

colour measurement

# lace & lingerie



## Achieving consumer expectations is now even easier

Managing and coordinating the colour of lingerie components has always been challenging; traditional instruments simply cannot provide the necessary levels of accuracy and objectivity.

Let's look at the challenges...

- Approvals usually have to be done by visual assessment alone which is a very subjective and inconsistent process.
- There is no standardised viewing method for lace, mesh and the body fabric's associated components.
- As you probably know, colour appearance is very angle dependent, especially for the shiny specular fabrics typically used in lingerie. There are often also multiple yarn types in a design which, while they are meant to be the same 'colour', will give significant appearance differences.
- Many fabrics have an open construction or are not opaque, which makes it impossible to measure them on a spectrophotometer, accurately or repeatably. In order to measure the colour there have been attempts to fold such fabric to opacity but this has a dramatic effect on the overall perceived colour.
- It is often necessary to measure small areas of a design, or individual items such as highlight yarn, straps, or the hook and eye however their size makes it impossible to measure, even with the smallest instrument aperture.
- Multiple component matching has always been the biggest challenge due to the various suppliers, materials and production regions involved. This issue can only be 'managed' by physically shipping the items to a central coordinating location. However sharing the information effectively with suppliers has been impossible, so far.

These challenges all add up to pass/fail decisions being very subjective, often resulting in multiple submissions, quality issues and longer timescales.

**But now there is a solution**

measuring the  
immeasurable

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## It is all about to change with DigiEye

With DigiEye, you can achieve accurate instrumental measurement and approval of all lingerie componentry for the first time. DigiEye can provide real improvements in objectivity, consistency and ongoing quality standards.

- DigiEye's digital approach will help prevent unnecessary repeated sample approval, offering major benefits such as improved time to market, shipping cost reduction, reduced trouble-shooting activity and brand integrity protection.
- DigiEye has a simple, standardised sample presentation technique in the controlled illumination cabinet. Simply lay the samples on the drawer, with a contrast background and measure/capture the item. You can do sample selection quickly and easily, using fixed rectangles for a repeatable and effective measurement technique.
- The issue of open construction fabrics is easily address by the use of filters (which are stored as easily accessible templates) and DigiEye's ability to capture colour data at the pixel level. You can also automatically identify, include and exclude each individual fabric, component or design detail and measure them against stored references when required.



This means you don't need to fold samples to opacity, and you can measure the items in context and how they are actually seen by the end consumer.

- DigiEye lends itself perfectly to the challenge of multi component matching. You can coordinate, measure and view individual items in accurate colour on-screen, while your supply chain can make electronic submissions into the point of approval.
- Quick, simple image separation and re-colouring of even the most complex garments can be achieved with DigiEye's colour selection tools. You can then view and print in very accurate colour to produce virtual prototypes, at a fraction of the time and cost of physical multi-sampling.

## Find out how DigiEye can help you

If you would like to talk to a lighting and colour measurement expert about the benefits of DigiEye for your business or would like us to send you more information, please contact us.

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Alternatively, please visit our website.

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See in Truth



## DIGIEYE

The DigiEye System is a digital colour measurement and imaging system.

It was developed in response to market demand for a 'best practice' combination of lighting and visual assessment principles, together with non-contact instrumental measurement for quantifiable and objective quality control.



Using controlled, consistent and defined illumination conditions, DigiEye captures and measures product colour and appearance with an amazingly high resolution and great precision.

## VeriVide - Leading the way in colour assessment technology

If you are looking for world-class expertise, experience and supply chain knowledge, choose the reassurance of VeriVide.

For more than 40 years, we have provided leadership and innovation in colour assessment technology and proved our commitment to continuous product and service improvement.

Perhaps that is why we have such close working relationships with so many customers in so many industries. We would welcome the opportunity to work with you too.

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