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Conlon, Jo and Taylor, Andrew

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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 Vendor
- Validation of Styles to be released based on collection structure defined
- Definition of assortment block labels given style will hit the store

Design

- Trend Search – ideas for new theme/fabrics/styles
- Receive info on approx number of styles to develop per product line
- Fabric Design
- Receive demand for validation in MC (to-do list)
- Sales Spec, POM, Table, Label, Packaging...
- Development of Storyboards
- Designers develop the style in detail (color/fabric/accessories)
- Validate in MC
- Gain real-time view of collection advancement

Product Devt

- Receive demand for validation in MC (to-do list)
- For validated styles, show development of technical specification
- Size Spec, POM, Table, Label, Packaging...
- Development of Storyboards
- Designers develop the style in detail (color/fabric/accessories)
- Validate in MC
- Gain real-time view of collection advancement

Sourcing

- Receive demand for validation in MC (to-do list)
- Launch RFQ – using basic spec package, and requesting price based on time delay, quality, conditions of payment and transportation...
- Shortlisted vendors will be given access to spec, including development file for measurement of assembled prototype
- Validate in MC
- Validate in MC
- Send digitally printed fabric to 3 shortlisted suppliers

Remote Manufacturer

- Vendor directly access RFQ & Spec Pack via web. Immediate response from Vendors on price, time...
- Receives a MC to-do list in his PDM
- Receives RFQ for Fabric Suppliers
- Response to RFQ
- Iterations with QC for validation
- Validated Styles MC to-do list with deadline for delivery

Fabric Supplier Quality Control

- Receives notification in MC
- Validate in MC
- Receives validation in MC for go through to production.
- The Supplier responds to the decision with a list of slightly modified patterns.
- They conduct QC tests, and results in PDM
- The Supplier receives MC to deliver
- They conduct QC tests, and results in PDM

Proximity Supplier

- Via Line Planning, the decision is available to all concerned in Design dept.
- Via Master Calendar, a to-do list is initiated.
- The Supplier directly accesses the Spec Sheet via Web.
- The Supplier responds to the decision with a list of slightly modified patterns.
- Receives validation in MC for go through to production.

Other suppliers

- Show tracking of data on styles adopted versus dropped, other LP metrics...
- Trend Search fabrics & new themes – Year.
- Business (Revenue)
- Statistics from ERP (revenue segmentation, store performances...)
- Demand received in on-time delay
- Launch RFQ
- Validate in MC
- Receive RFQ for Fabric Suppliers
- Response to RFQ
- Iterations with QC for validation
- Validated Styles MC to-do list with deadline for delivery

Validation of fabrics designs are printed out on Sapphire Digital Printers

Receive notification in MC

Production Run

- On-the-Spot Quality Control (PDA connected to Web)
- Validate in MC
- Production Run (PDA connected to Web)
- 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
          - Police are alerted through our company's automated system.
        - Call not Answered

Prototype

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

The Collection

Customer Profile

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

Sex attack at station

END ALL FORMS OF GENDER-BASED VIOLENCE
Software used
The learning design

12 weeks, (2 x 2 hour taught sessions per week plus self-directed (x2 recommended)

- 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

Tasks

- 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

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

Resources

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

Resources

Pre-loaded wiki

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

Resources
Tasks
Support
Consultants
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 findings to 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.

'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
