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Designs on E-Learning International Conference

Innovating the collaborative future of global fashion business

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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...)
- Development of Collection Structure for Year N (Business Results Statistics from ERP)

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 Validation of Styles to be retained based on collection structure defined
- Definition of assortment structure - given style will hit the store

Product Devt
- Receive demand (to-do list) for validated styles
- Show development of technical specification
- Size Spec, POM, Table, Label, Packaging...
- Development of pattern files, Upload to PDM

Sourcing
- Receive demand (to-do list) for validated styles
- 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 product spec, including pattern files.
- Validate in MC

Remote Manufacturer
- Vendor directly accesses the Spec Sheet via Web. Immediate response from Vendor on price, time...
- Receives 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
- Receives iterations with QC for validation

Fabric Supplier Quality Control
- 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.

Gain real-time view of collection advancement
Show tracking of data on styles adopted versus dropped, other LP metrics...
Sand digitally printed fabric to 3 shortlisted suppliers
Receive digitally printed fabric to 3 shortlisted suppliers

Go-ahead for Production
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 Call Answered

Next of kin deals with the situation

Next of kin

Call not Answered

Calls Next of kin

Call not Answered

Calls Next of kin

Police are alerted through our company’s automated system.

Call not Answered

Prototype

Bracelet Attachment

Tracking Device and Bluetooth

Activation T-bar

Speaker and Audio Circuit

Silver Pendant Design

3-D Model

The Collection

RAISE THE ALARM

CUSTOMER PROFILE

STUDENTS
FEMALES
16-45
WORK/ COLLEGE/ UNIVERSITY COMMUTERS

SEX ATTACK AT STATION
END ALL FORMS OF GENDER BASED VIOLENCE

CITY COMMUTERS
Software used
The learning design

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

Resources

Tasks

Support

- Pre-loaded Wiki
- PLM visual as overview
- Belbin questionnaire
- Tuckmann Model
- Previous projects
- Role profiles
- Lectures topical content
- Lecture on team effectiveness
- External speakers
- Opportunities
- Real life perspective
- Proposal form for submission week 5

- Forming team task / icebreaker
- Example of a team contract
- 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

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

1. Preparation / Team Formation
   - 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

2. Team project work
   - 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
Key Aspects

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

Resources

Tasks

Support
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

Resources

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

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 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.

'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

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References
