

# shima trend archive & forecast

## staf®

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### Fashion Your Inspiration

Materialize your creativity with innovative planning and design

staf® is a web-based archive of fashion trend information covering the past 50 years.

You can organize information and perform product planning using tools with simple and intuitive operation, supporting all stages of product planning and design in the fashion industry.



Material



Knitting pattern



Fashion trend



Color



Style

Register an account to use all staf® functions free for 30 days!

Download the "stafphoto"  
smart phone application.



<https://staf.shimaseiki.com>



# Inspiration Contents

Various trends from the past 50 years as well as next season's forecast are provided.

## MATERIAL

Trend material images from the 1960s.  
Men's items available since the 1970s.



## COLLECTION

Runway photos of the four major fashion weeks in Paris, London, Milano and New York from 2013 and on.



## COLOR

Trend color data from the 1960s.  
You can also edit data by importing into SDS®-ONE APEX3 and Adobe Photoshop.



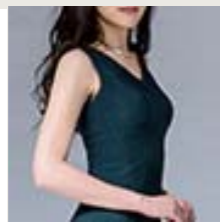
## FLAT SKETCH

Flat sketches with size information since the 1990s. For items with sewing specifications, details of the specifications can be checked. Some are supported 3D.



## KNIT SAMPLE

Photos of new, original knit products using the latest knitting techniques.



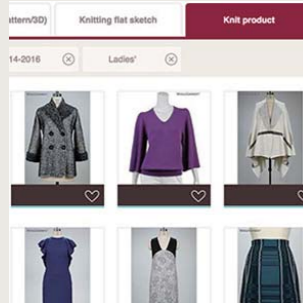
## KNITTING PATTERN

Images of knitting patterns represented by virtual swatches based on cutting-edge simulation technology.



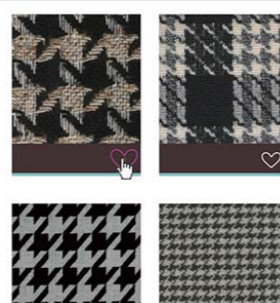
## SUPER SEARCH

You can use the category-based search menu to quickly find what you are looking for from a great number of materials. Moreover, contents recommended by staf® stimulate your inspiration.



## FAVORITE

Click the heart icon so that you can register the contents you like to Favorites. Also, the grouping function with uniquely defined tags allows you to organize items for easy use.

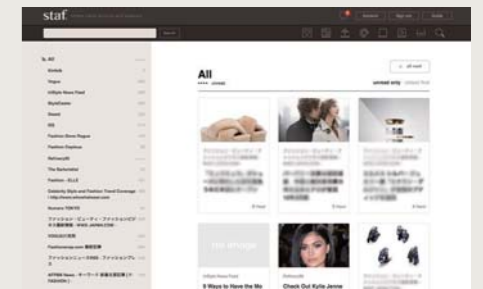


# Trend Archive

Information from the past, present and future can be collected to fashion your inspiration.

## COLOR HISTORY

The transition in trend colors for the past 50 years can be grasped in a visual and consistent manner.  
You can also check details of trend colors for a particular year by theme.



## TREND HISTORY & ARCHIVE

Trends can be intuitively grasped with a diagram showing the transition in fashion trend for the past 50 years. These are arranged according to photos, materials, flat sketches, color and taste, along with background images from each age. Trend themes for a particular year can be viewed as well.



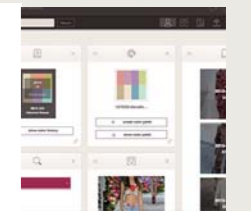
## NEWS

You can read news articles about fashion from recommended news sites. Moreover, for RSS-supported news, you can add any site of your interest.

# My Page

## MY PAGE

You can customize frequently used functions (widgets) to suit your needs. Just as you would when returning to your workspace, you can immediately resume your interrupted work and access the latest contents quickly.



staf® offers solutions to problems you may encounter during the planning process.

### Gather ideas

**I wish to gather various information, but have no time.**

With staf®, you can easily access the latest collection photos under contract with the Aflo photo agency, as well as archives of trends and colors from the past 50 years.

### Organize ideas

**I find it difficult to organize all the photos and images I have collected.**

A simple click of the heart icon allows you to stock information of your interest, and to easily import photos you have taken. The ability to archive information in Favorites and to organize them efficiently will minimize the time and cost spent on photocopies and printouts.

### Presentation

**I don't have enough time to create presentation material good enough to convince clients.**

You can easily create an idea board using information in Favorites. Layout of color chips and images as well as size changes can be performed, allowing you to arrange your ideas for creating a planning layout that can be clearly conveyed to clients.

### Meeting

**I have a difficult time sharing ideas and gaining mutual agreement.**

When ideas are hard to come by during a meeting, staf® can be used for inspiration. Since staf® is supported on a variety of devices, sharing that information among members is easy. Time spent in establishing mutual understanding can be saved, while gaining client trust.

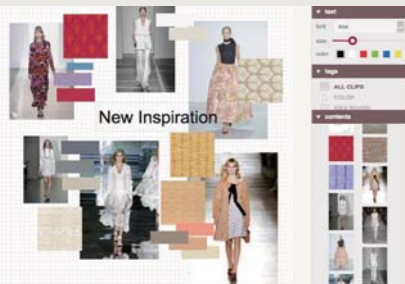
### Create sample

**I cannot find good materials and wish to look for more related design variations.**

staf® offers a great number of high-resolution fabric images and flat sketches rich in variation. Both are tagged in detail, achieving more effective information collection with keyword searches. It helps you materialize your inspiration for sample making.

# Idea Tools

Tools are available for materializing ideas and making proposals.

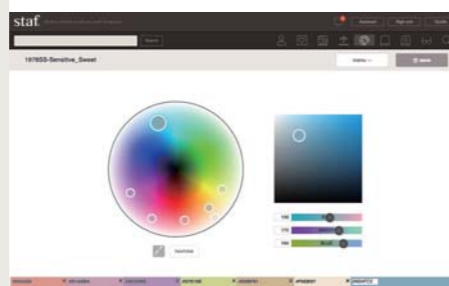


## IDEA BOARD

You can intuitively lay out images registered in Favorites and create a concept board with simple operation. Moreover, suggestions are given for related images for giving your inspiration a boost to realize your ideas.

## COLOR PALETTE

You can intuitively create original colors and colorway data from the color picker, images and PANTONE. You can also edit the selected color by importing into APEX3 and Adobe Photoshop.



## PHOTO CLIP

You can upload desired images from your PC, tablet or smartphone anytime, anywhere with ease. You can stock your original photos in 20 gigabytes of web storage, which can be used on your staf® idea board, etc.





You can download materials using staf® and immediately confirm product images using various functions on SDS®-ONE APEX3.

You can develop your business more quickly and easily than before.



SDS®-ONE APEX3 is an apparel design system developed as a compilation of SHIMA SEIKI' s computer graphics (CG) technology. An "all-in-one" 3D apparel design system, APEX3 supports all phases of manufacturing from planning and design to production and sales in wide range of industries including flat knitting, weaving, printing, circular knitting, and pile weaving.

**Enhance your staf® planning capability by linking with APEX3.**

Using APEX3's powerful graphics functions, contents downloaded from staf® can be edited and processed into refined images. You can combine flat sketches with patterns, and create design variations and colorways with ease. High-quality simulations can be created from

product photos while maintaining original material texture for realistic presentations, and can be shared between the planning side and production side for improved communication. Virtual samples can be used to minimize costly and time-consuming sample making as well.



**Design**

**Stripe sequence and weave structure data**

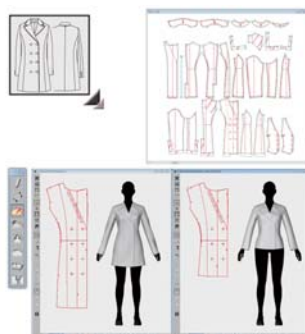
Data downloaded in staf® can be used to create and edit stripe sequence, weave structure and colorway using APEX3. programing of structure and jacquard design. Data can be converted to high-resolution textile simulation images super realistic weave simulations for output to instruction sheets.



**Pattern**

**Pattern data**

You can download pattern data for the flat sketch design selected in staf®. APEX3 allows you to confirm details and edit patterns. They can be used as reference data for the initial pattern for sample making.



**3D**

**3D data**

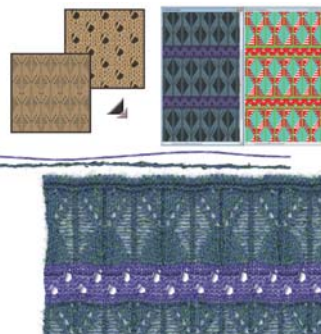
You can download 3D data for the flat sketch design selected in staf®. APEX3 allows you to check the silhouette and details from various angles and composite fabric images to confirm the design of product samples beforehand.



**Knit**

**Knitting pattern data**

You can also download knitting pattern data for the knit fabric selected in staf®. You can use APEX3 to lay out and repeat patterns, and edit colorways. Edited data can be converted to super realistic knit simulations. Design and knit software on APEX3 support design work and programing of structure and jacquard design.



**Inquiry**



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ISO9001 Certification SHIMA SEIKI has ISO9001 certification for Design and Manufacturing of Apparel Design Systems.

ISO14001 Certification SHIMA SEIKI Headquarters is certified as an ISO14001 accredited company.

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