

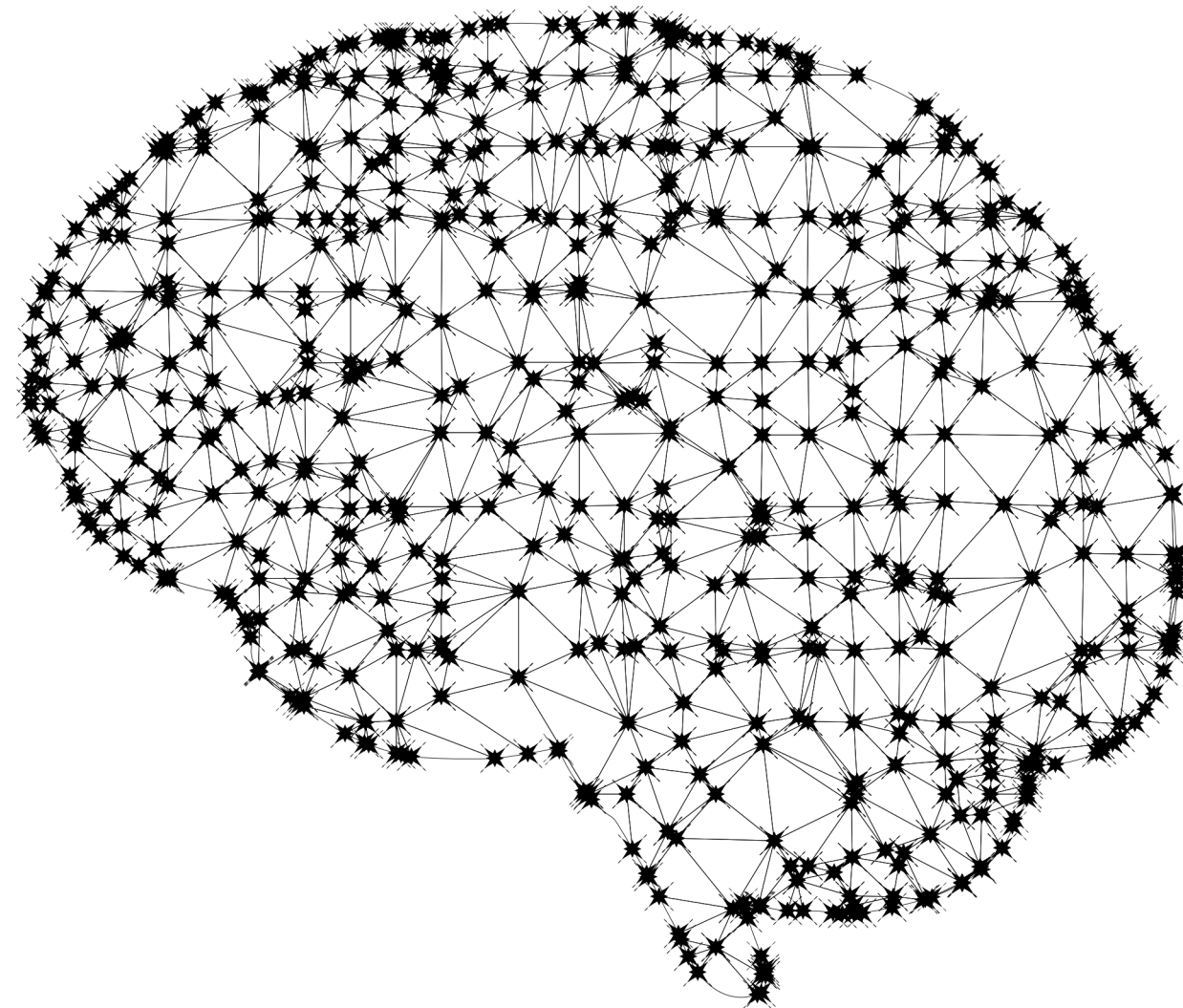
# SUMMARY



Developed by:



## Communication platforms and customisation



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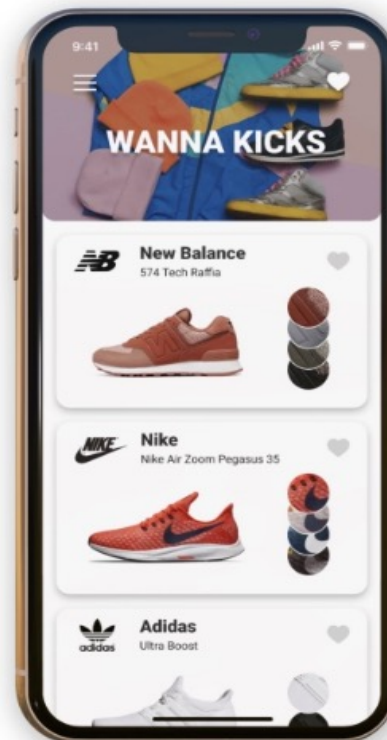
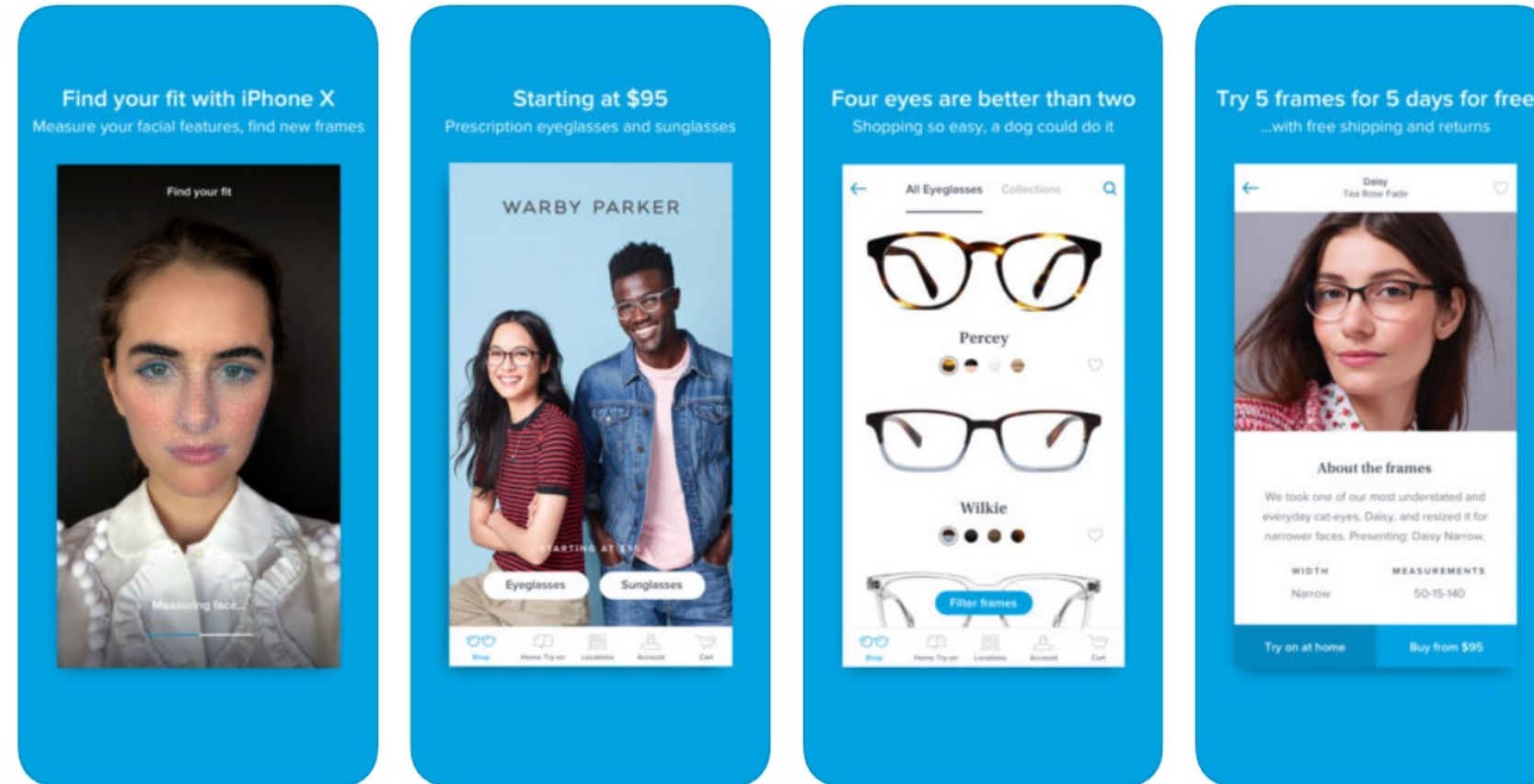
## Introduction

- 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

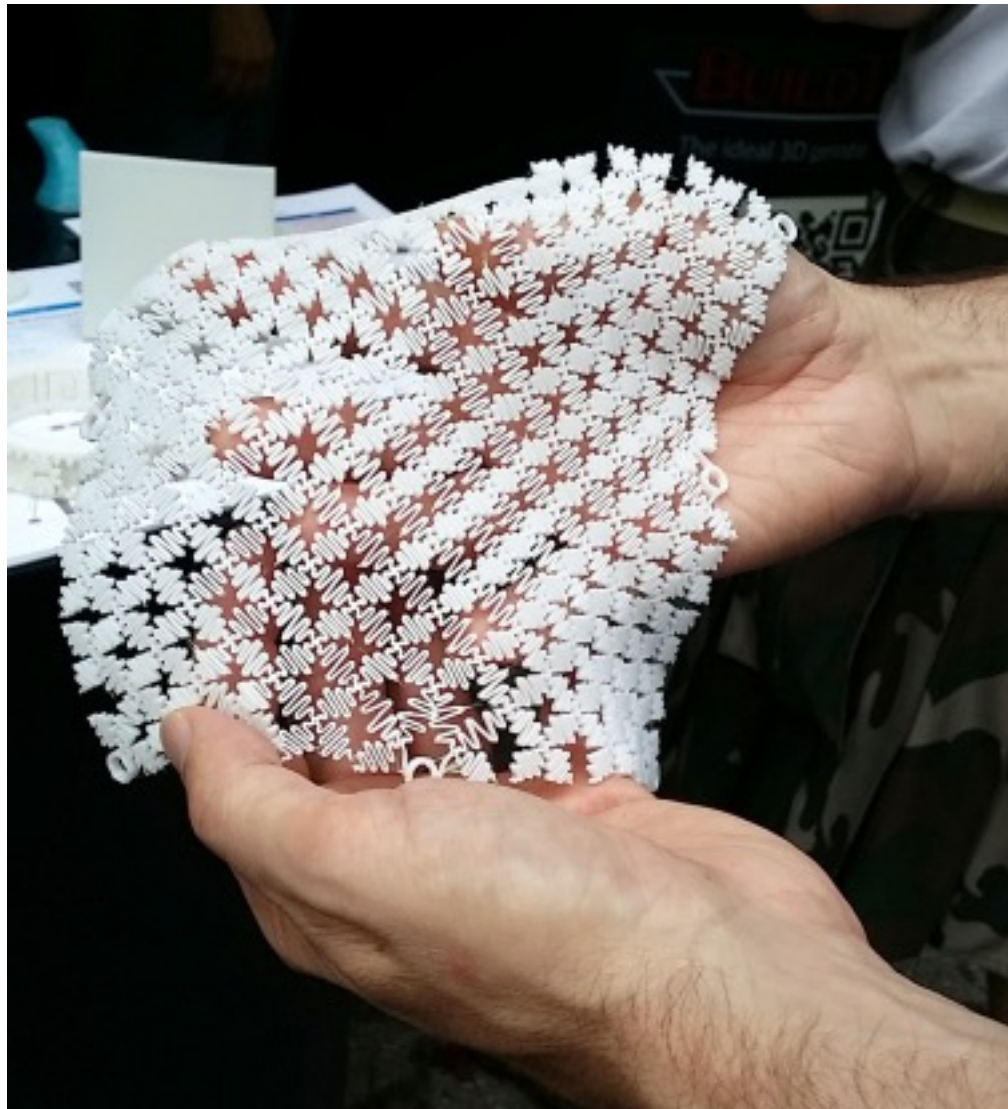


# Internet of Things (IoT)



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

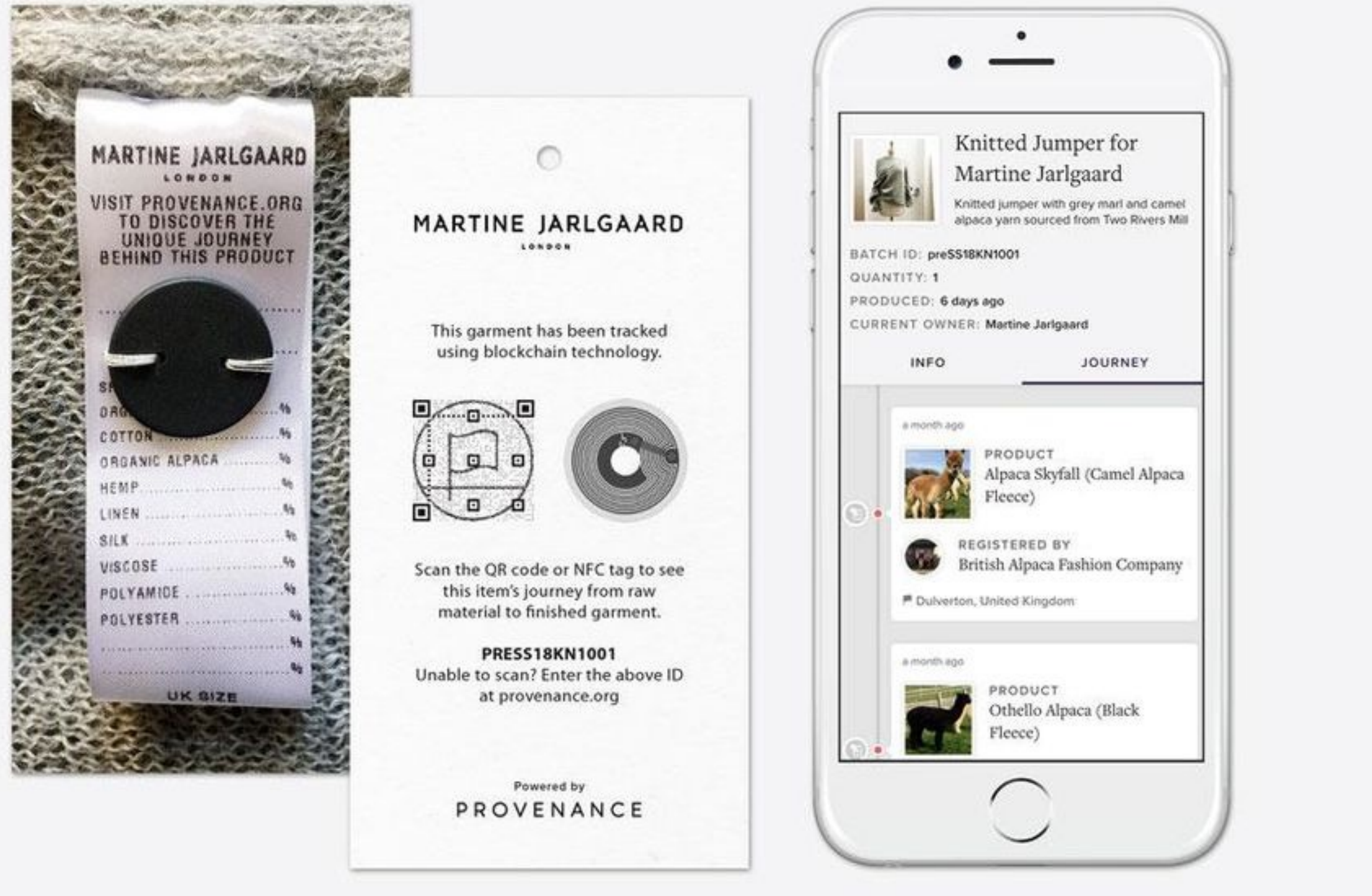
# 3D printing



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

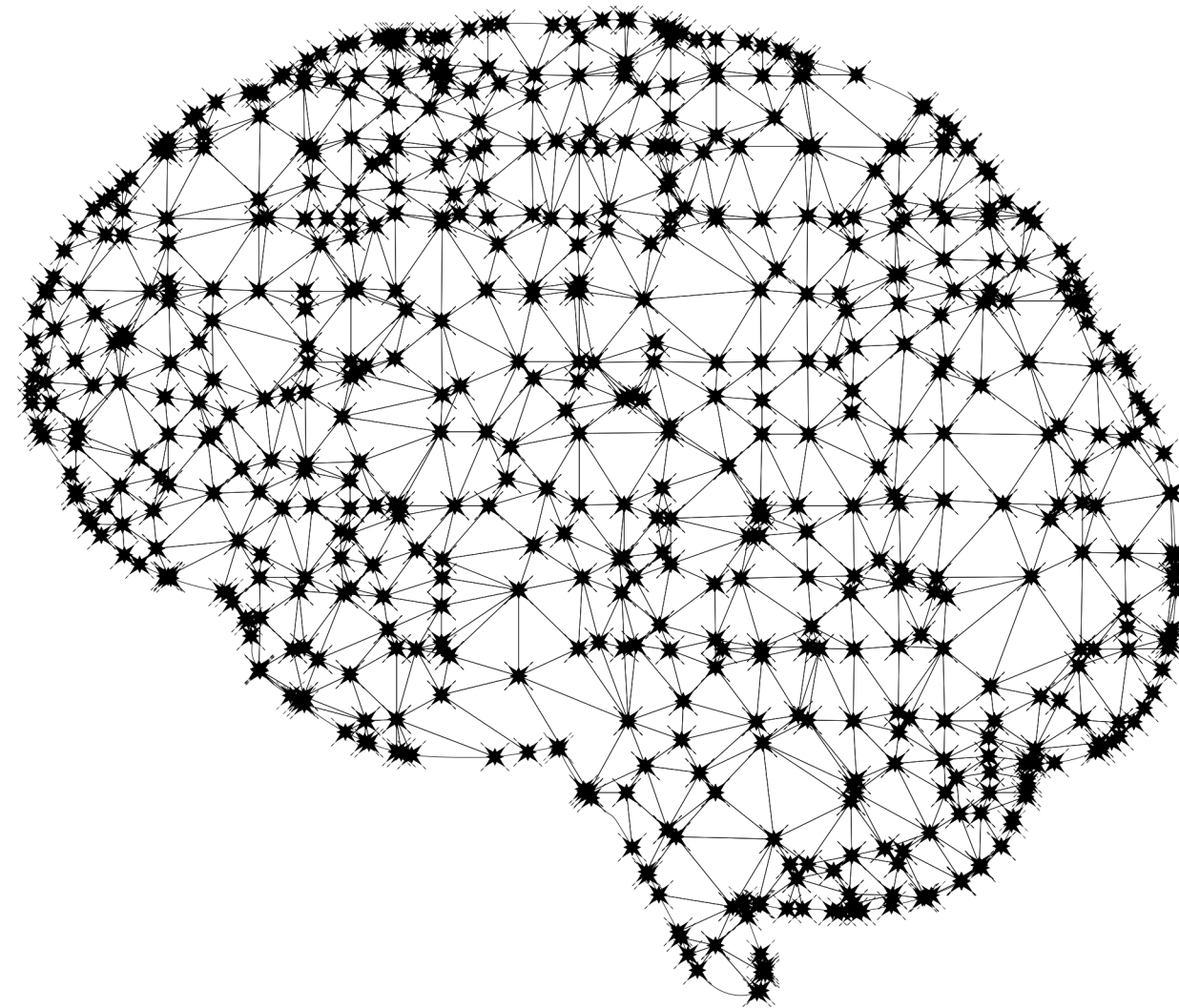


# Blockchain



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

*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.*



Disclaimer:

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