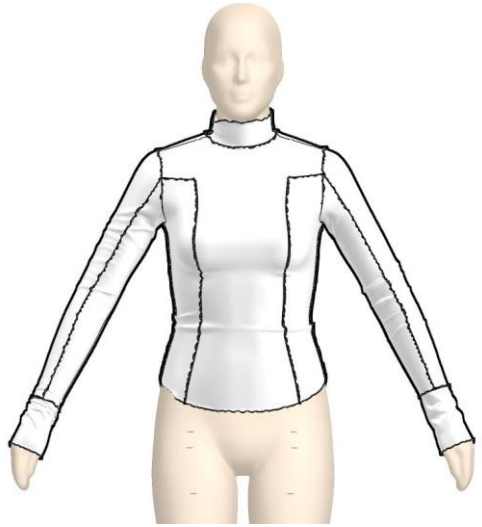
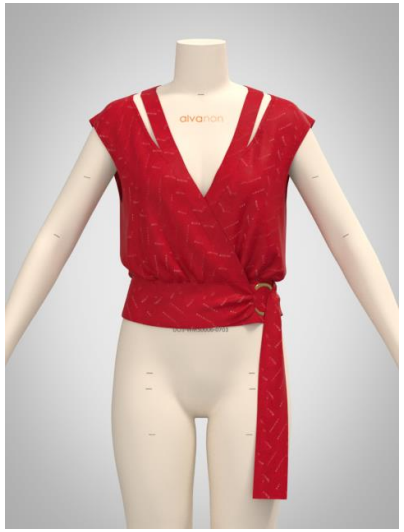
URBN TECH DESIGNER CLO PROCEDURES

AGENDA

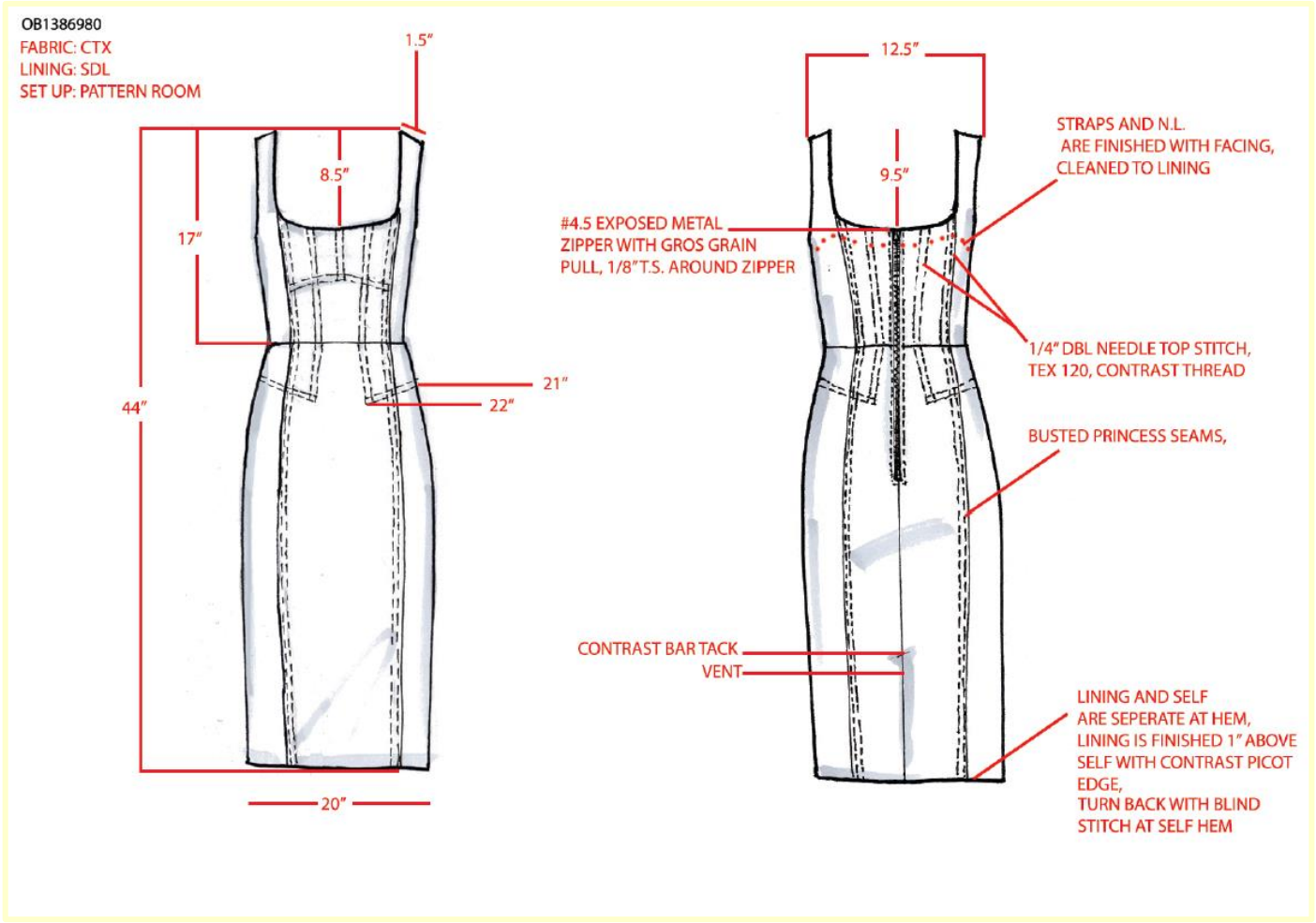
- 3D SET UPS
- 3D FIT PROCESS
- FINALIZATION MEETING RENDERINGS
- PRINTS
- CLO USE CASES
- STYLES NOT SUITED FOR CLO
- USING CLO FOR YY
- WEB TESTS





3D SET UP REQUIREMENTS

- ✓ Clo purpose: Design Fit only or Presentation?
- ✓ Physical sample of fabric and cuttable width (unless already in fabric library) / wash panel with final finish
- ✓ Print Placement (Passed within 24 hours or hold set up)
- ✓ Wash: None, Light, Medium, Heavy?
- ✓ Color/s (Passed within 24 hours or hold set up)



3D Set up types

PD & Category Tech to determine styles to be set up in CLO and communicate to design, 3D tech

Sketch Only

Proceed to 3D set up with TD & Design

Creative Tech Sample/ Design Mock

Is there a pattern?

Yes: Physical sample made by vendor. PM/Creative Tech has used CLO in development.

No: Proceed to 3D setup with TD & Design

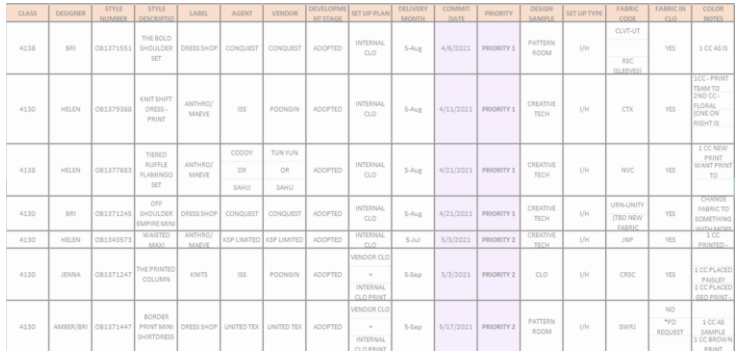
Print

Is there a pattern?

Yes: Proceed to 3D with PD & design

No: Either set up 3D internally or request pattern from vendor / pattern room

WHO OWNS WHAT??



DESIGN

- Drop off mocks/original samples (if available) to category TD prior to set up meeting
  - Ensure samples are labeled w/ style # & name
- Send set up sheets to category tech & 3D tech at **least** 1 hour before scheduled meeting
  - Set up sheets must include style # & name, sketch, construction details, & all fabric/trims
  - Template: CLO SET UP

PD

- Provide a list of 3D styles to cross functional team
- Alert fabric team to test any new fabrics
  - Fabric team should be alerted by PD 1 week prior to set up meeting
  - New fabrics should be uploaded into clo-set by fabric team when scan is completed and email sent to 3D tech once scanned
- Advise purpose of 3D garment (development fit / finalization meeting render / print review)
- Provide deadline dates

Category TD

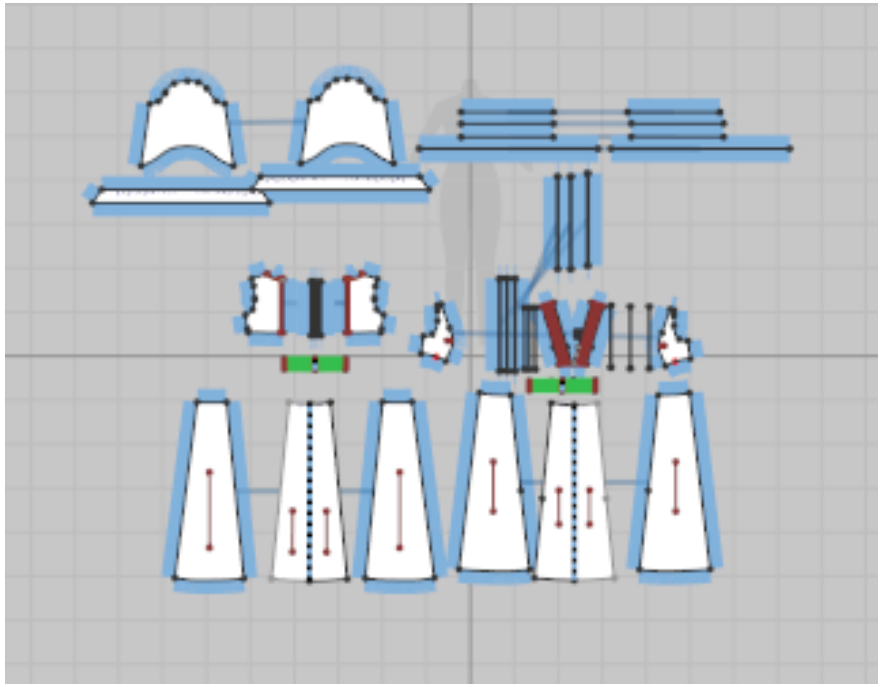
- Category TD to review set up as normal process and call out any concerns
- Provide block/reference style for 3D tech to use
- Provide basic measurements when needed to ensure Clo and Clo pattern align with brand's fit

3D Tech

- Provides pattern file
- Provide front side back 3D images
- Provide pattern measurements to Category Tech

3D FIT PROCESS

Heat map shows fabric ease or tightness on form



3D FIT PROCESS

3D Samples Can be fit using CLO ,CLO-Set, or Illustrator

VENDOR MADE 3D

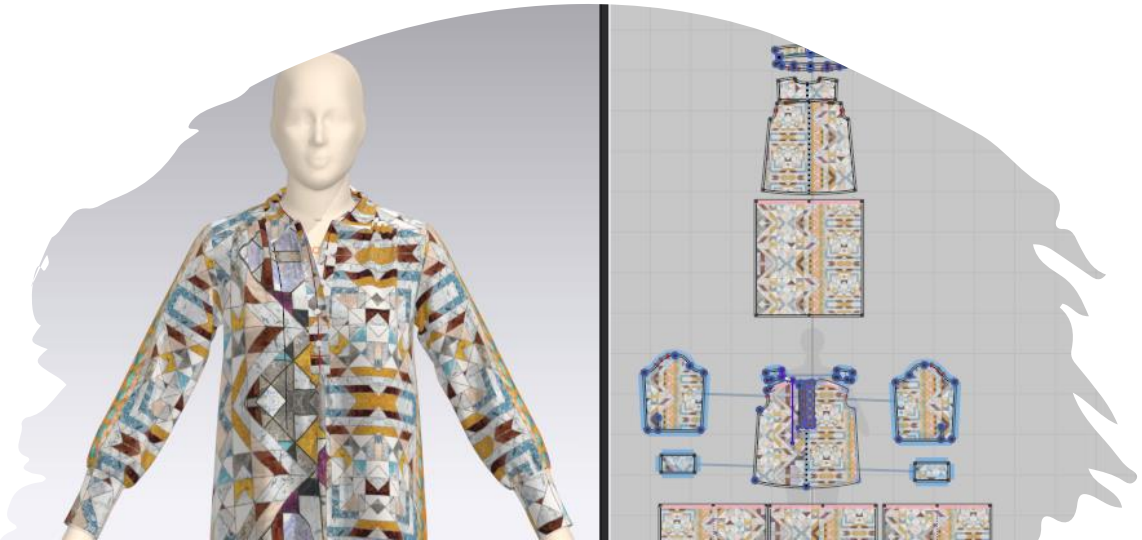
Note: these styles are owned by category TD's

- A full setup should be completed in TS and sent to vendor including specs and construction
  - ***Recommendation****: TD should make sure 3D fabric is available in Clo-set for vendor to pull and use (or a proper fabric sub is advised from design/PD at set-up stage)*
- Tech sends e-mail alerting vendor that 3D sample has been requested (cc'ing PD)
- Vendor has 5 days to turn patterns/3D Image
- 3D sample from vendor is uploaded into Clo-set
  - TD should review 3D prior to fit to ensure setup was followed
  - Vendor should advise if sub fabric was used
- Category TD holds fit meeting with the cross-functional team
- After fitting, TD communicates fit changes back to vendor through either clo-set annotations or updated set up sheets in Tradestone
- Style proceeds to physical proto
- <u>Design should review only one virtual fit. References will be reviewed by tech only.</u>

IN HOUSE 3D

Note: these styles are owned by 3D techs

- 3D tech creates patterns/3D garment
- 3D tech to fit with the cross-functional team
- After fitting, all necessary pattern updates are made. If necessary, images of changes are sent to cross-functional team for final confirmation
- 3D tech sends spec/FR, SD, BK images to category TD via email. Finalized dxf patterns are uploaded into tradestone.
- Category tech responsible for completing set-up in tradestone
- Style proceeds to physical proto
- <u>Design should review only one virtual fit</u>



3D FIT SCHEDULE

- 3D fit meetings to be scheduled in the same week virtual sample is received
- Category tech to own scheduling fit meetings for any vendor 3D styles
- Who attends 3D fit : 3D Tech, Category tech, Design, PD, & Buyer

PRESENTATION RENDERING OPTIONS

Hollow Image not posed

Image on Hanger

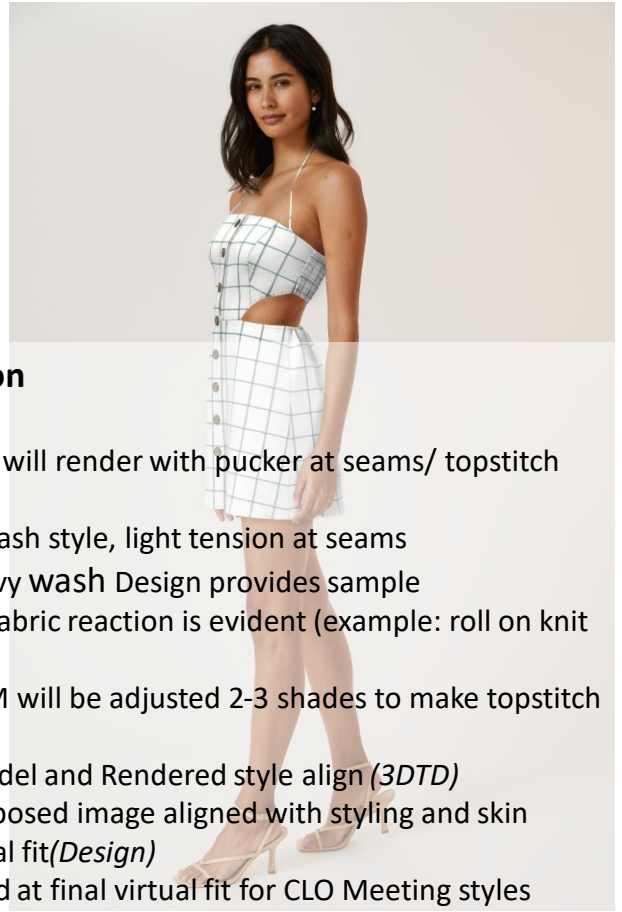
Photoshop CLO render on posed human model

- 3D Tech will provide posed avatar on hollow image on hanger from CLO
- Design to execute the hollow posed image applied to human model in Photoshop.

What information is needed for Presentation Renders?

Set ups: all below due at set up and must pass 1 ½ weeks prior to meeting

1. Clo purpose: Design Fit only or Presentation
2. Physical sample of (*new)fabric/ wash panel with final finish
3. Print Placement
4. Passed within 24 hours or hold set up
5. Wash: None, Light, Medium, Heavy
6. Color/s
7. Passed within 24 hours or hold set up
8. New High quality posed model image aligned with styling and skin exposure
9. Vendor Clo's must be passed 1 week before meeting
10. High Quality model images



CLO Meeting preparation

1. All CLO meeting styles will render with pucker at seams/ topstitch *(3DTD)*
   a. If non or light wash style, light tension at seams
   b. Medium or heavy wash Design provides sample
   c. Ensure natural fabric reaction is evident (example: roll on knit raw cut edge)
2. Topstitch color on DTM will be adjusted 2-3 shades to make topstitch more visible *(3DTD)*
3. Ensure Lighting on model and Rendered style align *(3DTD)*
4. Select existing model posed image aligned with styling and skin exposure at final virtual fit*(Design)*
5. Styling details provided at final virtual fit for CLO Meeting styles *(Design)*
   a. Front closure opened
   b. Sleeves/ Cuffs pushed up or rolled up
   c. Hem tuck-in
   d. Ask, it may be possible
6. 3D team sign off before passing to Design
   a. 3 days before meeting date to Design for photoshop

NOTE: High quality imagery reduces when compressed into PDF. An image of CLOdoes not represent the best and most realistic view. The best view is in CLO or on screen.

What information is needed for print review?

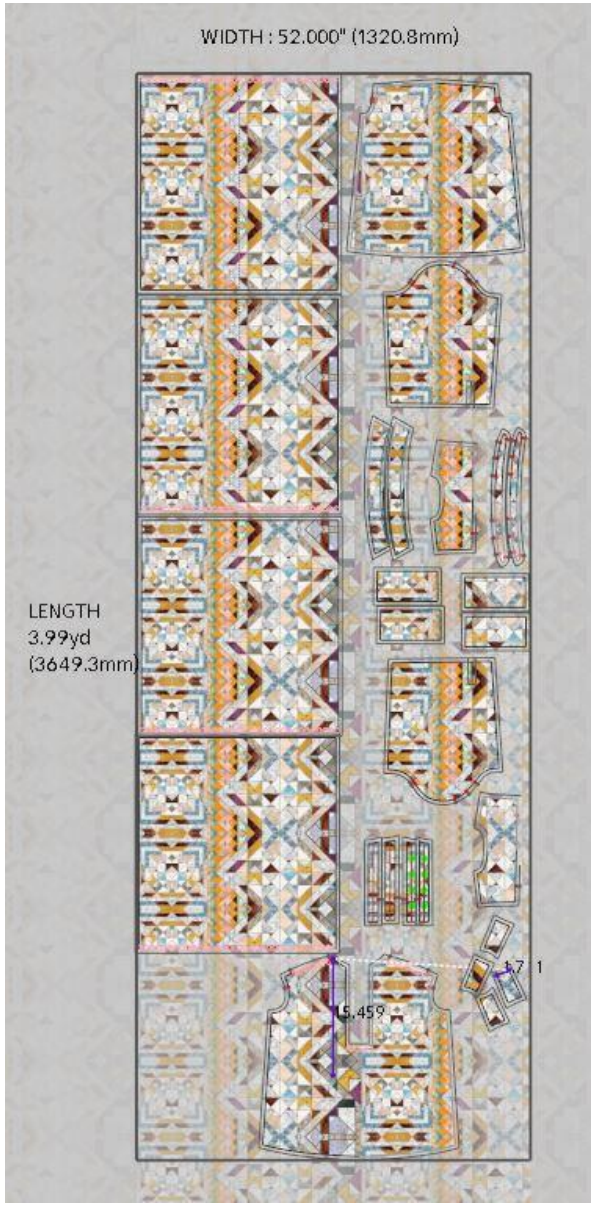
- **Desired Turn Around Time**
  - Expect 2-3 day turnaround once all components are passed
- **Components needed at time of request**
  - Pattern from vendor or PR room
  - Set Up
  - Fabric and cuttable width
  - Cut direction (straight or cross grain)
  - Print files with CAD images (front and back)

- **Process**
  - PD/Print designer to initiate print request with 3D tech and cross functional team
  - 3D tech to arrange print review with team
  - Once placement and yy are confirmed, 3D tech will load FR/SD/BK images and Clo layout image to tradestone
  - Print design responsible for adding any print placement comments / measurements based on meeting with team

CLO team will not make a pattern if set up has been passed to pattern room or vendor, pattern must come from one source to avoid duplicate fits

All information must be provided by PD/Designer or be in Tradestone in order to initiate print review

Print Review Example



CLO USE CASES

- Tech Move to CLO (TD requests vendor or IH 3D team to work on the style)
- Pattern Room or Creative Tech CLO (PM or CTD visualize pattern, use in place of physical ½ mock for design)
- Volume Copy overs (treated as reference)
- Complex Constructions (not Clo friendly, better to make at factory or inhouse physical sample)
- Print layout review
- Mock Visualization (fully formed mocks that can be fit, but mock not able to be sent to the vendor) *** if mock is being sent from design for fabric or trim, proceed to physical sample or vendor clo as reference fit.

STYLES NOT SUITED FOR CLO

Too much Time

Sets (multiple styles)

Pin tucks/ multiple stitched pleats

Too Complex

Draped styles like twists/ cowls/ bias

Knit fabric or very stretchy or weighted fabrics that grow

TD should be a part of the selection process for CLO styles.

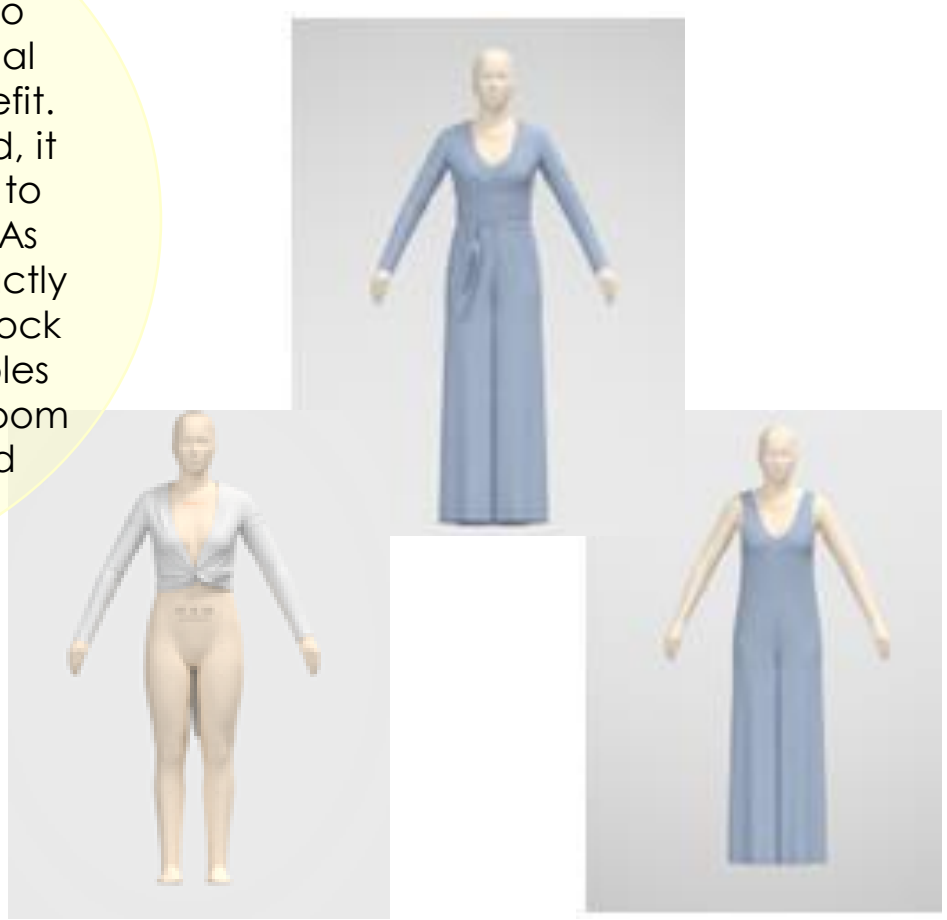
Trust the TD when they advise what styles are not beneficial to put in CLO

STYLES NOT SUITED FOR CLO

Design Mock

Because the mock is fully formed, the time it takes to create a pattern and virtual sample outweighs the benefit. Once the pattern is created, it can take up to 2 hours just to stitch the sample virtually. As shown here, the visual is exactly the same as the physical mock already created. In examples like this, its best for pattern room to create the pattern and provide yy via Optitex.

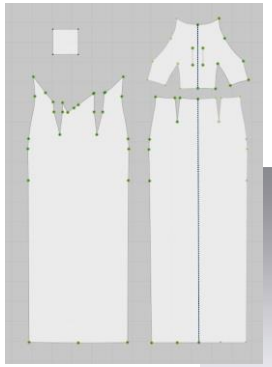
Virtual Sample



Using CLO for YY Verification

- YY from CLO is best for engineered or placed prints
- Patterns for 3D purpose do not include all pattern pieces, therefore yy is a general reference and not 100% same as what is used in bulk.
- Optitex is the better program for YY (pattern dept.)
- TD can make general marker in CLO to check for fabric usage: ie if a seam would be beneficial however complex styles should be done by Susan in PR or Lynda
- 3DTD nor PR can 100% account for cutable width changes in bulk, fabric shrinkage, fabric wastage.

WEB TESTS



CLO Can produce high quality posed renders used on the website. These are often requested when Buying wants to test styles that have not actually been developed.
Here are the steps required to create these images.

Week 1

Styles ID'd by PD/Buying/Merchandiser
Design sets up style with: factory, 3D tech, or pattern room
Fabric scanned in by fabric team
Pattern created In-house and virtually stitched
Virtual fit with cross teams
Corrections made – pattern sent to factory to make first fit sample

Week 2

Web team alerted by buyer to style and set up photo shoot for model images
3D team to make trims, labels, zippers, buttons , etc to have ready
Factory pattern received and virtually stitched up

Week 3

1st fit sample received for fitting – any corrections from fit are applied to the 3D file
Web Images received
3D team to create avatar poses matching model images
All style details applied in 3D

Week 4

3D team to pose and render hollow images
3D team to combine model images and 3D rendered styles together
3D team passes back to Web team for final re-touching