

RNI Regd. No.: DELENG/2003/12320
Postal Regn.No.: DL(S)-17/3036/2016-18
Posting Date: 3-4th
PRICE Rs. 80 • SEPTEMBER 2016 • Pages 44

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StitchWorld

Technology and Management in Sewn Product Industry



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The wheel has come full circle, from bespoke to mass production to mass customization, and now back to somewhere between mass customization and bespoke. Various industries have customized their respective systems to woo consumers in a very personalized way, offering products made especially for them. Though it is a growing business model, it is difficult to implement and the most critical part is achieving the 'perfect fit'. *Team StitchWorld* elucidates the process of achieving 'perfect fit' of selected bespoke service providers...

High-end Savile Row fittings trickling down to your streets...

In the quest to corner the exclusive-wear seeker in clothing, two similar systems are prevailing in the market to serve the customer. First is bespoke tailoring, which denotes clothing made entirely from measuring the individual, from pattern making, cutting fabric to tailoring and is a system of working on the exact specifications of the customer. The second one is made to measure – refers to clothing sewn from a standard-sized base pattern involving less workmanship than bespoke tailoring because of the incorporation of standardization in the pattern making and manufacturing processes. Also, it can be manufactured in modular system.

Although the two concepts are technically different, in today's fast-paced fashion requirement, the lines between made to measure and bespoke tailoring are getting finer. Bespoke is now relying on standardized patterns, trespassing its exclusivity of individually-cut patterns and also using technology for manufacturing, disseminating with the exclusive handcrafting of the product. The sewing process

– key differentiator of MTM and bespoke, is also fading away, as most of the bespoke tailoring service providers use modular system of manufacturing instead of the 'make through system' keeping in mind the average skill-level of operators and also to cut the hike in cost.

Off-the-rack vs. MTM and Bespoke

Catering well to 'on-the-go' generation, an off-the-rack suit may be the best option, but won't necessarily be the best fit option. An off-the-rack suit is basically made keeping in mind the general measurements of the populace, using common dimensions. Whereas, a made-to-measure or bespoke suit will fit like a glove, as it will be made from exact measurements. When shopping for a suit, the customer may choose to be quick and take the easy route by buying off-the-rack or to make a customized one – a 'just-for-them' piece of art, personalized right down to the type of collar, cuff or lining that the wearer desires. In India, a country known to have grown on personalized tailoring,

bespoke is the latest buzz word for some big brands. In fact, many companies today are offering bespoke options and the numbers are growing.

To start visit store or browse website

Customers interested in bespoke tailored shirts, suits or blazers just need to visit the nearest Raymond's made to measure store or to the nearest Van Heusen's store or even log on to Van Heusen's site. The brand provides custom tailoring for both men and women.

A venture of Arvind, Creyate – a 'bridge' to luxury made to measure brand, offers its customers the indulgence of custom tailoring of shirts, suits, denims and chinos through Creyate customization studio. Customers can also browse through their website and book a home visit. It caters to both domestic and international markets, shipping custom-made clothes across USA, Middle East, Singapore, etc.

It's My Life Jeans also provides bespoke tailoring in denim jeans.



Generic process followed for bespoke tailoring

Customers can browse through the website and book an appointment to get the measurements done or can visit their partner stores across the Delhi-NCR, Mumbai and Hyderabad. Either way the clothes are made based on individual measurements. Offering tailoring services ranging from shirts and pants to *kurta-pyjama* and Nehru jackets for men, and from shirts and blouses to *lehenga* and *salwar kameez*, for women, Tech-Tailor enables customers to schedule garment-technician's visit at their doorstep.

Catering to the fashion sense of Indian middle-class segment, Poptailor provides bespoke tailoring of men's shirts and trousers. Customer can browse through their website and personalize their look..., a modern take on the traditional neighbourhood *master jee*.

Selection of fabric... A personalized choice

At Raymond, a customer is shown the fabric booklet which contains assortments of fabric pattern swatches, each with a unique code. Fashion consultants also assist the customer in creating a personalized style for his suit, trouser, shirt or jacket. Colour variants available for some swatches are also displayed in the booklet and have a unique code as well. A customer selects the fabric based on his interest. Choices for cufflinks and collars are also available at an extra cost. The customer care executive then checks the availability of the fabric and the colour chosen by the customer in an online

database which is connected to the fabric mills in Bangalore.

However, a different approach is followed by Van Heusen MY FIT concept, where it starts the process with the customer's measurements. The customer then selects the fabric with a unique code from the fabric booklet past the measurement process. However, colour options are not available, though choices in sleeve, sleeve length, collars and cuffs are available.

With a wide range of over 1,500 internationally sourced fabrics and many options of trims displayed on its website, Creyate allows its customers to create a garment for themselves from a number of choices in collars, cuffs, pockets, buttons, hems and plackets. Customers can also get their customized clothing

monogrammed. Creyate, also allows the wearer to make a choice from different fits available, viz. Regular Fit, Tailored Fit and Slim Fit. At the studio, the customer is shown the swatch booklet which comprises fabric swatches with a unique code.

At IML, a customer can choose from a wide range of fabrics sourced from the best mills in India, Italy, Spain, Japan, Turkey and US, and also trims right from the colour of thread, to buttons and rivets and the type of stitches they want on their tailored jeans. The customers can also decide for monogramming, embroideries and types of washes they may desire for their jeans.

At Tech-Tailor, customers can select their style from the e-catalogue available or can simply upload their style

image for reference. They can select fabric of their choice from fabric swatches sourced from best Indian mills; there is also an option to provide their own fabric. Also, customers can choose from different types of fittings.

Poptailor procures fabric from Siyaram, Raymond, Arvind Mills, and other well established mills in the international markets... Offering a total of 10 customization options in collar, cuffs, placket, pocket, hem, sleeves, piping, fit, embroidery and yoke, the bespoke tailoring service provider's unique 3D design studio lets customers design their own apparels to their taste. The customer, if he/she desires, can also choose material/colour contrast for different parts; moreover



"People never get their right fit and eventually have to get their clothes altered. IML not only designs a product which ages with you but also celebrates your life, your personality and your choices."

***– Aditya Singhal,
CEO and Founder,
IML Jeans***



"Tech-Tailor is one of the most trusted tailoring doorstep delivery services in the country. We offer our services not only in India but internationally also in Denmark, Sweden & Australia."

***– Premjeet Singh,
Founder,
Tech-Tailor***



"Poptailor provides its customers with unbridled passion for perfection. It poses as the ultimate destination for perfect fit, personalized designs and curated fabrics."

***– Ankit Rajput,
Co- Founder,
Poptailor***

Raymond

Raymond Made to Measure – a luxurious service of premium clothing from the house of Raymond – *The Complete Man*, delivers a wholesome experience by allowing discerning customer to personalize their ensemble to their own taste. It brings the fantastic experience of finest line of fabrics, exquisite designs and flawless technology into an impeccable craft in the form of shirts and suits.

Unique Feature: Raymond Made to Measure lets the customer choose from fabric rolls in case customer needs a better understanding of fabric's suitability on him/her.

Van Heusen

"Style might well attract, but it's the fit that makes you pull it off" ... A revolutionary innovation from Van Heusen, My Fit gives the opportunity to personalize shirts, trousers and suits just the way you want them. From the fabrics to the fits, from the collars to the cuffs, My Fit endeavours stylish look with the perfect fit and lets the customer bid adieu to ill fittings.

Unique Feature: Van Heusen provides five fits for men – Plus Fit, Healthy Fit, Tall Fit, Custom Fit, Athletic Fit, and three fits for women, namely Dianna Fit, Orra Fit and Venus Fit.

Creyate

Arvind Limited forayed into e-commerce with the launch of Creyate – a custom clothing website, targeting to provide an unparalleled experience with the help of an intuitive user-interface in 2014, letting the customers add individuality to their style by choosing garment-fabrics, styles, components, and monograms. **M Deepak, Marketing Head, Creyate** avers, "Creyate is India's only true blue omni channel brand. It is the ultimate amalgamation of fashion, brand interaction, technology and manufacturing with personalized touch." Creyate has presence across 60 stores in Japan through its strategic partner Goodhill Corporation, the largest custom suits manufacturer of Japan with over 50 years of experience.

Unique Feature: Arvind Internet Limited's (AIL) first-of-its-kind digital retail experience store – Creyate, with its one-of-its-kind 3D customization engine aids its customers to view 360 rotational view of their own designed products along with the facility of sharing and saving the look.

the fabric need not be a single selection.

Measure customer's fit...

To record the size and specifications of their customer, Raymond's stores have dummy fits (trial-on patterns) for both odd and even sizes. If the fabric chosen by a customer is available in the mill, a master tailor then takes precise measurements and gives them the closest try-ons. Once the dimensions are recorded, the pinning is done according to the body to create the perfect silhouette of the suit. Photographs of the customer are recorded from different angles in order to capture the details of his/her fit, posture and walk. Measurements are stored in online database for future prospects so that they could be used next time if the customer visits any Raymond store. Measurements taken are then forwarded to the Bangalore unit for production.

Van Heusen MY FIT offers the facility of home visits to record measurements. The customer care executive takes measurement of the customer and as the name of the vertical suggests Van Heusen's main focus is on fit. Dummy fits are available with the store for every type of fit. Measurements taken are recorded in a form and uploaded on their online portal. However, measurements are not stored for future prospects.

At Creyate, once the fabric and trims are finalized, measurements are assessed through measuring tape and stored on the online portal and forwarded to Bangalore manufacturing unit. Creyate studio also keeps dummy fits for every size and for every product. Size specifications are stored in online database for future prospects.

IML follows a specific and unique approach for evaluating body specifications of customers. Style advisors take 13 different measurements of the customers by using measuring tape and few other props created by IML. To

ensure a perfect fit, a mid-trial with jeans is done with the customer. IML gives customers the options of five fits for women, namely Skinny Fit, Slim Fit, Slim Flared Fit, Straight Fit and Comfort-

Boyfriend Fit, and four fits for men – Slim Fit, Straight Fit, Trouser Fit and Comfort-Work Fit. Comfort-Boyfriend for women is an extremely relaxed fit where the crotch and the front and back allies are much larger and placed half an inch above on the waist. Comfort-Work for men is basically designed more like chinos to wear at the workspace. Body specifications are stored in the online database for future prospects and could be accessed next time. Once the measurement evaluation process comes out to be accurate, measurements are forwarded for production.

Tech-Tailor offers the facility of technicians visiting customer's doorstep to

IML follows a specific and unique approach for evaluating body specifications of customers. Style advisors take 13 different measurements of the customers using measuring tape and few other props created by IML.

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It's My Life Jeans Co.

Formerly a finishing agents' manufacturer, **Aditya Singhal, CEO and Founder, IML Jeans**, ventured into bespoke tailoring of jeans in 2011 to express his love and understanding for jeans. IML completely re-engineered the whole process of jeans construction to provide ultimate fit to customers after surveying 1,000 men and women. "People never get their right fit and eventually get their clothes altered. IML not only designs a product which ages with you but also celebrates your life, your personality and your choices," says Aditya.

Unique Feature: IML surprises the customer with the 'Surprise You' lining where they place some funky linings in the tailored jeans. It also embroiders the customer's name and initials on the jeans with the computerized embroidery machine.

Tech-Tailor

Premjeet Singh, Founder, Tech-Tailor, believes that Tech-Tailor is one of the most trusted tailoring doorstep delivery services in the country. Their highly trained tailors and on-time delivery ensure that the garment altered or stitched is exactly the way customer wants it. "Tech-Tailor offers its services not only in India but internationally also in Denmark, Sweden & Australia," informs Premjeet.

Unique Feature: Tech-Tailor provides the option of 72 hours express delivery for quick orders.

Poptailor

Aimed at providing uncompromised quality for those who only benchmark perfection, Poptailor addresses the problems of ill-fittings and the desire of perfect fit. **Ankit Rajput**, a young and enthusiastic, **Co-Founder, Poptailor** believes, "Poptailor provides their customers with unbridled passion for perfection. It poses as the ultimate destination for perfect fit, personalized designs and curated fabrics."

Unique Feature: This technology-driven fashion company offers a unique proposition by offering 3D design studio dynamic in nature allowing customers to interact while designing. It allows the customers to create their personal environment, e.g. skin tone; matching trousers are manufactured to get that one perfect fit suiting their individual preferences.



An operator doing PP spray finishing on jeans at IML Factory

record body specifications. In India, conventional method of measurement tape is applied for measuring while for customers abroad a body scanner is installed. Tech-Tailor maintains anthropometric database and algorithms to generate suitable fit for customers in different geographies. In India, they also have an option for the customer to send their best fit garment with free pick up.

After personalizing his/her wear, the customer can book visit of an 'outfitter' on Poptailor's website, who makes home visits to take measurements. Customers can also provide their best fit shirt measurements online. Once the outfitter takes the measurements, it is saved in the customer's online profile. Customers can use the same profile for the next order.

Production adding the final touch...

Bangalore seems to be the preferred manufacturing base with Raymond, Van Heusen, Tech-Tailor's and Croyate having factories in the city. Shirt orders for Raymond MTM are manufactured at Celebration Apparels Ltd., and suits and blazers orders are

manufactured at Silver Spark Apparel Ltd. Both shirts and suits/blazers are manufactured through PBU system. After the recording of size and specifications, Van Heusen accelerates the measurements to Madura Bangalore online. The orders of Tech-Tailor are produced through modular system of production. Individual patterns for custom fitted clothes are being made with the help of CAD at times. The unit encompasses a finishing unit as well in the premises.

For the manufacturing of tailored clothing at Croyate, all the patterns are made on CAD system which are then fed into the system for automated cutting at state-of-the-art, tech-forward factory in the outskirts of Bangalore. Patterns to nearest fit are altered according to the measurements of the customer. Patterns come from Japan for suits, blazers, *bandhgala*s and formals. Italian production technology for shirts, denims and chinos with Japanese-certified MTM specialists give Croyate an edge.

Jeans orders for IML are manufactured at its production unit in Gurgaon in an assembly line system. Individual digitized patterns are made for every individual and cut in single ply through straight knife.



IML embroiders customer's name and initials on jeans to give a customized look

The biggest value addition in denims, i.e. washes are also done in-house with all recipes made by Aditya. Customers get themselves the liberty to choose from 20 different types of finishing such as PP spray, whiskering and destructed jeans which is then done by Fabcare machine. Every jean goes through 70-80 parameters

of quality checks ranging from quality of cotton and dyes to quality of wash and amount of blueness to ensure the right long lasting fitted jeans.

After the measurements are done, Poptailor forwards these measurement details to the production unit at Ahmedabad (Gujarat) where

the finishing process takes place. With the focus on specially crafted apparels for each individual, digitized patterns are used. The company uses 'make through system' via highly skilled craftsmen to ensure perfect fit and good quality. This bespoke service provider also has a small unit in Mumbai for the customers with urgent requirements.

Delivery timeline: From 7 to 10 days on an average...

Past the process of manufacturing, the orders for Raymond are dispatched to the store and the delivery timeline is 10-12 working days once the order is placed. Customer is expected to come to store to collect the order.

Van Heusen delivers the order in 7-9 days at customer's doorstep after the order is placed. Creyate dispatches the order to the customer after the accomplishment of manufacturing in 12-15 working days. Owing to highly mechanized back-end in collaboration with Goodhill Corporation of Japan, Creyate's FTR deliveries stand at a staggering 94 per cent – an industry benchmark.

IML ships the order to the customer in two weeks following the day of order placement after the manufacturing is complete. Tech-Tailor delivers the order within Bangalore in 7-10 days, two weeks within India and three weeks at a location outside the country. The delivery time of the bespoke apparel by Poptailor is 7 working days.

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