

RomansCAD x FDRA

PRODUCT DEVELOPMENT WORKSHOP Q&A
WITH MITCH HARVEY
3D INNOVATION MANAGER, DECKERS BRANDS

Why did Deckers implement 3D?

- Reduce initial samples
- Reduce sales samples
- Reduce manual data entry
- Reduce lead times
- Closer to market
- Improve communication
- Improve decisions
- Compare data
- Encourage reuse
- Conceptualize
- Consumer input
- Marketing imagery
- Online viewing/customizing
- Virtual & Augmented reality

Why did Deckers choose RomansCAD?

- PDM library of connected data – Lasts, uppers, soles, hardware etc.
- Accurately design on a 3D last
- Automatic bill of materials
- Pantone integrated
- Pre-costing estimates
- Automatic texture unfolding
- Pullover & butterfly patterns
- Footwear specific tools – Lace, strap, seam, mesh, padding etc.
- Data portal for vendors

What other software compliments RomansCAD?

- Modo – Fur, rendering & animations
- SketchFab – Online 3D model viewer
- Rhino / Grasshopper – Complex geometry for uppers and soles
- Zbrush – Digital sculpting/painting to enhance realism
- Substance Designer – Compiling material maps & exposing multicolor
- InstaLOD – Optimize 3D models for virtual reality
- Unreal Engine – Virtual reality stores & shoe displays
- Houdini FX – Complex animations for marketing

What are the first steps to using RomansCAD?

- Collect and process all 3D last files from your suppliers
- Add guide points for back height, under ankle, eyestay width & vamp depths etc. for easy style line creation
- Request all 3D soles from the mold makers to be separated out down to the individual color damn for easy color application
- Request all hardware i.e. zips, buckles etc. separated into pieces
- Calibrate all screens and printers regularly
- Start hiring people with 3D experience going forward, from design all the way to marketing
- Ensure leadership understands the mission, so that the goals can be set from the top down.

How do you keep cost to a minimum?

- Keep 3D team small, put the responsibility eventually on design & PD
- Buy floating licenses and share virtual machines
- Only 3D print new designs and only in 1 colorway. Renders are better.

What is the most important

- Preparation and documentation! Diagrams, flow charts, tutorials etc. It's a big culture change across the entire organization. If you don't spend time planning & communicating cross-functionally, 3D will become a nice to have service to facilitate bad habits.
- Organize monthly group meetings, with milestones and responsibilities for design, marketing and factories to start learning & utilizing 3D.
- Use internal social platforms or well-placed display areas to expose the business to 3D prints, renders and processes.

What will ensure success for the future?

- In the footwear industry, 3D is still in it's infancy and adopting it without aligning with other brands will leave you feeling like a hopeless single parent. The more we come together to guide our vendors/suppliers, the more likely we are to reach our goals.

Which annual events do you attend?

- Computer Electronics Show - January
- Game Developers Conference – March
- TCT Live - May
- Siggraph – August
- FDRA Footwear Design Summit - October
- Autodesk AU – November

What are some exciting new trends?

- Materials Exchange – Material metadata & scans, created by suppliers and shared privately to partnered footwear brands
- HP Z 3D Camera – Quick & easy shoe scanner for factories to email initial samples to brands
- YellowDog – Render using idle computers at set times
- WorldViz – Plug & play virtual reality across countries

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