

# **CUSTOMIZABLE CREATIVE CONCEPTS**

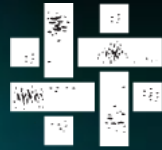
**STRATEGIES FOR SUCCESS  
FOR EMERGING BRANDS**

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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**



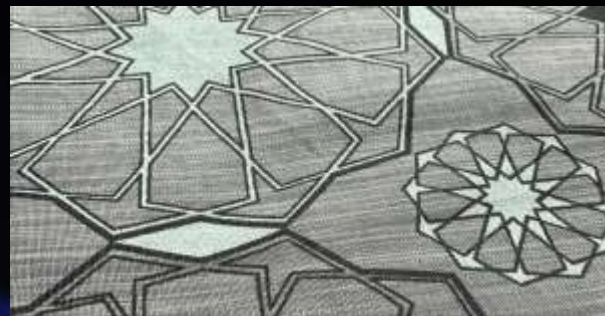
# HOW DO WE CREATE CONCEPTS?

- **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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