

CUSTOMIZABLE CREATIVE CONCEPTS

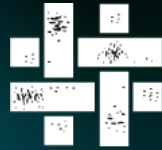
STRATEGIES FOR SUCCESS
FOR EMERGING BRANDS

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PRESENTED BY AAMIR THOBHANI

INTRO,



INNOTEX
SOLUTIONS AND COLLABORATIONS

- Clear vision: Innovative Textile Solutions
- Founded in 2022, in Toronto, CANADA
- 2023 - 7 figures
- 2024 - 30% plus from 2023
- 2025 - goal is to grow 30% plus from 2024
- Current clients: US & Canada
- How did this happen?

WHAT'S NEW IN INNOVATION?

*The most frequently asked question
in textile industry...*

TIRED OF SAME TRENDS AND SIMILAR PRODUCTS?

- How trends determine our purchases ?
- How to stand apart from your competitors ?
- What can I do different?



WHAT'S NEW

- Tariffs
- Artificial Intelligence (Ai)
- Collaborations
- Trends & Forecasts (WGSN, Trendstop, Pantone)
- Social Media Marketing
- **Sustainability**
- Circularity

HOW TO PLAN SUSTAINABILITY

- **Design with the product life cycle in mind**
 - Think of the **end life** of the product
 - Use similar or singular fibres while choosing all the materials required to construct a garment
 - Reduce differential shrinkage issues
 - Singularity provides similar decompositions/ recycling methods & Increases efficiency
 - Sustainability is a concept, that starts with the creation of the product



Aim for creativity and sustainability:

INNOVATE WITH US IN TEXTILES

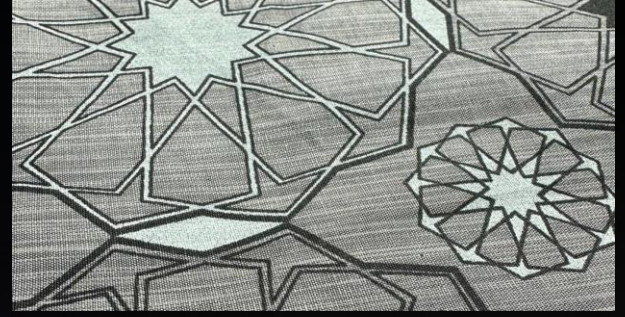


HOW DO WE CREATE CONCEPTS?

- **Starts with an inspiration**
 - The idea was to create a boxed interactive checkers
 - Using 100% natural fibre (Cotton)
 - Weight, determine the Construction
 - Scale of the pattern
 - Targeting Slow Fashion - Craft, Accessories, Apparel, Home







**TAKE RISKS,
DESIGN FOR THE FUTURE,
LET'S INNOVATE TOGETHER!**



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