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...)**
- **Dev't of Collection Structure for Year N**
- **Validation of Styles to be retained based on collection structure defined**
- **Definition of assortment blocks, driven by given style will hit the store**

#### Design
- **Trend Search – ideas for new theme/fabric/styles**
- **Receive info on approx number of styles to develop per product line**
- **Fabric Development**
- **Develop StoryBoards**
- **Size Spec, POM Table, Label, Packaging...**
- **Validated fabric designs are printed out on Sapphire Digital Printers**

#### Product Devt
- **Receive demand in MC (to-do list)**
- **Fabric Supplier Quality Control**
- **Marketing/Design validation of virtual prototype**
- **Gain real-time view of collection advancement**
- **Show tracking of data on styles adopted versus dropped, other LP metrics...**

#### Sourcing
- **Launch RFQ – using basic spec package, and requesting price based on time delay, quality, conditions of payment and transportation...**
- **For validated styles, show development of technical specifications**
- **Receive demand in MC (to-do list)**
- **Receive notification in MC**
- **Go-ahead for Production**

#### Remote Manufacturer
- **Vendor directly accesses Spec Sheet via Web. **
- **The Supplier responds with price, delay, and other metrics immediately, and in a short delay, responds to the Spec Sheet with a 3DVG file.**
- **Valued in MC**
- **Validated Supplier receives MC to-do list with deadline for delivery**

#### Fabric Supplier Quality Control
- **Fabric Supplier Quality Control**
- **Fabric Design**
- **Marketing/Design validation of virtual prototype**

#### Proximity Supplier
- **Via Line Planning, the decision is available to all concerned in Design dept.**
- **Via Master Calendar, a to-do list is initiated.**
- **Receive notification in MC**
- **Validates in MC advancement of development**
- **Sends finished fabric to manufacturer by assigned deadline**

### Surprise:
- **Change in trend, need to immediately create a variant for collection in store**
- **Send digitally printed fabric to 3 shortlisted suppliers**

---

**Note:** The diagram contains a red "OUTDATED" circle, indicating that the process described may not be current or relevant. The specific details and processes outlined in the diagram should be reviewed for accuracy and currency.
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 experience within a hospital environment, whilst reducing their anxiety.

Our Team

Earth Kids
Software used
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

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

Team de-brief

Personal reflection log
include evidence if petitioning against a group mark

The learning design

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

Resources

Tasks

1. Planning and preparation

2. Team project

3. Reflection and evaluation

Support

Authenticity 100% the real deal
Key Aspects

Resources

Tasks

Support

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!

I feel using the 'wiki' could have been a more professional way of exchanging ideas and thoughts as Facebook could often be distracting.

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.
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
