

## Virtual showrooms, Hyphen grows with fashion shows

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Tripling turnover by 2023 is possible, even when working with sectors like fashion, hard-hit by Covid.

Thanks to the technological acceleration imposed by the pandemic, Hyphen Group can count on an extremely ambitious program of economic and organizational growth with a view to the creation of a true digital product passport.

For now, the numbers seem to back up the company's plan: Hyphen, which closed 2019 with 7.3 million euros of turnover, generated approximately 12 million euros of revenue in the recently



closed year, relying on a work force in continuous expansion, now numbering more than 130 employees. There are approximately one hundred client companies, including international fashion and design groups with important names such as Ferragamo, Valentino, Versace, Gruppo OtB, Max Mara and Foscari.

"We were already convinced in 2015 that we were able to replicate the digital identity logic introduced by municipal governments with instruments like SPID in sectors like design and fashion", explains Stefano Righetti, CEO and founder of Hyphen Group. "The fashion system, one of the most creative and productive that exists, has lived with a very analogue and artisanal approach for many years, where paper support still had a predominant role. We create the instruments to surpass this gridlock, accompanying the companies throughout the digitalization process."

The company, located just a few kilometres from Lago di Garda, created itself a space over its 20 years of activity as a reference point for a sector now in full technological evolution.

Thanks to Hyphen's solutions, the text and visual content of each product, such as photos, videos, designs, texts, translations, tags, technical characteristics, any relations between various products of the same collection, become part of a digital passport specific to each piece. This is how to create a true digital twin, unique to the real product. A model that allows usage of other technologies that are connected in different ways to the production line like 3D prototyping, artificial intelligence and augmented reality, anti-counterfeiting of the blockchain, to the new horizons of the parallel realities of the Metaverse, to product customization and virtual "try-ons" of garments directly on e-commerce sites. It is the latter, in fact, a line of research that seems to

attract the growing attention of the whole chain, and whose total intersects technologies such as Virtual and Augmented Reality, Computer Vision and 3D design.

"It is an important technological challenge that we face in both investments in research and development and in acquisitions" concludes Righetti. "Every year, we invest a total of between 10 to 12% of our turnover to these activities. An expansive choice that certainly hasn't been stopped by Covid-19, rather the contrary. During the significant block of the traditional physical commercial channels, our industrial interlocutors bet heavily on digital evolution, confirming the validity of our growth strategy."