

Superkin X Savitude

How Design Analytics Cut Costs and Saved 4 Weeks of Production Time

Executive Summary

For women's ready-to-wear brand [Superkin](#), the Savitude Design Studio arrived at a critical time. Not only did Savitude's patent-pending design analytics technology allow the company and its team to meet deadlines for their Fall product assortment significantly ahead of schedule, it aided in cutting product development costs and solving workflow challenges created by the global pandemic.

Key results:

- Fall product assortment production four weeks faster than planned, even in the midst of an industry-crippling pandemic
- More efficient design and less hand-work saved thousands of dollars during the product development phase
- Analytics built into the studio allowed instant ideation with no loss to brand DNA

Find out how Superkin pivoted to design new product – on time – at a lower cost and significantly more rapidly even in the midst of industry-wide challenges presented by COVID-19

The Background

Founded by retail industry veterans Tara Henning (an alum of Louis Vuitton, Walmart, Gymboree and retail technology company Narvar) and Miriam Williams (Coach, Louis Vuitton, J. Crew and Narvar), Superkin is style-forward, high-performance, low-maintenance clothing for professional women during pregnancy and beyond. The company launched its debut capsule collection of wardrobe essentials made using environmentally-conscious materials in early 2020 after more than a year in development. The initial response was extremely positive, with Superkin landing high-profile press coverage in national media outlets such as *Women's Wear Daily*, *the Huffington Post* and *Parents magazine*.

The Challenges

But within weeks of the launch, the global pandemic struck. Almost immediately, the retail world was faced with innumerable challenges, from interruption of workflow crucial for continued team collaboration and new product development due to shelter-in-place restrictions to an immediate halt to in-person marketing activities and industry-wide concerns about consumer spending amid rising unemployment rates.

"We were just starting out and our plan was to grow through word of mouth, events and panels and being in community with our customer. We had to majorly pivot that and figure out how to grow from our homes," says co-founder Williams.

Along with figuring out how to market in the new normal, Williams and Henning faced another challenge. Founded to serve professional, active women and mothers seeking clothes capable of going seamlessly from the office to the airport to dinner with friends, Superkin needed to shift production to serve up similarly irresistible apparel to the same woman while she's at home juggling the realities of Zoom meetings, virtual school and social distancing.

That required a shift to their product development strategy, including changes to existing designs and a need for new designs incorporating the same brand DNA, but in alignment with their core customer's evolving home-centric lifestyle.

At the same time, COVID-19 meant their design team had extremely limited bandwidth to create new designs and iterate new versions of previous pieces from the debut collection in time for a planned fall release.



Product Development Pivot



Design Team Limited due to COVID-19]

The Solution

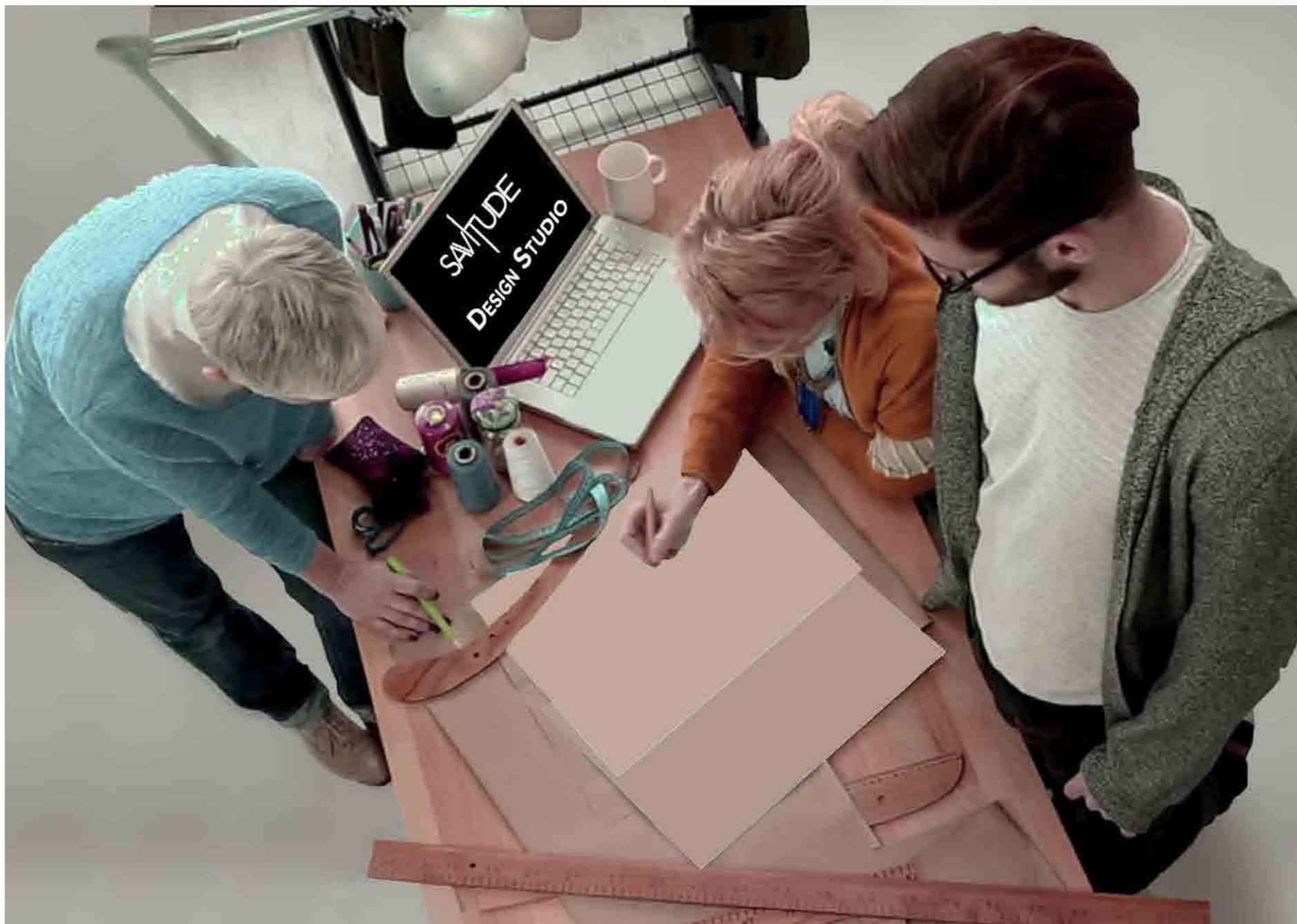
Enter the Savitude Design Studio.

“It was perfect timing in terms of where we were from a resource perspective and from a product development perspective,” says Williams.

Implementing the SaaS platform in March 2020, the Superkin team input existing designs and aesthetics core to their brand DNA and, with the power of the Savitude Design Studio’s analytics, instantly output new designs built to fit, flatter and aesthetically appeal to their customers.

“We were able to use the platform to create and piece together our vision based on what we had created already and what we knew was trending in the market,” Henning says.

To make these results possible, the Savitude Design Studio relies on image recognition technology and a patent-pending Knowledge Base containing more than 40,000 design intelligence points generated by fashion designers specifically for fashion designers. When users input past collection designs, new inspiration images, visual specifications and define parameters around customer body shape, the Savitude Design Studio delivers detailed sketches using its image sketching technology and makes them immediately available for download as .png or vector files.



Product Development



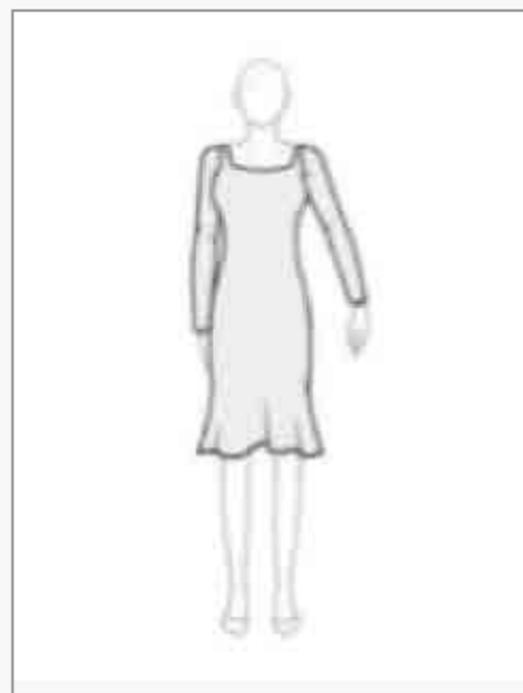
Dress A.
Grecian Dress / House Dress

Dress B:
Fitted Dress

Design pick from Savitude design studio



Dress A.
Grecian dress



Dress B.
Fitted dress

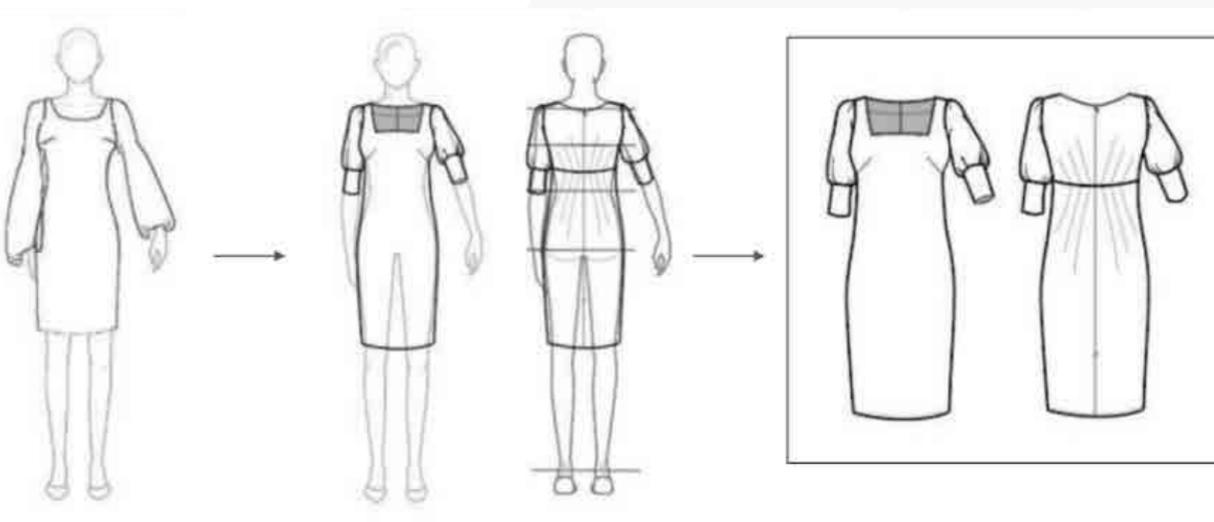
Design Developments

Dress A. Grecian dress



Redesigned by Savitude design studio
with new design details

Dress B. Fitted Dress



Design from
Savitude Design Studio

Final touches
Shorten sleeve
new neckline

Final design

Analytics inside the Savitude Design Studio also allow users to view the compatibility of each new design with their own combinations of variables such as clothing size, body shape and trends. The analytics make ideation not only rapid, but extremely customizable and in keeping with existing branding.

“The analytics are the best part,”
the Superkin team says.

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Final Design



Dress A.
Grecian dress



Dress B.
Fitted dress

The Technology

Crucial to Savitude's technology is its ability to help designers use their familiar process with an additional analytics step. For decades, fashion designers have faced powerful challenges to innovation thanks to:

- ✓ Focus on a single body shape as the basis for design
- ✓ Reliance on hand-sketching and hand-work
- ✓ The highly subjective nature of fashion design itself
- ✓ Outdated technology

Savitude changes the game. Instead of a single body shape, the Savitude Design Studio allows designers to create clothing for the nine proven body shapes most commonly found in the consumer population. In contrast, the fashion industry has, for decades, limited product development to design for the hourglass body shape – despite the fact that this shape represents only 20% of the consumer population. This was done to make fashion product design and development faster and more efficient starting in the early days of industrialized apparel manufacturing and only ramping up as fast fashion gained traction starting in the early 1990s and continuing to today. Along with this, fashion design has traditionally relied on hand-sketching that makes generating new ideas time-consuming and costly. It's also a highly subjective process inside an industry that has been reliant on outdated technology. Instead of adding data and analytics to assist with design decisions, brands have until now made key decisions about collections based solely on designer preference and not consumer profiles drawn from measurable data. Now through the use of artificial intelligence and machine learning, fashion designers can create clothing collections that fit diverse populations at scale and with real numbers to support their design decisions.

Along with faster product development and reduced costs, the end result is better fit across diverse customer populations, which in turn leads to:



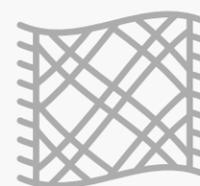
Satisfied customers



Less unusable excess inventory



Fewer returns



Reduced textile waste in landfills

The Outcomes

Based on the resulting reduction of product development time by four weeks and cost savings, the Superkin team is continuing to use the Savitude Design Studio – but not just because of quantitative results alone.

In addition to the quantitative outcomes, the Superkin team will continue to use the Savitude Design Studio for its ability to instantly expand its creative potential.

Says Williams, “There’s something really appealing about ideation to expand the possibilities of what you could design. In some ways the not knowing, as opposed to just going down one path, that was super appealing to us.”



Experience the Savitude Design Studio

Book a demo:
visit [Savitude.com](https://www.savitude.com)