From Vision to Reality | Tracking the Textile Lifecycle

Inspiration
Designers gather color inspiration through fashion shows, travel, shopping trips, trend services and more, often bringing expensive pieces home with them for physical evaluation.

Discussion
The designer and color team visualize and finalize the color palette. This includes judging colors via 3D software, digital textile printing, profiled paper printing and feasibility checks.

Requirements
The product team defines color standards, and material and fit are determined. Using digital colorimetric data at this stage leads to consistency throughout the supply chain.

Review
Samples are evaluated for quality and to ensure that the mill meets design and color expectations. At this point, a clear standard is set for the production phase.

Formulation
The fabric is dyed to create a sample and the results are measured with a spectrophotometer. Using software before dying begins leads to fewer rejections and a faster approval process.

Production
A QC check takes place and production begins. Using color management instruments and software ensures objective digital color management and a high-quality final product.

Assembly
Each component of the final product is put together by a supplier or vendor. Digital colorimetric data ensures all components match, even if they’re from different sources.

Delivery
Products are shipped to stores. Since samples have been reviewed in a lightbox that matches the store’s lighting, the garment appears on the rack just as the designer and color team intended!

Learn more at datacolor.com/textiles