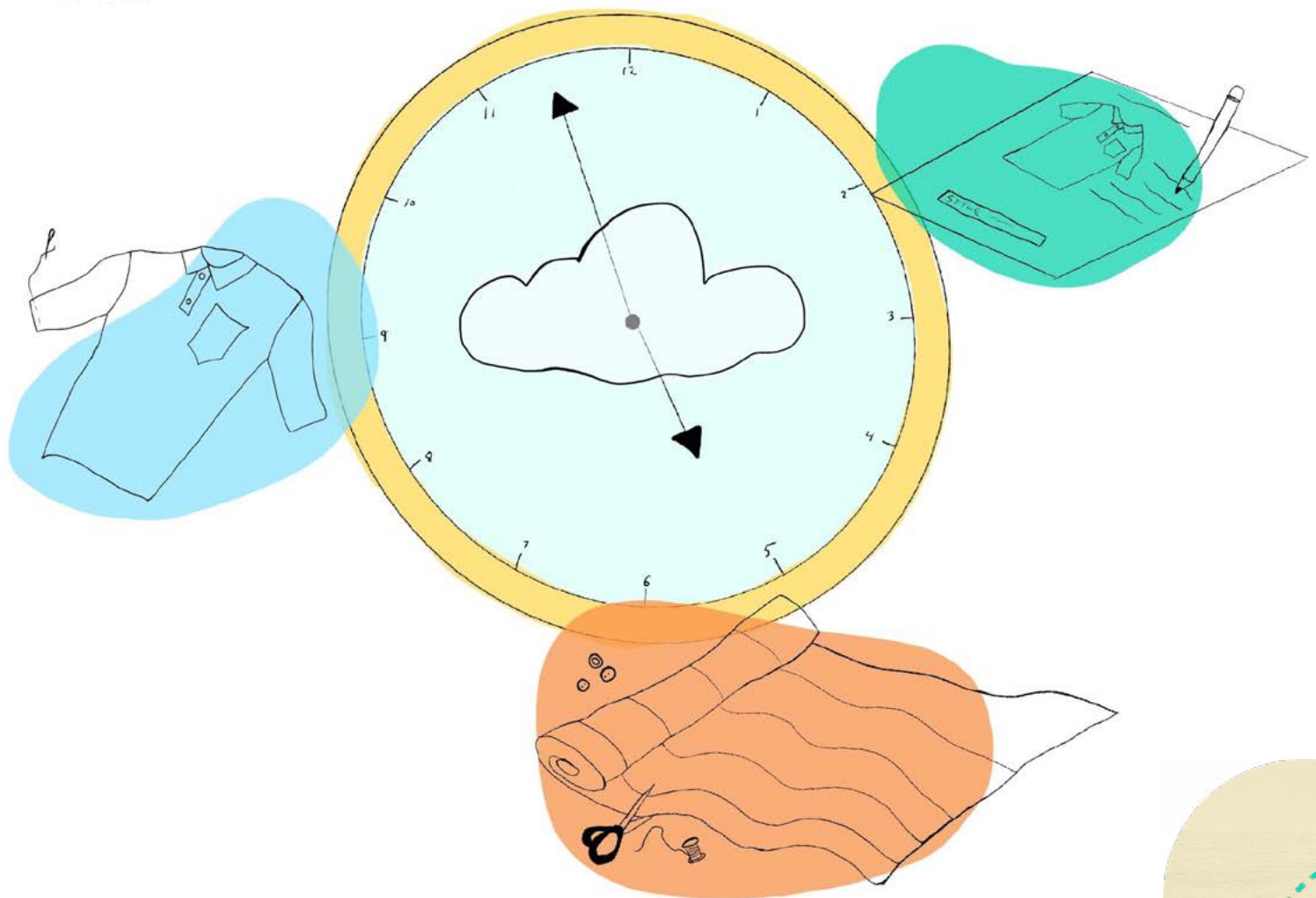


OPTIMIZE FASHION

HOW TO IMPROVE PRODUCT DEVELOPMENT TO INCREASE SPEED TO MARKET



Techpacker is a cloud-based, product creation platform which is used for making professional tech packs in minutes, updating teams instantly and keeping your manufacturers up to date.

Over 15,000 companies of all sizes in 86 countries have chosen Techpacker to organize their collections, work seamlessly with manufacturers and showcase their design specs accurately and beautifully. Why? Because it's intuitive, fun and incredibly easy to use.
www.techpacker.com

On the Techpacker blog we regularly share top industry knowledge about the most important topics in garment product development, which include insights from industry experts, essential guides, industry news and Techpacker updates.
<http://www.techpacker.com/blog>

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To simplify all the legal matters, all we ask is that if you use any part of the content or imagery in this book is that you kindly give the appropriate credits and links. Got questions? Head over to techpacker.com and get in touch using our live chat or through our email info@techpacker.com

*Our mission is to create a world where creating fashion products is effortless.
By making the most complicated supply-chain tasks simple and personal,
Techpacker is reimagining product development, production and quality
control for modern companies.*

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Introduction

Despite the eternal debate about the industry's need for speed, there's no denying that by the time clothes arrive to the shop floor from the time they debut on the runways, the public has seen them so many times they are probably bored already. Not to mention the ubiquitous runway knock-offs which are available two weeks later at your all-too-well-known fast-fashion retailers.

Customers don't want to wait 6 or even 3 months to have the latest fashions on their hands as the immediacy of the Internet calls for satisfying that need for instant gratification. This is why modern-day brands and fashion entrepreneurs face increasing pressure to deliver garments quicker than ever before to be able to stay in the game.

This new paradigm in fashion pushes for faster development cycles and a critical need for speed-to-market. As head of fashion, luxury and beauty industries at Facebook, Karin Tracy said, "speed is everything right now."

How can clothes manufacturing be adapted to the speedy demands of consumers? Not everyone and every brand can imitate the fast-fashion supply chain model.

But If we look closely at the life cycle of a product or collection from the moment it's designed until it reaches the point of sale, we can identify three key stages:



1. Design, planning and product development.
2. Sell-in.
3. Production and delivery.

And it is precisely the first one we need to examine up close, as it is the one you have the most control over. If we look at the design, planning and development phase of apparel —which is usually the longest and most variable —significant time-saving improvements can be made to better your speed to market.

Bear in mind that every fashion company or business will have totally different time-lapses for this first stage.

Many things can affect how long it will take. For example, things like production methods, where the company sources raw materials (if they source from China it will take longer than sourcing locally), among many other details. To get an idea, a phase can be as short as 2 weeks or as long as 30.

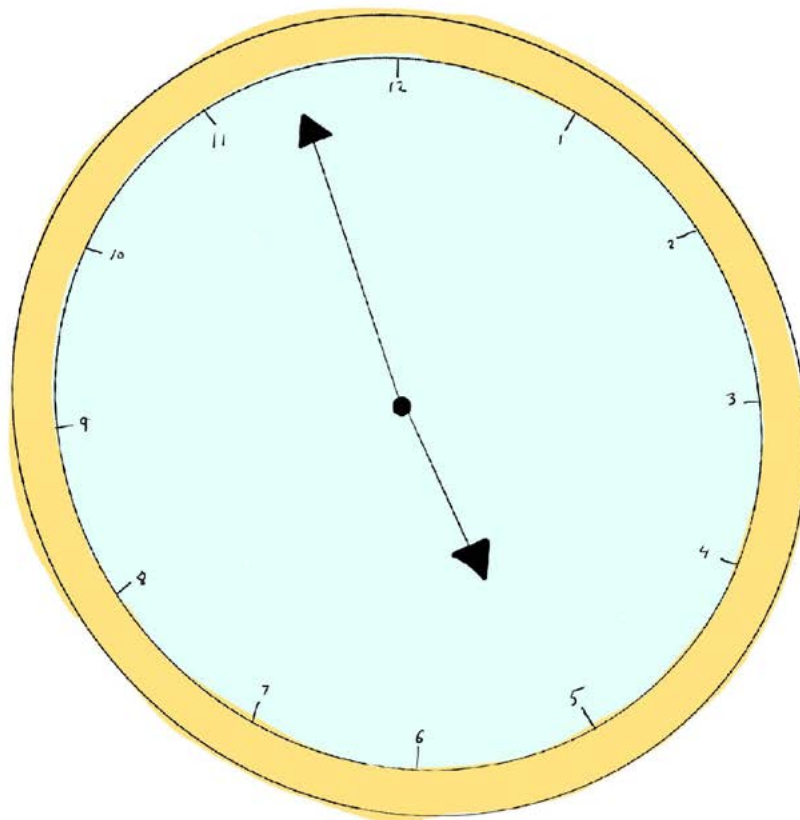
To better understand how to increase speed to market in the design, planning and product development first, there are two intrinsically related factors we should take into account:

- 1** Implementing cloud PLM as a quicker and efficient Solution
- 2** How to make the most of your cloud PLM software for maximum product development speed.

Let's get started with the first:

PART ONE :

Understanding and Embracing Cloud PLM as the Quickest and Most Efficient Solution



Product Life Cycle Management (PLM) software was once a luxury that only more prominent players of the fashion business world could afford and utilize. This left the smaller businesses with essential tools like excel and illustrator, for example, to help them produce at a competitive price and get their products manufactured on time.

Software as a service (SaaS) has leveled the playing field offering affordable, intuitive and easy to use solutions that don't require the heavy lifting of traditional PLM. So much so that some big players have also ditched the usual PLM for more streamlined cloud options.

Cloud PLM apps, like Techpacker, work like regular apps now. They aren't brought down by legacy code and creaking infrastructure. This means that their interfaces aren't remakes of poorly made back-ends.

The result is a slick, fast, visual and super intuitive workspace that allows for:

- 1** A holistic view of your entire product development process in one place.
- 2** Comminuted control over every part of your product design.
- 3** Real-time, uniform data across your entire supply chain.

These three key aspects will let you iterate faster because everyone will have access to up-to-date information wherever and whenever needed. In addition, real-time access to data makes collaboration easier between teams and manufacturers to respond to design changes and re-orders quickly.

With the adoption of cloud PLM come significant benefits and characteristics that we will examine further:

- 1.1 First it allows to cut-down of implementation time and costs.
- 1.2 Allows for the setup of growth and scalability.
- 1.3 Staying Light: ditch the legacy systems.
- 1.4 Speedy Tech Pack Updating.

1.1 Slash License and Implementation Costs

Most sophisticated PLM software licenses range in thousands of dollars, and this does not include implementation, integration and training fees. Plus bear in mind that data migration costs are additional.

Time-wise it's expensive too, it takes months, and requires consultants and technical staff to the tune of a few more thousands.

With (SaaS), you pay a monthly fee to access the PLM over the web and eliminate the need to buy software or hardware, install, maintain or upgrade.

This significantly cuts costs and saves time. For example, a lightweight solution like Techpacker will cost 515\$ a month for 15 users versus 1200\$ to 2250\$ for your average PLM.

Huge bonus: with all of the money you will save, you can invest in other areas of your business!

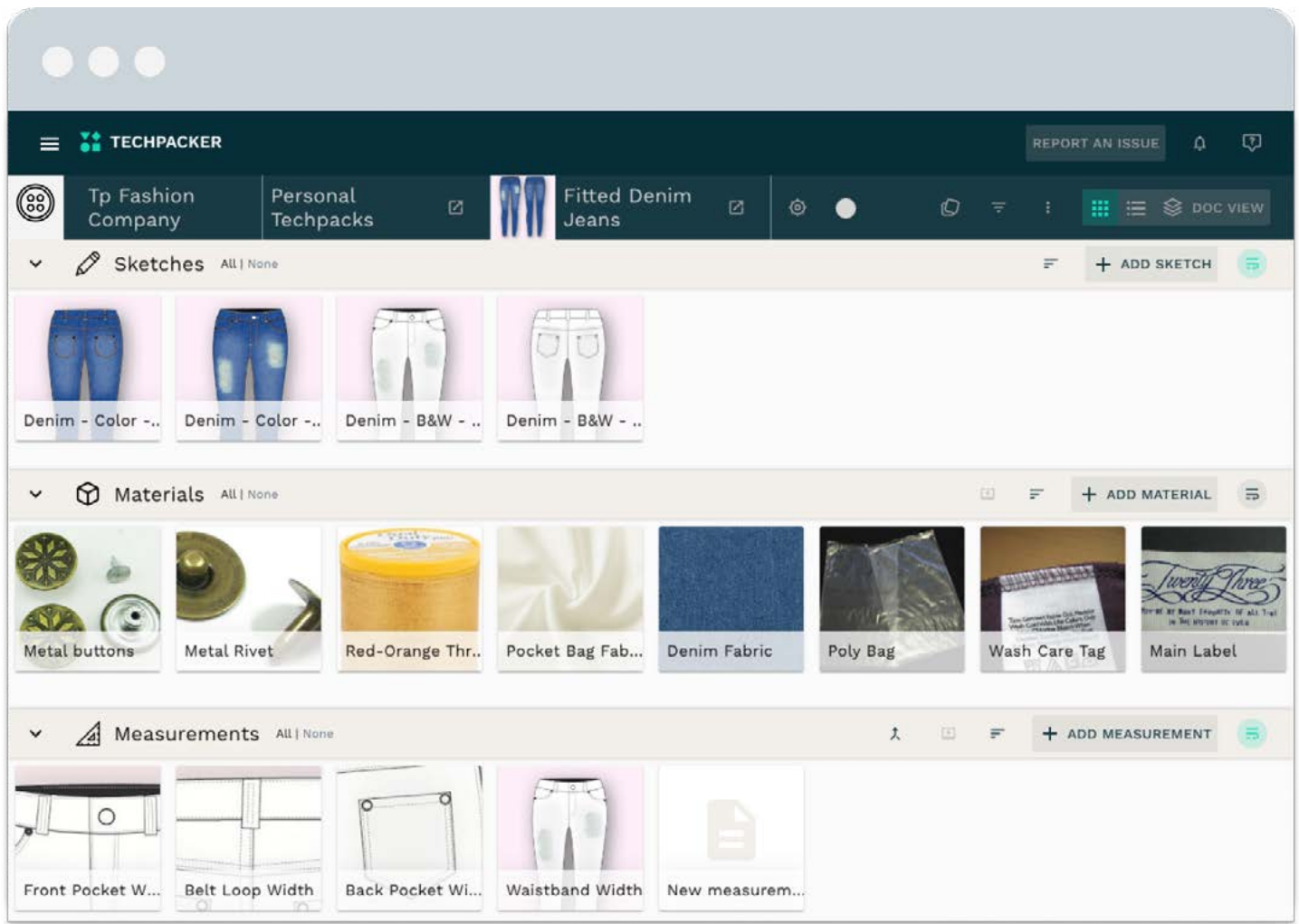


A word of caution. Some traditional PLM vendors claim they're SaaS solutions. In reality, they're offering a new delivery mechanism for an already existing on-premise solution. Implementations remain long, custom integrations remain the norm and hosting costs remain high.

1.2 Setting The Basis For Growth and Scalability

On your cloud software you will be able to store and keep track of all of your designs, collections and all of the many details of the development phase for each of your products, namely:

- Design: illustrations and flat sketches.
- Measurements and sizing.
- Materials: fabrics and composition, trims, finishing and details.
- Comments, edits and previous versions.



In the early stages, it's manageable with traditional excel and emails, but later on, it could prove almost impossible, you were working with 100 suppliers at a time, for instance.

There's no need to reach that point to start implementing a workable solution. The cloud PLM scales alongside the company's growth allowing for:

- Real-time communication among all teams and team members across your entire supply chain at all times.
- Automation of manual tasks to increase efficiency and preventing errors.

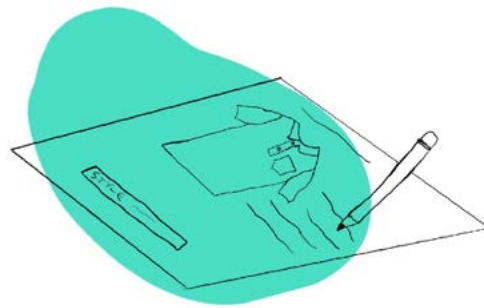
1.3. Staying Light: ditch the legacy systems.

Old-fashioned functioning companies, have PLMs which were installed more than ten years ago; therefore they are outdated and missing new functions. These companies stayed with them because they've been a huge money and time investment over the years.

For this reason, creative designers are not keen on adopting them and aren't as fast and efficient as they could be. Whereas if you stick to a streamlined cloud solution, you are starting from a clean slate that offers a:

- Neat visual display of your design elements. Build your fashion products easily and intuitively.
- An easy to drag and drop interface with no need to upload.
- Seamless creation and duplication of product specs.
- With the new generation SaaS cloud PLM, you can easily export data to Excel thanks to API integrations with other platforms. This permits brands to escape the trap of legacy systems.

1.4. Speedy Tech Pack Updating



In this sense, it's safe to say that Techpacker is a minimalistic, no-fuss approach to product life cycle management when compared to conventional PLM software.

It has all of the essentials of PDM / PLM software such as tech packs, versioning, bill of materials, design library and costs, for example; but it's cleaner, highly intuitive and way more visually appealing as a platform.

We've cut out the fat and left you with all of the goodies plus many awesome, one-of-a-kind, features that will allow designers and product developers to not only fulfill their day-to-day needs and but to thrive in their businesses!

PART TWO :

Making the most of your cloud software for maximum product development speed



Now that you understand the advantages and speed that a cloud PLM can provide let's examine how to get the maximum benefit from it. For this, there are three key aspects we've identified:

2.1. Repurpose: reusing your best design elements

2.2. Centralization: Keeping everything in one place and accessible for you and your team.

2.3. Collaboration: which encompasses streamlining communication and real-time product updating.

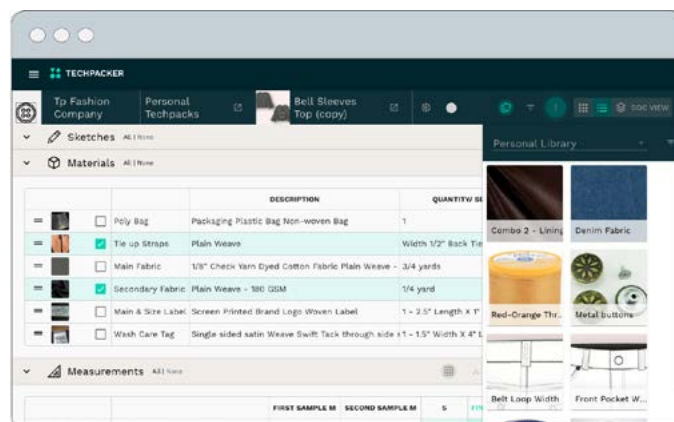
2.1 REPURPOSE: Save Your Best Design Elements And Go Back To Them

As you create new collections and products, you don't always need to rebuild every single design from scratch, especially when it's so easy to save all of your tried and tested design elements.

This is a common practice for fashion brands which will remake popular styles into new lines for quick production runs for midseason or to refresh a best seller. Evidently reduces costs and production is easier to manage.

Note that the same applies for materials! (this is a trick fast-fashion retailers use). Check your leftover fabric stock or check if some factories have some interesting fabrics trims, hardware and other materials available in their inventory which are often leftovers from previous productions. Bonus: they could also be way cheaper.

All of this can be swiftly kept and tracked on Techpacker thanks to the **Card Library**: your easy to view virtual vault keeping all of the design elements of every product.



In the case of raw material sourcing and reuse, it can be done by creating cards for a factory's stocked materials with all the necessary in-depth info about them, saving time in the search.

To reuse design details on different tech packs, all you have to do is click and drag. [Here's how to not retype the same info on tech packs constantly.](#)

2.2. Centralizing the design and development process

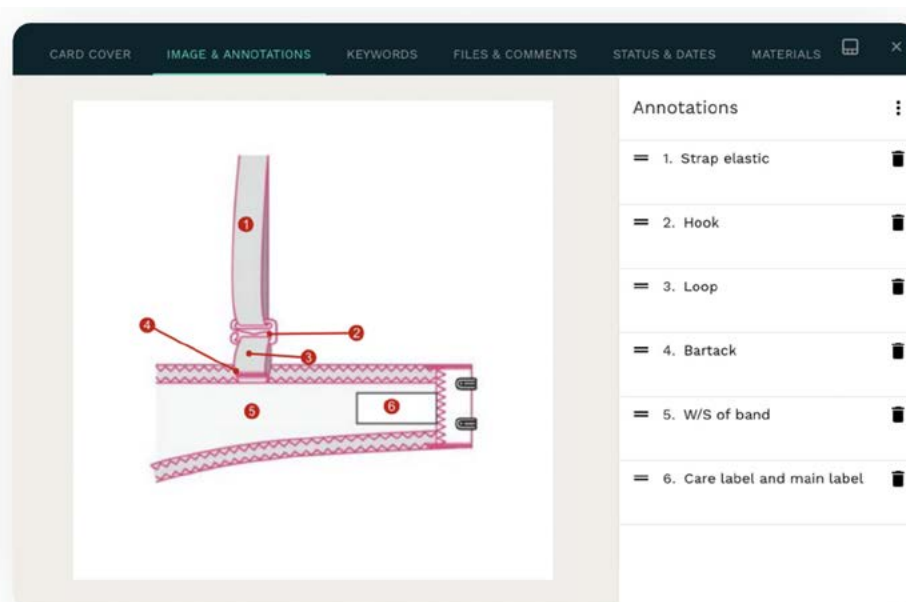
It's key to keep everything in one place which is easily accessible and editable by the respective members of each team.

If data has not been properly organized and centralized, your team will find it difficult to follow the standard set for your designs which ultimately represents the aesthetic and identity of your brand. And you certainly don't want to compromise that!

Moreover, last thing you want is for an incorrect design to be sent out to production. Whereas with a unified view of your work, all of the team members will be up to date on which tasks have been completed and which are still in underway.

With your cloud software running, there's no need to have product information spread over emails, excel, Illustrator or PDF files. In addition, this prevents repeat work and brings order and clarity to your team.

In this sense Techpacker is ideal, keeping your product info for each part of your garment is organized inside **Cards**.



This includes comments, due dates, files, and images. This makes it really easy for team members to locate and retrieve information.

If any update or comment is made, everyone is instantly notified.

With product data visible to all and safely stored in one place, it becomes easy for your team to know what needs to be done and get to it.

Which means design changes are completed faster, and products hit the market sooner.

2.3. Building a Collaborative Environment

The most successful businesses in any field are those that can communicate internally effectively. A report found that these have up to 47% higher returns to shareholders, more engaged employees and less employee turnover.

As the product goes through every stage of the product development process, every team member(s) will intervene in their respective roles. For this reason, it's important that teams are able to work collaboratively across all departments. This will ensure speed and prevent mistakes.

These are two components for collaborating successfully:

2.3.1. Streamline communication

Did you know that around 35% of the time of product development is spent communicating with factories and team members?

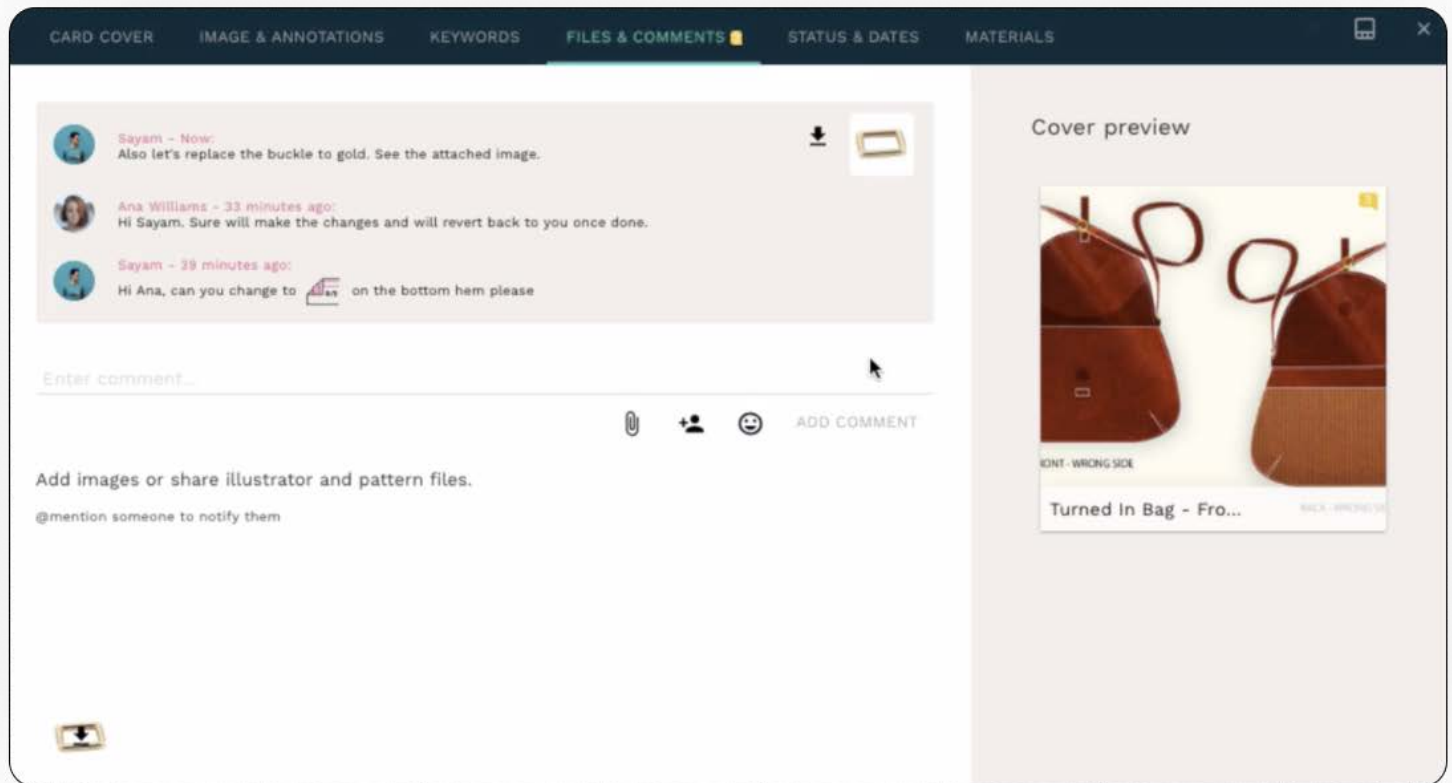
Considering fashion designers, product developers and technical designers around the world said they spend around a third of their day going back and forth with emails and attending meetings, imagine how much faster you could get if you'd cut out email communication altogether.

With Techpacker everyone can chat directly on the platform while keeping manufacturers up to date. Conversation history and shared files are saved with designs to refer back to it at any time.

This allows designers, product developers, merchandisers and QAs to be in the loop at all times to be able to make quick changes and decisions.

2.3.2 Real-Time Product Updating

This goes hand-in-hand with the previous point. With Techpacker it's possible for everyone to see what others are doing at all times. This makes it possible to correct mistakes on the spot and avoid those dreaded design errors that delay production and extend time to market by weeks.



On Techpacker, you can integrate your entire supply chain, from designers to products developers, from merchandisers to quality control planners.

This way everything from costings and fit sheets to colorways and quantity breakdowns, aside from all other design essentials can be updated and with changes are visible and accessible in real-time for all the members responsible of each respective stage.

Moreover, you can also learn **how to supercharge your techpacks with Custom Sections.**

In conclusion

In a world where consumers are changing the dynamic of fashion and are dictating what to wear and demanding a quicker response from brands, Cloud PLM software is your definitive solution. Today companies need to be able to adapt quickly, update products on the go and incorporate customer feedback and data in no time.

The affordable, responsive and easy to use platforms like Techpacker make this possible helping your products reach the consumers faster than ever before.

Don't hesitate to get in touch with us for more info and book a demo with one of our experts to learn how Techpacker can help speed up your Product development.

[**GET YOUR FREE DEMO HERE**](#)