**New Media Fashion**

Online product customization is a consumer expectation. Companies like Dell Computers, Scion Cars, Republic Bikes (and many others) provide online customizable products to the masses, catering to the aesthetic or functional specifications of their customers. The apparel industry has always been known for offering bespoke, tailored items.

Before Apliiq, online customization in the fashion industry was either graphic adornment or full-built construction, leaving serious desire for a friendlier user-generated experience. Graphic adornment includes printing or embroidering words or graphics on garments, as is the case with [zazzle.com](http://zazzle.com/" \t "_blank) or [customink.com](http://customink.com/" \t "_blank). In these cases, the user must come prepared with a witty phrase or artwork, and a vision of final composition. Full-built construction companies, such as [timbuk2.com](Timbuk2.com) (bags) or [nikeid.com](nikeID.com) (shoes), allow customers to choose every component of the products, from laces, to straps, to soles, to inside lining, and even insignia stitch colors. This can often be an overwhelming product design experience where users fall into a rabbit hole of never-ending options. Apliiq provides an innovative option for customization.

Apliiq pioneers the use of fabric appliqué as a process of customization. Instead of designing every element of a product, or requiring a degree in graphic design, the use of fabric patches as a medium for expression is a simple way for users to create thoughtful, personalized products. Apliiq seeks and collects fabrics with rich histories or designs that tell a story.  In this way, the customer is picking their patches from a diverse library of historic patterns each with its own cultural and geographic identity.  Subsequently, Apliiq boasts a simple game-like customizer, where users pair garment colors and fabric patches to design well composed final products that are unique yet recognizable, attention grabbing yet subtle.