Ditto: Customization and Made to Measure with Niasia Pinnock of Ditto

Chapter 1 - Ditto: Customization and Made to Measure

Overview

(upbeat electronic music) - Hi, I'm Niasia Pinnock of Ditto. (laughing) I'm a designer, pattern maker, sewist, and maker of all things crafty. Let's Ditto together. I wanna introduce you to the freshest update in the pattern industry in 160 years. Ditto is a pattern projection ecosystem that is made up of the Ditto hardware, the Ditto pattern website, and the Ditto app. Ditto branded patterns are paperless and customizable. With Ditto, you get to the fun of sewing faster. The Ditto system was designed by sewists like you and me. It was created to make the patterning process less frustrating and more exciting. Ditto allows anyone from the home sewist to the fashion designer to create what previously they could only imagine. (upbeat electronic music continues)

Website and custom fit profile

- The Ditto website is where all your patterns live. It allows you to be your own designer. Let's walk through the benefits and features together. This is dittopatterns.com. Here's the homepage. And as you scroll down, you'll be reminded of all that Ditto offers. You can create your own patterns. It talks about sustainability, it saves you time with sewing and cutting. Here, you can also see where you can purchase your Ditto, either at JOANN or at Singer. If you need a reminder of how Ditto works, you can hover over the How Ditto Works tab. We're gonna be focusing on patterns, but if you're also interested in other brands, the other third party brands, we have Butterick, Liesl + Co., Style Arc, Named patterns just to talk about a few of our partners. If you need some tutorials, you can click on the tab here. I'm currently signed in, but if you haven't created your Ditto account, you can do that now. I'm gonna go to the Patterns now. Go into Women's Patterns. As part of the Ditto pattern subscription, you have access to all of these patterns, as well as thousands of others. Our partner patterns are also mixed in with the Ditto patterns. We also have customizable Ditto patterns. You'll see that with the yellow header on the top that says Customizable. The main difference between a traditional pattern and a customizable pattern is that you get to try your hand at being a fashion designer. I'm gonna work with the Collins Jumpsuit now, so I'm gonna type that in on my search bar. You'll notice on the right-hand side, that there are little icons here that'll show you the different attributes that you can change out. I'm gonna start by choosing my pattern size as I traditionally would. And then that way, I can walk through all the different style attributes. So I can take a look at lengths. And as I click on it, you'll notice that the technical sketch here updates. I can start with a really long length, the full length pant, or I can go short with a Jamaica Short and my patterns will be updated. I'm gonna go back to my ankle length and I'm gonna look at different neck lines. This Collins Jumpsuit originally started with a curve V neck line and an ankle length. I'm gonna change it out to a round neck, or I could try a sweetheart neck, or maybe a wide square. I think I like the curve V neck so I'm gonna stick with that. I can also change out my sleeve lengths, so I can go for a full puff instead of my elbow length as I previously had. I can also go for a short length or a three quarter. I think I like the full length, so I'm gonna go for that. And the last thing that I wanna do before I finish up here is that I wanna name it. I'm thinking about wearing this to a bridal shower so I'll just put in Niasia's Bridal shower jumpsuit. I'm gonna purchase this pattern and I'll add it to my bag. So great, my pattern is named. It shows the technical sketch that's been updated. Even if you don't choose a customizable pattern, any Ditto branded pattern can be customized with your body

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measurements. You just head over to your pattern library and go to your fit profile and enter your measurements. Entering your measurements here takes all the guesswork out of sizing. To create your fit profile, you need to have purchased at least one pattern. I'm gonna use the jumpsuit that I just designed. So you're gonna wanna click on your size customization. You can use this size customization for any Ditto branded pattern and that includes men's, children's, all of the above. So the first thing I'm gonna do is name my fit profile. And I'm gonna change my height 'cause I'm not 66 inches. (laughs) I'm about, hmm, let's go with 63. Since I've updated my height, it'll prompt me to update my back length measurement, since it needs to be less than one quarter of my height. So with my height being 63 inches, let's go with 15 and three eights. Okay. And as you can see, the message disappeared. So the software will accept fractions, but it won't accept decimals, so make sure you're using fractions when you're inputting your measurements. You can also switch it to centimeters if that works better for you. And again, if you need any help with determining what this measurement is, you can always click on the Information tab here. It'll give you a graphic on how to take the measurement, as well as some verbiage on what the measurement is. Once I'm happy with everything that's here, I will update the model. And it's all done. Once I've updated the model, it'll update my patterns so when I'm ready to project, my measurements will be projected with those patterns. For every pattern that you design, you'll need to update the fit model. Once you've customized your pattern with your measurements, you'll notice here that the date added is updated as well and the time, so you could have several iterations of this pattern that you can save the fit profile for. If you happen to lose weight, we can update that as well. Let's look at the downloaded PDF instructions. The instructions are full of details that you'll need to know about the pattern, including the notions that you'll need to complete your garment. It has the technical sketch here. It lists the pattern pieces that you'll need. It also shows a diagram of the pattern pieces, cutting instructions, body measurements, and pattern measurements. And these are updated according to the measurements that you put in in your fit model. It also shows the suggested layout for your pattern and the amount of yardage that you'll need. You'll note it here right on the top. Once we get down to the sewing instructions itself, then it has detailed pictures and images of how to complete your garment. Once you're ready to make this garment, you'll head into your Ditto app and project from your pattern library. Spend time on the Ditto pattern website shopping, browsing and designing your own garments. Once you've customized your patterns, you'll spend the majority of your time in the app projecting and cutting.

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