



SHIMA SEIKI Press Information

FOR IMMEDIATE RELEASE

SHIMA SEIKI to Exhibit at Graduate Fashion Week

Leading Japanese fashion solutions provider SHIMA SEIKI MFG., LTD., will exhibit at Graduate Fashion Week in London, England. Graduate Fashion Week is the world's largest showcase of fashion graduates from over 80 college and university programs of various disciplines, intended to be a springboard for new talent and a bridge between education and employment. SHIMA SEIKI will be exhibiting as part of the Digital Fashion Hub, an area that spotlights innovative technologies that are available to fashion creatives.

With increasing demand for experienced operators of its design software, the company intends to address this issue through increased use of its software in undergraduate programs. By exhibiting its APEXFiz® design software at Graduate Fashion Week, SHIMA SEIKI hopes to increase awareness for its software and expedite the use of APEXFiz® into each curriculum so that graduates may acquire skill and experience that is highly valued by the fashion industry.

Based on SHIMA SEIKI's renowned SDS®-ONE APEX series 3D design system, APEXFiz® subscription-based design software supports the creative side of fashion from planning and design to colorway evaluation, realistic fabric simulation and 3D virtual sampling, for various textiles including flat knitting, circular knitting, weaving, pile weave, socks, embroidery and print. Virtual sampling is a digitized version of sample making, accurate enough to be used effectively as prototypes. By replacing physical samples, virtual samples reduce time, cost and material that otherwise go to waste. APEXFiz® thereby helps to realize sustainability and digitally transform the fashion supply chain. In addition, SHIMA SEIKI's unique position as leading flat knitting machine manufacturer allows designs created on APEXFiz® to be easily converted to machine programming data, providing a smooth workflow from design studio to factory floor.

SHIMA SEIKI wishes to take this opportunity to congratulate all graduates participating in Graduate Fashion Week. We wish you success, and look forward to your contributions to the fashion industry in the years to come.

Exhibition Details

Name:	Graduate Fashion Week
Date:	Friday, 13th - Monday, 16th June 2025
Hours:	13th: 12:00PM - 7:30PM 14th&15th: 9:30AM - 7:30PM 16th: 9:30AM - 3:00PM
Location:	The Truman Brewery 91 Brick Lane, London E1 6QR United Kingdom
Organizer:	Graduate Fashion Foundation
Booth:	Digital Fashion Hub

Exhibited Technology

APEXFiz® Design software subscription service

For more information please contact:

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About SHIMA SEIKI

Company Name: SHIMA SEIKI MFG., LTD.

Established: 1962

President: Mitsuhiro Shima

No. of Employees: 1,346

Headquarters: Address: 85 Sakata Wakayama 641-8511 JAPAN
Telephone: +81-(0)73-474-8210 (Joint Sales Division)
Facsimile: +81-(0)73-474-8270 (Joint Sales Division)
URL: <http://www.shimaseiki.com>

Core Business: Development, manufacture, sales and service of WHOLEGARMENT® knitting machines, computerized flat knitting machines, glove and sock knitting machines, computer graphic apparel design systems, apparel CAD systems, computerized fabric cutting machines (CAM), textile printing machines and other related peripherals.

Company Profile: SHIMA SEIKI MFG., LTD. of Wakayama, Japan is a leading manufacturer in the computerized flatbed knitting machine industry. With complete systems integration from planning, production to sales promotion and retail sales, SHIMA SEIKI has been dedicating its products and services to the knitting industry worldwide through the latest in computerized knitting technology.

SHIMA SEIKI is also the pioneer in complete garment manufacturing technology—called WHOLEGARMENT®—wherein an entire knitted garment is produced on the knitting machine without the need for linking or sewing afterward. Since its commercial introduction in 1995, SHIMA SEIKI has been the undisputed leader in WHOLEGARMENT® knitting technology with 30 years of field experience and know-how, not to mention over 2,900 related patents and patents pending worldwide.

Meanwhile SHIMA SEIKI's SDS®-ONE APEX series 3D design system and APEXFiz® design software feature ultra-realistic knit simulation for creating virtual samples. Virtual samples minimize time, cost and material associated with the sample-making phase. Virtual samples can also be used to gauge consumer response to items before going to market, effectively realizing production based on demand forecasting. Inventory can therefore be optimized to minimize leftover stock, realizing smart, speedy and sustainable production.

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