

DigitX

Innovation Hub

From AI to DPP: making European textile businesses fit for the digital future

As the textile industry embraces the era of digital transformation, the need for innovative digital tools and solutions is more urgent than ever. European textile businesses are challenged to adapt quickly to an evolving market landscape that demands higher efficiency, customisation, and sustainability.

By focusing on key themes like AI, digital manufacturing, and digital supply chain innovations, the DigitX Innovation Hub aims to equip participants with insights and tools to not only meet current demands but to help shape a resilient, digitally enabled textile future in Europe.

Innovation Themes

Artificial Intelligence & Digital Product Creation

Being strictly data driven at the point of product conception/design allows to optimise the product not only for its functional performance and aesthetical value, but also enables smart decision making about production strategies & planning, sustainability and compliance, product placement and marketing messages as well as service and end-of-life aspects. For this designers and product developers need access to rich real-time data and powerful, but intuitive tools to rapidly turn creativity and innovative ideas into successful products. Understand what data is needed, what functionalities are offered by innovative AI-enabled technologies and what skills are required by industry professionals.



Artificial
Intelligence &
digital product
creation



Digital
manufacturing
& on-demand
production

Digital Supply
Chain & DPP



Digital supply chains and digital product passports

The capacity to collect, analyse, exchange and strategically exploit digital data all along the supply chain will not only be a massive competitive advantage but literally a business license to operate. Regulators, public authorities and any consumer-facing company will simply demand all manufacturers, brands, distributors and retailers to produce reliable and verifiable data about all their processes, material, energy and other resource use, management and human resource practices. Companies that cannot deliver on those demands reliably and efficiently will risk being dropped from their respective supply chains. Whether such data becomes part of mandatory reporting, digital product passports, marketing claims, certificates, digital data spaces or blockchain ledgers is case-dependent, but companies without a digital data strategy will find it increasingly difficult to stay in business.

Digital manufacturing and on-demand production

More and more textile manufacturing processes move from analogue mechanical or chemical to fully digitally controlled and operated processes massively increasing the generation and exploitation of digital data. One of the most desirable features of digital processes is their extremely agility and efficiency even at small lot sizes. When digitally operated technology is seamlessly interconnected with real-time digital data flows, very precise and responsive on-demand production becomes possible, which is a massive value creator in highly complex and volatile end markets from fashion to niche technical textiles. Digitised and automated on-demand production systems have the potential to fundamentally transform today's global on-forecast textile manufacturing model and must be understood and explored by all forward-thinking companies.

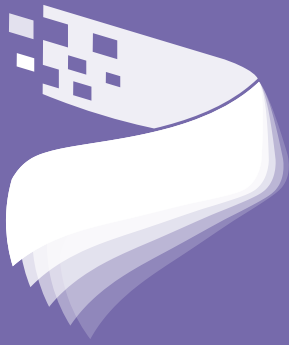
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**Any questions?
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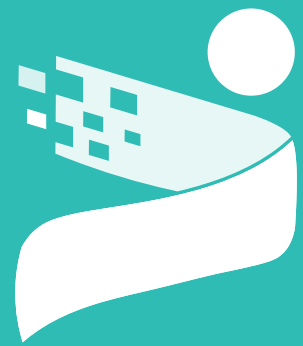


LEARN

Gain knowledge through attending **monthly webinars** that focus on addressing the gaps within the value chain and staying updated on the **most recent innovation**.

NETWORK

Connect with stakeholders through engagement on the **Community Platform** and **meet-ups at trade fairs** and other events.



COLLABORATE

Meet relevant partners to **establish business collaborations** or build a European consortium to participate in projects.



SHARE

Publish your news in the Innovation Hub newsletter and share it with your fellow Hub members. Boost your visibility by sharing your content also via Textile ETP's social media channels.



How does it work?

Become a **member** as an organisation or as an individual expert

Get access to our **platform** to find everything in one place

Attend a **selection of events** that are of interest to you

Watch all **recorded webinars** on the platform

Stay in the loop via our **Innovation Hub newsletter**

Shape the programme! Let us know what are the topics most important to you

The Innovation Hub Activities




	What?	How long?	Where?	How often?	What can you expect?
LEARN	Thematic learning webinars	1h30-2h	MS Teams	1-2/month	Listen to 2-3 speakers presenting new technologies and solutions in one of the innovation themes, and ask your questions.
	Access to learning platform	/	Hub platform	Always available	Re-watch all recorded webinars and download presentations and other learning materials.
NETWORK	Meet-ups & guided tours	Depends	In-person	On occasion	Join us at in-person meet-ups at some of the largest European trade fairs and textile conferences. You will also get the chance to visit open innovation facilities.
	Access to the expert contact database	/	Hub platform	Always available	Find contact details of experts, speakers and other Innovation Hub subscribers.
COLLABORATE	Co-creation Strategy Paper	Depends	Online platforms may vary based on needs	On occasion	Collaborate with other Innovation Hub members and shape bold strategies and vision papers to be presented at high-impact events. In 2026, the DigitX Innovation Hub will map the digital transformation of the EU textile and apparel industry.
	Hands-on workshops	Depends	In-person	On occasion	Attend live demonstrations and try out innovative tools and solutions at technology partners' premises.
SHARE	Your news & events	/	Hub newsletter, LinkedIn	Every 2 months newsletter & social media on occasion	Publish your news in the DigitX Innovation Hub newsletter and share it with your fellow Hub members. Boost your visibility by sharing your content also via our social media channels (only for paying subscribers)

Planning 2026 Q1-2

January	February	March	April	May	June
Onboarding	Strategy Co-creation session 17 February	Learning webinar DIGITAL PRODUCTION 12 March	Strategy Co-creation session 16 April	Learning webinar DIGITAL PRODUCTION 12 May	Learning webinar DIGITAL SUPPLY CHAIN 4 June
Learning webinar 20 January	Learning webinar The Impact of digital technology and AI on fashion design 26 February	Learning webinar DIGITAL SUPPLY CHAIN 26 March	Texprocess 21-24 April, Frankfurt, Germany	Textile ETP Annual Conference 26-28 May Amsterdam, Netherlands DIGITALISATION THEMED	Learning webinar DIGITAL PRODUCT CREATION 18 June
	Newsletter		Newsletter		Newsletter

Annual Innovation Hub Subscription Fees

A full-year learning and networking programme for the price of a 2-day conference ticket.

 <p>Expert</p> <p>✓ 1 person</p> <p>€500/year</p> <p>Free for ETP Associate members</p>	 <p>Team</p> <p>✓ 3 persons</p> <p>€750/year</p> <p>€500/year for ETP Associate members</p>	 <p>Corporate</p> <p>✓ Unlimited</p> <p>€1000/year</p> <p>€750/year for ETP Associate members</p>
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The membership in the Innovation Hub is a yearly recurring subscription, automatically renewed each year in January. New joiners subscribing as of 1 July each year will be invoiced 60% of the yearly fee for the running calendar year. They will be automatically invoiced the normal yearly fee in January of the next calendar year, and all following years.

[Subscribe to the Innovation Hub](#)

The Organisers

The European Technology Platform for the Future of Textiles and Clothing, Textile ETP in short, is the largest network for textile research and innovation in Europe. It acts as a think tank, strategic connector and EU funding access facilitator for textile industry, research, education and cluster organisations.

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Key Technology Partners

SMARTEX AI

SmartexAI, Portugal
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Co-hosts



ITA Academy, Germany
www.ita-academy.de/en/welcome/



CITEVE, Portugal
www.citeve.pt



Finnish Textile & Fashion (STJM), Finland
www.stjm.fi/en



Politecnico di Milano - Dipartimento di Design, Italy
www.dipartimentodesign.polimi.it

Supporting Partners



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www.euratex.eu

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