

Leading the trend of Personalized textile

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With the increasing level of Chinese consumption, the fashion clothing dress requirements of a lot of people in urban are getting higher and higher, functionality, personalization becoming an important criterion for purchasing apparel. [Printed blanket](#) Beijing more than 10,000 Yue Technology Co., Ltd. CEO Zhou Ke-jun through the study of fashion and personalization through understanding and capture the future trends in consumer demand, creating an entirely new patterns of consumption - PFAFF sewing it, [acrylic blanket](#) popular in Europe is aimed at Sewing cultural ideas of the traditional textile, [polyester blanket](#) clothing and cultural integration, restored to the art of sewing knowledge, thus promoting the world's apparel, home textiles off the field of personalized, fashionable new wave.

In fact, as early as the late 90s on the world, Zhou Ke-jun put forward a "personalized sewing art" slogan, and in Beijing, founded the first Bedford sew it, including China Central Television has been dozens of media, including reports, known as the "city folk have a new choice."

ZHOU Ke-jun explained: "apparel industry is a product of industrialization and mass production, assembly line production will be under the clothing through a variety of distribution channels to cover all of the consumer market, so that the inevitable will appear 'Zhuangshan' right to pursue fashion girl , the Zhuangshan behind the embarrassing fact that consumers seeking personal embarrassment. Now it is awkward for us to bar the development of sewing to create more opportunities. now not only college students and costume designer clothes frequently come to us,

The fact that he is correct, by sewing the experience of bar-type contact, the average consumer in the experience learned about costume design, production process, and feel from the fun of DIY; young designers and students to get exercise in communication growth, while the characteristics of PFAFF sewing machines are also experience deep into the minds of consumers, more and more experience becomes PFAFF sewing machine to buy in an army.

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