

**Couture Spring-Summer 2012:  
FashionLab unveils new technology breakthroughs for fashion design,  
based on its collaboration with Julien Fournié**

FashionLab, a technology incubator created by Dassault Systèmes, presents the first results of its collaboration with Julien Fournié, during the Spring-Summer 2012 Couture Fashion Week.



Over the past year, FashionLab and Julien Fournié have worked together to develop 3D solutions, in grade of reproducing fabrics' reactions in real life with digital tools. The FashionLab team of engineers has designed an experience to develop a virtual piece in 3D, in order to compose a 3D silhouette using sketching techniques based on the designers' drawing know how.



With this new tool, a fashion designer can explore lines which he usually sketches in two dimensions only with a full volume rendering. The designer can work and visualize from every possible angle he choses in the digital world. With their tool, designers can also build drapings, add embroideries or rhinestones, calculate precisely their projected use of materials. Thanks to an original online digital library, the fashion designer and

its studio can also investigate materials to visualize, study, improve a virtual prototype before they make the real-life dummy and piece, accelerating and enhancing thus their creative process before they get to work on the real-life mannequin.

FashionLab is a technology incubator dedicated to fashion designers and design studios. FashionLab provides the tools to help the world of fashion cross the new fields opened by virtual 3D. It marries Dassault Systèmes' engineering abilities with the creative capacities of fashion designers, integrating fashion industry's know-how. Its offering to the sphere of fashion targets to cover all possible needs to design an entire collection and make it come to real life, integrating various devices: design, simulation and collaboration tools.

***Jérôme Bergeret, Director of FashionLab, together with Julien Fournié, "Guest Member" of Paris Haute Couture fashion week, will unveil these new technology breakthroughs on January 24th, just after the Julien Fournié "First Ecstasy" Couture runway show for Spring-Summer 2012.***