

WHITEPAPER

AEM Assets and 3D Apparel Design

Unlock more value and super charge content velocity with your 3D assets.



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Fashion brands are under pressure to design, produce, and market their product faster than ever. Let's look at how Adobe and 3D apparel design tools like Browzwear can help your team be more nimble and flexible using modern 3D technologies with [Digital Asset Management \(DAM\)](#).

One of the bottlenecks in this cycle is the sample creation process. Creating salesman samples can take weeks after you send off your tech pack. This can cause delays in planning and merchandising which can compound downstream delays. [Browzwear's VStitcher](#) lets you design your apparel in 3D that is an accurate digital twin of the physical sample. With the 3D digital twin, you produce high quality renders that can take the place of physical samples for many of your needs.

[Adobe Experience Manager \(AEM\)](#) is the perfect choice for Enterprise Experience Management to coordinate your design and creative teams.

Let's take a look at three scenarios for this powerful combination of [AEM Assets](#) and Browzwear — Materials, Models, and Assortments.

Material Management

As Manager of CAD Prints & Patterns, you need to keep your teams updated with the latest trims and assets, such as fabrics, materials, logos, and graphics to use in your workflow. You can develop your materials in Substance [Alchemist](#) and [Designer](#) and manage them in one central repository. With AEM Assets you have all the DAM capabilities you would expect like permissions, versioning, metadata management, automation workflows, and powerful multi-facet search.

Once the Substance material files (sbsar) are managed in AEM, they can be packaged up as material libraries for use in Browzwear's VStitcher.

The screenshot displays the AEM Assets interface. At the top, there is a toolbar with icons for 'Reprocess Assets', 'Create', 'Share Link', 'Download', 'Checkout', 'Properties (p)', 'To Collection', and 'Copy'. Below the toolbar, the main content area shows a grid of material assets. On the left, there is a 'Timeline' section with a 'Show All' dropdown and a message: 'The timeline is not available for multiple items.' The grid contains four items, each with a 3D preview of a fabric swatch, a name, a timestamp, and a file size. The top two items are highlighted with blue borders and checked boxes. A 'Start Workflow' dialog box is open in the bottom left, with a dropdown menu set to 'Send Materials to Browzwear' and a text input field containing 'Add Floral Red and Weave Stripes'. The dialog has 'Cancel' and 'Start' buttons. At the bottom of the dialog, there is a 'Comment' field and a three-dot menu icon.

Asset Name	Timestamp	File Size
red-floral.sbsar	Jun 19, 2020, 1:54:54 PM	114.9 MB
synthetic_link_weave_stripes.sbsar	May 13, 2020, 12:58:44 PM	27.2 MB
synthetic_felt_rough.sbsar	May 13, 2020, 12:56:25 PM	24.3 MB
silk_faillie.sbsar	May 13, 2020, 12:55:30 PM	20.7 MB

Substance material assets can be exported as a material library to Browzwear VStitcher with a custom workflow in AEM

These assets can be exported using an AEM Workflow step as a material library for your team to utilize in Browzwear's VStitcher.

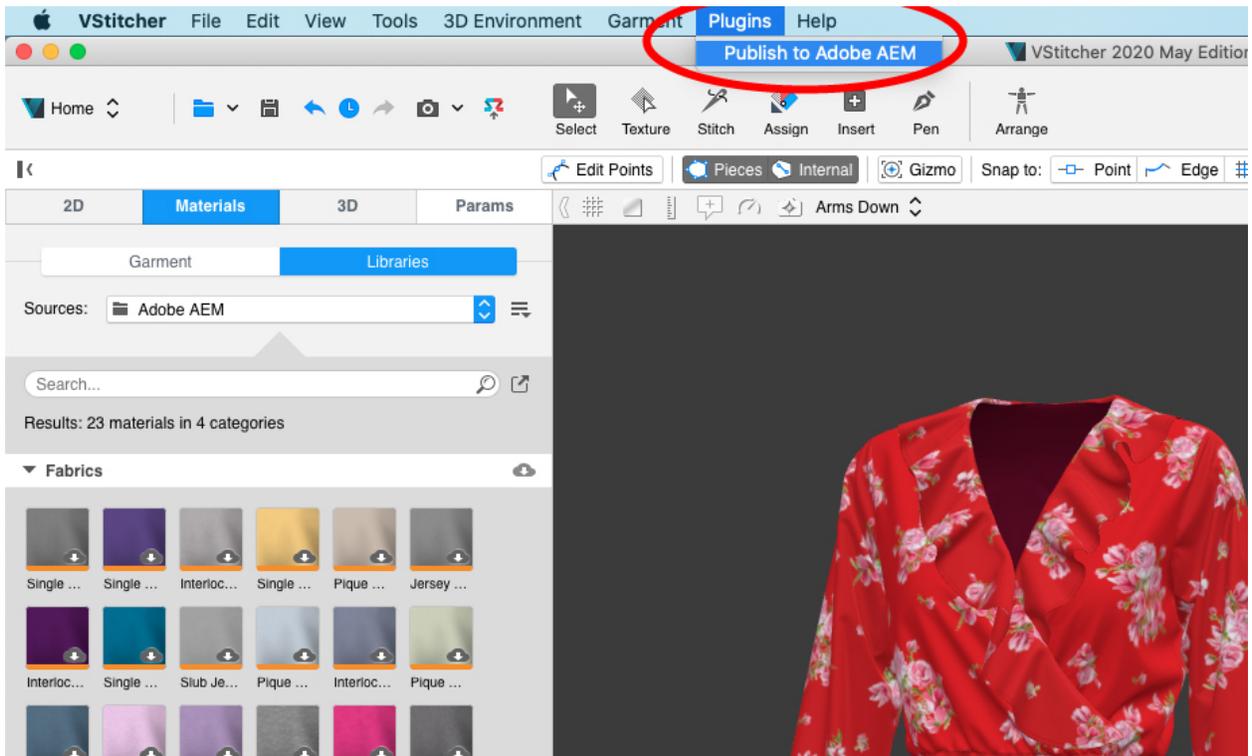
In VStitcher, when your final design and fit are perfect and you're ready to export, [Substance Painter](#) can use the same sbsar materials for ultra high-quality texturing on the 3D mesh.

Now your team will always have the latest materials to work with. The next time a material is updated or you have a new trim to add to the library, you can manage it centrally in AEM and push it out to your entire team for use in VStitcher and Substance Painter.

Model Management

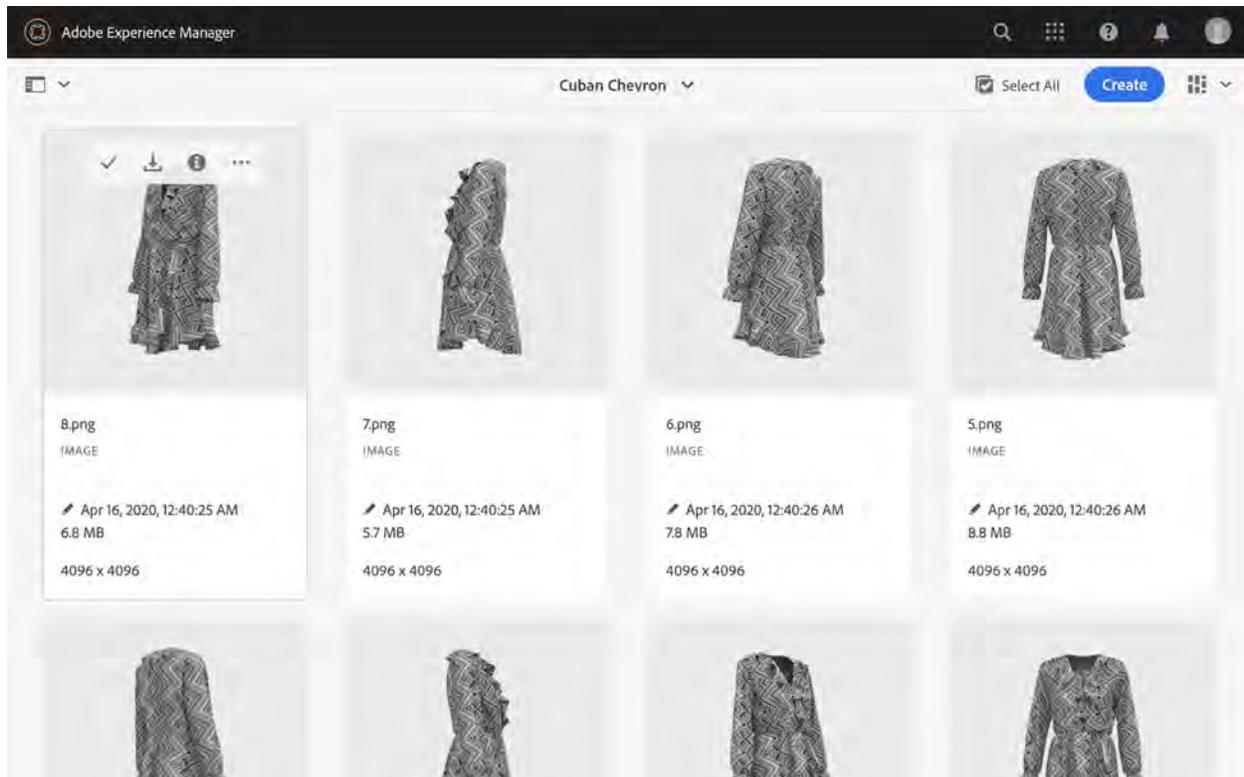
As a Product CAD Manager, you want your team to be efficient and coordinated. You want to be able to manage all the product object models and the latest versions in one place. You want to make it easy for your designers to store their work in a central DAM. When a designer is ready to submit their work for review, they can use a custom plugin, "Publish to Adobe AEM" from within VStitcher.

Our designer is ready to work on the next amazing masterpiece.



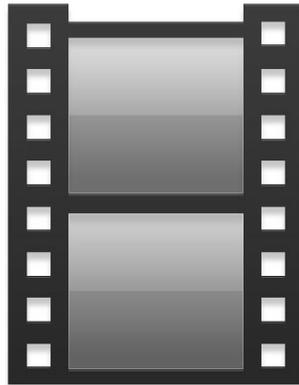
In VStitcher you can use a custom plug-in to publish your 3D model to AEM

AEM can be customized to place it in the right folder based on the Brand, Season, Category, or whatever attribute is relevant. Then AEM can run a custom workflow to automatically rendition the Browzwear file into the file formats you need such as gltf, obj, animated gif and 2D shot angles. Your 3D models can now take full advantage of AEM features such as versioning, collaboration, and search.



AEM can be extended to automatically generate custom renditions from your 3D models

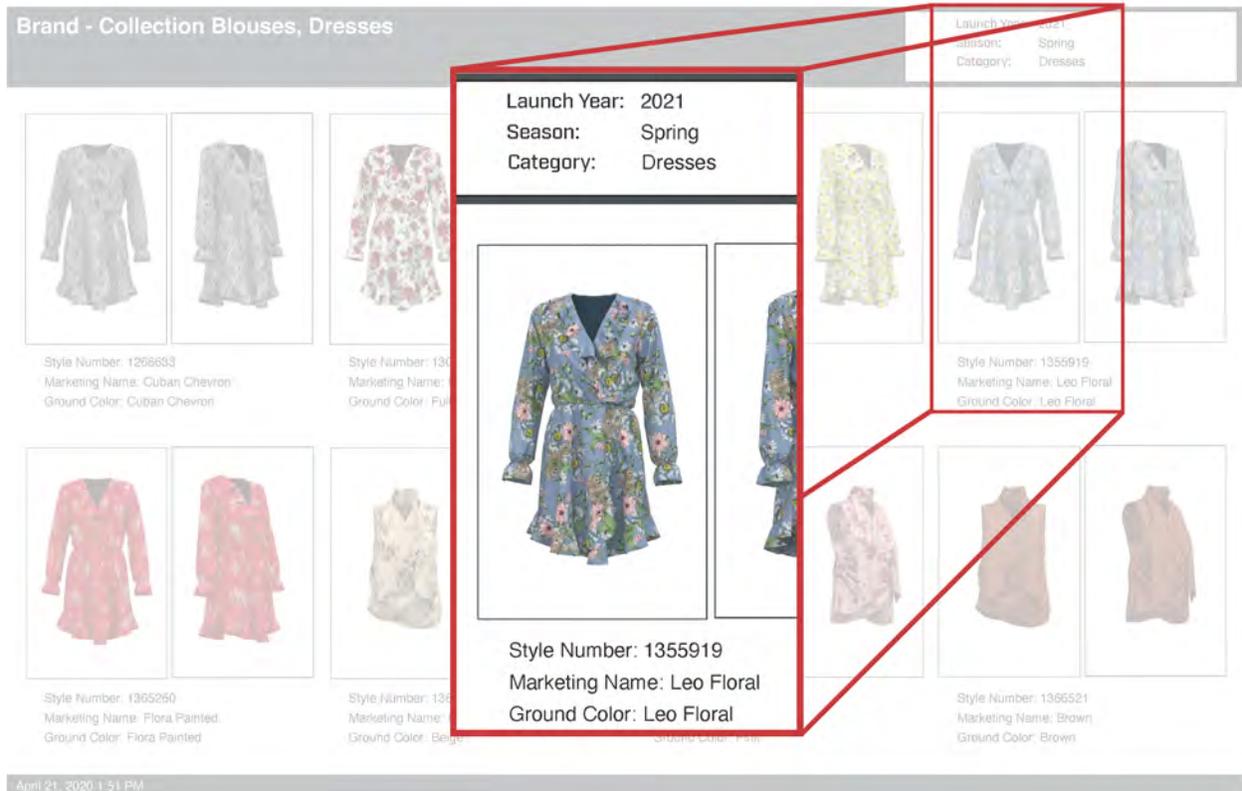
Your team can now view the models in one place directly in AEM. Also, since AEM is fully mobile-native, 3D viewing is available when you're on the go, on your phone or tablet.



Take your 3D models anywhere. AEM can be used on mobile, tablet, and desktop

Assortments

As a Product CAD Manager, you need to generate numerous line sheets and other decks for design reviews and merchandising meetings. With product metadata on your assets in AEM, you can automatically generate assortment decks based on the queries you choose. InDesign Server plus AEM Assets and [Dynamic Deck](#) can be used to generate assortment decks with photorealistic imagery.



Dynamic Deck can automate catalogs and line sheet creation using powerful queries and metadata

You can automatically render these out as PDF's and impress everyone at your next merchandising meeting. The level of detail and accuracy is a world apart from a 2D CAD Illustration.

The market and the world are changing in front of our eyes. Brands are struggling to keep up and have a chance at getting ahead. Technology and automation processes will be the differentiator to keep you one, two, three steps in front. Adobe and Browzwear products and services can help you get there.

Learn more

[Adobe Experience Manager Assets](#)

[Browzwear VStitcher](#)

[Substance & Fashion](#)

[Adobe and 3D Immersive](#)

[Dynamic Deck](#)



About Adobe Experience Manager Assets

Adobe Experience Manager Assets empowers your organization to easily manage and deliver digital assets for customer-facing experiences. Built for digital marketers, publishers, and merchandisers, Experience Manager Assets provides a robust end-to-end tool set that includes digital asset management (DAM), dynamic imaging, video publishing, and interactive rich media for merchandising. With Experience Manager Assets, organizations can increase the ROI and usage of digital assets - such as photos, audio files, video clips, animations, banner ads, brochures, games, and other media-and provide engaging, meaningful experiences across online and offline customer touch points.



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