BROWZWEAR 3D DESIGN & PRODUCT DEVELOPMENT SOFTWARE USAGE EVALUATION REPORT – 2025

Marmara University Vocational School of Technical Sciences – In collaboration with Polytropon Company

1. Introduction

As Marmara University Vocational School of Technical Sciences, we embrace an educational vision aligned with the digital transformation process. To enhance digital prototyping and 3D modeling capabilities in the field of fashion and apparel technologies, the internationally recognized Browzwear software has been integrated into our educational process.

2. Scope and Purpose of the Software

Browzwear is one of the leading software solutions in the industry, especially for 3D garment simulation and digital collection management. It enables students to experience the process from design to production in a virtual environment. Provided under an educational license, the software has been actively used in the Fashion Design and Apparel Production Technology programs.

3. Institutional Information

Polytropon is an international team composed of IT experts, textile engineers, and consultants who have been ensuring the effective use of technology in the fashion and apparel industry for over 25 years. The company provides information processing solutions that support idea generation, access to information, and evaluation throughout the entire product life cycle, maximizing communication, innovation, and inspiration company-wide. The firm has provided 200 licenses for use at our institution. These licenses were made accessible for students to use online. Our students actively used the program during the periods it was available as part of their coursework.

The success of digital transformation depends on the realism of digital samples and the deep integration of 3D technology into the workflow. Both Browzwear and Polytropon provide these capabilities.

The agreements made within the framework of digitalization and the integration of new technologies—key educational goals of the Fashion Design and Apparel Production Technology programs—are also in line with our vision to train competent technicians and with expectations that have arisen from discussions with industry stakeholders in response to the rapidly advancing sector.

4. Software Licenses and Application Areas

Software Name	License Type	Duration	Area of Use	Training Format	Number of Participating Students
Browzwear 3D	3D Design & Product Development	2 Years	Design and Product Development	Semester course + short training	150

5. Training and Usage Process

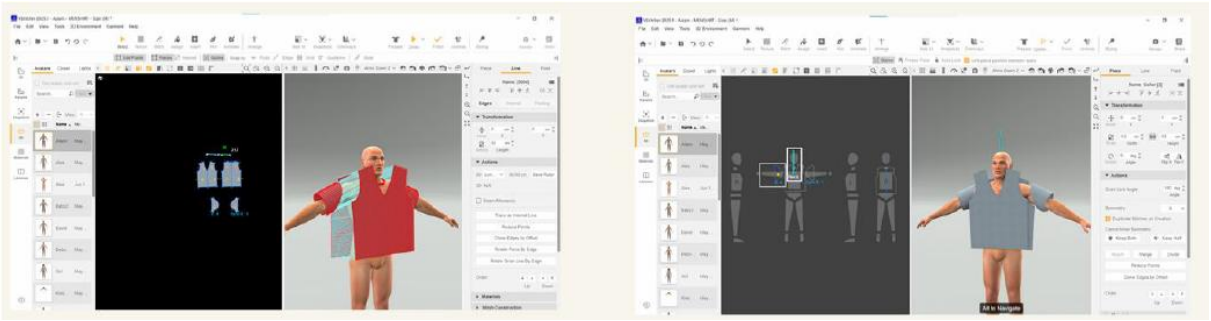
- During the semester, the Browzwear V-Stitcher module was used in curriculum courses such as Graduation Project and Computer-Aided Garment Design.
- The Browzwear software was made available to students in courses like “Fashion Design Applications,” “Digital Modeling,” and “3D Garment Simulation” in relevant departments. In these courses, students engaged in activities such as avatar creation, fabric simulation, motion

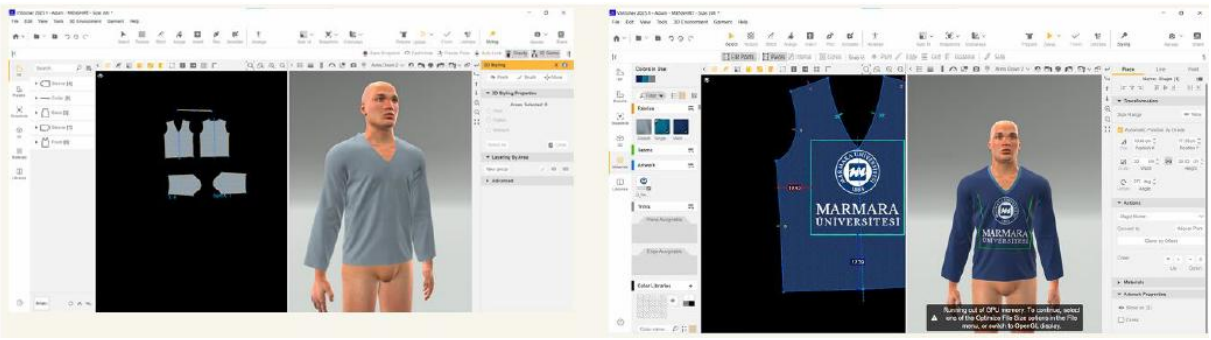
fitting, and technical drawing. This process helped students develop both digital and design-oriented thinking skills.

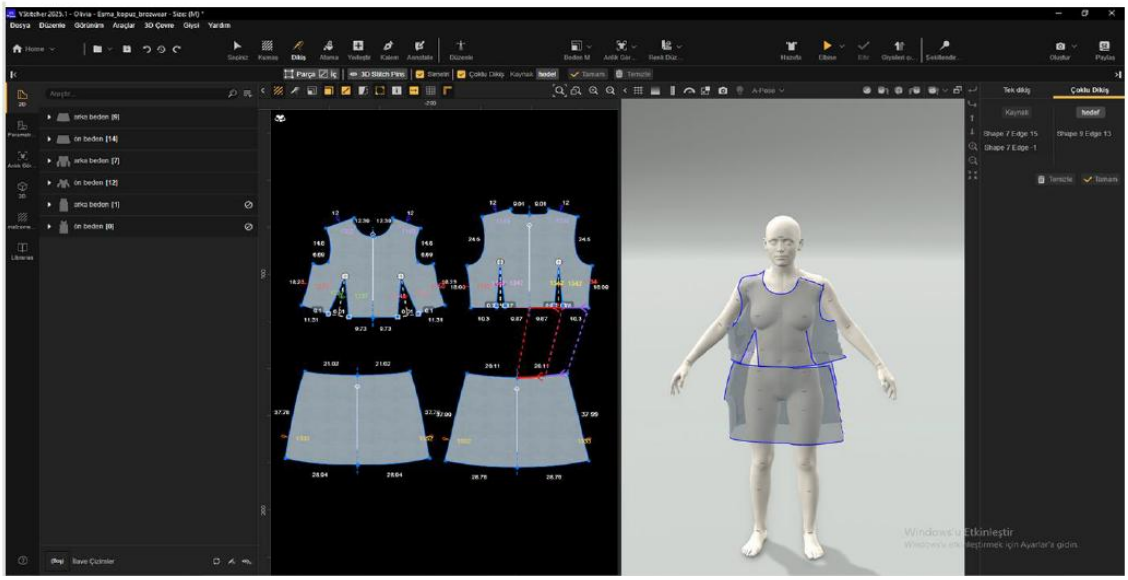
- Within the scope of the “2025 Winter School” held between January 27 and February 21, a special training titled “3D Styling and Product Design” was provided by company trainer Meral HAS between February 17–21, 2025. Ten students selected from those who applied for the program received online training for five days. Certificates were issued to students who successfully completed the training by the company.

6. Student Achievements and Projects

- Sample student projects created using the Browzwear 3D Design Program are presented below.







7. Sectoral Added Value and Collaboration

The integration of Browzwear software into the educational process significantly enhances the quality of the workforce by equipping students with digital skills that are directly aligned with industry needs. Applications such as real-time 3D modeling, virtual fitting, and digital collection management provide students with not only theoretical knowledge but also practical competencies that are consistent with current industry practices. These skills contribute to training graduates who can easily adapt to the

rapidly digitalizing production processes in the fashion and ready-to-wear sectors, thereby increasing their employability and competitiveness in the job market.

Furthermore, this collaboration through the use of Browzwear software plays a strategic role in facilitating knowledge and technology transfer between the university and the industry. Such partnerships with software companies go beyond mere software provision; they also include practical training, interaction with industry representatives, and access to current business processes. Through this, educational institutions can revise their curricula in line with industry demands, while companies contribute directly to the development of a qualified workforce and fulfill their social responsibilities.

8. Conclusion and Recommendations

- Feedback from students has been particularly positive regarding the functionality of 3D modeling and virtual fitting techniques and their ability to reflect industry realities. Instructors have reported that the software accelerates the design process, supports the development of technical skills, and improves students' digital literacy.
- The inclusion of Browzwear software in the educational curriculum has provided students with the opportunity to explore and apply contemporary design technologies. This practice has been evaluated as a valuable digital competency, especially for students aiming to establish strong connections with the industry. In the coming periods, it is planned to follow the continuously updated versions of such software, to enhance industry collaborations, and to integrate new module content into course curricula.