

**H U G O   B O S S**

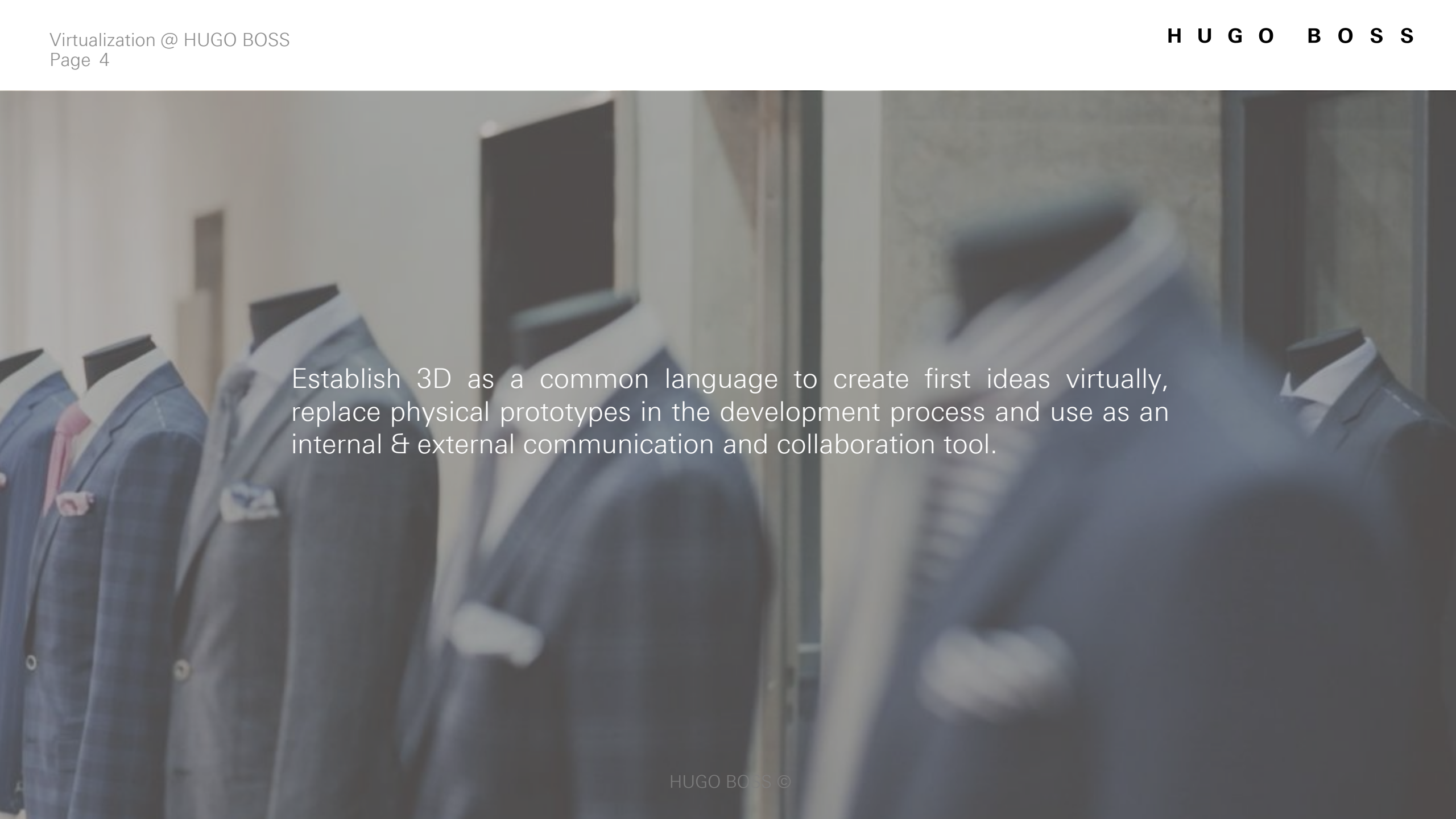
HUGO BOSS 3D

October 12, 2018, Anne Knoth

# HUGO BOSS 3D

HOW VIRTUALIZATION CHANGED THE WAY WE WORK

In the future, virtual product development will be the basis of our creative and technical development processes. In this way we establish a more concrete dialogue in the development of our products, gain efficiency and increase our quality.

A photograph of a retail window display featuring several mannequins wearing tailored suits. The suits are primarily in shades of blue and grey, with some featuring subtle patterns. The background is a neutral, light-colored wall. The image is slightly blurred, giving it a soft, artistic feel.

Establish 3D as a common language to create first ideas virtually, replace physical prototypes in the development process and use as an internal & external communication and collaboration tool.



# 3D Style Development

# THE FORM



2013

2014

2015

2016

2017

2018

## PILOTS & PROJECTS...

- Set up 3D Teams DE
- Train Pattern Designers

Developments for Jersey,  
Shirt, Knitwear, Bodywear &  
Hosiery & Shoes

# THE FORM



2013

## PILOTS & PROJECTS...

- Set up 3D Teams DE
- Train Pattern Designers

Developments for Jersey,  
Shirt, Knitwear, Bodywear &  
Hosiery & Shoes

2014

## DEVELOPMENTS FOR...

Jersey, Shirt, Knitwear,  
Bodywear & Hosiery, Shoes

Onboarding: Jewelry,  
Trousers

2015

2016

2017

2018

# THE FORM



2013

## PILOTS & PROJECTS...

- Set up 3D Teams DE
- Train Pattern Designers

Developments for Jersey, Shirt, Knitwear, Bodywear & Hosiery & Shoes

2014

## DEVELOPMENTS FOR...

Jersey, Shirt, Knitwear, Bodywear & Hosiery, Shoes

Onboarding: Jewelry, Trousers

2015

## DEVELOPMENTS FOR...

Jersey, Shirt, Knitwear, Bodywear & Hosiery, Shoes, Jewelry, Trousers

Onboarding: Outerwear, Leisure Jackets, Coats

2016

2017

2018



# THE FORM



2013

## PILOTS & PROJECTS...

- Set up 3D Teams DE
- Train Pattern Designers

Developments for Jersey, Shirt, Knitwear, Bodywear & Hosiery & Shoes

2014

## DEVELOPMENTS FOR...

Jersey, Shirt, Knitwear, Bodywear & Hosiery, Shoes

Onboarding: Jewelry, Trousers

2015

## DEVELOPMENTS FOR...

Jersey, Shirt, Knitwear, Bodywear & Hosiery, Shoes, Jewelry, Trousers

Onboarding: Outerwear, Leisure Jackets, Coats

2016

## DEVELOPMENTS FOR...

Jersey, Shirt, Knitwear, Bodywear & Hosiery, Shoes, Jewelry, Trousers, Outerwear, Leisure Jackets, Coats

Onboarding: Blouses, Looks

2017

2018

# THE FORM



# THE FORM

Properties  
Pattern  
Avatar



# THE STYLE



Form Library

# THE STYLE



Form Library



Trimmings Library



# THE STYLE



Form Library



Trimmings Library



Fabric Library

# THE STYLE

Trimmings  
Fabrics  
Light



Form Library



Trimmings Library



Fabric Library



# 3D Workflow

# MILESTONES

## FORM DEVELOPMENT

Medium Quality

- First Form Ideas
- Proof 2D Pattern
- Adjust Pattern
- Internal Meetings

Digital Paper Cut



# MILESTONES

## FORM DEVELOPMENT

Medium Quality

- First Form Ideas
- Proof 2D Pattern
- Adjust Pattern
- Internal Meetings

Digital Paper Cut

Virtual Proto

## STYLE DEVELOPMENT

High Quality

- 3D Style Ideas
- Prove Fabric Concept
- Prove Color Concept
- Adjust Details
- Internal Meetings



# MILESTONES

## FORM DEVELOPMENT

Medium Quality

- First Form Ideas
- Proof 2D Pattern
- Adjust Pattern
- Internal Meetings

## STYLE PRESENTATION

High Quality

- Form, Fabric & Trimming
- HDRI Light Setup
- Static Pictures/ Details
- Internal/ External Meetings

Digital Paper Cut

Virtual Proto

Virtual Style & Look

## STYLE DEVELOPMENT

High Quality

- 3D Style Ideas
- Prove Fabric Concept
- Prove Color Concept
- Adjust Details
- Internal Meetings

# MILESTONES

## FORM DEVELOPMENT

Medium Quality

- First Form Ideas
- Proof 2D Pattern
- Adjust Pattern
- Internal Meetings

## STYLE PRESENTATION

High Quality

- Form, Fabric & Trimming
- HDRI Light Setup
- Static Pictures/ Details
- Internal/ External Meetings

Digital Paper Cut

Virtual Proto

Virtual Style & Look

Sales Material

## STYLE DEVELOPMENT

High Quality

- 3D Style Ideas
- Prove Fabric Concept
- Prove Color Concept
- Adjust Details
- Internal Meetings

## STYLE PRESENTATION

High End Quality

- Form, Fabric & Trimming
- HDRI Light Setup
- Static & Emotional Pictures & Details
- External Meetings

# Virtual Clothes



VIRTUAL  
CLOTHES

**STYLES**  
MEN

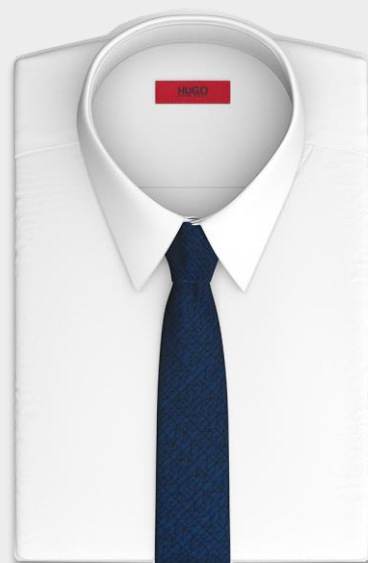


VIRTUAL  
CLOTHES

**STYLES**  
MEN







VIRTUAL  
CLOTHES

**STYLES**  
MEN



VIRTUAL  
CLOTHES

**STYLES**  
MEN



VIRTUAL  
CLOTHES

**STYLES**  
MEN



VIRTUAL  
CLOTHES

**STYLES**  
MEN



VIRTUAL  
CLOTHES

**OUTFIT**  
MEN







VIRTUAL  
CLOTHES

STYLES  
WOMEN





# VIRTUAL CLOTHES

## STYLES WOMEN





VIRTUAL  
CLOTHES

STYLES  
WOMEN



VIRTUAL  
CLOTHES

OUTFIT  
WOMEN





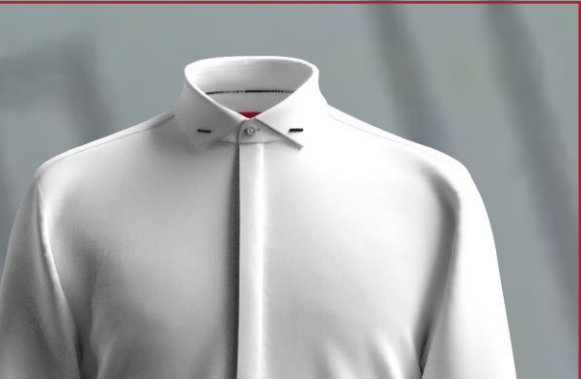
# VIRTUAL CLOTHES

## OUTFIT WOMEN



NEUE CAPSULE WIRD GELADEN ...

# HUGO 3.0



# QUESTIONS & ANSWERS

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