



AMIQ 艾米奇

艾米奇® AMIQ

# Smart Fashion

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Connecting people and process by utilizing digital R&D and machine learning to create a whole new consumer experience in the fashion retail industry



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## About Me

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### Yuchun Lin 林玉春

- President of Aimiqi Footwear Groups  
艾米奇鞋业集团董事长
- Dean of Aimiqi Business School  
艾米奇商学院院长
- Chairman of Young Entrepreneur Association of Sichuan  
四川省商务青年企业家联合会副会长
- Chairman of Chengdu Footwear Industry Committee  
成都市鞋业产业商会会长



**Yuchun Lin**  
President  
Aimiqi Footwear Group



# 01

关于我们  
**About Us**

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ENJOYMENT IS THE SENSE OF LIFE

# Company Highlights

公司发展历程



为国际小姐设计战靴

Designed shoes for 2009 Miss International Beauty Pageant



十佳女鞋品牌

One of Top 10 Best Footwear brands in China

中国女鞋十大创意工厂

"Top 10 Innovation Factory" in City of Women's Shoes Exposition

2004

Aimiqi Established

2009

消费者最喜爱的十大品牌

Voted one of the Top 10 Consumers' Favorite Brands in Footwear

2012

2013

十佳人气创意设计奖

Most innovative design award in Chengdu Creative Design Week

2014

2015



# Aimiqi Footwear Group

## 公司概况

- Founded in 2004 by Yuchun Lin 2004年公司成立
- Fashion business group which integrates R&D, production, sales and services 集设计、生产制造、销售与服务为一体的时尚商业企业
- Leader in Chinese footwear industry, not only sales but also reputation 中国鞋业龙头企业

Target on 20-45 year-old female customers who are interested in elegance lifestyle 目标20-45岁高端女性消费者

- **3** advanced production centers 3家制造工厂
- **4** major e-commerce platforms 4个电子商务平台上销售
- **5** design and development bases 5个研发基地
- **13** subsidiaries 13分销公司
- **100+** major cities covered 在上百个主要城市销售



# Creativity Beyond Your Imagination

创新超乎您的想象

01 **开车鞋**  
你与美“履”的邂逅.....  
出游、居家、漫步  
驾驶、跳舞—随心所欲

**For Driving**

- 柔软舒适 Soft
- 弯曲自如 Stretchable

02

**For Wedding**

- 高端 婚礼鞋 宴会鞋
- Private Custom

03

**For Pregnancy**

- 超轻 Light
- 防滑 Not Slippery
- 透气 Breathable

## OUR VISION

To bring the best footwear fashion experience  
to all the women in the world  
把极致体验的女鞋传遍世界

01 High-fashion 前沿

02 Comfort 舒适

03 Individuality 个性化





# 02

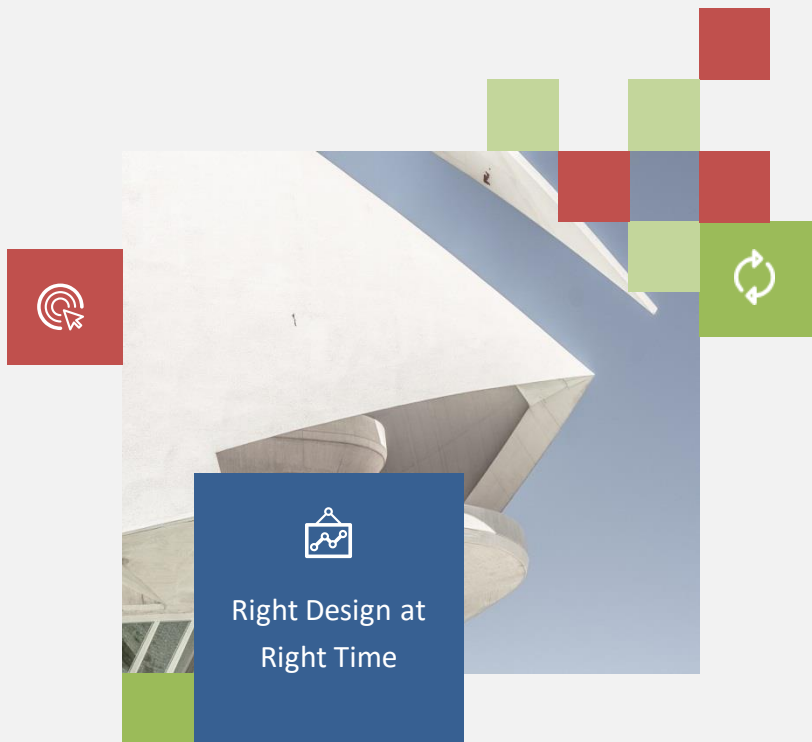
联合创新项目

## Co-innovation Project

Partnership with SAP

# Our Challenges

目前存在的问题



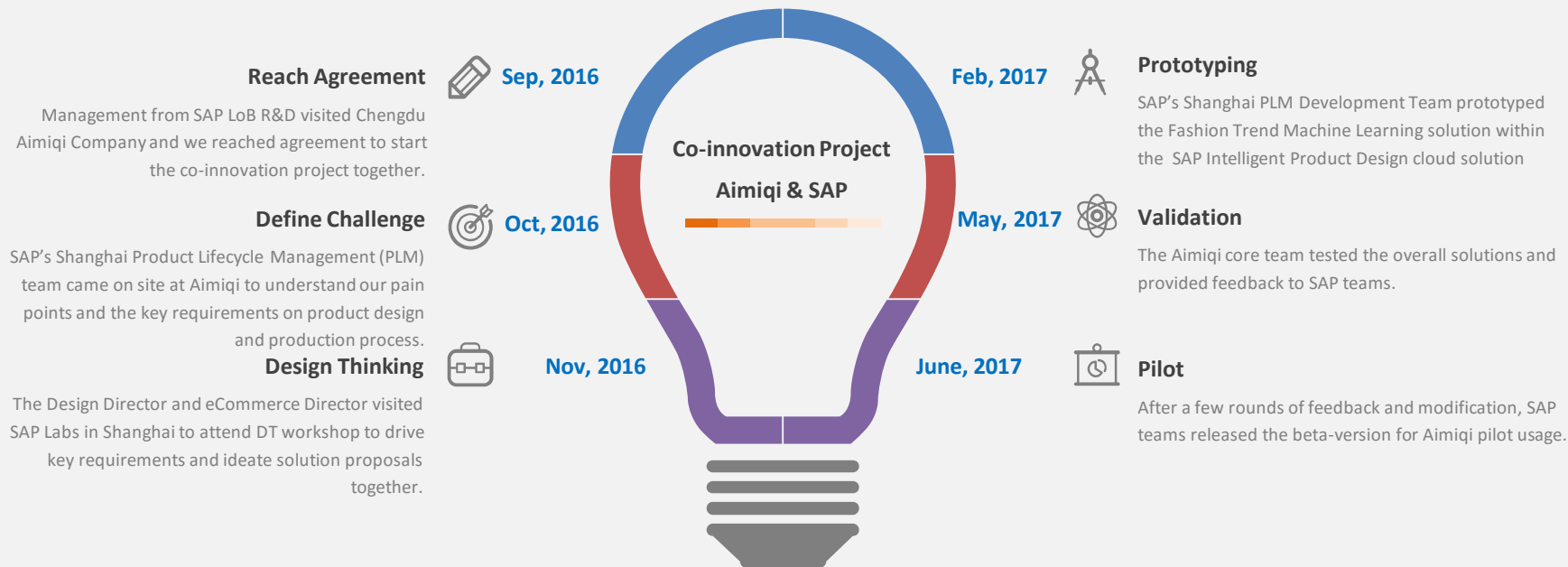
## How do We Respond to Fashion Trends?

如何把握流行趋势

- Our designers are facing challenges to master the market requirements and fashion trend.
- Only 5% of design proposals are chosen to proceed with real production.
- Frequently the newly designed and produced shoes cannot sell well in the market → result in overstock and waste.

# Co-innovation Project

和SAP公司的联合创新



# Co-innovation Project

和SAP公司的联合创新

Design Thinking  
Workshop

Nov 22, 2016

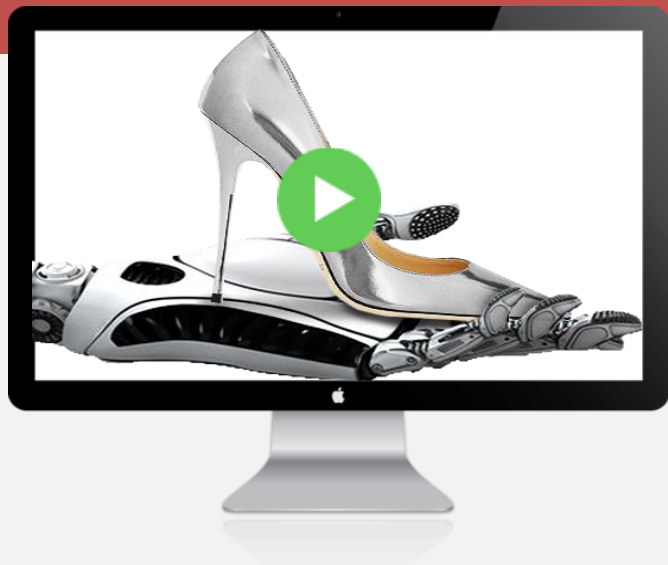


Understand Pain  
Points  
Build Ideas on Ideas



## Predict Fashion Trends

预测流行趋势



- Utilize Machine Learning powered by SAP Leonardo to collect and summarize all the information from web
- Generate new requirements from results of Machine Learning to ensure that new designs are based on real market needs

## Customer Designs Her Unique Shoes

客户能设计自己喜欢的鞋子



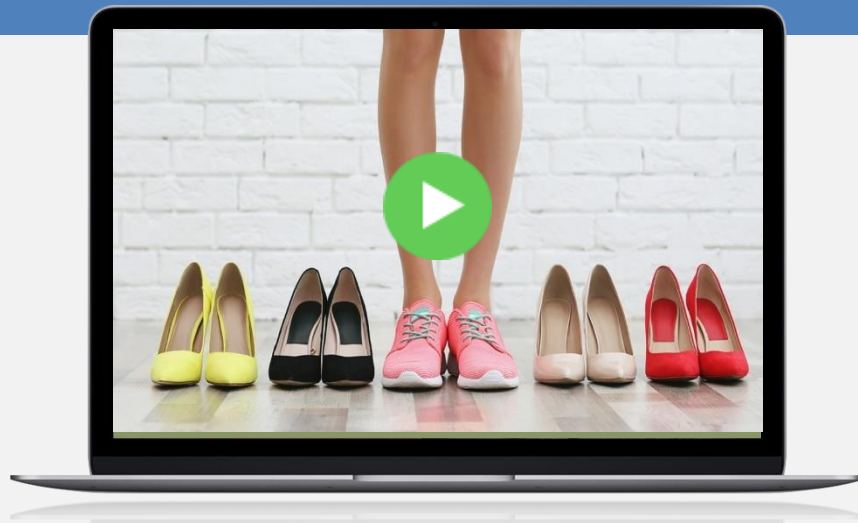
Get 3D view of foot measurement, to make sure the shoes will fit comfortably for the customer



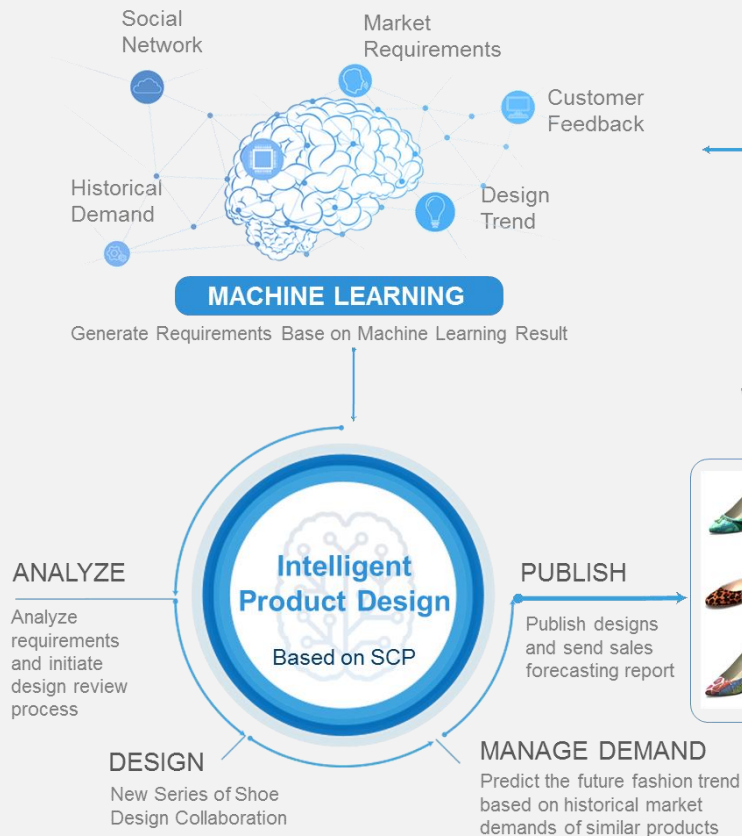
Select the shoe styles of interest, and customize the features



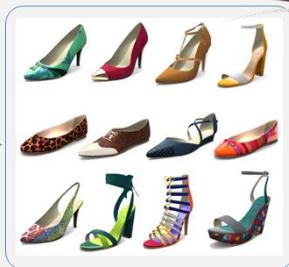
Virtualize what the shoes would look like on through VR glasses



# Solution — Overall Picture



**DESIGN  
SMART  
FIT  
WELL**



Gather Customer Feedback

Customers place order

Customers log on to the application



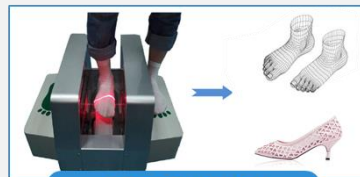
**VIRTUAL REALITY**

Customize shoes through VR glasses

Customers select detailed requirements



3D Machines collect foot sizes



**3D SCANNING**

# 03

## 为什么选择SAP Why SAP

Best Practice with innovation



# Understand Our Business

理解我们的业务

SAP has deep knowledge of entire product lifecycle management on R&D,

- Requirement Management
- Design Collaboration
- Supply Chain

With SAP as our partner, we hope to:

25% ↓  
design time reduced

40% ↓  
Overstock reduced

30% ↑  
Expected Profit

# Collaborate for Best-fit Solution

紧密合作产生最佳解决方案

## Collaborate with Local Development Team

We worked very closely with PLM development team in SAP Labs, located in Shanghai.

- ✓ Easy Communication – Since we are very close, SAP developers have more opportunities to go into our factory and really understand our business.
- ✓ Rapid Prototyping – SAP acted fast after each discussion, the continuous feedback process gave us much clear picture and early insights.



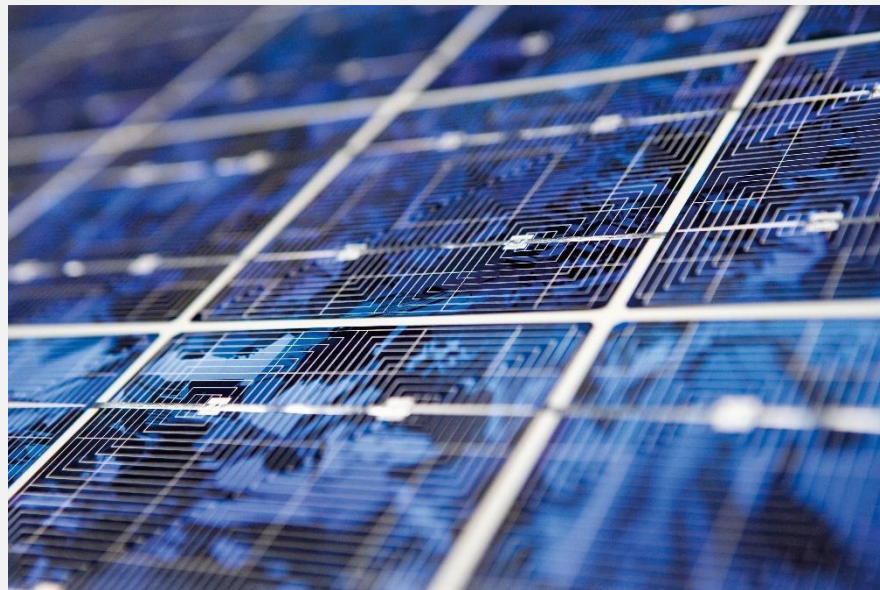
# Breakthrough Technologies

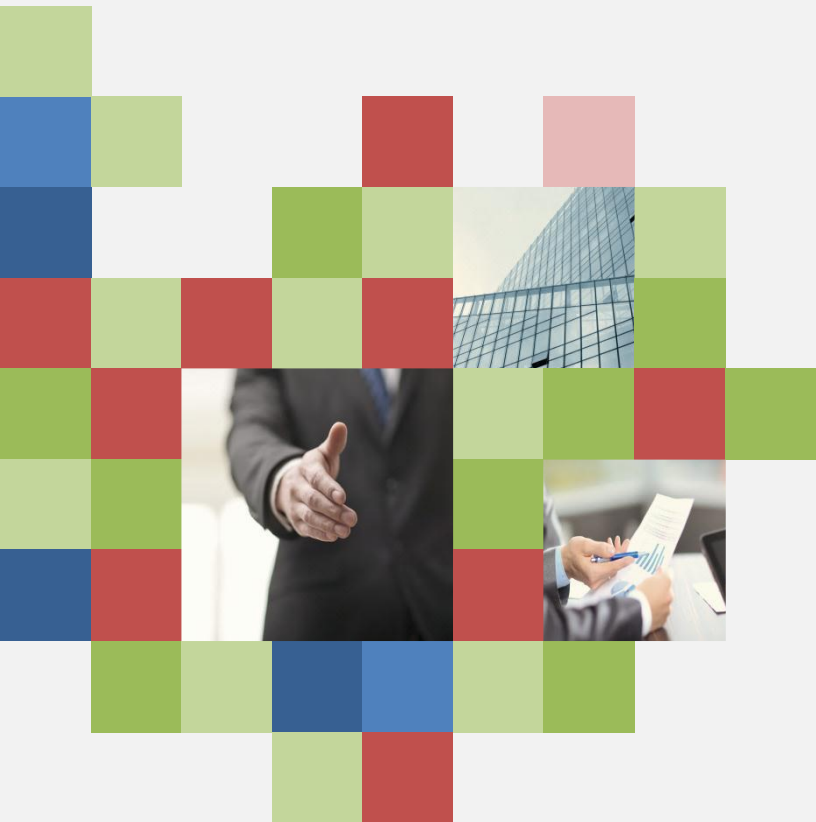
突破性的新技术

We have high hopes on SAP innovative technology:

Global Market – We could try out new business model and capabilities faster

Thrive, not just survive – We aspire to transform our business, leading the whole Chinese Fashion industry into a new era of Smart Fashion!





艾米奇<sup>®</sup> 



# Thank You

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Connecting people and process by utilizing SAP Intelligent Product Design and Machine Learning to create a whole new consumer experience in the fashion retail industry