



LOCATION

Amsterdam, Netherlands

SPECIALTY

Dedicated to fashion, AMFI offers a rich curriculum that exposes students to the constraints of the fashion industry through projects such as iNDiViDUALS, the school's own fashion label

HIGHLIGHT

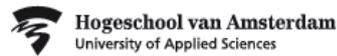
One of the first schools to integrate 3D technology in a complete fashion curriculum that combines creative innovation with highly-refined technical expertise

LECTRA SOLUTIONS

Kaledo®: enables designers to sketch and manage collections, as well as to create printed, woven, and knitted textiles

Modaris®: the fashion industry standard software for 2D pattern-making, grading, and 3D prototyping

Diamino®: the most powerful software for making efficient markers at the costing, prototyping, material purchase, and production stages



AMFI
Amsterdam Fashion Institute

AMFI PUSHES THE BOUNDARIES OF CREATIVITY WITH LECTRA'S 3D FASHION TECHNOLOGY

Established in 1992, The Amsterdam Fashion Institute is the result of a merger between Mr. Koetsier and the Charles Montaigne Fashion Academy, two fashion institutes located in Amsterdam and founded in the early 1950s. AMFI benefits from over a half century's experience and continues to expand its curriculum in response to changes in the fashion industry. Its current offering includes a trio of graduate programs which cover the entire fashion chain: Fashion and Design, Fashion and Branding, and Fashion and Management. The university encourages forward-thinking, innovative design and trains its students to align creativity with technical and strategic skills.

AMFI prepares its students to be future leaders in the fashion world. A key concern is keeping their curriculum relevant to the fashion industry. Sandra Kuijpers and Ineke Siersema, both AMFI lecturers, recognize the role computer technology plays from design to manufacturing and have built a successful education program around 3D virtual prototyping. Lectra's commitment to fashion education and innovative technology made them the ideal partner.

AMFI joined the Lectra Education program in 2007. After several years of fruitful collaboration, the school became a Lectra privilege partner. "It is important for AMFI that our students are not only educated in the skills they require for work today, but also that they are equipped for the fast changing future of this industry," says Souraya Bouwmans-Sarraf, director of AMFI. "Lectra understands the importance of investing in education and in the business leaders of the future."



Nina Wormer

An education ahead of the industry

AMFI has a long history of digital pattern making and turned to Lectra after searching for a 3D prototyping tool. They began teaching Lectra's pattern making solution Modaris in 2007, and progressively introduced the 3D component that is now central to their curriculum.

When students begin to work with Modaris, the benefits of digital pattern making and prototyping become immediately apparent. "For students, 3D virtual prototyping is an excellent way to gain insight into pattern construction and how fabric drape affects the hang and fit of a garment. It provides a fast way to alter designs, and place and visualize prints," explains Ineke Siersema, lecturer in 3DVP, visualization, and pattern cutting.

The interaction between flat patterns and 3D prototypes made possible with Modaris has been particularly eye-opening for students. Being able to modify a flat pattern and see the result directly on a 3D avatar translates their concepts into design reality. The result is an increased understanding of designing, cutting, and fitting patterns.

Once they realize the impact these programs have on design and cut quality, students are excited to be able to work more quickly and experiment more freely with designs. "It invites students to try out possibilities and makes the process less abstract," explains Sandra Kuijpers, lecturer in 3DVP and pattern cutting.

Lecturers have also noticed that working with Modaris has increased students' proficiency in other aspects of fashion development. "We noticed that the interaction, understanding, and coherence between other courses went up through working with the 3D component of Modaris. So it pushes us all forward," says Leslie Holden, head of the fashion and design department.

According to Nina Wormer, a fourth-year Fashion and Design student, the ability to experiment more in less time is crucial to refining a collection. "It took days to draw the print by hand on my prototypes, but the ability to visualize many aspects of the design in Modaris allowed me to find what I wanted in three hours," she explains.

Fourth-year student Tess van Zalinge found Modaris helped her push boundaries in the creation of a women's undergarment collection. "It was very useful to be able to create,

change, and play with shape, colors, prints, and fabrics on all the pattern pieces. This translated into the right proportions and gave me balanced garments," she explains.

Another project illustrated the benefits of working with visually strong digital solutions in a typical development process. Students had their technical drawings made into patterns externally. They were disappointed at the number of errors on the corresponding virtual garments. But it was the ideal moment to demonstrate the power of Modaris's 3D component. "It was a perfect learning moment. They gave comments on mistakes the factory made and they saw what was missing from their own communication. The fit and design of the real sample met their expectations," explains Kuijpers.

Close ties to industry

AMFI considers itself to be at the forefront of fashion education, maintaining a balance between creativity and technical skills. The hope is that these students will improve the development process and contribute to the evolution of working methods in the industry.

"We are in contact with companies who want interns who can work with Lectra's Modaris," says Bouwmans-Sarraf.

Student experiences confirm this decision. "The biggest benefit is that more and more companies are using Lectra, so as a student, you know you will be well-prepared after you graduate," says van Zalinge. She has already experienced the benefits of learning Modaris in her current internship.

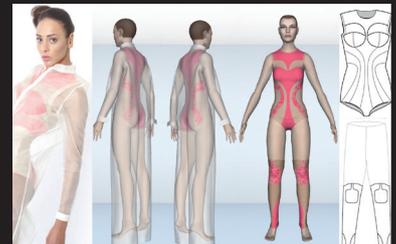
Lectra's involvement extends beyond the classroom. Third-year design students are encouraged to participate in the Lectra Award competition. The best virtual collection wins a Modaris license. "This challenges the students to create a product they can be proud of," says Siersema. Holden is excited for the future of Lectra's partnership with AMFI. "Lectra has become part of our team. Together, we are pushing the boundaries of possibility."

STUDENT SUCCESS



Yvonne Kwok

For the second year in a row, Lectra and AMFI have hosted a design competition together. Students must use Lectra's 2D/3D virtual prototyping solution Modaris to develop a mini-collection. The first place winner of the 2011 competition was third-year design student Yvonne Kwok. She was awarded a license of the Modaris software.



Contest winners Yvonne Kwok, Nina Wormer, and Tess van Zalinge, with Thierry Moncoutié, 2D/3D CAD product manager at Lectra



Lecturers Sandra Kuijpers and Ineke Siersema

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline, and accelerate product design, development, and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), and furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind turbines, and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees. The company is listed on NYSE Euronext. For more information, please visit www.lectra.com.