

Watch this!

Next-generation timepiece brought to virtual life in ground-breaking 3D



The crossroads of luxury design and futuristic technology is an exciting place to be. And that's where you'll find Dassault Systèmes FashionLab, the high-performancel "incubator" of 3D design tools for fashion. Powered by Dell workstations.

FashionLab				
Company	Industry	Country	Employees	Website
Dassault Systèmes FashionLab	Software Design	France	11,000	fashion.3ds.com

Francois Quentin, Designer and Owner of the 4N Brand, creates futuristic watches as a partner and ambassador of FashionLab. He had designed a watch that resets the mechanics of timekeeping. Now Francois and FashionLab wanted to push the boundaries of 3D design simulation and showcase their vision at Baselworld 2014.

122,000
visitors from
100 countries

1,460
exhibitors from
40 countries

BASELWORLD

3,610
journalists from
70 countries

The high-tech heart of design is Dell
Dell Precision T7610 workstations with Intel Xeon processors run **24/7** for several weeks

Always ahead of the curve? The countdown to Baselworld begins!

Francois Quentin chooses the innovative NVT01 watch

2
powerful partners

Performance by Dell workstations with Intel Xeon processors
Presentation by Allioscopie 3D screens that require no glasses

3 graphic cards for massive performance integrated into every workstation for the first time

3D

Successful pilot and live rendering of exceptional 3D visualisation without glasses

Video production begins

5 cameras
30 frames/second each
6000 images per minute

Higher levels of innovation

Is it a mechanical watch? Or a digital watch? It's both. It's kinetic art with 514 components.

"We're involved in the cutting-edge of fashion design, so it's important to us that we always collaborate with the best. That's why we chose to work closely with a Dell expert,"

Thierry Rouf, Director of Research at FashionLab, Dassault Systèmes

View the full FashionLab [case study](#) and [video](#).

View all Dell case studies at Dell.com/casestudies

