vrSoftware, FDDI Create India's First VM Center of Excellence

vrSoftware, a provider of visual retailing software solutions, announced that India's **Footwear Design and Development Institute** (FDDI) has implemented **vrSoftware Mockshop** to help create the country's first visual merchandising center of excellence.

The FDDI, originally established by India's Ministry of Commerce in 1986 and now rated as one of the world's premier fashion and retail institutions, will incorporate Mockshop into a number of the Institute's key Diploma courses. "The software makes visual communication fast, simple, accessible to everybody and thus, can bring huge benefits to the retail sector," says Rajeev Lakhara, IRS, managing director, FDDI. "This software has gained popularity and recognition in India and it will be part of our curriculum -- students will be trained for this software, which will help them in getting placements."

"Visual merchandising is growing as a profession throughout India and worldwide," says Shashi Bhushan Shukla (IRS), secretary at the FDDI. "Including Mockshop in our curriculum upgraded our course content, created a professionally modern environment for students and helped establish the FDDI as a visual merchandising Center of Excellence. To best prepare for visual merchandising careers students are using Mockshop to fully merchandise 3D stores virtually. We're also aiming to display the best of these 3D stores to the Indian fashion industry by organizing a formal presentation of students' work to established members of the industry."

"Ptex Solutions is delighted to partner with FDDI to help shape the future. FDDI students have joined the thousands of visual merchandising professionals within hundreds of fashion retailers and brands who are already using Mockshop's 3D tools," says Prasham Kamdar, founder and managing partner of Ptex Solutions. "The Indian retail industry is predicted to grow annually by up to 12 percent and the country's retailers are gearing up productivity to meet that demand. The partnership is equipping students with visual merchandising skills and creating a new pool of talent from which retailers and brands can recruit."

"Retailing success was and is dependent on the quality of decisions made by planners, buyers and visual merchandisers and, of course, today's students are tomorrow's decision makers. Historically the business processes employed by these roles were largely manual but today's technology offers significant productivity increases through visualization and virtualization using highly intuitive and retail industry specific software tools," says Colin Liversedge, CEO/MD, vrSoftware. "We congratulate FDDI and Ptex and hope their initiative will add to student motivation, career preparedness and provide public recognition for the important role of the FDDI."

Visual Retailing is the market for retail industry visual planning and communication tools including those supplied by vrSoftware which claims market leadership with its **vrSoftware Mockshop** for visual retailing and **vrSoftware Sampleroom** for range visualization. The vrSoftware visual retailing suite enables creating, delivering and executing quality visual merchandising instructions. Interactive virtual store modeling and visual merchandising automates production of visual 'planograms' and enables greater collaboration between visual merchandisers and staff in each retail store.