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/id/eprint/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:

1. What triggered the research
2. How things worked out
3. 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)

Design
- Trend Search - ideas for new theme/fabric/styles
- Receive info on approx number of styles to develop per product line
- Fabric Design
- Develop StoryBoards

Product Devt
- Receive demand in MC (to-do list)
- For validated styles, show development of technical specification
- Size Spec Pom Table, Label, Packaging
- Validate in MC
- Validate in MC
- Validate in MC

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 are the final list of vendors for the style
- Validate in MC
- Validate in MC

Remote Manufacturer
- Vendor directly accesses RFQ & Spec Pack via web. Immediate response from Vendor on price, time
- Receives a MC to-do list in his PDM
- Receives notification in MC
- Receives notification in MC

Fabric Supplier Quality Control
- Receives RFQ for fabric suppliers
- Iterations with QC for validation
- Validate in MC
- Validate in MC
- Validate 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.

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

Marketing/Design
- Receives notification in MC
- Validate in MC

Show tracking of data on styles adopted versus dropped, other LP metrics
- Validate in MC
- Validate in MC
- Validate in MC

Surprise: change in trend, need to immediately create a variant for collection in store

Send digitally printed fabric to 3 shortlisted suppliers

Production Run
- Go ahead for Production
- Receive notification in MC
- On-the-Spot Quality Control (PDA connected to Web)
- Validate in MC
- Production Run

Marketing
- Marketing
- Design
- Validation of virtual prototype

Gain real-time view of collection advancement
- Validate in MC
- Validate in MC
- Validate in MC

Manufacturers
- Receives a set of patterns
- Receives notification in MC
- Validate notification in MC
- Validate in MC

Validation in MC

PLM Scenario

Commercial
- Trend Search - ideas for new theme/fabric/styles
- Receive info on approx number of styles to develop per product line
- Fabric Design
- Develop StoryBoards

Fabric Supplier Quality Control
- Receives RFQ for fabric suppliers
- Iterations with QC for validation
- Validate in MC
- Validate in MC
- Validate 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.

Fabric Supplier
- The Supplier responds to delay, and other metrics immediately, and in a short delay, responds to the Spec Sheet with a 3DVG file.
- The Supplier receives a list of slightly modified patterns.
- Receives validation in MC for go through to 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?

Charmed Activated
Call Answered
Next of kin deals with the situation
Police are alerted through our company’s automated system.

Call not Answered
Calls Next of kin

Call not Answered
Calls Next of kin

Prototype
3-D Model

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

The Collection
Software used
The learning design

1. Preparation / Team Formation
   - 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

2. Team Project Work
   - 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

3. 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

The learning design

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

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
