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Helen Koo Chosen for Inaugural Gerber FashionTech Professional Award at ITAA 2016 Conference



TOLLAND, Conn., USA, Jan. 11, 2017– Gerber Technology, the world leader in integrated software and automation solutions for the apparel and industrial markets, names Helen Koo, assistant professor, Department of Design at University of California, Davis, as the recipient of Gerber Technology’s FashionTech Professional Award.

The award was presented to Dr. Koo at the 2016 ITAA Conference; she was selected because of the creative and practical projects designed by her students yielding breakthrough innovations in wearable technology. Additionally, she is recognized for founding the Fashion Design and Technology Lab at the University of California, Davis and has focused her research on clothing designed to help those with special needs and physical limitations such as mobility and vision as well as developing clothing to help manage chronic diseases.

“We are honored to recognize Dr. Koo and support her with Gerber Technology products to further her cause of enabling research directed at solving quality-of-life issues,” said Elizabeth King, vice president, digital solutions community and ecosystem at Gerber Technology. “Her work, inspiring the future generation of FashionTech designers aiding those with disabilities, is an admirable use of technology in the fashion industry.”

About Helen Koo

Dr. Helen Koo is an assistant professor of Design and a founder of the Fashion Design and Technology Lab (FT Lab) at the University of California, Davis. Her research and creative activity interests include apparel design and product development, wearable technology, functional garments and sustainable designs. She has conducted multidisciplinary funded research projects on developing functional gear for sports, protective products and clothing for extreme environments, and smart clothing with sensors for healthcare. Her recent works focus on developing wearable technology for people with chronic diseases and disabilities.

About the FashionTech Professional Award

Gerber's FashionTech Professional Award is a contest for FashionTech instructors, faculty and professionals from colleges and universities that are members of ITAA. This year, the contestants submitted an essay describing how they and their school utilized advancements in technology to inspire students over the last 18 months and the resulting student project(s).

The recipient of the award receives a subscription of Gerber software and training valued at \$20,000 and includes industry-leading products such as AccuMark® and YuniquePLM® as well as training through Gerber University. The ITAA 2016 Conference marks the first year Gerber has given the award.

About Gerber Technology

Gerber Technology delivers industry-leading software and automation solutions that help apparel and industrial customers improve their manufacturing and design processes and more effectively manage and connect the supply chain, from product development and production to retail and the end customer. Gerber serves 78,000 customers in 130 countries, including more than 100 Fortune 500 companies in apparel & accessories, home and leisure, transportation, packaging and sign & graphics. The company develops and manufactures its products from various locations in the United States and Canada and has additional manufacturing capabilities in China.

Based in Connecticut in the USA, Gerber Technology is owned by AIP, a New York based, global private equity firm specializing in the technology sector and has more than \$3.0 billion assets under management. Visit www.gerbertechnology.com for more information.

Gerber FashionTech Consultant is named *Apparel* Top 30 Under 30



TOLLAND, CONN., DEC. 11, 2016 – Gerber Technology, the world leader in integrated software and automation solutions for the apparel and industrial markets, congratulates Danit Peleg, innovation technology consultant for Gerber, on her receipt of *Apparel Magazine's* Top 30 under 30 selection.

Danit Peleg and Gerber have been partnering on technology since 2015 – working together to refine AccuMark® 3D and YuniquePLM® In The Cloud into her 3D printed garment workflow. Peleg specializes in the use of 3D printed textiles to design the next generation of fashion.

“We are proud to collaborate with Danit, to help her bring her vision to life and drive technological advancement in garment design,” said Elizabeth King, vice president, digital solutions community and ecosystem at Gerber Technology. “Visualization tools are essential to the future of garment design and AccuMark 3D is helping pave the way forward whether using traditional or 3D printed textiles.”

Danit's latest innovation was a custom dress for the Paralympics, for more information read her interview with Elizabeth King on the experience. <http://www.gerbertechnology.com/news/danit-peleg-on-her-latest-innovations-in-3d-printed-garments/>.

When creating this custom dress, Danit worked closely with Gerber's AccuMark 3D team to design and visualize the dress prior to printing the various pieces. The process ensured the dress would perform as well as the dancer while on stage. The result of using AccuMark 3D for design and visualization allowed Peleg to understand the garment dynamics without spending hundreds of hours creating samples.

AccuMark 3D visualization, animation and simulation technology is part of the AccuMark family of products. AccuMark 3D presents realistic modeling of fabric properties allowing designers to visualize their designs before costly samples are created. This allows for a decrease in sample costs by 75 percent or more.

Peleg is currently working on her next line of garments utilizing YuniquePLM In The Cloud to manage her data from concept to creation and beyond. She states, "Having all my data in one central system allows me to spend more time designing and less time managing all the data for the new line."

In the future, Danit and the AccuMark 3D team will collaborate by using the software to send patterns in the form of 3D print files directly to the printer similar to the current integration with digital fabric printing.

About Danit Peleg

Peleg created her first 3D-printed collection as part of her graduate collection for her fashion design degree at Shenkar College of Engineering and Design. The collection was created using home printers following nine months of research and development. She believes that technology will help democratize fashion and give designers more independence in the creation process.

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