



How HUDSON'S BAY Takes Control of *Color*

Shoppers walking through the women's apparel department at Hudson's Bay are greeted by an array of dresses, blouses, and scarves in colorful stripes, vivid florals, and striking patterns.

Hudson's Bay Company's ability to keep up with the latest trends and seasonal shifts in color palettes is truly impressive.

Creating a high volume of unique patterns and prints in a variety of color combinations can be a difficult and time-consuming task.

Once the initial color combinations are

created, color matching is another process that requires great time and attention.

Using traditional methods with off-the-shelf software, designers must match each color in a design to a Pantone® swatch using trial and error.

This means making small adjustments to the color then printing to test the shade accuracy, and repeating this process until the printout matches the swatch as closely as possible.

A designer could spend weeks simply matching the colors for the various color combinations of a single print.

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Hudson's Bay's Secret Weapon

Since switching to NedGraphics color management tools in 2014, the design team at Hudson's Bay Company (HBC), saves hours every day creating colorways and color matching.

"Easy Coloring Pro is a great tool for efficiency because I can quickly recolor prints," says Jessie Bloom, CAD Designer. "I am able to turn around color changes very quickly, and I can see what different colorways will look like without having to print them out each time."

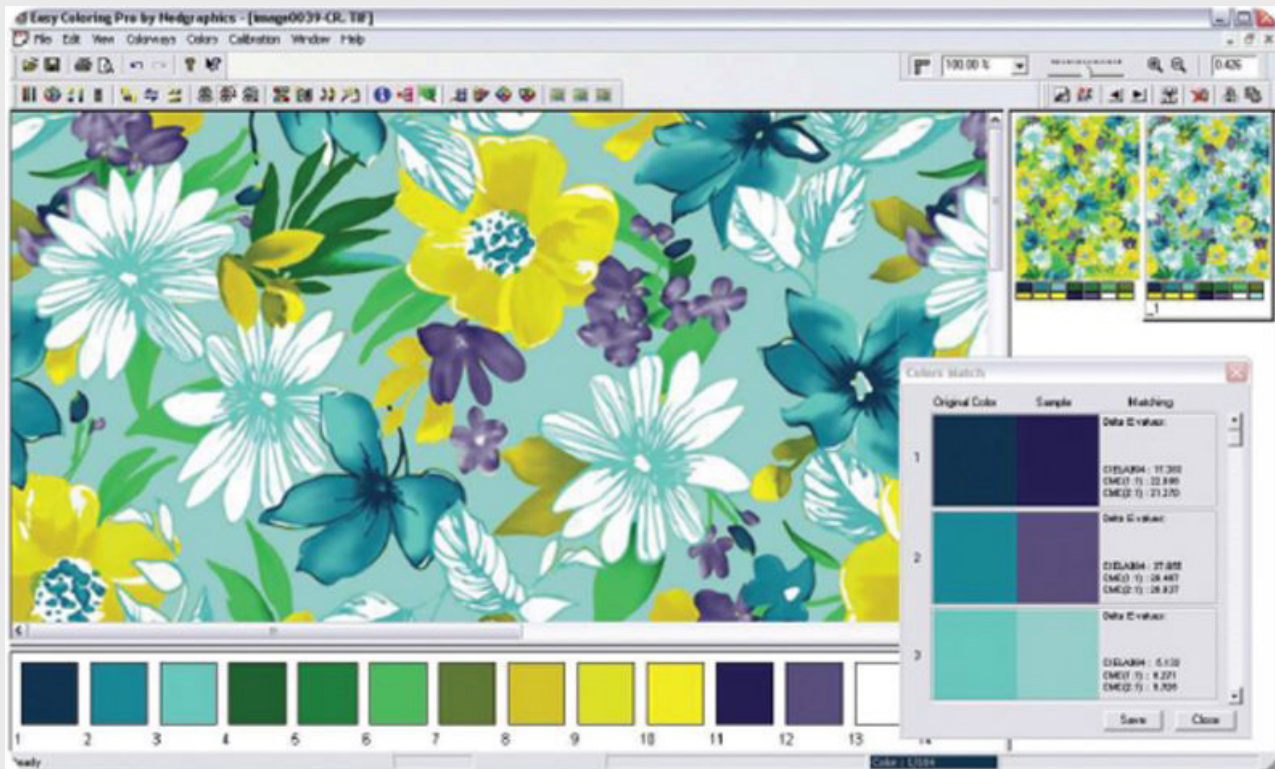
Bloom is also able to easily match colors using NedGraphics Calibration.

She uses a spectrophotometer to scan a color standard into Easy Coloring Pro. From there, the software accurately reads the value of the color and imports it into the software so that it can be used in creating a custom color palette.

With NedGraphics Calibration, designers can print color-correct paper printouts that match their color standards in a highly automated and accurate way, eliminating the trial and error of matching colors to a swatch book.

Over the course of the year, this not only saves weeks of time and significantly increases productivity, but also considerably reduces waste from extensive trial-and-error matching with expensive paper and ink.

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"With the spectrophotometer, I can match color standards much faster," says Bloom. "Our printers are calibrated, so everything automatically matches our fabric standards. I am now able to send prints to mills with only the chips on the artwork, instead of having to include additional color standards. The color palette also serves as a color archive where I can keep a record of color names, color codes, and the Pantone® or Sophicolor standard that was matched."

From Design into Production, Seamlessly

Using Easy Coloring Pro, Bloom creates an entire seasonal color palette with all important color information saved in one file.

She also exports the palette so other designers can fill garment sketches with the seasonal palette she created in the NedGraphics software.



The artwork file contains all the information the mill needs to ensure the fabric will be produced correctly the first time.

This reduces trial and error and significantly speeds up time to market.

The color-filled printouts of the garment sketches precisely match the seasonal color standards that Bloom selected, making them accurate enough for presentations.

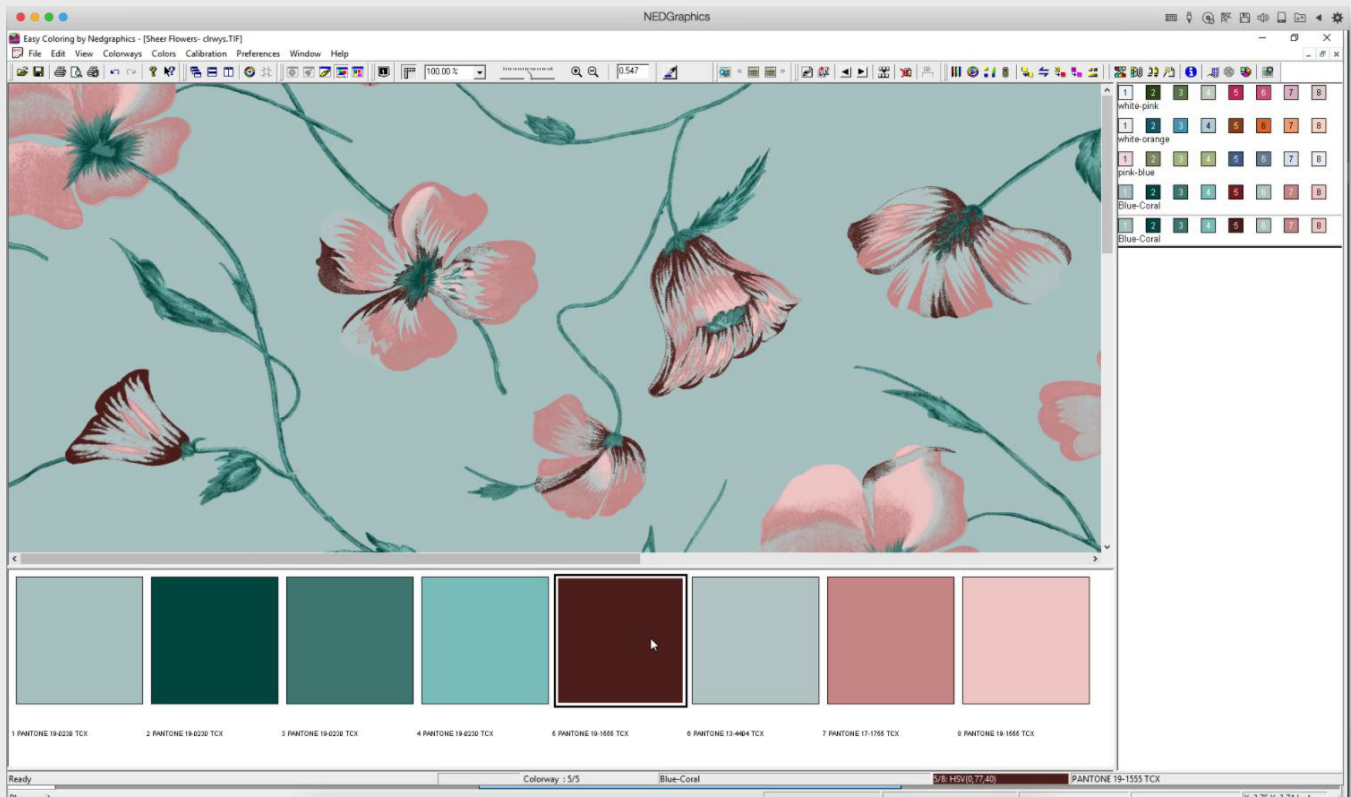
"Full-scale paper printouts often serve as stand-ins if there is a late-added print and we don't have a strike off yet," Bloom explains. "We can use these printouts for presentations with buyers."

NedGraphics generates color-correct, production-ready artwork so that the art can be properly executed by the mill on the first pass.

The artwork file contains all the information the mill needs to ensure the fabric will be produced correctly the first time. This reduces trial and error and significantly speeds up time to market.

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Create multiple colorways and recolor prints quickly in Easy Coloring Pro.

Supporting a Busy Department

Bloom currently uses NedGraphics software to support the Hudson's Bay Company, Lord & Taylor, Saks, and Scripted brands, and will soon be adding Saks Off Fifth.

She says the increased efficiency she achieves by using NedGraphics CAD and color solutions helps her to manage a heavy workload for multiple brands, designing women's sportswear, active wear, sleepwear, accessories, and intimate apparel.

In addition to streamlining the development and color-matching processes, Bloom has also benefited from customer support and the NedGraphics Video Library in order

to gain expertise and continuously improve the department's workflow.

"Whenever I have an issue and call customer support they are extremely helpful," Bloom says. "They have always been able to walk me through solving my problem. I can even authorize them to access my computer so they can walk me through a solution. They are a great resource."

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HUDSON'S BAY
Saks Fifth Avenue | **OFF 5TH** | *Lord & Taylor*



Partnering with NedGraphics has given Hudson's Bay Company and its brands the edge they need to keep up with constantly shifting trends.

Concepts for new apparel become a reality more quickly with streamlined color matching and more accurate development, putting fresh, colorful fashions on the stores' racks and into shoppers' closets faster than ever. ♦

For more information about NedGraphics Color Management and CAD Solutions, contact us at kcarlucci@nedgraphicsus.com or +1 (212) 921-2727.

NedGraphics Solutions at Hudson's Bay Company

- ◇ Printing Studio Suite
 - ◆ Design and Repeat Pro
 - ◆ Color Reduction & Cleaning Pro
 - ◆ Easy Coloring Pro
- ◇ NedGraphics Calibration
- ◇ Easy Weave
- ◇ Storyboard & Cataloging Pro
- ◇ Dobby Pro



To learn more about the full range of solutions NedGraphics offers, visit www.NedGraphics.com

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