

## PROFILE

Personalized clothing design through Fashion Lifecycle feedback loop by MIDIH data at rest Knowage and Orion Context Broker tool

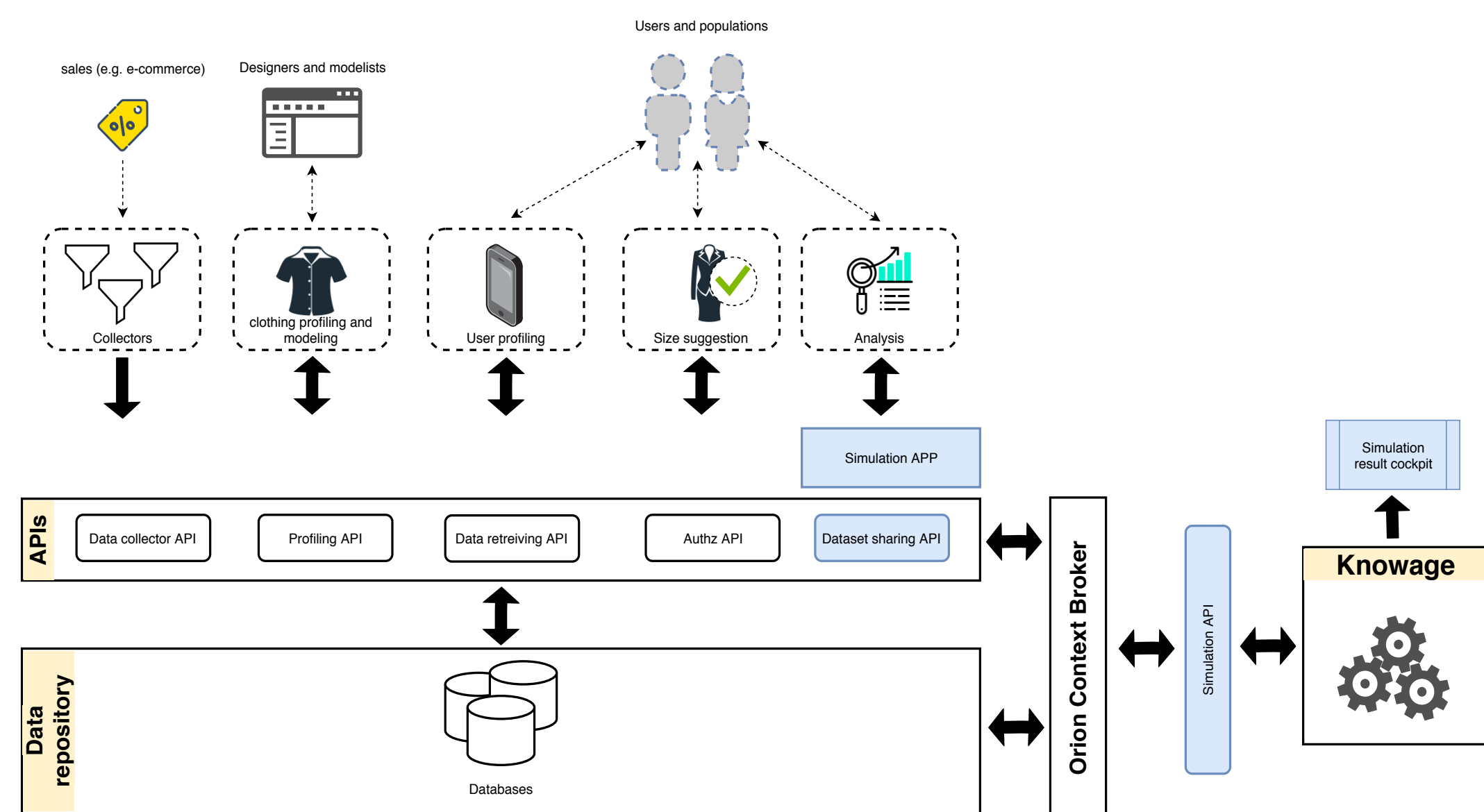
### MANUFACTURING SME AND CHALLENGE

- The experiment demonstrates the potential in design and manufacturing of **Knowage** tool and **Orion Context Broker**;
- It implements the **industrial feedback loop** through the clothing product life, from design to sales, to its final redesign for the new season;
- By providing 3 levels of **modeling** and **simulation** to **increase design success rate**: current design VS present consumers, new design VS present consumers, new design VS new target consumers;



### The implemented solution components:

- **Simulation APP**: a web application to show datasets, launch simulations and show related results;
- **Dataset sharing API**: an API to share datasets from I-Deal to Orion Context Broker;
- **Simulation API**: an API to get data from Orion Context Broker, perform simulations and get back the results;
- **Simulation result cockpit**: a graphical interface to show simulation results by table and a set of charts, built directly on Knowage.



### BENEFITS AND LESSON LEARNT

- **PROFILE** has demonstrated the possibility to run the 3 levels of simulation of its service to support clothing design in real time by Orion Context Broker and of Knowage.
- When extended to the whole clothing collection the envisaged real time simulation process has the potential to increase design success rate of >15% and reduce the costs of >20%.

### OUTLOOK

- The real time release of the simulations provided by **PROFILE** has removed a significant bottleneck to **i-Deal** service.
- It will be exploited from its established customers in traditional clothing, sport and technical apparel, worker protection clothing.
- Additional efforts will be focused on the creation of the proper user interface, initially for the internal operators and, then for the eventual direct use by customers designers.