Conlon, Jo and Taylor, Andrew

Innovating the collaborative future of global fashion business

Original Citation


This version is available at http://eprints.hud.ac.uk/15462/

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

http://eprints.hud.ac.uk/
Designs on E-Learning International Conference

Innovating the collaborative future of global fashion business

Jo Conlon
Andrew Taylor
School Of Art, Design & Architecture
University of Huddersfield
7th September 2012
This project explores the future of fashion business education

This presentation is in three parts:

- What triggered the research
- How things worked out
- How we did it
Chaos of a redesign → New conceptual model
Synchronized Apparel Product Development Cycle

PLM Scenario

**Line Planning**
- Year (N-1) Business Results
- Statistics from ERP (revenue segmentation, store performances, …)
- Devt of Collection Structure for Year N

**Design**
- Trend Search – ideas for new themes/fabrics/styles
- Receive info on approx number of styles to develop per product line
- Fabric Development
- Develop StoryBoards
- Validation of Styles to be retained based on collection structure defined
- Definition of assortment blocks/labels, given style will hit the store

**Product Devt**
- Receive demand in MC (to-do list)
- For validated styles, show development of technical specification
- Development of pattern files, upload to PDM
- Size Spec, POM Table, Label, Packaging...
- Validation of Styles to be retained based on collection structure defined
- Designers develop the style in detail (color/fabrics/accessories)
- As soon as a Style is validated, related MC process for 'product level' is initiated.
- Definition of assortment blocks/labels, given style will hit the store
- Designers develop a line for each style
- Designers develop the style in detail (color/fabrics/accessories)
- Designers develop the style in detail (color/fabrics/accessories)

**Sourcing**
- Receive demand in MC (to-do list)
- Shortlisted vendors will be given access to product spec, including pattern files.
- Validate in MC
- Receive notification in MC
- Based on input from Sourcing & QC, Suppliers are reviewed
- Physical prototypes are received by labs. They conduct QC tests, and input results in PDM

**Remote Manufacturer**
- Vendor directly accesses the Spec Sheet via web. Immediate response from Vendors on price, time...
- Receives a set of slightly modified patterns.
- Receives validation in MC for go through to production.
- Receives validation in MC for go through to production.
- Receives validation in MC for go through to production.

**Fabric Supplier Quality Control**
- Receives RFQ for Fabric Suppliers
- Response to RFQ
- Iterations with QC for validation
- Validated Info, MC to-do list valid
- The Supplier responds to RFQ delay, and other metrics immediately, and in a short delay, responds to the Spec Sheet with a 3DVG file.
- Receives set of slightly modified patterns.
- Receives validation in MC for go through to production.

**Proximity Supplier**
- Via Line Planning, the decision is available to all concerned in Design dett.
- Via Master Calendar, a to-do list is initiated.
- The Supplier directly accesses the Spec Sheet via Web.
- The Supplier responds to RFQ delay, and other metrics immediately, and in a short delay, responds to the Spec Sheet with a 3DVG file.
- Receives set of slightly modified patterns.
- Receives validation in MC for go through to production.

**Production Run**
- Go-ahead for Production
- On-the-Spot Quality Control (PDA connected to Web)
- Validate in MC
- On-the-Spot Quality Control (PDA connected to Web)
- Validate in MC
- On-the-Spot Quality Control (PDA connected to Web)
- Validate in MC

**Marketing/Design**
- Validate in MC
- Validate in MC
- Validate in MC
- Validate in MC

**Gain real-time view of collection advancement**
- Show tracking of data on styles adopted versus dropped, other LP metrics...
- Receive notification in MC
- Validate in MC
Walltexx

WALLTEXX Mission Statement

WALLTEXX's mission is to serve as a non-profit organization working to fulfill hospitals need to create a safe and comfortable environment for children within their care.

WALLTEXX aims to improve children's experiences within a hospital environment, whilst reducing their anxiety.

Our Team

Earth Kids
How Does it Work?

- Charm Activated
  - 15 Sec
  - Calls Next of kin
  - Call Answered
  - Next of kin deals with the situation
  - Call not Answered
  - Calls Next of kin
  - Call Answered
  - Calls Next of kin
  - Calls Next of kin
  - Police are alerted through our company's automated system
  - Call not Answered

Prototype
- 3-D Model
  - Tracking Device and Bluetooth
  - Silver Pendant Design
  - Speaker and Audio Circuit
  - Activation T-bar

RAISE THE ALARM

The Collection
Software used
The learning design

Pre-loaded Wiki
- PLM visual as overview
- Belbin questionnaire
- Tuckmann Model
- Previous projects (depth)
- Role profiles (more than members)

Lectures topical content
- Lecture on team effectiveness
- External speakers - opportunities - real life perspective
- Proposal form for submission week 5

Team project work

Prepare
- Bring info on trends & product shows to share

Team
- Meet. Bring Belbin self perception
- Contract/evaluation of peers. Communication

Allocate Roles

Confirm product for development

Prototype
- Formalise formative feedback to prevent ‘drift’

Presentations to panel
- Group mark allocation

Reflection
- Team de-brief

Personal reflection log
- Include evidence if petitioning against a group mark

Resources

Tasks

Support

Forming team task / icebreaker
- Example of a team contract
- Peer review guide
- Facebook group or Prezi collaborate
- Tutor available end of every session. 30 mins “team time” week 1-5
- Common problems encountered
- IT Manager consultancy session
- Other specialist sessions: - Finance - Product performance

The learning design

Constructed using Oliver et al (2007) temporal sequence framework for role-based learning designs
Key Aspects

1. Planning and preparation
2. Team project
3. Reflection and evaluation
Key Aspects

1. Planning and preparation
2. Team project
3. Reflection and evaluation
Key Aspects

Resources

Tasks

Support

1. Planning and preparation

2. Team project

3. Reflection and evaluation
Key Aspects

1. Planning and preparation
2. Team project
3. Reflection and evaluation
Use of external consultants

IT Managers meet with consultant

Overview of main providers PLM range of technologies in apparel/soft products.

Students research cloud technologies as alternatives and then disseminate relevant lead their team from their position of ‘expert’

Lead their group to consider choices of social media for improving on and adapting on industry PLM software providers solutions.
Okayyy, so this is the one I want to use....it turns out I have the rubbish version of imovie so my editing isn't the best.

I used Google sketch up and cyber link power director software. It's not perfect but it's alright for a first attempt at software I had no knowledge even existed!

Keeping in touch through Facebook group messaging was convenient, yet I feel using the 'wiki' could have been a more professional way of exchanging ideas and thoughts as Facebook could often be distracting.

'Wiki' Team
The video - kitchen demo

I hope you like it! I used google sketch up and cyber link power director software. It's not perfect but it's alright for a first attempt at software I had no knowledge even existed!

Mal xx

Click play, you may have to double click it to make it bigger.

This is so good Matt! I think it's good how it shows all parts of the kitchen and we can say you can choose anything from the IKEA catalogue to add into your own design! x

Keeping in touch through Facebook group messaging was convenient, yet I feel using the 'wiki' could have been a more professional way of exchanging ideas and thoughts as Facebook could often be distracting.

Team Aswome (a.k.a group 11)
Open Group

Victoria West
Okayyy, so this is the one I want to use, I've done one with a tutorial as well but I reckon it'd be too long if we're showing it in the lecture. Sorry I've only sent it last minute, been working & till the past couple of days and it's killed me, should've done it before, lesson learnt! Also it turns out I have the rubbish version of imovie so my editing isn't the best.

http://www.youtube.com/watch?v=U1kc-jk15fSw

Longer video with a tutorial:
http://www.youtube.com/watch?v=4Dyk1ESholR
Outcomes

Cloud Computing
everything and the kitchen sink
Outcomes – additional benefits

Future
Students as practitioners to local businesses
Thank you for your time and attention

Contact: Jo Conlon
j.conlon@hud.ac.uk
References
