

PURSUING IT SOLUTIONS FOR THE FASHION INDUSTRY



The fashion industry full supply chain will massively benefit from wider and smarter use of information technologies. EURATEX joins the next edition of IT4Fashion to widen the debate on the benefits and industry needs for digital data exchange.

Information Technologies (IT) have already made quantum leap changing everyday way of living and of doing business. Digital communication enables people to share ideas and data in real-time across the globe at virtually no costs. The European textile and clothing industry is a dynamic constantly innovating sector with a lot more to gain from IT.

The fashion industry in Europe proudly features over 174.000 creative companies at each and every step of the production chain. These companies, normally small to medium size, produce yarns, fabrics and garments in close collaboration with suppliers and customers. Product creation and data exchange driven by IT solutions are crucial for modern companies' business and future growth.

Addressing the needs of the industry, EURATEX, the European Apparel and Textile Confederation, actively supports the 2015 edition of IT4Fashion – a large scale conference focused on the use of IT in the fashion and luxury industry supply chain. Over 600 participants are expected at this unique event in Europe taking place on 23rd - 24th of April in Florence, Italy. EURATEX will support shaping a common vision on the industry IT needs and share successful business cases.

IT4Fashion will feature three parallel sessions elaborating companies' business cases on IT use for new products development, supply chain management and retailing. Companies' delegates will present their business cases after approval of the scientific committee.

The eBIZ initiative will be present during the workshops day of the conference. eBIZ is the European public-private initiative pursuing a harmonised standard in digital data exchange across the textile, clothing and footwear supply chains. A workshop will be open to all the event's registered participants and will address benefits from a single digital language across Europe and the future industry needs for B2B communications.

The event's detailed programme will be released in February.

Euratex is the European Apparel and Textile Confederation representing the interests of the industry at the level of the EU institutions. As the voice of the industry, EURATEX aims at creating a favourable environment within the European Union for the manufacture of textile and clothing products www.euratex.eu

IT4FASHION is a unique event in the European fashion business scene, it is the only fully IT-dedicated, large-scale, meeting place to improve fashion business on products development, supply chain and retail management. www.it4fashion.org

eBIZ is the European public private initiative pursuing since 2008 the use and greater interoperability of digital communication between companies of the Fashion industry, particularly the SMEs. More on www.ebiz-tcf.eu

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