

## Case Study: Collaboration between Western Glove's Canadian head office and its partners in Asia speeds production and enhances quality

Michael Silver, Principal of Western Glove and President of Silver Jeans, shared his perspective on the need to collaborate with partners who are continents apart. He said, "Fashion is a highly time sensitive industry. We have successfully attracted celebrity brands because they know they can trust us to deliver high quality, unique designs with speed. Before Onsight, our staff spent more time on airplanes than they did in the shop. With Onsight, we can now stay connected with our outsource partners to review samples or correct production problems from afar."

### Background

Western Glove has a long history of designing high fashion denim products with over 8 million of its jeans sold each year. The company designs and produces five brands including its own Silver Jeans® brand as well as Cheryl Crowe's new Bootheel® line and Victoria Beckham's dVb® jeans. These big brands demand attention to high quality with their uniquely detailed pocket designs and stitching.

For 80 years, the company manufactured their garments at the head office in Winnipeg, Canada. In 2003, manufacturing was outsourced to China and Mexico to deliver a competitive offering. While this change delivered cost advantages, it brought new challenges.

### The Goal

Mark Lamont, VP of Apparel Services for Western Glove, explains, "Keeping a close eye on manufacturing details used to be easy. We could walk out our back door to see the products in the factory. If there was a problem with the stitching or design, we could pull a colleague over and resolve it immediately. Now, we spend up to 20 weeks a year traveling to China to monitor the quality and resolve issues. We also have to frequently courier samples between China and Canada, which delays production."

Western Glove tried a variety of solutions to overcome the challenges created by distance. One solution was to take pictures of the samples or production issues at the



manufacturing plant in China and send them electronically to Western Glove for review. However, the picture quality and still image approach didn't provide the details needed to resolve issues or approve samples.

### The Onsight Solution

Mark Lamont sees tremendous value in using Librestream's Onsight Mobile Collaboration system as his eyes and ears at the manufacturing facility. At Western Glove, Mark is responsible for product development, production and delivery. He and his staff travel to Asia and Mexico regularly to review new products and identify any problem areas that require correction. This travel is expensive both in dollars and time.

To speed production and reduce travel, Western Glove has started using Onsight with their manufacturing partners such as Frontline Clothing Ltd. in China. Frontline uses an Onsight 1000 mobile device to stream live video to their own head office in Hong Kong and to send recorded files directly to Western Glove for review and input at the start of the next business day.

High quality visual collaboration is essential when reviewing samples, working on pocket designs and resolving issues that arise during production. Mark Lamont adds that,



**“The clarity of the Onsight video is amazing. We can see the individual fabric threads by using the macro functionality of the Onsight camera. We couldn’t see this kind of detail with standard digital cameras or even the naked eye.”**



Both Western Glove and their manufacturing partners believe there will be significant benefits in using Onsight. Dicky Wong, Assistant Merchandising Manager of Frontline explains, “Using Onsight, we can reduce the time involved in reviewing samples and speed up problem resolution time. These improvements will shorten delivery lead times and provide operational cost savings.”

## Future Plans

Currently, Western Glove views recorded Onsight files from their manufacturing partners as a result of the time zone differences. When Asia is awake, Canada sleeps. To overcome this challenge, Western Glove is looking to change its business hours for select staff during peak new design seasons. This change would enable live collaboration and even faster problem resolution timelines.



Western Glove plans to take the Onsight solution across all of its manufacturing partners and engage in live collaboration with these remote facilities. While travel will remain an important way to stay connected with manufacturing partners, a full deployment of Onsight will dramatically reduce costs. Mark Lamont explains, “With Onsight, we can greatly reduce emergency trips that can cause a major delay in production. We may even use Onsight collaboration to replace some of our standard sample review trips.”

Michael Silver, Principal of Western Glove, concludes,



**“In fashion, time to market is essential. We are terribly excited about Onsight. The clarity of sound and image is tremendous. This is the tool we have been looking for to save critical time. We feel that Librestream’s Onsight solution is the future for us.”**



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