

BROWZWEAR



RENAUD DELCROIX – VP EUROPE

Digital Product Creation to capitalize on the recession





TURKEY AT A GLANCE

APPAREL, TEXTILE & FOOTWEAR

1 Million employees

59,000 companies

10% of Total exports

\$ 18 Billion exports



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TURKEY AT A GLANCE

CHALLENGES - THREATS

Shift from low value to high value goods

80% of apparel exports in cotton

Turkey Producer Price Index: 143% Y/Y

Inflation rate: 80% Y/Y

The EU Green Deal

Reduced consumer budget

Cotton to raise by 40% in 2022

Low Euro and low GBP is adding into the mix

Gap with competitive countries goes up

Impacts suppliers of goods sold in the EU



WHAT DO BRANDS FACE?

YOUR CUSTOMERS

Overstock created by being not close enough to trends

Overdiscount created by overstock

As per e-commerce boom, 25% of items returned

Rise of Ultra Fast Fashion: Shein represents 30% of USA Fast fashion

WHAT WASTE IS CREATED?

BY THE FASHION INDUSTRY

The industry generates 40 times more waste than consumers

80% of samples end up as waste (Avg of 3 – 5 samples per style - \$ 8 Bn)

30% of clothes produced are never sold (15% recycled – 85% burnt or discarded)

92 Million tons of textile is wasted (13 Million tons directly from just overproducing) – forecasted to reach 158 Million tons by 2030.



WHAT CAN TURKEY DO?

STRATEGIC DIFFERENTIATION

Take the lead in becoming greener and quicker than Asia

Focus on recycled textiles to be ready for EU regulations

Adapt to smaller quantities capsules in collaboration with brands (Shein model) while maintaining high quality standards (As opposed to Shein)

Become 100% accurate – to help your customers reduce returns – brand start charging consumers for returns instead of treating the problem from its source

Put technology at the heart of your operations and processes to become more agile, greener by unlocking manufacturing closer to trend (Quicker Go To Market)



WHAT CAN TURKEY DO?

BECOME A GO TO MARKET PARTNER



TECHNOLOGY CAN GET YOU THERE

DIGITAL PRODUCT CREATION – DIGITAL TWIN

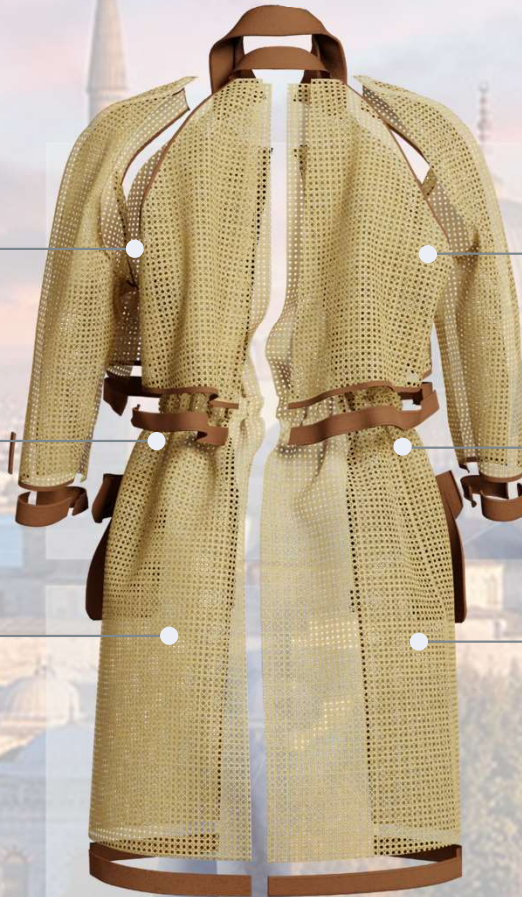
Pattern Details &
Sewing Methods



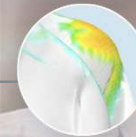
Accurate Drape
in Still & Motion



Seam
Construction



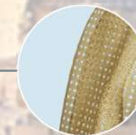
Stretch & Tension
Parameters



Mannequin
Measurements



Fabric
Physics

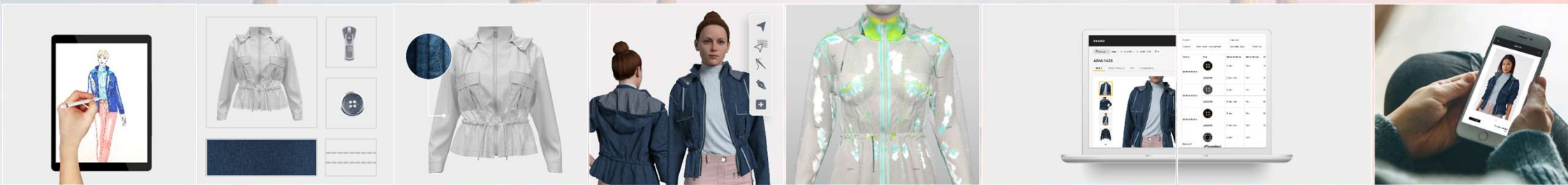


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THE END-TO-END

DIGITAL APPAREL PROCESS



VALUE UNLOCKED

On Trend

Cross-business alignment

Style Consistency

Across supply Chain

Early Collection

Review and validation

Explore Creativity

In design without waste

Fit Consistency

Better product for increased consumer experience with brand

Better Decision

Across style, outfit and collections for assort & line plan

One Source of Truth

Communication with consumers, internal teams and manufacturers

Sell More

return less, return to profit

BROWZWEAR IS THE

COMPETITIVE EDGE

01 INNOVATION WITH PURPOSE

02 TECHSTACK EXPERTS

03 SOLUTION ARCHITECTS

04 INTEGRATED SOLUTIONS

05 PARTNERSHIP ECOSYSTEM

06 TAILORED
TECHNOLOGY ROADMAP



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TESEKKÜR EDERİM

