

THE FUTURE OF FASHION LIES WITHIN THE INDIVIDUAL

Personalization is here to stay. From your coffee to your wardrobe, to the music you stream and your favorite selection of movies, all industries have been bitten by the personalization bug and there is no turning back.

Personalization is a multifaceted approach to servicing customers. It can be applied to a product, service or an experience. **Personalization is the ultimate form of self-expression and individualized experience.**

FEELING UNIQUE IS VITAL



74%

of Millennials & GenZ are interested in buying products that are personalized to their taste/made specifically for them

42%

Have at least once personalized a product for themselves



Consumers are ready to pay a

20%

Premium for a personalized product



41%

Of all ages groups expressed an interest in purchasing personalized clothing

THE VALUE OF PERSONALIZATION



CONSUMERS

“I wear what I create.”

Product manager, international fashion brand



BRANDS

“Personalization would help to express personal values, using brand appeal as a support.”

Product / R&D manager, international fashion brand



RETAILERS

“Personalization offers the opportunity to propose a product, a service or deliver a unique experience via your omnichannel strategy.”

Product / Brand image manager, international fashion brand



MANUFACTURERS

“To meet this growing demand manufacturers need to adapt their cutting solutions to integrate personalization.”

Head of production, international fashion brand

WHAT ABOUT FASHION?

Delivering personalization at scale will be a major growth driver and a strong competitive advantage for fashion companies

The fashion industry is **changing** faster than ever. Consumer needs and behaviors are becoming more **sophisticated**, more **technology-driven**, and harder than ever to predict.

Brands, retailers and manufacturers are under a lot of **pressure**, but they are in fact sitting on a **goldmine of business opportunities**. Personalization being the most promising one.

Personalization in fashion emerged as the **#1 trend in 2018**. Personalization is seen as “the future” of fashion. It will play a vital role in the fashion revolution, creating the alternative to fast fashion, bearing true individual values and social responsibility at its heart.



WHAT ARE THE AVAILABLE OPTIONS FOR BRANDS, RETAILERS AND MANUFACTURERS TO STEP FORWARD IN A NEW ERA OF FASHION?

“The types of Personalization you choose, Customization or Made-to-Measure, is dependent on the characteristics of your business: its size, strategy, global footprint, revenue model and core values.”

Product development director, international fashion brand



Customization is a collaborative process. Customer participation is key. However, customization does not involve pattern modifications. It is made on an existing size range and product line.



Made to Measure is adapted to an individual morphology. In addition to the benefits of customization, it has the advantages of an altered fit. Modifications are made to an existing pattern.

CUSTOMIZATION OR MADE-TO-MEASURE BOTH OFFER MULTIPLE ADVANTAGES

Fashion for masses



Design



Develop



Send production order



Produce in bulk



Sell



WASTE

Fashion for the individual



Design



Develop



Sell



Send production order



Produce on demand



CONSUMER

CONSUMER

■ Improve cash flow
■ Less costly inventory

■ Costs covered upfront

■ Less waste

NOW IS THE TIME TO TAKE ON THE PERSONALIZATION CHALLENGE

1

It's loud and clear. The consumer wants to feel unique, co-create and have an alternative to fast fashion



Brands, retailers and manufacturers need to take a bold step forward into the new era of fashion: powered by innovation and automation, the trend is to be closer than ever before to the customer, more ethical and at the same time profitable.

2

“To succeed, brands, retailers and manufacturers will need to invest in new digital products and tools that put the customer, service and product at the center of their strategy. The key to success is creating an ecosystem that includes all the players.”

Fashion industry expert



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