

Browzwear Launches a 3D Fashion Design Software

Browzwear Appoints Textile Industry Veteran Executive Aviela Sherbu-Cohen New Ceo

September 09, 2007 - 10:22

Browzwear International announced the release of VStitcher™ 4.01, the next generation of its 3D fashion design application. VStitcher™, the strongest real-time 3D engine in the fashion industry, is revolutionizing fashion design with a collection of new design and communication features.

Browzwear's software, implemented by more than 150 industry leaders, is unique in its ability to simulate real-life fabric draping in real time. Now, with its improved 3D presentation and development capabilities, true-to-life adult, child and infant avatars, new clusters, garments, 3D environments and accessories, the VStitcher™ software is redefining the fashion industry and attracting the attention of major brands.

VStitcher™ integrates conventional design techniques empowering them with real-time, true-to-life 3D technology. The powerful software infrastructure utilizes the CAD-CAM industry standard, enabling users to create a virtual 3D garment. The prototype garment is then modeled by an exceptionally detailed, 3D human figure (avatar), customized to a huge array of parameters such as age and gender, body measurements, posture, skin tone, hair style, and even the stages of pregnancy. Inherent CAD capabilities such as moving and dragging points and curves enable modification of 2D patterns with fast 3D results.

Recently Aviela Sherbu-Cohen was named new CEO of Browzwear. Sherbu-Cohen comes to Browzwear with twenty years of managerial and marketing experience in the textile industry as VP Marketing Development and Design for Tefron Ltd. and Gibor Sabrina Ltd., and over 7 years as a board member in Macpel Industries. Sherbu-Cohen holds an MBA with a major in Marketing and minor in Operations Management, and a BA in Linguistics, with a minor in Mathematics and Computer Sciences from Tel Aviv University. Having lived abroad, she mastered languages including English, Hebrew, Romanian, Portuguese, German, French, and more.

"Browzwear's software is specially developed to ease the transition for garment and textile companies looking to advance into the new 3D Generation software," says Aviela Sherbu-Cohen, Browzwear's CEO. "The new VStitcher™ is proof of Browzwear's firm commitment to push the limits, and explore the promise of 3D fashion design. We hope to give our clients a competitive edge based on better brand-manufacturer collaboration while allowing designers to maintain and enhance their freedom and creativity".

The VStitcher™ is not simply a design tool but rather a communication solution, optimizing the entire product lifecycle from concept to shelf for cost-effectiveness, time efficiency and flexibility. As a born-for-the-Web application, VStitcher™ ensures real-time 3D representation of the garment design at any remote location, enabling immediate feedback from clients, designers and decision makers.

More Information at: www.browzwear.com