University of Huddersfield Repository

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 theme/fabrics/styles
- Receive info on approx number of styles to develop per product line
- Fabric Orders
- Develop StoryBoards
- Validation of Styles to be retained based on collection structure defined
- Definition of assortment blocks, given style will hit the store
- Receive demand MC (to-do list)
- Designers develop the style in detail (color, fabric, accessories)
- Validate in MC

#### Sourcing
- Receive demand in MC (to-do list)
- For validated styles, show development of technical specification
- Size Spec, POM, Table, Label, Packaging...
- Development of pattern files, Upload to PDM
- Validate in MC
- Validate in MC
- Validate in MC
- Validate in MC

#### Remote Manufacturer
- Vendor directly access RFQ & Spec Pack via web. Immediate response from Vendors on price, time...
- Develops 1st prototype on digitally printed fabric – directly plots on Lectra plotter using the modaris file, and cuts on singe ply cutter and assembles the garment
- Input measurement of assembled garment, modified pattern files and also comments. Send physical prototype.
- Validate in MC

#### Fabric Supplier Quality Control
- Physical prototypes are received by labs. They conduct QC tests, And results in PDM
- Receives validation in MC for go through to production.

#### Fabric Supplier
- Receives RFQ for Fabric Suppliers
- Response to RFQ
- Iterations with QC for validation
- Validated Style MC to-do list with deadline for delivery

#### 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 the delay, and other metrics immediately, and in a short delay, responds to the Spec Sheet with a 3DVG file.
- Receives a set of slightly modified patterns.
- Receives validation in MC for go through to production.

#### Product Devt
- Receive info on approx number of styles to develop per product line
- Start sketching of Styles
- Trend Search – ideas for new theme/fabrics/styles
- Validation of Styles to be retained based on collection structure defined
- Develop StoryBoards
- Validation of Styles to be retained based on collection structure defined
- Definition of assortment blocks, given style will hit the store
- Receive demand MC (to-do list)
- Designers develop the style in detail (color, fabric, accessories)
- Validate in MC

#### Product Devt
- Receive info on approx number of styles to develop per product line
- Start sketching of Styles
- Trend Search – ideas for new theme/fabrics/styles
- Validation of Styles to be retained based on collection structure defined
- Develop StoryBoards
- Validation of Styles to be retained based on collection structure defined
- Definition of assortment blocks, given style will hit the store
- Receive demand MC (to-do list)
- Designers develop the style in detail (color, fabric, accessories)
- Validate in MC

#### Remote Manufacturer
- Vendor directly access RFQ & Spec Pack via web. Immediate response from Vendors on price, time...
- Develops 1st prototype on digitally printed fabric – directly plots on Lectra plotter using the modaris file, and cuts on singe ply cutter and assembles the garment
- Input measurement of assembled garment, modified pattern files and also comments. Send physical prototype.
- Validate in MC

#### Fabric Supplier Quality Control
- Physical prototypes are received by labs. They conduct QC tests, And results in PDM
- Receives validation in MC for go through to production.

#### Fabric Supplier
- Receives RFQ for Fabric Suppliers
- Response to RFQ
- Iterations with QC for validation
- Validated Style MC to-do list with deadline for delivery

#### 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 the delay, and other metrics immediately, and in a short delay, responds to the Spec Sheet with a 3DVG file.
- Receives a set of slightly modified patterns.
- Receives validation in MC for go through to production.
How Does it Work?

15 Sec | Charm Activated
5 Sec | Calls Next of kin

Call Answered | Next of kin deals with the situation
Call not Answered | Police are alerted through our company's automated system

Calls Next of kin | Calls Next of kin

Call not Answered | Call not Answered

Prototype

3-D Model

Tracking Device and Bluetooth
Activition T-bar
Speaker and Audio Circuit
Silver Pendant Design

RAISE THE ALARM

The Collection

CUSTOMER PROFILE

Students
Females
16-45
Work/College/University Commuters
City Commuters

Sex attack at station
Tend all hands, avoid violence
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

Resources

Tasks
Support

1. Preparation / Team Formation
   - Prepare: Bring info on trends & product shows to share
   - Team: Meet. Bring Belbin self perception
     Contract/evaluation of peers. Communication

2. Team project work
   - Allocate Roles
     - Confirm product for development
     - Prototype
     - Formalise formative feedback to prevent ‘drift’
     - Presentations to panel
     - Group mark allocation

3. Reflection
   - Team de-brief
     - Personal reflection log
     - Include evidence if petitioning against a group mark

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 was 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

**Resources**

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

**Tasks**

**Support**

Pre-loaded wiki
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. Its not perfect but its alright for a first attempt at software I had no knowledge even existed!!!!!!!!!!!
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
