

# ***FUTURE-PROOFING FLEXFIT***

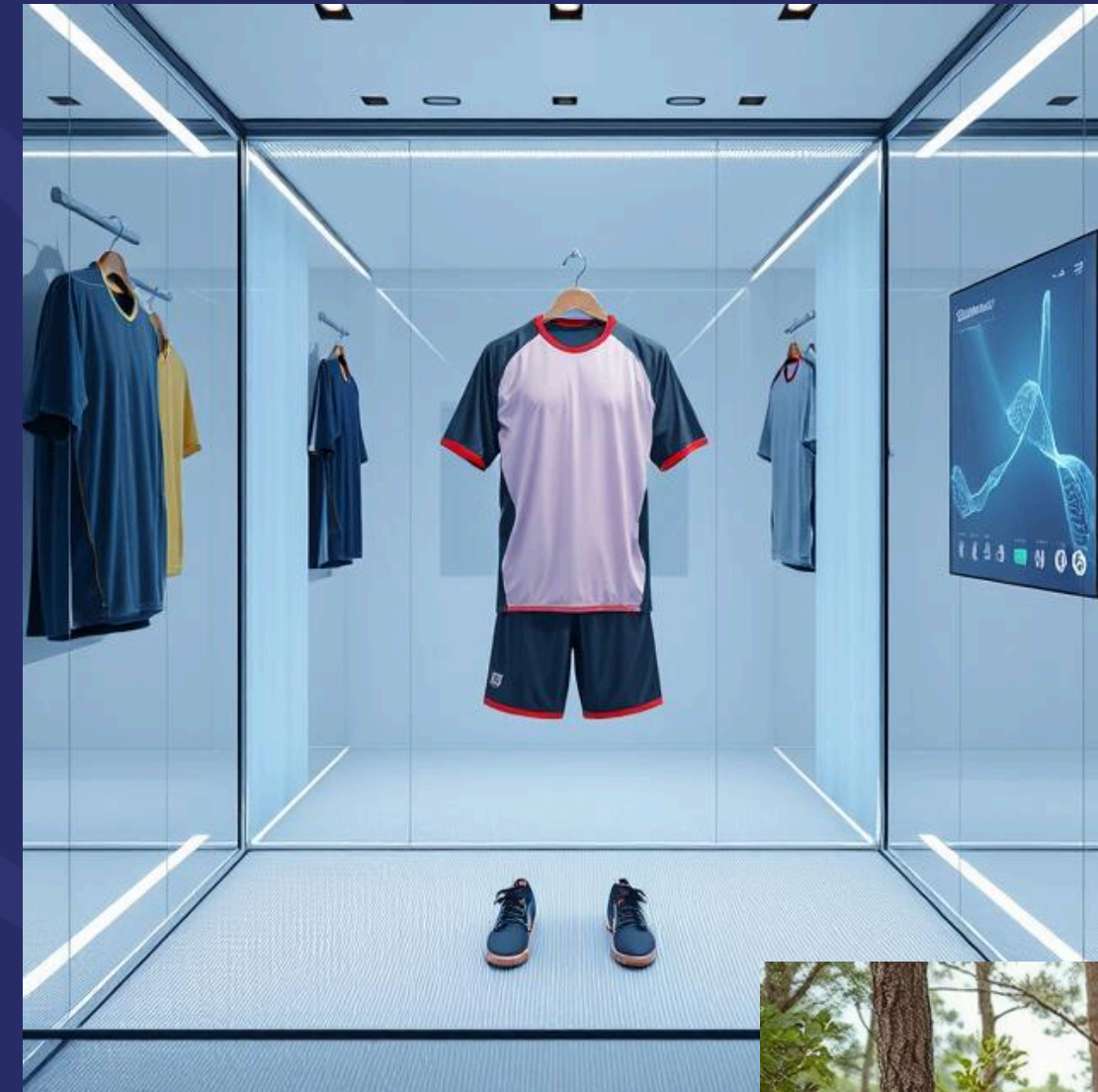
**How FlexFit is Innovating to Stay Ahead in an Ever-Changing World**



\*FlexFit is a fictional brand

# THE ISSUE

The sportswear market is highly competitive, requiring constant innovation to stand out (Forbes). In the fashion industry, AI-powered facilities increase conversions by 94% (Hashstudioz), and 60% of consumers prioritize sustainability (McKinsey). To stay ahead in that tech-driven, environmentally conscious market, FlexFit must leverage technology, trends, and workforce development.



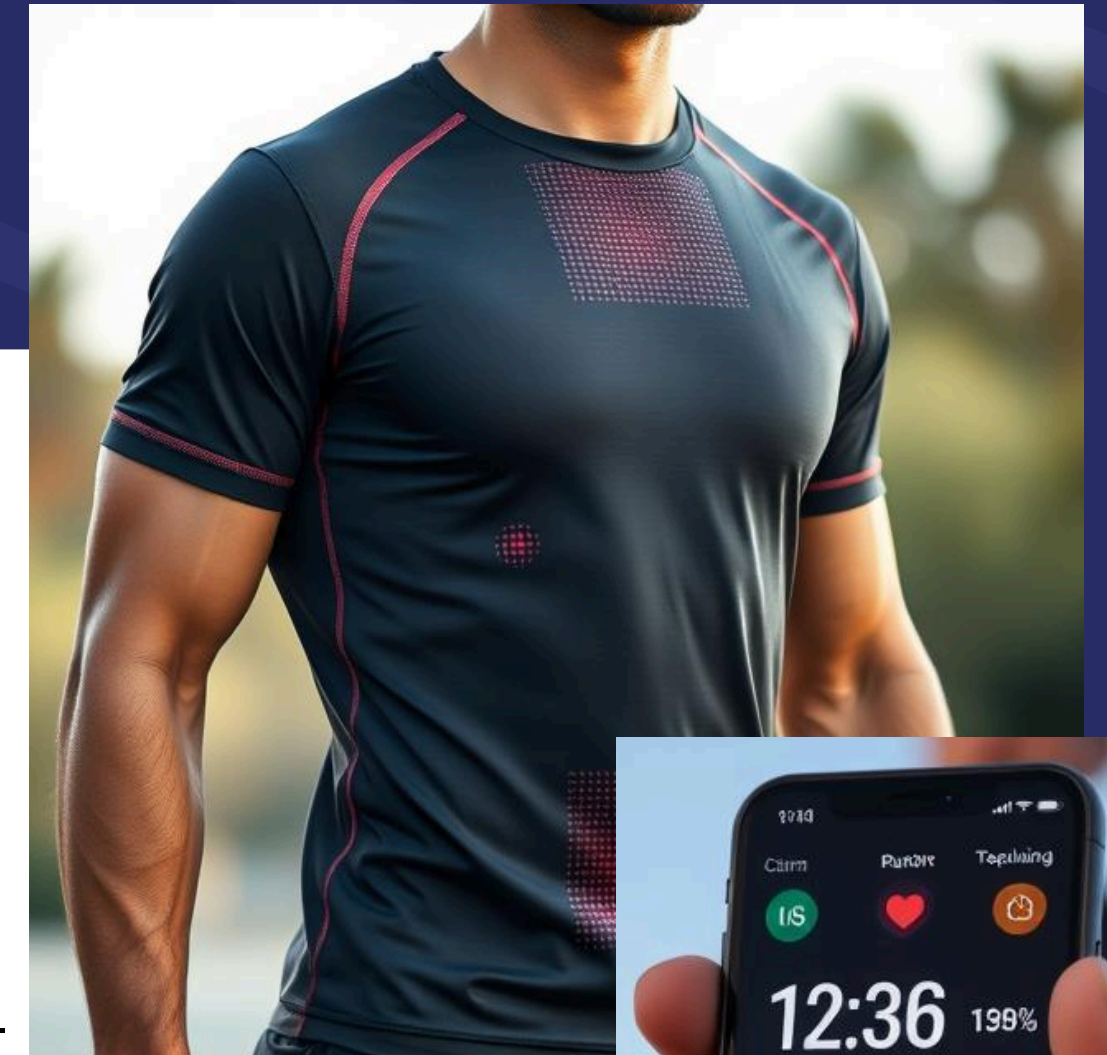
# TECHNOLOGY - SMART FABRICS & WEARABLE TECH

Smart fabrics with **embedded sensors** that track:

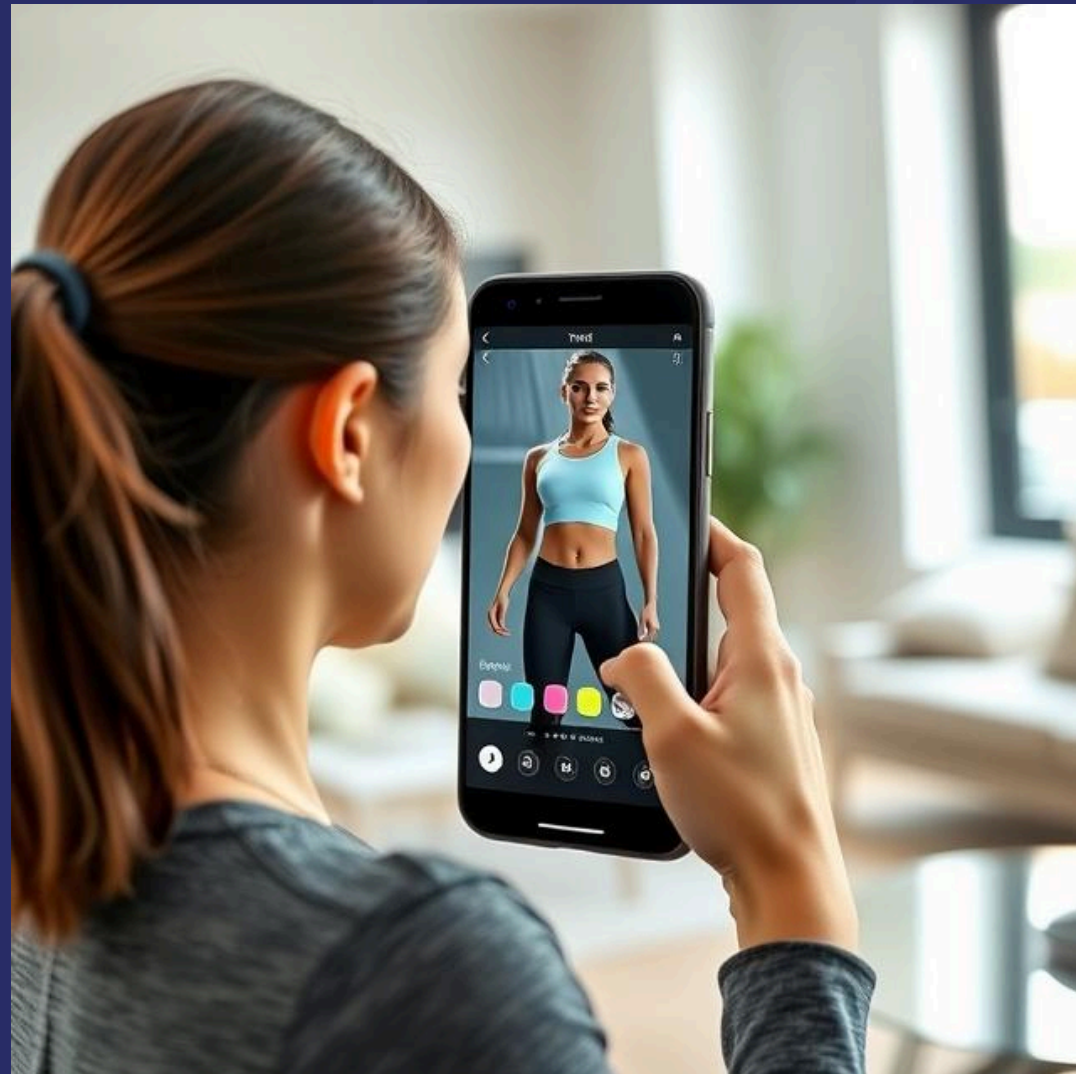
**Heart rate**

**Body Temperature,  
Sweat composition.**

They adjust the **breathability & degree of warmth** of the cloth in real-time with the detective body condition and **sync with apps** for personalized exercise advice and records.



# AR VIRTUAL FITTING ROOM



# 3D-PRINTED CUSTOM SHOES



- Try on clothes via phone or AR glasses
- Realistic simulation of fabric, fit, and cut.
- AI-powered recommendations based on body data & style.

- Foot scan at the store, generating 3D model.
- Choose materials, colors & design details.
- Better comfort in sports and less return.

# TREND -SUSTAINABILITY

**ALL MATERIAL: RECYCLABILITY & DEGRADABILITY**



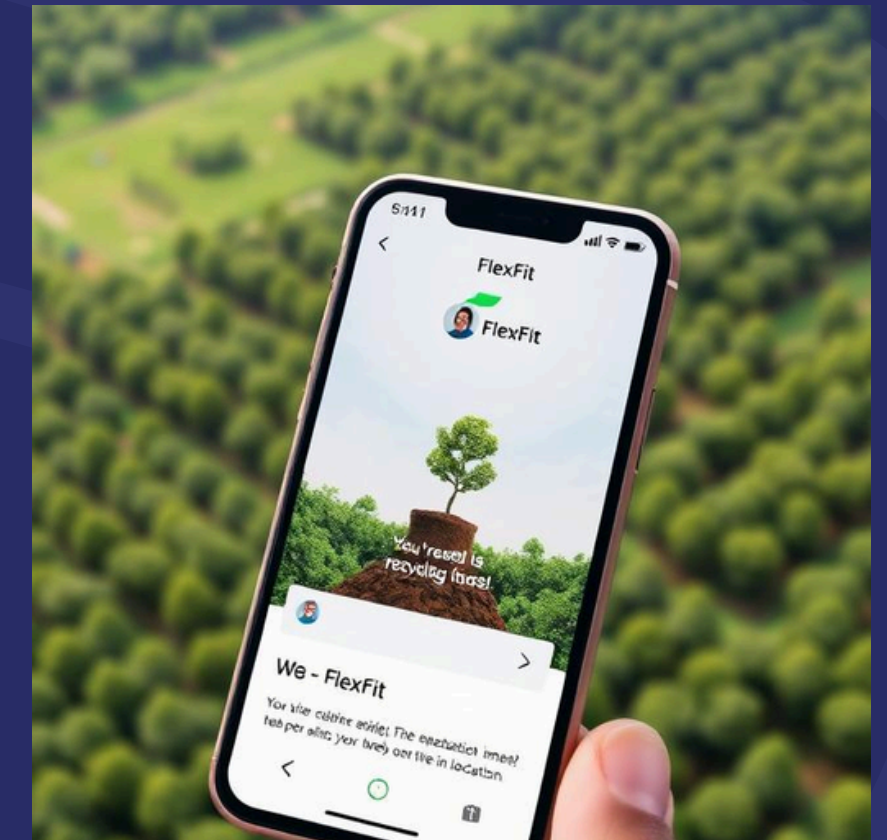
**Users bring old product to a brand store for the brand to recreate.**



**Recycled clothes are broken down and redesigned into new sportswear.**



**Users buy their own "upgraded" new clothes at a discounted price.**



**Every 3 uses, users see their tree planted via the app.**

# EMPLOYEE TRAINING

## AI & Data Training

Boost AI and data skills for smarter sales, inventory management, and achieve better customer service (AR)



## Sustainability

Learn eco-friendly practices in design, supply chain → achieve overall sustainability.



## Sports Knowledge Workshops:

Equip employees with expert insights to design superior products and enhance customer interactions.



# WHY COMPETITIVE ?

WE FOCUS ON FUTURE.

Innovative smart fabrics, AR try-ons & 3D-printed shoes set us apart & drive conversions (hashstudioz).

Trends: Builds brand image and boosts sales: new gens are 27% more likely to buy from eco-conscious brands. (HBR)

Training: Future-ready skills align with our mission and enhance customer connections.



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Thank  
you!

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