



## PRESS KIT

2025

### WHEN FASHION MEETS THE FUTURE !

Revolutionise B2B textile trade with Style 2 Garment Extended Reality (S2G XR), a dynamic digital space that will become the commerce hub for the fashion and textile industry.

**ABOUT**

# S2G XR

**S2G XR (Style2Garment Extended Reality)** is an innovative B2B textile trade platform designed to securely and sustainably connect clothing suppliers and buyers.

Using an immersive 3D digital showroom S2G XR redefines the buying and selling experience, making it more interactive, transparent and efficient.

## **OUR MISSION ?**

To facilitate reliable and eco-responsible transactions in the global textile industry in Europe while reducing the costs and time associated with physical prototypes thanks to our advanced technologies.





## WHY CHOOSE S2G XR

### 1. A UNIQUE IMMERSIVE EXPERIENCE

Interactive 3D showrooms: explore textile products presented as detailed 3D simulations, accessible 24/7. Configure products in real time to interact and collaborate directly with suppliers.

Constantly evolving catalogue: regular access to new 3D showrooms, garments and fabrics, accompanied by detailed descriptions.

### 2. RELIABILITY AND TRANSPARENCY

Carefully selected partners: a list of reliable and verified suppliers to guarantee quality transactions.

Quality rating system: feedback and customer opinions accessible to all to reinforce transparency.

### 3. SECURE TRANSACTIONS

Payments hosted by the platform with an escrow system until the order has been validated by both parties.

Traceability of transactions guarantees safe, fair, and successful deals.

### 4. COST-EFFECTIVE AND SUSTAINABLE SOLUTION

Focus on social responsibility: priority given to local suppliers and eco-responsible practices.

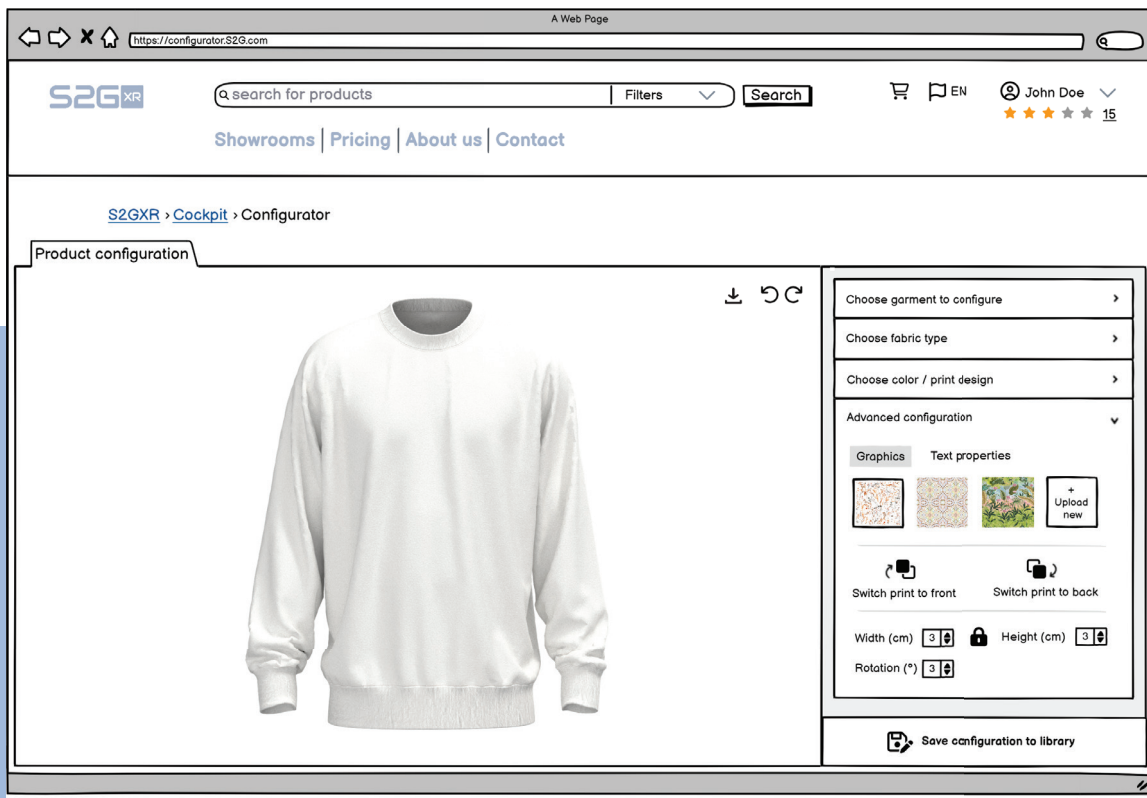
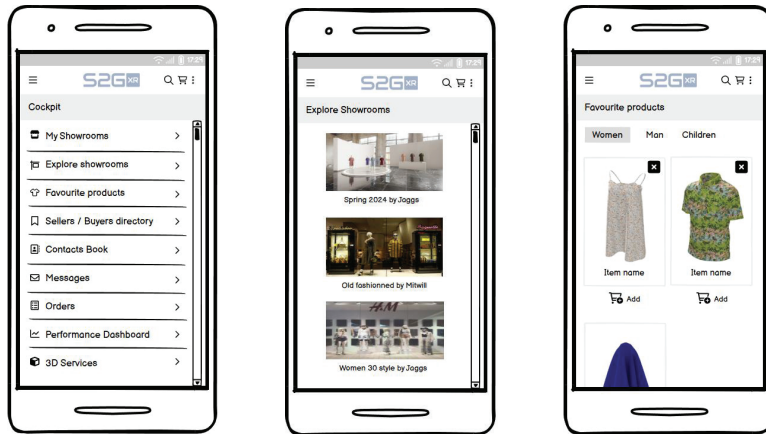
Fewer physical prototypes: minimise costs and carbon footprint by replacing up to 2-3 prototypes with digital simulations.

# KEY FEATURES

**Advanced search and efficient filters based on matchmaking** : quickly find the products and partners best suit to your needs.

**Configuration options without technical skills** : customise your products in real time in 3D intuitively for communication and collaboration.

**On-demand support** : technical assistance and advice to maximise your use of the platform.



# HOW DOES IT WORK ?

## AS A BUYER

### 1. ACCESS TO AN IMMERSIVE WORLD

Register on the S2G XR platform and explore a vast catalogue of textile products in high-definition virtual showrooms.

Navigate through immersive environments to discover trusted suppliers and garment production offers.

### 2. FIND EXACTLY WHAT YOU'RE LOOKING FOR

Use intelligent filters to refine your search according to your needs: budget, delivery times, country of production, certifications, styles, colours, materials, etc.

Advanced tools and matchmaking let you explore the available options intuitively and efficiently.

### 3. PERSONALISE YOUR SELECTIONS

Interact directly with products to configure your orders to your specifications.

Thanks to the 3D visualisation features, you can see your selections in real time, in ultra-precise detail.

### 4. PLACE YOUR ORDERS WITH CONFIDENCE

Add your selections to your basket and send your requests directly to suppliers.

The platform guarantees secure transactions and reliable tracking, with tools to simplify communication and order management.

## AS A SUPPLIER

### 1. CREATE YOUR VIRTUAL SHOWROOM

Register on the S2G XR platform and configure your virtual showroom space.

Upload your textile products as 3D models, with detailed descriptions, to present them in an immersive and attractive environment.

### 2. DISPLAY AND PERSONALISE YOUR OFFERS

Configure your products to reflect your customisation capabilities: colours, materials, sizes, certifications, etc.

Buyers can interact with your products in real time, increasing their engagement and understanding of your offering.

### 3. ATTRACT BUYERS

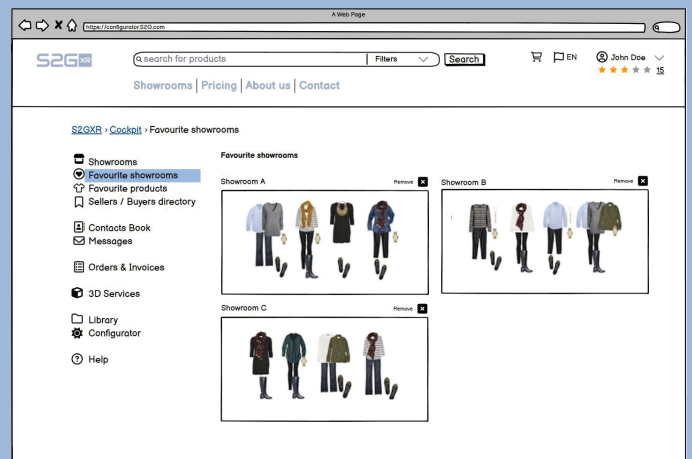
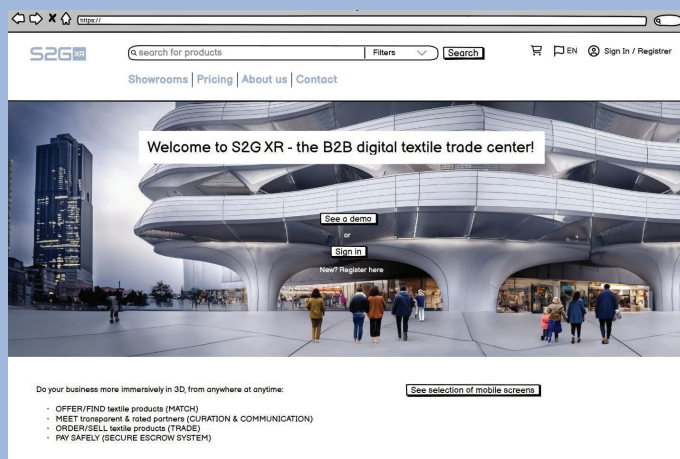
Take advantage of intelligent filters to connect directly with buyers looking for products matching specific criteria (price, delivery time, origin, etc.).

Communicate directly via the integrated communication tools to answer questions or finalise negotiations.

### 4. TRANSACTIONS IN TOTAL SECURITY

Receive and manage orders directly from the platform.

Payments are secure and hosted on an escrow system until delivery is confirmed, guaranteeing transparency and confidence in every transaction.



# A POSITIVE IMPACT ON THE TEXTILE INDUSTRY

## INNOVATION

With S2G XR, we are introducing cutting-edge digital tools that democratise access to complex technological solutions, while simplifying their use.

## RESPONSIBILITY

By supporting local and transparent supply chains, we are actively participating in the transition to a more sustainable textile trade.

## SUSTAINABLE ECONOMY

Our tools optimise design and reduce textile waste through advanced digital customisation.

## COLLABORATION

By fostering a collaborative environment, S2G XR connects creators, manufacturers, and suppliers, enabling seamless partnerships and efficient production processes.



# THE EUROSTARS PROJECT AND ITS PARTNERS

The S2G XR project is an innovative initiative, supported by the European Eurostars programme, aimed at revolutionising B2B textile transactions using extended reality (XR) technologies.

Bringing together varied and complementary skills, the consortium brings together three main players :

**MITWILL TEXTILES EUROPE SARL (FRA)** - Leader of the project, this company specialised in textile microfactories is contributing its expertise in supply chain management and textile digitisation.

**SKALUP (BEL)** - An expert in artificial intelligence and advanced configuration tools, SkalUP is contributing to the design and development of XR infrastructures, in particular by integrating AI engines and sophisticated databases.

**MJHA SPRL - JAGGS (BEL)** - Known for its network of tailors and the JAGGS brand, the company brings commercial experience, expertise in product configuration and a keen eye for market needs.



## GOAL OF THE PROJECT

The S2G XR project aims to create an immersive marketing platform for B2B textile commerce, where garments are presented in the form of high-definition 3D simulations. The aim is to offer a collaborative digital space, accessible at all times, combining :

**INTELLIGENT SEARCH** : filters tailored to industrial needs (price, lead time, certifications, materials, etc.).

**IMMERSIVE SHOWROOMS** : 3D presentation of products for an engaging user experience.

**SECURE TRANSACTIONS** : a neutral payment management system, guaranteeing trust between buyers and suppliers.

**EFFICIENCY GAINS FOR SMES** : a revolutionary technological solution for small and medium-sized enterprises (SMEs), enabling them to access international customers and modernise their processes.





## WHY THIS PROJECT ?

The textile sector is mainly made up of SMEs using limited technological solutions to manage complex operations. The S2G XR project aims to :

1. **Facilitate digital access for SMEs** through an intuitive platform.
2. **Create a digital standard for the textile trade** in an environment where modern, sustainable solutions are increasingly in demand.
3. **Accelerate the digital transformation of the textile sector** by making these tools accessible, reliable and cost-effective for low-tech companies.

The S2G XR project stands for **5 fundamental values** :

**INNOVATION** : we encourage constant innovation, whether in garment designs, production processes or 3D technology itself.

**INTEGRITY** : we promise to operate ethically, transparently and fairly, respecting intellectual property rights and promoting fair business practices.

**SUSTAINABILITY** : we value environmental and social sustainability in the fashion industry and strive to promote responsible practices among our users.

**DIVERSITY AND INCLUSION** : we believe in the power of diversity and are committed to creating an inclusive environment where everyone can flourish, whatever their background or origin.

**COLLABORATION** : we believe in the power of collaboration and in creating a united community in the fashion metaverse.

# JOIN THE **S2G<sup>XR</sup>** REVOLUTION!

To find out more or to reserve your showroom space,  
visit our official website :  
[www.s2gxr.com](http://www.s2gxr.com)

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