

Press Release
For Immediate Release



Vestechpro Launches an Innovative Course in Digital Fashion Apparel

Montreal, November 17, 2021 – Vestechpro, apparel research and innovation center, is launching a digital fashion apparel course thanks to the financial support of the Service du développement économique de la Ville de Montréal, granted as part of the Accélérer les talents 2020 call for projects. The course will start the week of January 24, 2022 and will train around fifteen participants. It is aimed at young graduates, fashion design, or marketing graduates, and fashion designers with an interest in developing and marketing apparel using digital technologies.

The recent global pandemic and the acceleration of new technologies (virtual reality, metaverse, the rise of social media) have led the fashion and apparel industry to experience many changes. Various initiatives and projects combining fashion design, video games, and digital arts have revealed the potential for transdisciplinary collaboration between these fields. As a market for fully virtual apparel and accessories emerges, the training will allow fashion designers to access new professional horizons, especially in the field of video games. This program, which will address digital techniques not covered by college training courses in fashion and apparel, will also meet the need for qualified and specialized labour in the sector during a time of labour shortage. Finally, the program is fully in line with one of the center's four applied research areas: digital transformation.

The course aims to familiarize participants with digital technologies facilitating the creation and marketing of digital apparel. It includes the full development of a digital apparel product. Learners will receive in-depth training on CLO3D software, a benchmark program in digital apparel design. The functions targeted at the end of the training are as follows: digital stylist, 3D modeler, and video game character creator.

The training covers both digital design and creation processes, the digital business world, and activatable digital marketing strategies.

Several experts from the Vestechpro team, as well as professionals from the apparel and video game industry, will intervene with the new cohort.

The training will take place over fifteen weeks for a total of forty-five hours in Montreal on the Cégep Marie-Victorin premises to which Vestechpro is affiliated. The program will be given in an evening class format and be accessible to as many people as possible and take place every week from 6 p.m. to 9 p.m. Thanks to the financial support of the Service du développement économique de la Ville de Montréal, granted as part of the Accélérer les talents 2020 call for projects, the course will only cost \$250.

Registration for the course is open on the Vestechpro website: <https://vestechpro.com>

Vestechpro is proud to support tomorrow's talents and apparel professionals in the acquisition of new knowledge and skills.

About Vestechpro

Vestechpro is a college center for technology transfer (CCTT) specialized in apparel, affiliated with Cégep Marie-Victorin, and member of the Synchronex network.

Since its founding in 2011, its mission has been to support companies and organizations in the apparel industry in the development of innovative products and projects by offering technical assistance, training and information dissemination services, and applied research.

As a Technology Access Center (Natural Sciences and Engineering Research Council of Canada), Vestechpro is dedicated to the following research areas: smart apparel, adapted and medical apparel, digital strategies. and the circular economy.

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-30-

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