MASTERKEY VIRTUAL FASHION

Corporate Profile & European Project Competence Portfolio

ABOUT MASTERKEY

Masterkey Virtual Fashion (Masterkey Dijital Teknoloji A.Ş.) is an R&D, digital fashion technology and training company based at Dijitalpark Teknokent in Istanbul. With more than a decade of experience, we support the twin transition - green and digital - of the fashion, apparel and textile industries by connecting technology, industry and academia.

Our work focuses on turning emerging technologies into practical and measurable industry capabilities. We support organisations not only with software and technology, but also with implementation planning, workflow integration, training, pilot projects and long-term capacity development.

Masterkey combines international technology partnerships with direct access to Türkiye's apparel manufacturing ecosystem, one of Europe's most important sourcing and production markets.

TECHNOLOGY AND INDUSTRY ECOSYSTEM

Masterkey is CLO's Authorized Prime Reseller in Türkiye and the country's only Vizoo-accredited fabric and material digitization partner. Our wider technology ecosystem also includes solutions and expertise related to Vizoo xTex, Swatchbook and Romans CAD.

Through this ecosystem, we support the digital product development process from initial design and material creation to digital sampling, fit evaluation, technical product data, digital presentations and production-oriented workflows.

Our core technology capabilities include:

• **3D Digital Garment Development and Digital Twins:** Creation of production-relevant digital garments that connect design intent, patterns, materials, fit and visual evaluation within a shared digital workflow.

• **Digital Sampling and Fit Evaluation:** Supporting design and product development teams in reviewing styles, proportions, construction details, colourways and fit before unnecessary physical samples are produced.

• **Fabric and Material Digitization:** Creation of accurate digital representations of fabrics and soft materials using professional scanning, measurement and material-authoring technologies.

• **Digital Material Libraries:** Development of structured and reusable digital fabric and material assets for brands, manufacturers, suppliers, universities and project partners.

• **Digital Showrooms and Product Communication:** Using digital garments and materials to support collection presentations, internal decision-making, customer communication and digital product storytelling.

• **AI-Supported Product Development:** Integration of generative and agentic AI into design research, product ideation, content creation, asset management and digital workflow orchestration.

• **Digital Product Data and Traceability:** Supporting the development of structured product and material data that can contribute to transparency, traceability and future Digital Product Passport workflows.

Our knowledge of soft-material digital twins can also be transferred to adjacent fields such as technical textiles, automotive interiors, protective products and other applications in which fabric behaviour, construction and material accuracy are important.

Masterkey Dijital Teknoloji A.Ş.
Office : Atatürk Mh. E.Gazi Sk. Metropol İstanbul A Blok No:2E K:21/331 Ataşehir 34758 İSTANBUL, TÜRKİYE
R&D Center: Dijitalpark Teknokent Barbaros Mah. Şebboy Sokak No:4/1 Ataşehir 34746 İSTANBUL – TÜRKİYE
www.masterkey.com.tr info@masterkey.com.tr Tel: +90 216 228 43 32

GREEN AND CIRCULAR TRANSFORMATION

Physical sampling is one of the most resource-, time- and logistics-intensive stages of apparel product development. Multiple prototypes may be produced and transported before teams and customers reach a final decision.

Digital product development does not eliminate the need for physical sampling in every case. Instead, it enables organisations to make more decisions digitally and move physical sampling to a later, more informed stage of the process.

This approach can help organisations:

- Reduce unnecessary physical prototypes
- Lower fabric and material consumption during development
- Reduce repeated sample shipments and associated logistics
- Shorten product development and approval cycles
- Improve reuse of digital garments and material assets
- Strengthen collaboration between design, pattern-making, material, merchandising and production teams
- Build the data foundations required for more transparent and circular product systems

Our objective is not simply to introduce technology, but to integrate it into working processes so that it creates lasting operational, environmental and educational value.

TRAINING, VET AND CAPACITY BUILDING

Technology creates value only when people, skills and organisational processes develop together. For this reason, training and capacity building are central to Masterkey's work.

We design and deliver structured CPD and VET programmes covering:

- 3D Digital garment design and digital product development
- Digital pattern and fit workflows
- Digital sampling processes
- Fabric and material digitization
- Digital material library development
- AI-supported fashion workflows
- Digital showroom and product communication
- Circular design and digital transformation awareness
- Implementation planning and interdisciplinary collaboration

Our education capabilities include curriculum development, modular training programmes, train-the-trainer models, learner workshops, online and in-person delivery, recorded learning content, assessment frameworks, SME upskilling and pilot implementation.

We work with designers, pattern makers, material specialists, product developers, merchandisers, marketing teams, educators and students. This multidisciplinary approach helps organisations establish sustainable user teams and prevents digital transformation from depending on a single employee or department.

INDUSTRY-ACADEMIA COOPERATION

Masterkey works with apparel manufacturers, brands, sector organisations, universities, vocational schools and fashion education institutions.

We cooperate with leading sector organisations in Türkiye, including İHKİB and TGSD, and have supported or collaborated with institutions such as ESTU- Eskişehir Techinal University, Bursa Uludağ Üniversity, Ege University, Usak University, Yeditepe University, (IMA) Istanbul Moda Academy, Istanbul Ticaret University, Okan University, Pamukkale University Buldan Vocational School and Vakko ESMOD.

These relationships give Masterkey the ability to:

• Connect education programmes with real industry needs
• Provide access to learners, educators, SMEs and apparel manufacturers
• Establish industry and academic pilot environments
• Test training content in practical settings
• Transfer project results into vocational and higher education
• Support the dissemination and adoption of European project outcomes in Türkiye

EUROPEAN PROJECT EXPERIENCE AND NETWORKS

Masterkey actively participates in European innovation, skills and cooperation ecosystems. We are a consortium partner in a 2026 Erasmus+ Centres of Vocational Excellence proposal and continue to develop partnerships for future European projects.

Our European memberships and networks include:

• European DIGITAL SME Alliance and Digital Innovators Club
• Pact for Skills - Textiles, Clothing, Leather and Footwear ecosystem
• EIT Culture & Creativity
• Enterprise Europe Network
• European education, digital innovation and sectoral cooperation networks

Through these networks, Masterkey contributes the perspective of a technology SME working directly with apparel manufacturers, educational institutions and the wider textile value chain.

OUR CONTRIBUTION TO EUROPEAN PROJECTS

Masterkey can participate as a technology, training, pilot, industry-engagement and dissemination partner.

We can contribute:

• Digital fashion and soft-material technology expertise
• 3D garment development and digital sampling infrastructure
• Fabric and material digitization capabilities

- Digital material and product data workflows
- AI-supported design and development methods
- CPD and VET curriculum development
- Training delivery and train-the-trainer programmes
- Industry and academic pilot implementation
- SME engagement and capacity building
- Access to Türkiye's fashion, apparel and textile ecosystem
- Communication, dissemination and sectoral exploitation activities
- Support for green skills, circular design and responsible digital adoption

Our role can cover the full pathway from identifying skills and technology needs to developing learning content, delivering training, running pilots, collecting feedback and supporting the adoption of results.

PARTNERSHIP INTERESTS

We are interested in joining or supporting European consortia working on:

- Green and digital skills for fashion, apparel and textiles
- Circular and responsible fashion systems
- Digital product development and material innovation
- Vocational education and lifelong learning
- Industry-academia cooperation
- Inclusive access to emerging technologies
- Upskilling and reskilling of SMEs and educators
- Digital Product Passport readiness and traceability
- Creative industries, cultural knowledge and digital transformation
- AI-enabled education and industrial workflows

We welcome cooperation with project coordinators, universities, VET providers, research centres, fashion and textile clusters, municipalities, NGOs, technology companies, brands and manufacturers.

Masterkey Dijital Teknoloji A.Ş.
Office : Atatürk Mh. E.Gazi Sk. Metropol İstanbul A Blok No:2E K:21/331 Ataşehir 34758 İSTANBUL, TÜRKİYE
R&D Center: Dijitalpark Teknokent Barbaros Mah. Şebboy Sokak No:4/1 Ataşehir 34746 İSTANBUL – TÜRKİYE
www.masterkey.com.tr info@masterkey.com.tr Tel: +90 216 228 43 32

Masterkey is particularly interested in NEB Academy | Fashion Shift and related Horizon Europe, Erasmus+, Centres of Vocational Excellence and European skills initiatives where our technology infrastructure, training capacity and industry network can create measurable project value.

Masterkey Dijital Teknoloji A.Ş.
Office : Atatürk Mh. E.Gazi Sk. Metropol İstanbul A Blok No:2E K:21/331 Ataşehir 34758 İSTANBUL, TÜRKİYE
R&D Center: Dijitalpark Teknokent Barbaros Mah. Şebboy Sokak No:4/1 Ataşehir 34746 İSTANBUL – TÜRKİYE
www.masterkey.com.tr info@masterkey.com.tr Tel: +90 216 228 43 32