

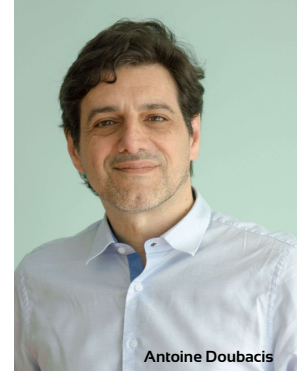
Making Sampling- processes more sustainable
The Patternclub visualizes woven and knitted fabrics

THE PATTERNCLUB

This year's edition of Heimtextil 2023 is also an important step for the Krefeld-based company The Patternclub. For the first time, the specialist for the visualization of fabrics and textiles is part of the **green directory tour**, for sustainable product development and sampling. Visitors can experience from January **09-13.01. In Hall 9.0 F93** how realistically visualized woven and knitted fabrics look and feel, and at the same time learn about the great opportunities they open up.

"Visualization of fabrics is the basis for a functioning strategy. The digital We want to show what our customers can do with the data obtained," announces owner and managing director Antoine Doubacis

A perfect addition for designers and another highlight is the **new Trend- Workbook**, on which the current Heimtextil trends for the **fall/winter 2023/2024** season inspires with „real“ textures and color- information including Mood Boards & Infos to the fabrics. But also with a digital Link to download the texture & color Data into your own production and presentation software. Also at its stand, The Patternclub will be presenting virtual fabric developments developed exclusively for this year's 'textiles matter' trend theme of the Heimtextil trade fair, which will be available on Prints and downloads



The visualization of fabric collections holds enormous opportunities for the industry! Time and resources can be saved, and unprecedented creative possibilities open up for designers, as all thinkable (and unthinkable) variations can be tried out on the screen, using the "base fabric". The patterning process itself becomes faster, more accurate and less expensive, since ultimately the physical patterns are only needed for looks and color combinations that are actually desired. Patterns and colorings already discarded on the screen, as well as their transports, are eliminated. Thanks to the photorealistic representation of the fabrics including exact measurement values - Made possible by the cooperation with the company Caddon, specialist for multispectral color communication - the colors on the screen are identical to the physical result, such as the weave pattern. "This is really sustainable and saves companies an incredible amount of money," emphasizes Antoine Doubacis.

His company's many customers are already benefiting from these advantages. The same applies to the free trend app that The Patternclub has developed for textile, fashion and interior designers. Personal trends, images, ideas, colors and projects can be easily managed and presented with it. These digital fabrics can be used and integrated into realistic 3D worlds.

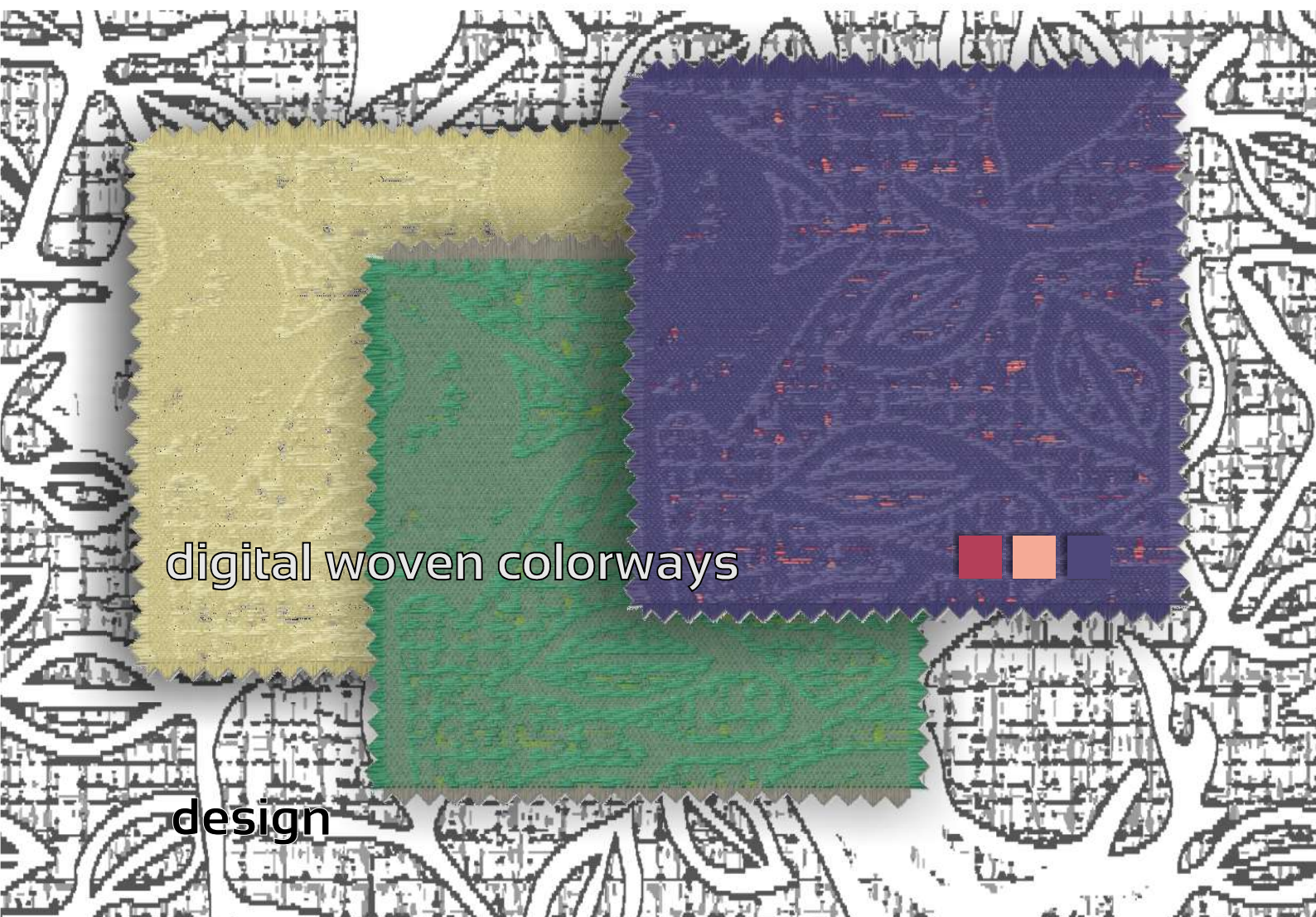
After all, the possibilities of digital data for textile design are far from exhausted. "We want to once again demonstrate to designers the enormous advantages of the right color impression, which we achieve with our trend and collection colors for woven and knitted fabrics," says Antoine Doubacis.

The Patternclub is welcome your visit in Hall 9.0 Stand F-93.

www.patternclub.eu

photo source : The PatternClub





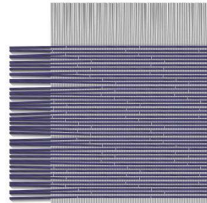
digital woven colorways

design

Bild 1:
"Visualization of fabrics is the base for a functioning digital strategy. We want to show what our customers can do with the data obtained,"
 announces owner and managing director Antoine Doubacis



Bild 2:
 Design & Collection development as a digital process



warp
cotton

NM 75



weft-1
cotton

NM 30



weft-2
viscose

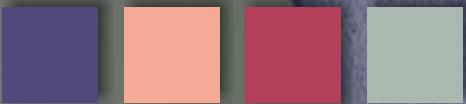
NM 10

warp density
36 / cm.
weft density
46 / cm

weight
110 gr. / sqm.

repeat size
x. 33,00 cm
y. 34,78 cm

Design :
deep-structure-2
col. 06



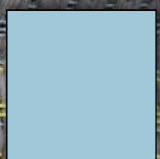
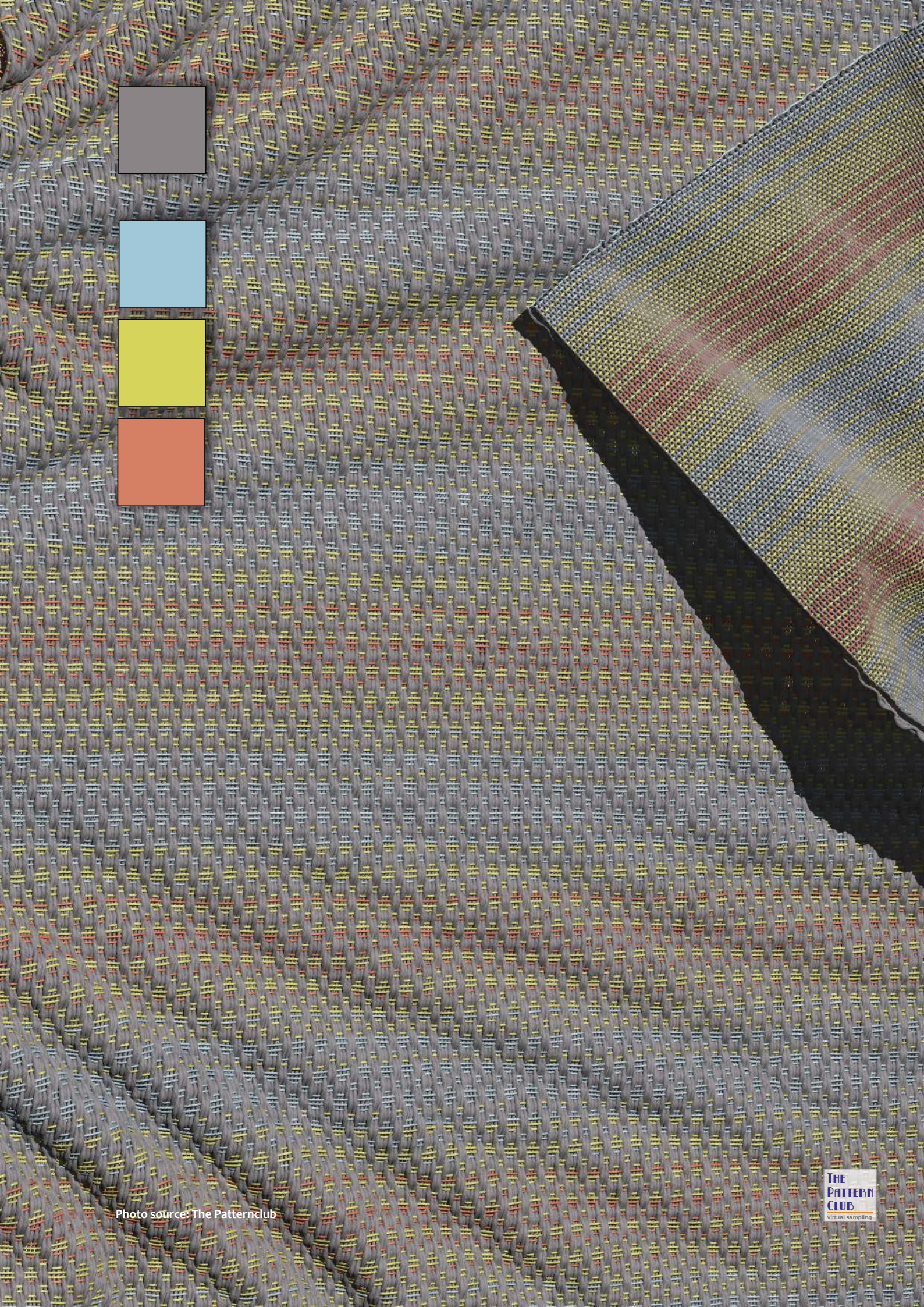


Photo source: The Patternclub