Innovating the collaborative future of global fashion business

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Designs on E-Learning International Conference

Innovating the collaborative future of global fashion business

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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
- Validation of Styles to be returned based on collection structure defined
- Definition of assortment blocks/label given style will hit the store
- Receive notification in MC
- Designers develop the style in detail (color/fabric/accessories)
- Receive demand MC (to-do list)
- Show tracking of data on styles adopted versus dropped, other LP metrics...
- Validate in MC
- Show tracking of data on styles adopted versus dropped, other LP metrics...
- Validation of fabrics designs are printed out on Sapphire Digital Printers
- Go ahead for Production Run
- Production Run
- Send digitally printed fabric to 3 shortlisted suppliers
- Validate in MC
- On-the-Spot Quality Control (PDA connected to Web)
- Validation in MC

Design
- Trend Search – ideas for new theme/fabrics/styles
- Receive info on approx number of styles to develop per product line
- Fabric Development
- Develop StoryBoards
- Size Spec POM Table, Label, Packaging...
- Validate in MC
- Based on validation of virtual prototype
- Go ahead for Production Run
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Product Devt
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Sourcing
- Receive demand 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 Sheet via Web. Immediate response from Vendors
- Develop 1st prototype on digitally printed fabric - directly plots on plotter using the modaris file, and assembles the printed fabric
- Validate in MC
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- Go ahead for Production Run
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Remote Manufacturer
- Vendor directly access RFQ & Spec Pack via web. Immediate response from Vendors on price, time...
- Vendor sent a MC to do list in his PDM
- Physical prototypes are received by labs. They conduct QC tests. And results in PDM
- Receive notification in MC
- Go ahead for Production Run
- Production Run
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Fabric Supplier Quality Control
- Receive RFQ for Fabric Suppliers
- Iterations with QC for validation
- Validate in MC
- Reinspection for validation
- Receives validation in MC for go through to Production
- Receives validation in MC for go through to production
- Validate in MC
- On-the-Spot Quality Control (PDA connected to Web)
- Validation in MC

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 with slight delay, and other metrics immediately, and in a short delay, responds to the Spec Sheet with a 3DVG file.
- They conduct QC tests. And results in PDM
- Receive notification in MC
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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 childrens experiences within a hospital environment, whilst reducing their anxiety.

Our Team

Earth Kids
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

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

Reflection
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

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
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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!!!!!!!!!!!!!

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.

'This is so good Mill! I think its 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'

'Oh wow, yer thats really good! When u talk about it in the presentation you'll have to point out the changes as you go because some of the changes are quite subtle. Which is good because people aren't going to make all the changes you sat have a set idea and colour scheme in mind. well done x'

'thursday 12/02/2010 11.16 PM by kerry bannell | delete
this is so good Mill! I think its 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'

'tuesday 12/02/2010 1.21 PM by Lindsay Taylor | delete
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Team Awesome (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 I'd be too long if we're showing it in the lecture. Sorry I've only sent it last minute, been working 8 till 9 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=U-kc-jx1515w

longer video with a tutorial:
http://www.youtube.com/watch?v=WDyk1xShols

Urban Decay Day to Night Eye Pencil review
www.youtube.com
New Urban Decay product review!

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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
