



FASHIONLAB DESIGNER
– FRANÇOIS QUENTIN

A WATCHMAKER AND EXPERT IN DESIGN

As an independent designer since 1986, François Quentin has designed several contemporary models for Swiss and French watchmakers. With an avid interest in both mechanics and computers, he designs for business sectors requiring skills that are at once diverse and specific.

François created the 4N watch brand in 2009 with the dream to create a watch like no other, with a digital display and a mechanical movement. The name 4N stands for “4 Numbers”, referring to the four digits that indicate the time.



A FASHIONLAB PARTNER: SHARING A PASSION FOR DESIGN

François Quentin is partnering with the FashionLab to further advance the concept of virtual design and 3D experiences. Together they explore the specific needs of the watch industry and are working on a next generation of solutions. François Quentin is convinced that future solutions developed by Dassault Systèmes engineers will have an important role to play in watch design and in consumer experiences. Creative ideas easily come to life thanks to the power of virtual design and simulation tools. By working with the FashionLab, he replaces physical prototypes with virtual prototypes and therefore opens the door to new 3D experiences to showcase his watches.

FROM VIRTUAL DESIGN TO CONSUMER EXPERIENCE

Beyond the virtualization, François goes a step further in his use of 3D and virtual universes. He uses 3D content at tradeshows and events to promote his watch to consumers. He highlights his watch in a virtual environment using live rendering features and can show all faces and details, virtually, before the watch is even manufactured.

François also showcases virtual rendering videos in a 3D movie at the event on "auto-stereoscopic" screens – to create 3D without wearing 3D glasses. He understands that 3D is not only an answer to solve technical challenges around watch making, but also a key differentiator to communicate and drive awareness of a product or a brand.

