

BYBORRE®

🕒 06 April 2022, 11:20 (CEST)

BYBORRE Create™ introduces Textile-as-a-Service

BYBORRE is merging the physical and digital world of the textile industry with the design tool Create™ serving as the portal between both. We are rewriting the rules of responsible textile creation, by digitizing the design- and production process and the introduction of Textile-as-a-Service. With technology at the core of our business, we are committed to democratize the supply chain through our transparent ecosystem of trailblazers, partners and creators.

Create™ is a digital design software that gives brands, designers and creators the ownership back over the design- and production process, with direct access to textile creation technology and the capabilities of circular knitting machines via an online design tool. Offering a service as solution and enabling creators to make less but more meaningful and responsible products.

There is nothing we use more than textiles on and around the body, but often the process before the end-product is not discussed, revealed or simply unknown. In Create™ the supply chain is reversed and thereby the design- and production process works in the opposite direction. Instead of finding a textile that matches the design, creators now can design from the yarn up, making more conscious decisions along the way.

Smart and conscious textiles can now be created in three easy steps:

STEP 1: SELECT YOUR TEXTILE PACKAGE

Define the functionality of your textile and the fit for the purpose of the end product, whether it will be used for apparel, interior or automotive. Each textile can have different properties, such as UV protection, odour resistance or durability.

STEP 2: GENERATE YOUR TEXTILE COLOR PALETTE

This brand new feature makes it possible to create your own color combinations without the complexity of choosing the right yarn colors. Your color palette is automatically translated to yarn combinations based on the availability of our in-house yarn stock, avoiding large and heavy dyeing methods.

STEP 3: APPLY CUSTOM ARTWORK

From 3D patterns, to unique illustrations, fill patterns, multicolor knitting or integrated text, artwork adds another level of depth to your textile. Upload one or multiple layers of artwork, rearrange and play with them to make your textile uniquely yours.

Create™ provides a transparent overview of the textile's full journey at every step of the process, offering sustainable solutions, innovations and creative tools. Find out more about Create™ [here](#).

ABOUT BYBORRE

About Byborre

BYBORRE is an Amsterdam based textile innovation studio working on the frontiers of material development, functionality and aesthetics through engineered knits. The BYBORRE studio is committed to true textile innovation and rethinking all stages of the garment-creation process, from design to manufacturing. BYBORRE serves both as a material development and production hub, a design studio and, overall, a platform for questioning how fashions of the future can be more responsible, providing a better, sustainable product to people worldwide.

BYBORRE allows brands to custom engineer meaningful and sustainable textiles. The mission is to change the game of textiles from a sourcing driven industry to a design and innovation game, while reducing the negative footprint. By giving professional creators full control over all textile variables (function, feel, aesthetics and footprint) simultaneously in one place, they can create superior products that consumers and our planet need. Without being discouraged by the hassles of a complicated supply chain with lots of legacy, designers can configure samples instantly, and have them produced at scale in Amsterdam or locally. Brands like Adidas, Descente, Rapha, Eastpak, GORE-TEX, BMW use the BYBORRE textiles today.

The BYBORRE label, BYBORRE's in-house brand, is the perfect means for showcasing the studio's advances. It is, in a way, the first client of the BYBORRE textile studio. It is an essential aspect of the broader BYBORRE project – in other words, it's part of something bigger.

The BYBORRE label is the final step in proving the potential for uniting the manufacturing process under one roof to prevent waste and promote responsible design. The label serves as a forecast for the wider industry – a means of highlighting what could and should be possible with BYBORRE textiles. It provides suggestions for ideas, shapes, products and finishes to come. It is a playground for refining the BYBORRE ideology – a hub of imagination where all textiles are building blocks and research and development can be pushed to the final point.

±40 premium boutiques around the world sell the label, including stores such as Browns in London, Isetan in Tokyo, and Snowpeak in NY.

byborre.com

About Borre Akkersdijk

Borre Akkersdijk is a Dutch textile designer and the co-founder and creative director of textile innovation studio BYBORRE. Born in Wamel, the Netherlands, Akkersdijk took fashion design courses at the Fashion Institute of Technology in NYC and graduated from the Design Academy Eindhoven in 2009 while also working at Paris-based design and trend consultancy Studio Edelkoort. He started what became the foundation of BYBORRE in October 2010, initially consulting for brands such as Nike and Louis Vuitton before deciding to focus solely on the development of his now signature 3D knitted fabrics. In 2012, he was awarded Young Designer of the Year at the Dutch Design Awards. Research into the future of fashion and integrated technology resulted in presentations at South by Southwest, Beijing Designweek and Salone del Mobile Milano and publications in Wired magazine and Fast Company Magazine.

Since then Akkersdijk has worked on building a studio filled with machines and a team of specialists from all corners of the textile industry to grow BYBORRE into what it is today.

 pr.co

BYBORRE®

BYBORRE