



Bringing Premium Blanks to Life in 3D



BELLA+CANVAS has always set the standard for premium blank apparel. From quality and fit, to ethical production and innovation. Their founders learned this business on the shop floor, not in a boardroom, where mistakes cost real money and quality is the only currency that matters. That same hands-on philosophy drives their modern LA-based design team today, constantly reimagining what's next in the blank apparel space.

"We work with partners who value accuracy as much as we do, and BELLA+CANVAS is at the top of the list. Their standards for quality, fit, details, and fabric engineering are exceptionally high, making them an ideal match for our technology. By digitizing their products, we are making their craftsmanship more accessible to decorators, distributors, and businesses who rely on precision to bring ideas to life."

— Alan Murray, CEO, SEDDI

In that spirit of innovation, BELLA+CANVAS partnered with SEDDI to bring their most iconic styles into 3D, giving decorators, distributors, and brands access to true-to-life digital versions of their products inside Decorator™, the branded apparel industry's most advanced visualization and communication platform.

"At BELLA+CANVAS, we're always looking forward to new innovations and opportunities. SEDDI Decorator is just that. An innovative partner that will change the way we design and sell graphic apparel."

— Tori Novosel, Sr. Director, Brand & Creative Marketing, BELLA+CANVAS

The Collaboration Process

To ensure total accuracy and brand integrity, the SEDDI and BELLA+CANVAS teams worked closely together, leveraging BELLA+CANVAS's bill of materials (BOM) and production specifications to recreate each garment in precise digital detail.





SEDDI's digital bill of materials (BOM) directly mirrors the brand's real-world production data, ensuring every material, stitch, and construction detail aligns with physical reality. Using SEDDI's textile digitization technology, the partnership captured the true physics of fabric drape, weight, texture, and fit across the BELLA+CANVAS line.

Powered by seven years of research and development and several patented innovations in digital textile and garment simulation, SEDDI's advanced 3D engine models apparel down to the seam and stitch in an easy-to-use format.

"You can't communicate construction and fit with flat imagery, and physical samples don't scale," says Alan Murray, CEO of SEDDI. "Our 3D models offer a new option, assuring clients that what they see on screen matches what they'll receive."

This level of precision ensures that graphics and printing techniques appear exactly as they would on real fabrics, from drape and texture, to fit and color.

"A logo on an XS vs. a 4XL is wildly different," Murray continues. "Decorator™ shows you how it'll look across sizes."

Powered by Detail

Every BELLA+CANVAS style in Decorator™ reflects the company's obsession with fit, feel, and authenticity. The 3D recreations capture not only fabric drape and structure with remarkable accuracy, but also the brand's extensive color library—over 300 shades precisely matched.

"These 3D representations capture the fabric drape and structure with remarkable accuracy. Customers will have access to the most accurate digital representations of our products."

— **Tori Novosel, Sr. Director, Brand & Creative Marketing, BELLA+CANVAS**

The Anatomy of Accuracy

What it takes to digitally recreate BELLA+CANVAS apparel, accurately.

1,886

Digitally modeled components:



Jersey
fabrics



Rib knit
fabrics



Fleece
fabrics



Thread
+ trims



Hardware
+ fasteners



Size
labels



Fit
avatars

32

Styles

Each digitally
constructed from
production-accurate
components

7315

SKUs

Generated
without sacrificing
fabric behavior,
fit, or detail

The Value of Accuracy

Both SEDDI and BELLAL+CANVAS share an ethos rooted in accuracy. In an era where AI can generate generic imagery, true-to-life representation has become a competitive advantage.

"Accurate product detail and visualization are more important than ever. AI can create common visual representations of just about anything, but what it can't do is replicate the individual details of fabric weight, finish, and color. These are the details that make products unique and valuable, and this is the value that SEDDI Decorator brings."

— **Tori Novosel, Sr. Director, Brand & Creative Marketing, BELLAL+CANVAS**

By offering customers accurate digital representations of their garments, BELLAL+CANVAS not only supports faster, more confident sales and design decisions, they also elevate the entire industry standard for what "digital apparel" can mean.

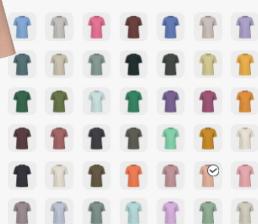


"SEDDI Decorator is efficient, consistent, and completely on brand, every time."

— **Mod Deckelman, Senior Director of Promotional Products Division, Lahlouh**



Brand: BELLAL+CANVAS
Style Number: 3001CVC
Style Name: Unisex Heather CVC Short Sleeve Tee
Colorway Name: Heather Peach



Being a part of Decorator's 3D library also gives BELLAL+CANVAS a presence directly within the workflows where purchasing and design decisions are made. Their products appear where decorators, distributors and brands collaborate visually, making BELLAL+CANVAS styles easy to discover, explore, and ultimately choose. As new styles and colors are released, they can be added to Decorator's library, ensuring products remain up to date and visually accessible to the industry professionals who rely on Decorator™ every day.

"We put so much care into the manufacturing of premium BELLAL+CANVAS garments," says Tori. "Partnering with SEDDI to create accurate digital visualizations of our products is truly an honor."

Looking Ahead

BELLAL+CANVAS continues to lead the blank apparel industry through innovation and collaboration, setting new expectations for visual accuracy and creative empowerment. Together with SEDDI, they're redefining what it means to design, visualize, and sell premium apparel in the digital age, building with, not for, the creators who shape culture everywhere.