

BROWZWEAR X KANE TOP GROUP

# Implementing 3D for a Greener and More Efficient Industry



## Company Overview

Founded in the early 1980s, Kane Top Group is a vertically integrated global supply chain manager and apparel manufacturer, focusing on developing and producing knitted fabrics, with advanced textile and apparel purchasing and manufacturing capabilities. The company, which is spread across mainland China, Hong Kong, and Vietnam, works with a variety of internationally renowned brands, such as Tommy Hilfiger, Calvin Klein, J. Lindberg, Abercrombie & Fitch, Armani Exchange, Roots, Urban Outfitters and J. Crew. Since its founding, the company prioritizes environmental sustainability and social responsibility with strict quality control, competitive prices, and punctual delivery of goods.

## Shifting to Digital

As the apparel industry continues to embrace digital transformation and adopt more sustainable product development methods through 3D design tools, smart manufacturing, digital printing, and more, Kane Top soon recognized the importance of shifting to digital and was eager to embark on its 3D journey, with Browzwear as its partner in 2020.

To begin the 3D adoption process, the team at Kane Top defined several key goals that they hoped to achieve: conducting the sampling process using digital prototypes and implementing creative ODM online reviews that would enable secondary development correction, color development, and product pre-sale. By developing virtual samples with 3D, the company would ultimately be able to cut back on its production costs of physical sample development.



*When it comes to sample development, 3D has enabled us to shorten the process from two weeks to just one day, allowing us to take action and execute the workflow instantly with a 32% reduction in physical samples throughout the cycle.*



**Ms. HongYan You,**  
CEO, Kane Top Group

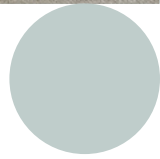


## The Impact of 3D

Since leveraging Browzwear's 3D design technology, VStitcher, within the design workflow, the design team has noticed significant enhancements with the preliminary design phase of the garments. One is that by working in 3D, they can easily identify any imperfections or faults early on in the process and amend them before being produced physically. "Whereas in the traditional sample development process, potential issues are resolved through multiple iterations and customer approval rounds which can often take up to two weeks.

By incorporating 3D into the product development workflow, both the time taken for a style to be approved and the number of samples needed throughout the process is significantly reduced," says Ms. HongYan You, CEO, Kane Top."When it comes to sample development, 3D has enabled us to shorten the process from two weeks to just one day, allowing us to take action and execute the workflow instantly with a 32% reduction in physical samples throughout the cycle," she adds.





## Looking Toward a Digital Future

As the company presses on with 3D implementation, they plan to focus on garment presenting capabilities with Browzwear's showcasing platform, Stylezone, in the coming months as well as look into creating virtual catwalks. From a long-term perspective, the adoption of Browzwear's software enables the two companies to work together to facilitate the apparel industry's transformation, both in terms of efficiency and creating a greener and less wasteful future.

## Benefits of 3D for kane top group



Sample development  
cycle shortened from two  
weeks to just one day



32% reduction in physical  
samples throughout the  
process



A much  
faster sample  
approval cycle



Design imperfections can  
be identified and amended  
instantly

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## About Browzwear

Founded in 1999, Browzwear is a pioneer of 3D digital solutions for the fashion industry, driving seamless and sustainable processes from concept to commerce. For designers, Browzwear accelerates collection development, opening limitless opportunities to create iterations of styles. For technical designers and pattern makers, Browzwear rapidly fits graded garments to any body model with accurate, true-motion material replication. For manufacturers, Browzwear's Tech Pack delivers everything needed to produce physical garments perfectly the first time, and at every step from design to production. For more information, visit [www.browzwear.com](http://www.browzwear.com).