



eloise.fashion

FOR IMMEDIATE RELEASE

Eloise.Fashion Announces Plans of a New Global Digital Marketplace for Fashion Designers and Brands

NASHVILLE, TENNESSEE, October 20, 2020 – Eloise.Fashion announced today V1.0 of their new digital marketplace for the global fashion industry that provides apparel designers and brands with access to the software, apps and suppliers needed to design and bring their products to market quickly, economically, and sustainably.

Through support of industry leaders, such as Gerber Technology and OnPoint Manufacturing, Eloise.Fashion is creating a new sustainable business model with a digital platform for designers and brands. The site will help them launch their new products easily and quickly, while leveraging industry-leading technology, like Gerber's [AccuMark](#), and providing access to on-demand manufacturing via micro-factories, such as OnPoint Manufacturing.

This ground-breaking model of doing business dissolves economic barriers and makes fashion design accessible to everyone who dreams of creating their own clothing in a “pay as they produce” model.

“We are developing a system that will democratize fashion,” said J. Kirby Best, CEO of PAAT (Purchase Activated Apparel Technology) and Eloise.Fashion. “We’re giving designers and brands all of the tools that they need to take their designs from “creator to consumer” within one platform without risking large amounts of money up front. We’ve been able to interconnect software systems and apps that were previously disparate systems and out of reach economically for many emerging designers.”

“We want to put control back in the designer’s and brand’s hands. We’ve been taking note of all the factors that we’ve been hearing over the years at OnPoint that end up being a barrier to entry for many designers, particularly emerging designers. Eloise.Fashion offers them a more economical and sustainable way to get their collections to market,” said Best. “It’s also a cost-effective way for an established brand to test a new concept or produce a capsule collection.”

Gerber Technology will be providing access to their digital technology for product development and production, starting with the widely used AccuMark software suite for pattern development, 2D/3D simulation and marker optimization. “COVID-19 has only accelerated the trends towards e-Commerce and the need for a digitally-connected, agile apparel supply chain,” said Karsten Newbury, Chief Strategy and Digital Officer of Gerber Technology. “Together with PAAT, we are now making it possible for all designers, small and large, to quickly and efficiently design, develop and then produce products on demand, with MOQs as low as one.” Gerber Technology and PAAT have been collaborating for several years on the Microfactory concept. With Eloise.Fashion, they are now adding digital development to this workflow, which will allow designers around the world to tap into digital product creation and production.

OnPoint Manufacturing will be offering its on-demand manufacturing solution to Eloise.Fashion users. OnPoint produces garments on-demand with no minimum order requirement. With proper digital files, a garment can be produced in three to five business days. OnPoint also offers complete fulfillment services, giving the designer or brand the ability to have their garment shipped directly to the end customer in their own packaging.

In addition to Gerber and OnPoint, three other prestigious firms - Fabric.com, Nimbly and Spoonflower have signed on to the Eloise.Fashion platform. As part of Fabric.com’s offering, once a designer chooses fabric it will be drop-shipped directly to OnPoint so that fabric is ready as soon as the designer makes a sale. Nimbly will connect designers with on-demand knitting services, and Spoonflower works with designers worldwide on custom textile printing projects. More partners will be onboarded onto Eloise.Fashion giving users unprecedented access to some of the industry’s best software services and production options.

An Eloise.Fashion Advisory Board has been established and features three industry veterans including Áslaug Magnúsdóttir, entrepreneur, investor and the CEO and Founder of Katla, a direct-to-consumer sustainable fashion brand. Dubbed “the fairy godmother of fashion” by Vogue, Magnúsdóttir was also the Co-Founder of luxury e-commerce site Moda Operandi, among many other ventures. Also on the Advisory Board are Michael Ferraro, Executive Director of the FIT/Infor Design and Technology Lab (DTech) at the Fashion Institute of Technology; and fashion design entrepreneur Sherri Barry, who is the Founder and President of Arizona Fashion Source and Co-Founder of Arizona Apparel Foundation, a 501©3 non-profit which supports emerging designers.

[Eloise.Fashion](#) will officially launch the website in November 2020. The platform is currently open for users to subscribe to the Eloise.Fashion newsletter for launch updates and priority access, as well as set up their user profiles.

About Eloise.Fashion

Eloise.Fashion is a digital marketplace for the global fashion industry that provides apparel designers and brands access to the software, apps and suppliers needed to design and bring their products to market quickly, economically, and sustainably. Founded by CEO J. Kirby Best, Eloise.Fashion is headquartered in Nashville, Tennessee.

About PAAT

PAAT Inc. (Purchase Activated Apparel Technology) is a global technology company addressing the inefficiencies that affect the fashion and apparel industry today. PAAT developed, and continues to expand, the adoption of transformational technologies that connect industry software innovators and leaders in order to enable a new era of personalization in the fashion sector. Founded by CEO J. Kirby Best, PAAT is headquartered in Nashville, Tennessee.

About OnPoint Manufacturing

OnPoint Manufacturing specializes in purchase-activated, on-demand, personalized apparel manufacturing. OnPoint has developed technologically advanced manufacturing and distribution solutions for the apparel industry's CDM. OnPoint's factory model automates and integrates nearly every aspect of the manufacturing process from order entry to delivery. The integrated components driven by complex software solutions allow OnPoint to manufacture unique SKUs on demand thereby eliminating inventory costs and streamlining the supply chain. Founded by CEO J. Kirby Best, OnPoint maintains a manufacturing facility in Florence, Alabama, with headquarters in Nashville, Tennessee. OnPoint was named 2019 Alabama Manufacturer of the Year by the Business Council of Alabama and the Alabama Technology Council. Visit www.onpointmanufacturing.com for more information.

About Gerber Technology

Gerber Technology delivers industry-leading software and automation solutions that help apparel and industrial customers improve their manufacturing and design processes and more effectively manage and connect the supply chain, from product development and production to retail and the end customer. With customers in 134 countries, Gerber Technology has a global team of passionate experts to support companies in apparel and accessories, personal protective equipment, home and leisure, transportation, packaging and sign and graphics industries.

Based in Connecticut in the USA, Gerber Technology is owned by AIP, a New York-based, global private equity firm specializing in the technology sector and has more than \$3.0 billion assets under management. The company develops and manufactures its products from various locations in the United States and Canada and has additional manufacturing capabilities in China. Visit www.gerberetechnology.com and www.gerbersoftware.com for more information.

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