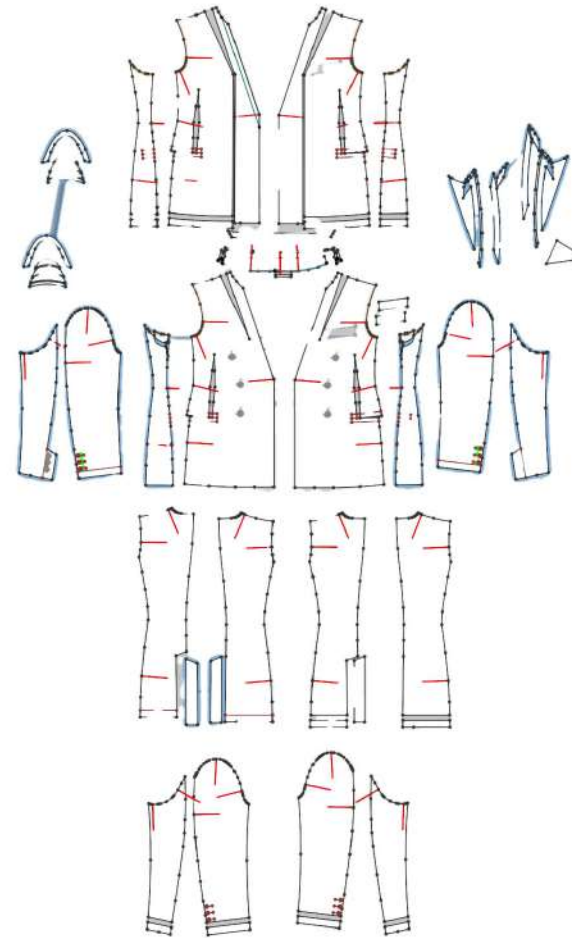
We thus kick off, the **first digital prototype where we observe shapes and volumes.**

The next step is **digital deconstruction.**
We make all the changes agreed with the customer on the 2D pattern, **correcting in real time.**

True digital tailoring

Advantages? Many.

Most important: We can observe prototypes without yet having produced anything physical.



Texture digitalization

For us the digitization of physical fabrics and the application on digital prototypes is an indispensable step for the future creation of the **digital twin**.

The success of a hyper-realistic garment, in addition to excellent pattern making is based on the almost total verisimilitude of the physical-digital texture.

With the digitized textures we transfer all the **technical and physical characteristics of the materials** such as **weight, elasticity, composition, texture**, etc. to the 3D prototype.

It is possible at these stages to think about the development of samples or products (**capsule collections**) completely digital to be promoted and produced on demand.

Maximum sustainability



Marketing & sales

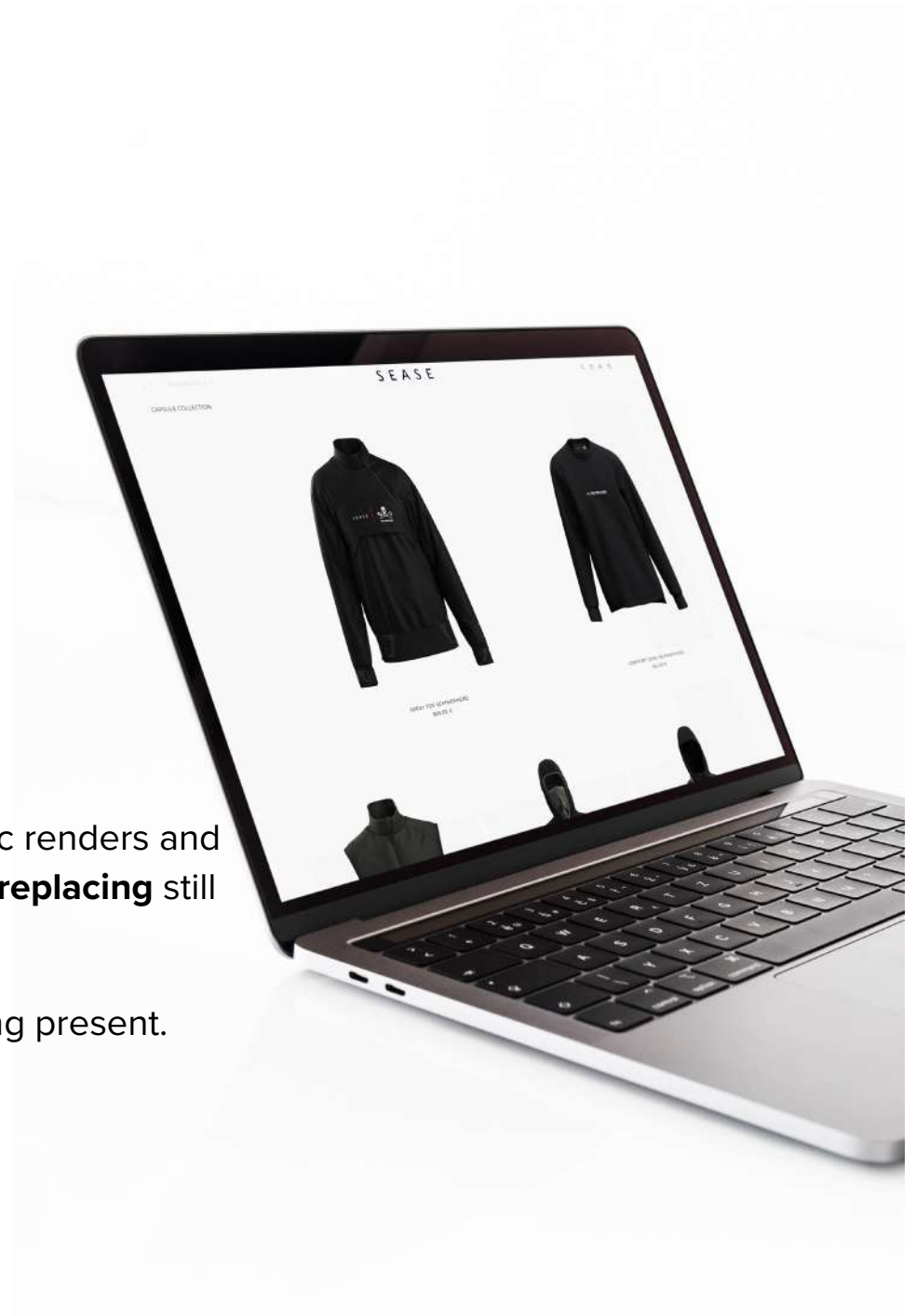
Our **source file** allows where needed, the export to different formats for marketing purposes such as: ***.OBJ, .FBX, .GLB,. GLTF**. High-resolution images in **.PNG, .JPG, .TIFF** formats. and **Turntable animated videos** or faithful simulations of the physics of garment movements in **.AVI, .MP4, .MOV** etc. format.

Virtual Shooting.

Virtual shooting involves the production of photorealistic renders and static or dynamic digital environments of 3D models by **replacing** still life with the physical product

The result is a still life without the physical garment being present.

It is in effect a digitally created photo campaign.



Digital Samples

Less waste of resources and materials.

Advantages

Costs

-35%
Sampling costs

It significantly decreases costs of prototyping because the modifications and testing have already been done on the 3D prototype.

Timelines

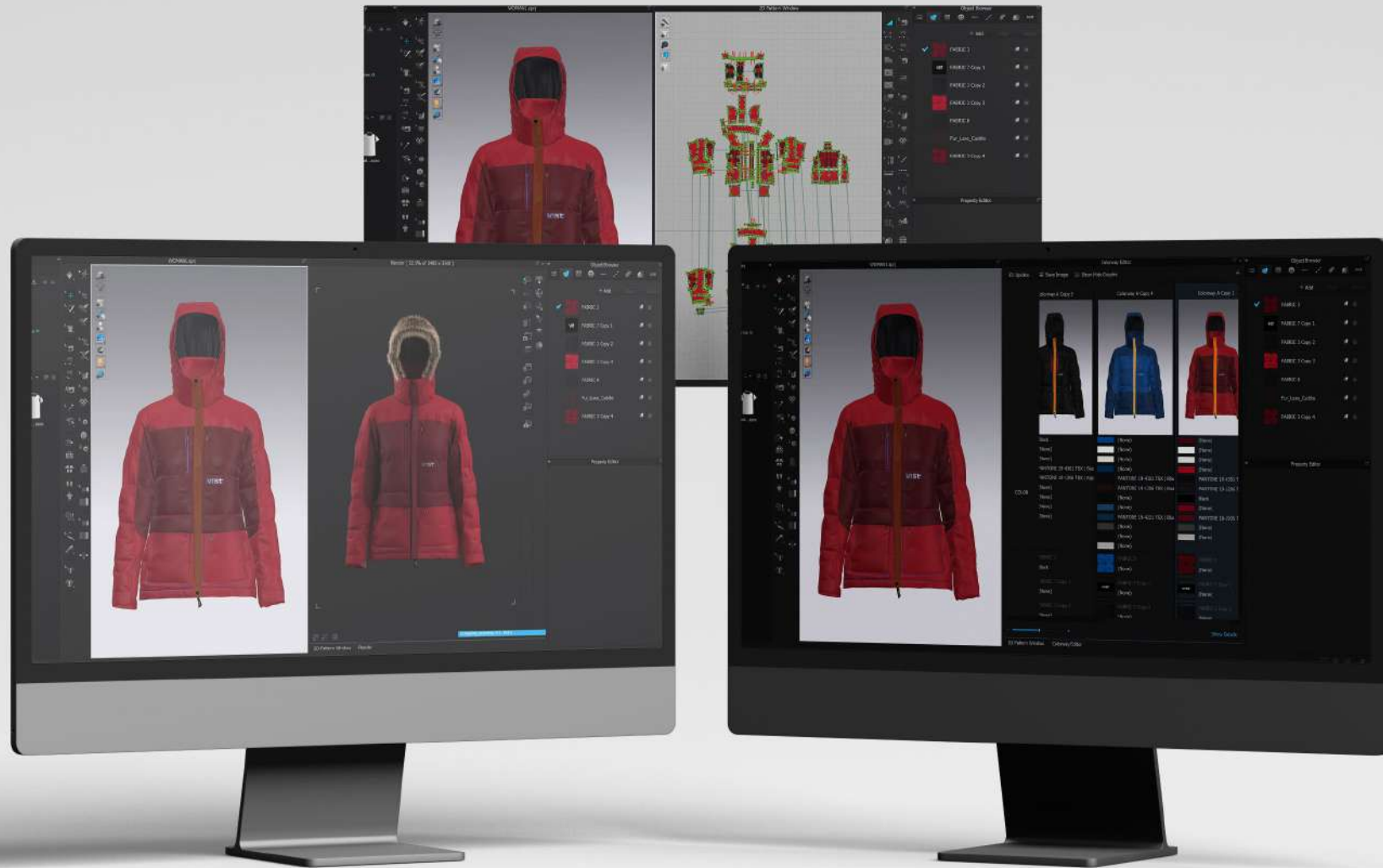
-75%
Implementation time

It significantly improves the speed of realization of the sample

Sustainability

95%
Sustainable

Reduces the waste of materials rendering the process more economical and sustainable.



Digital Twins

The 3D models made have **95% photorealism**, and it is possible to develop all color variations, fabric graphics or prints without the need to have developed the physical models.



* Example of Digital Twin developed by Futureclo for **SEASE x SEA SHEPHERD** capsule collection 2022 present in their E-commerce.



Integration 3D sample with B2B and B2C.

Our services always include **digital assets** such as **virtual still life** and **video turntables** of the 3D model, which are easy to integrate within **e-commerce, catalogs, physical shops** and general **marketing**.

Innovation is the cornerstone of Futureclo

We seek to accompany each of our clients in the **digital evolution**, for this reason, we recently included together with our R&D department, in the services offered, the possibility of embedding **garments in Augmented Reality** in the B2B and B2C platforms, a tool of very strong impact and convertibility for customers.



Increase conversion rates, cart size and revenue.

3D gives consumers a better real-world understanding of a product that has been shown to increase conversions and reduce returns. **Futureclo AR STUDIO** allows you to instantly incorporate the 3D into your e-commerce site with Augmented Reality incorporated so that consumers can see the product virtually in their home true to size.



Scan to view

www.viewer.futureclo.it



***By using our AR in E-commerce**

+83.1%
Conversion rate

40%
Average decrease of
returns

+61%
Average increase in
order value

* Statistics provided by our Partner AR

Virtual content creation for social media and e-commerce.

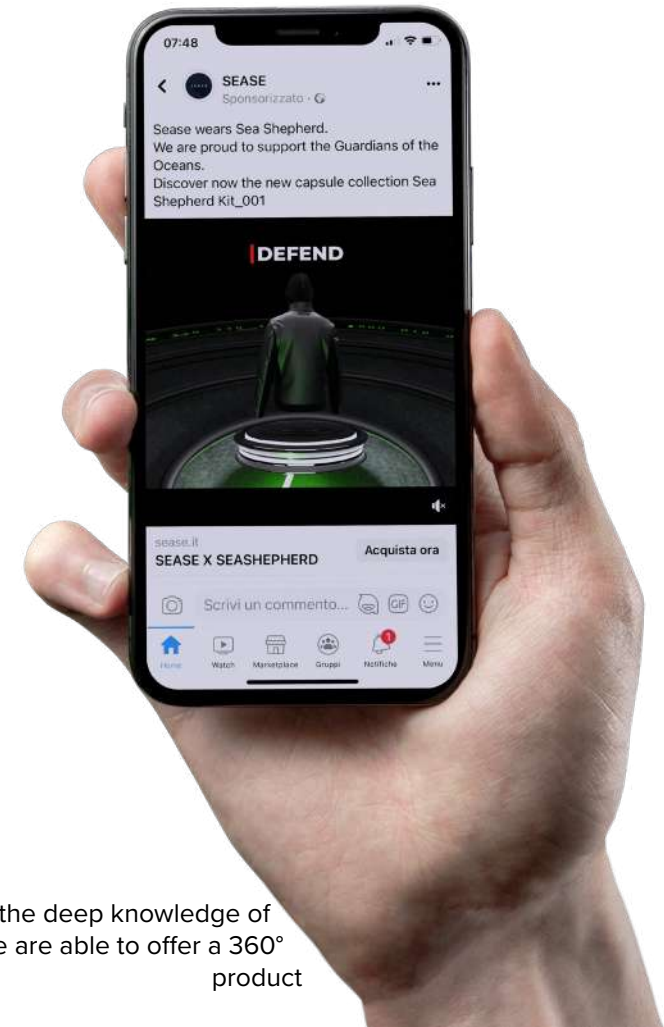
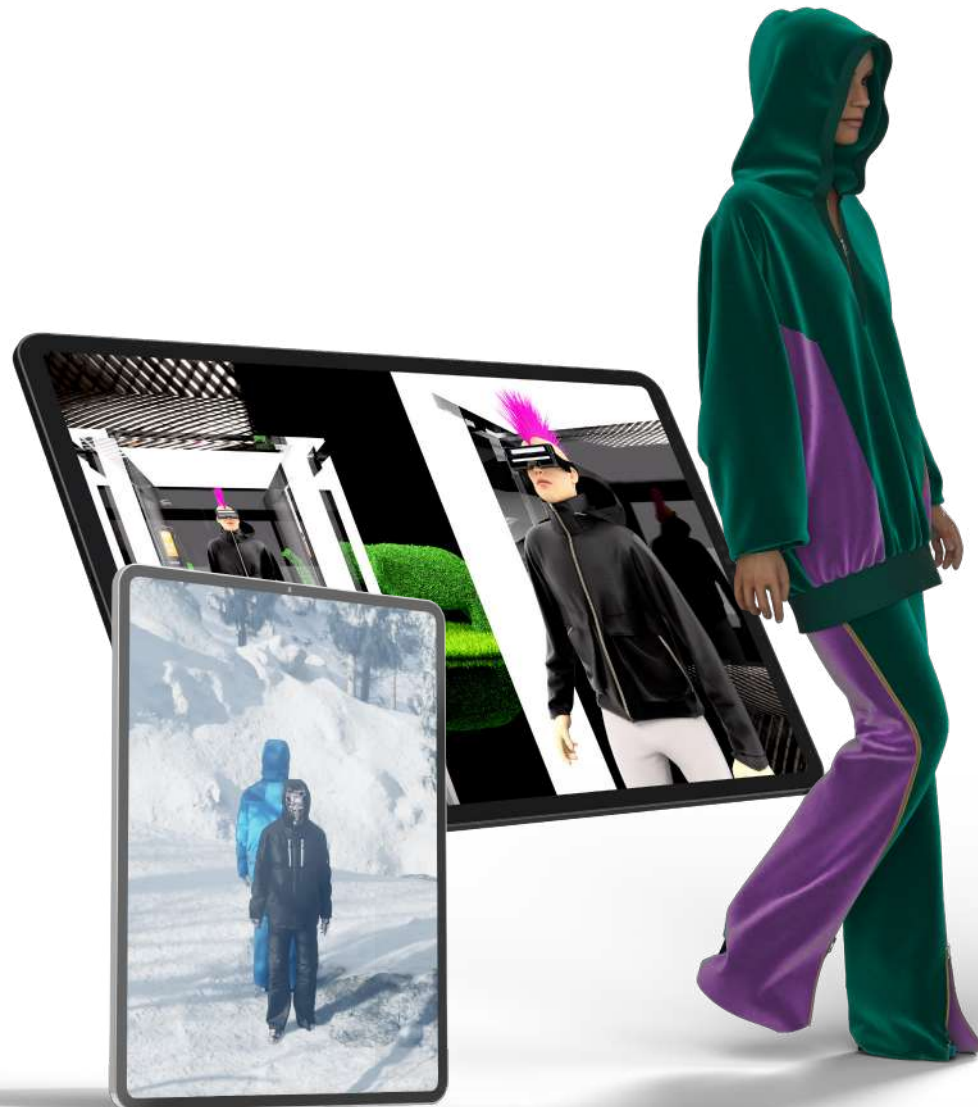
Products made in 3D can be presented either in virtual settings that reproduce reality or in imaginary settings, where the only limitation is the imagination.

Thanks to the 3D source file we can avoid shooting sequences and moving merchandise, people and equipment, thus ensuring a more **ecological and sustainable choice**.



* Example of 3D setting for marketing.

The outputs of our processed files will allow you to integrate them directly into all social platforms such as **Facebook, Instagram, Tik Tok, Youtube, etc.**



Thanks to these tools and the deep knowledge of the physical world we are able to offer a 360° product

Digital archive construction.

The future of the historical archive

Fashion is seasonal.

Once the sales season is over, having worked digitally you can keep your files - **2D source files, 3D customizable source files, Digital photo archive.**

In this way, you can automatically create a **digital historical archive**, which will be at your complete disposal whenever you want.

What changes?

Fewer historical garments boxed

Ready to be taken for future collections

More source files from your collection

More free warehouse space

More logistic space

Benefits

Digital files pollute far less than traditional methods, don't waste paper and are always available. **This is sustainability and digitization.**

MANUFACTURING

Product development &
physical sample

**After all the digital activities we support you
in the sample development and physical
production.**

MADE IN ITALY.



We pride ourselves with a strong network of Italian laboratories that can support **every** customer request based on the product category

We are able to manage from **scheduled productions** to digitally developed **capsule collections produced On-demand.**

With this business model we support established brands, emerging designers and any stakeholder in the fashion system who believes in change **for real**

We unlock the potential of brands through the use of **digital technology**, ready to support the development and growth of your business in a way that is **completely sustainable for fashion companies and for the environment.**



FUTURECLO

Digital Fashion & Design Factory

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