SUMMARY

**Communication platforms and customisation**

Introduction

destex

- The textile industry does no longer respond to the needs and values of the consumers.

- New technologies are reshaping the means that the industry uses for the customisation and communication with the consumers.

The new means added are:

- Artificial Intelligence

- Internet of Things (IOT)

- Virtual and Augmented Reality

- 3D Printing

- Blockchain

Artificial Intelligence
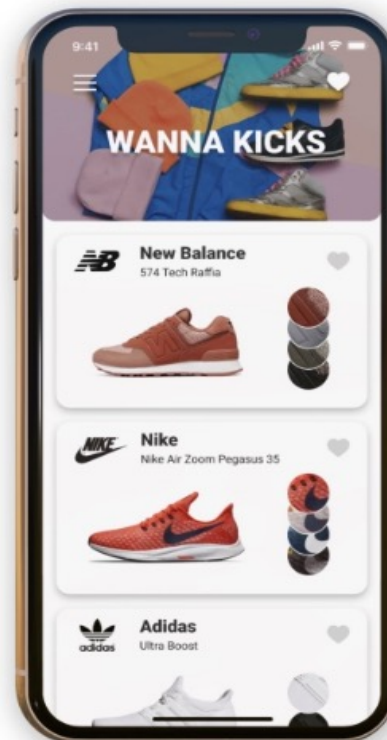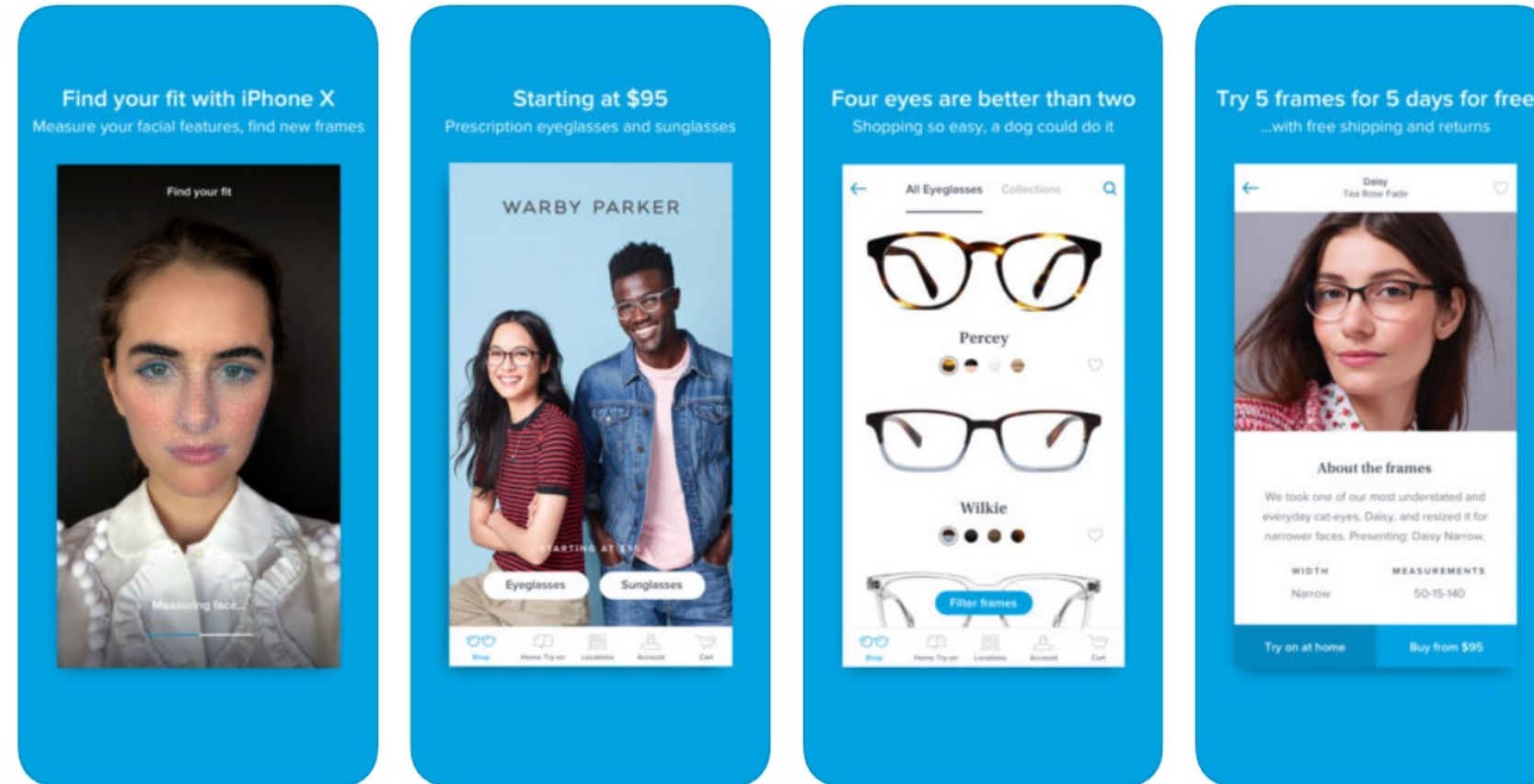
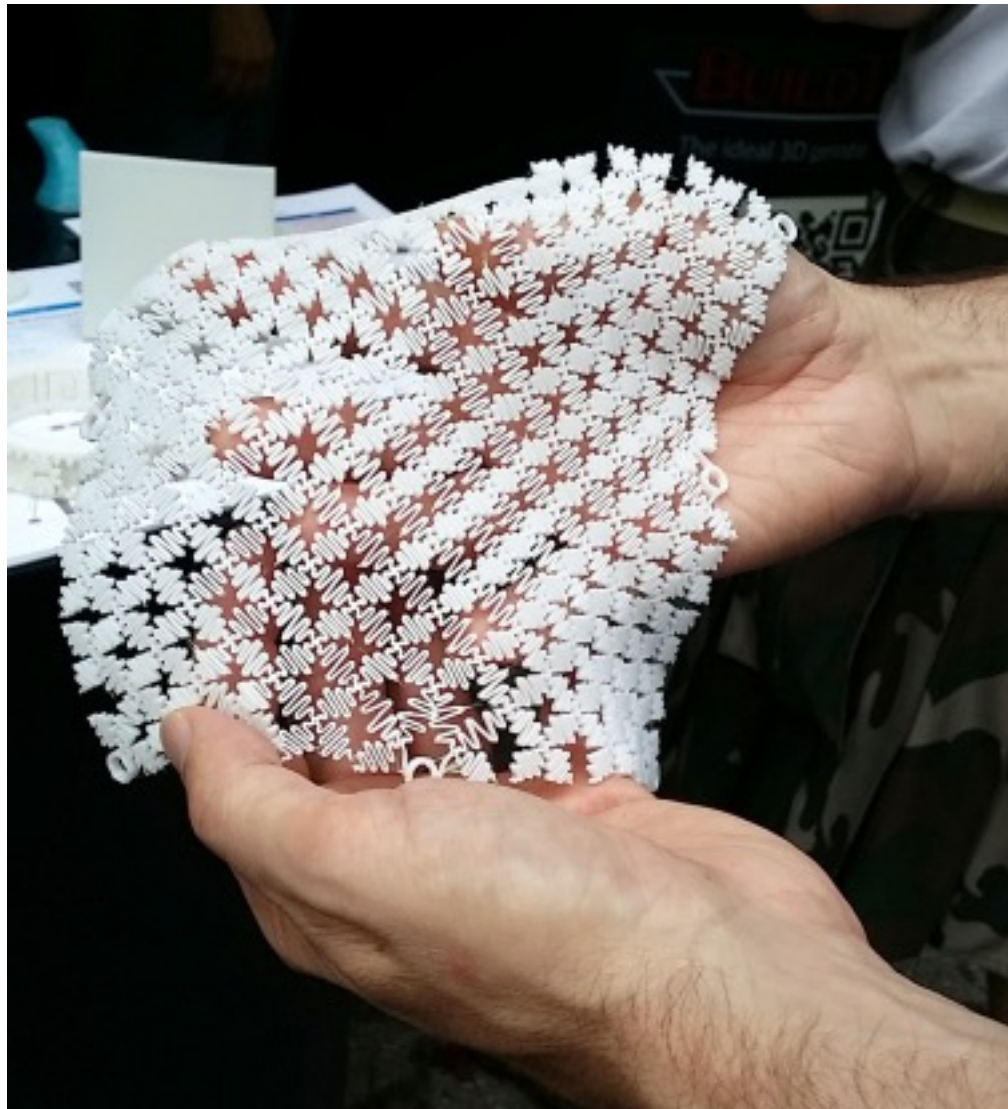**Artificial Intelligence:** Virtual try-on applications

Internet of Things (IoT)

The Data Dress: Embed on it, an application that tracks the whereabouts and activities in order to generate a custom dress, unique for each customes.
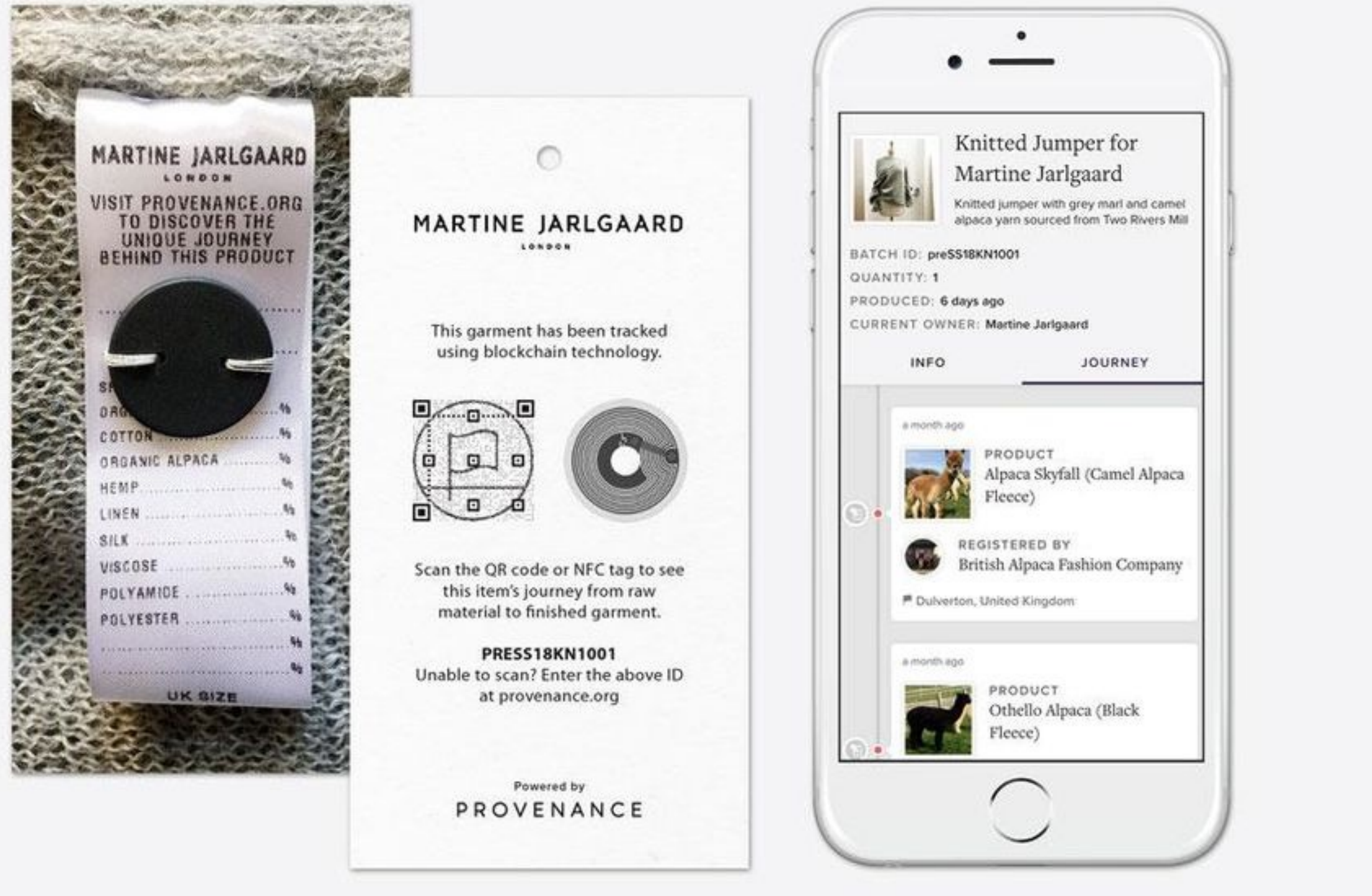
3D printing

Power Bed Fusion (Laser Sintering)

3D printing: 3D Printing allows production of final products from a digital file.
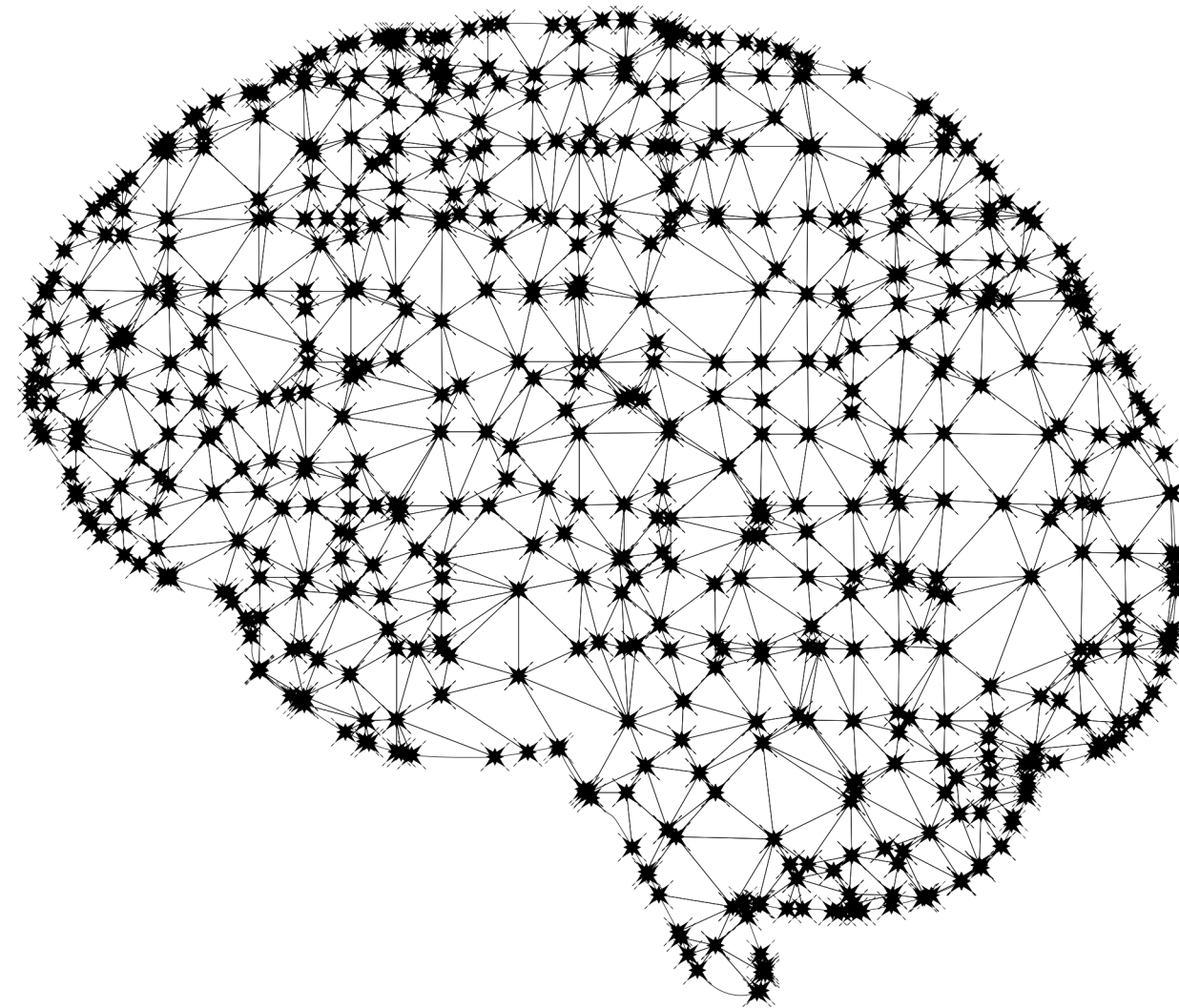
Blockchain

Blockchain:
Blockchain isthe tools for retailers to bring the shopper closer to the origins of the products

![destex logo]

This was a summary of an open educational resource. Please visit http://destexproject.eu/ to see the full amount of intellectual outputs of the project.

Co-funded by the Erasmus+ Programme of the European Union