

Mimoda Technologies: Empowering African Designers with Global Industry Opportunities Through 3D Innovation

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Abstract

The African fashion industry holds tremendous potential, but local designers face several challenges in scaling their operations and competing globally.

A significant bottleneck is the reliance on outdated and inaccurate manual body measurement techniques, which limit efficiency, scalability, and customization capabilities. Mimoda Technologies seeks to address this gap by introducing contactless 3D body measurement technology to the continent's designers.

This innovative technology allows for precise and inclusive measurements that cater to Africa's diverse body types, while also providing solutions that enable designers to meet international standards. By automating the traditionally manual process of measurement, 3D technology empowers designers to focus on creativity, reduce garment returns, and enhance customer satisfaction.

The presentation will delve into the key challenges the industry faces, particularly the inefficiencies in production and the fragmented supply chains that hamper designers' ability to scale. It will also demonstrate how Mimoda Technologies' 3D system not only overcomes these challenges but also opens new global market opportunities by allowing designers to produce well-fitting, custom-made garments at scale.

With the global fashion market projected to grow to \$5 trillion by 2030, and Africa standing at the crossroads of cultural creativity and technological advancement, Mimoda is uniquely positioned to lead this transformation. The presentation will emphasize the \$31 billion opportunity for the African fashion industry and how Mimoda's solutions can help designers tap into this potential, making the continent a key player in the global fashion arena.