

# DIGITALIZATION IN INTIMATE DESIGN

Hong Kong Intimate Apparel Industries' Association

香港內衣業聯會  
HKIAIA

## GROUND BREAKING 3D TECHNOLOGY FOR CUSTOMISED SOLUTIONS

3D design is a hot topic. But do you know what it can do for you? The intimates industry is unique from fabric, accessories to garment designs. In two HKIAIA Webinars we will talk with insiders about the impact of 3D technology and why it concerns every part of the fashion industry. How to start make 3D you own~!

# You're Invited!

## Webinar Part I

Date: 11 March 2021

Time: 21:00 (HK)

08:00 (NYC)

14:00 (Paris)

Duration: 1.5 hours



COHOST

Jos Berry  
Founder & Creative Director  
Concepts Paris



Selçuk Şireci  
Prosoft VR Co Founder  
& the Partner of Ergin



Ram Sareen  
Chairman & Founder  
Tukatech

*Tukatech, the fashion technology solutions company founded in 1995, is an innovative leader in virtual sample making for design & fit with real-time motion simulation. They were the first to develop & implement on-demand manufacturing processes and are known for advanced cutting room solutions. Its robust systems are implemented by fashion experts from all corners of the garment industry.*



Andrew Polins  
Vice President & Head of  
The Lululemon Liaison Offices

*Andrew Polins is a Sourcing and Product Development executive with nearly 20 years' experience leading global teams for top retailers and brands. After spending 7 years in Shanghai with leading roles at The Children's Place and The Disney Store, North America, Andrew moved to Hong Kong in 2010 to lead Dick's Sporting Goods sourcing and product development team. Today, Andrew is managing the Lululemon's global vendor base.*



Renate Eder  
Chief Commercial Officer  
Vizoo

*Vizoo, founded in 2013 is providing state-of-the-art material digitization technology & solutions for the fashion industry. Renate Eder previously headed up the Apparel Creation Technologies Team at sportswear brand adidas, implementing 3D technologies and processes throughout the supply chain.*



Ergin Aydin  
TİHCAD Chairman  
Prosoft VR Co Founder  
Blok Moda Co Founder

*Selçuk Şireci established the Prosoft VR company in 2016 and develops and sells software on Virtual Reality technologies. Ergin Aydin has become a partner of Prosoft VR company as of 2017 and has made significant progress on global level referring digitalization processes in the textile industry. PROSOFT VR is a unique mix of textile and digital expertise focussed on customising for the contemporary fashion E-commerce.*



Béatrice Cené  
Senior Design Director  
Tommy Hilfiger Underwear

*Béatrice Cené oversees both underwear and swimwear design teams in developing seasonal collection aligned with the Tommy Hilfiger global design brief.*