

JULIEN FOURNIÉ

FASHIONLAB DESIGNER – JULIEN FOURNIÉ

A FAMOUS DESIGNER, GUEST MEMBER IN THE CALENDAR OF PARIS HAUTE COUTURE

After having collaborated with various luxury fashion houses for years, Julien Fournié established his own eponymous fashion house in 2009. In November 2010, the Chambre Syndicale de la Couture Parisienne admitted Julien Fournié as a “guest member” in the prestigious official calendar of Paris Haute Couture. Since January 2011, he has been part of the select list of designers who take part in this event, the most exclusive one in the field of fashion.



A FASHIONLAB HISTORICAL PARTNER

FashionLab and Julien Fournié started collaborating in 2010, at the very beginning of the FashionLab. They had a common dream: to push the limits of digital 3D for the fashion industry.

Since FashionLab was launched, they have been working together to develop 3D solutions able to reproduce with digital tools the reactions of fabrics in real life.

Julien Fournié

NEW SKETCHING EXPERIENCES

Today, FashionLab engineers are constantly capturing Julien Fournié's expertise. His know-how as an illustrator, a fashion designer and a couturier contribute to conceiving new tools and experiences to develop virtual pieces in 3D, and compose 3D silhouettes using sketching and draping techniques. Not only are they working on the first step of the ideation process - the design - but also on the virtual simulation of fabrics and the ability to reproduce the resistance, movement and weight of various materials used in the processes of fashion design.

UNLIMITED POSSIBILITIES FOR CONSUMER SHOWCASES

FashionLab and Julien Fournié are continuously working on new possibilities for designers to create faster and better and to explore new ways to showcase fashion collections. Julien Fournié's expertise brings strong knowledge to the improvement of a complete library of digital fabrics and materials. Thanks to a digital library of fabric, a fashion designer and its studio can investigate materials to visualize, study and improve a virtual prototype before draping and sewing the physical prototype, thus accelerating and enhancing the creative process before they get to work on the real-life mannequin. Last but not least, real-rendering effects can open new possibilities for designers to promote a collection to consumers, using virtual models.

