ITMF NEWS LETTER

International Textile Manufacturers Federation
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The ITMF webinar series on "Digital Workflow" and the "Circular Textile Economy" are gaining traction.

The idea originated in the aftermath of the last ITMF Conference in Davos when guidance about topics related to recycling and circularity as well as navigating and operating digital platforms was requested.

Read more about these topics in the ITMF news section.

Mr. Olivier Zieschank
director, ITMF

Contents

ITMF NEWS

ITMF Webinar Series: "Digital Workflow" Part 3: Designovel

The 3rd webinar in ITMF's webinar series "**Digital Workflow**" will feature the start-up company Designovel from Korea. **Designovel** was among the winners of the ITMF Start-up Awards 2022 that had also presented at the ITMF Annual Conference 2022 in Davos, Switzerland.

This webinar will provide the opportunity for a deep dive in how AI can help the textile and fashion value chain to become more efficient and more sustainable.

The title of the presentation is "*How to use AI technology for textile design and production*", by Ki-young Shin, Designovel, Korea.

Technical basics: Designovel uses AI to provide data and market trends for the textile and fashion industry **|** The AI technology enables more efficient production of designs, reduction of lead times, and minimizing waste **|** The AI solution also provides features such as competitor comparison and tailor-made sales forecasting.

Navigation: Textile manufacturers can navigate on the platform to collect and predict trends and propose competitive designs.

Benefits: The solution has helped multiple manufacturers expand their business and launch their own fashion brand **|** Multinational FMCG companies have also experienced faster product planning and regional market entry through real-time trend monitoring and collection.

Tuesday, May 16th, 2023, from 11:00-12:15 CET | Register HERE