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Collaborate into the Future: Connecting design and business practice with Product Life-cycle Management (PLM)

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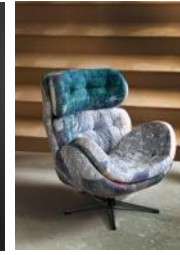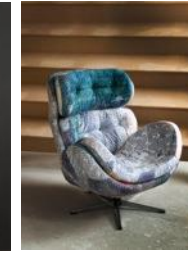
This version is available at http://eprints.hud.ac.uk/id/eprint/31308/

Digitalization of fashion and textiles: from concept to consumer

Image source http://www.whichplm.com/editors-choice/the-future-is-always-now-evolving-lifecycles-in-fashion.html

The aim of the planned event is creative exchange week is to enable the PLM licenses to be used more widely in fashion and textiles to capitalize on the benefits from this educational partnership

- Windchill FlexPLM Educational Bundle of 100 licenses £3180 +VAT (annual charge)
- £38.16 / license
- If all 321 F&T students accessed FlexPLM:
- **£11.89 / student / year**
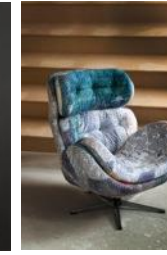
How has the project been funded to date?

- Year 1: Free
- Year 2: CVF
- Year 3: T&L Bid
- Year 4: TBC

Image Source: Simms, B. (2016), PTC

CHANGE & FUTURE CHALLENGE

Fast Fashion

Speed-to-Market

Supply Chain Transparency/ Complexity

Complexity of Omni-channel Processes

Digital Consumer/ Experience

Product Personalization

Image Source: Simms, B. (2016), PTC

Overview

- This session will cover the following:
  - Overview of Product Lifecycle Management (PLM) for fashion and textiles
  - Overview of the planned event 21st February
  - Discussion on how best to engage our students with this event
  - Discussion on the future of PLM within F&T courses

ADA first to deploy a PLM solution as part of its degree curriculum 2014

History of PLM UoH
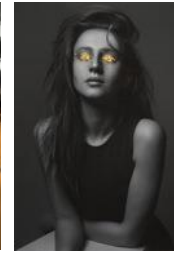
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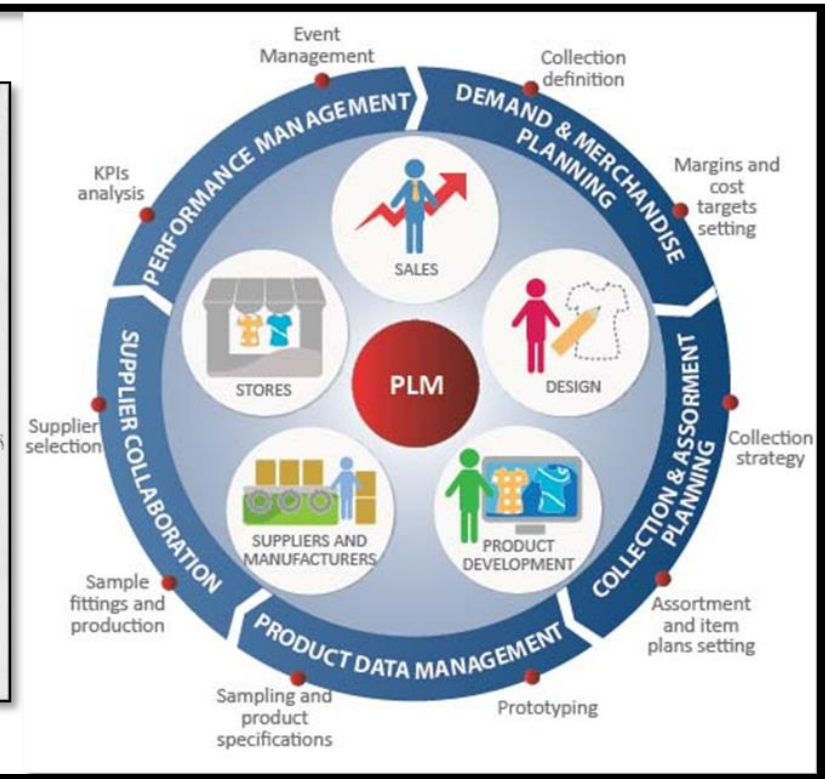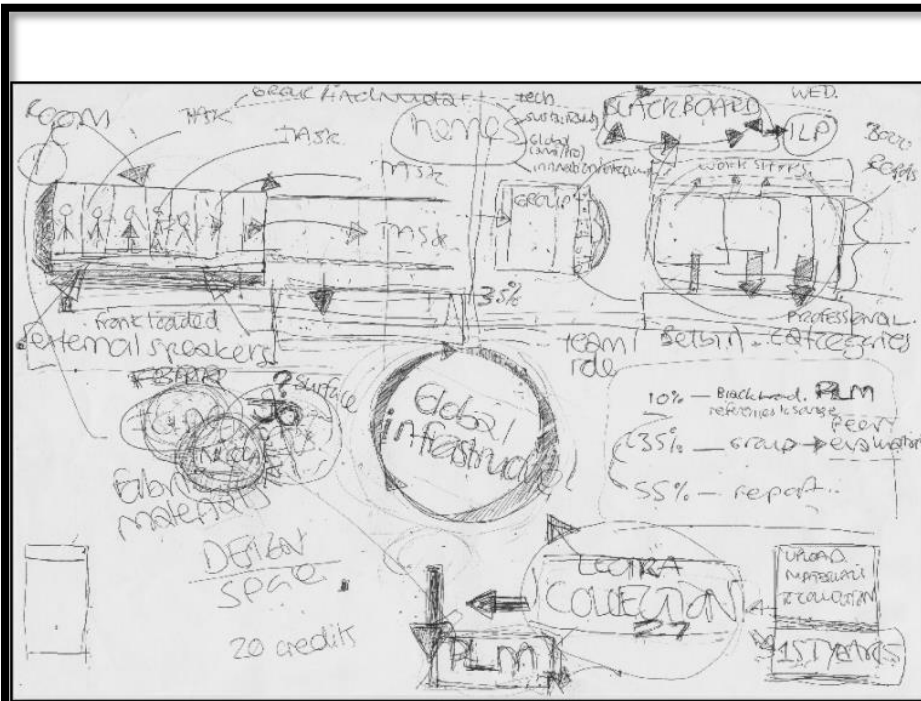
Redevelopment to simulate PLM in 2010

PLM model as a framework for the redesigned programme

http://eprints.hud.ac.uk/15462/: Conlon, Jo and Taylor, Andrew (2012) Innovating the collaborative future of global fashion business. In: Designs on E-Learning International Conference - Cloud and Crowd: Towards a collaborative future, 7th September 2012, University of the Arts, London.

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PLM is an essential tool for coping with the challenges of more demanding global competition, ever-shortening product and component life-cycles and growing customer needs

Saaksvuori & Immonen (2008)

Image source: WhichPLM

PTC FlexPLM Brands
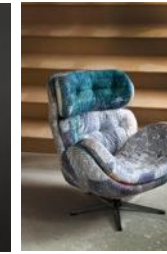
THE PLM MARKET LEADER
RETAIL, FASHION AND CONSUMER INDUSTRY ADOPTION

2/3 of leading retail, footwear and apparel companies rely on PTC's Retail PLM Solution*

*Note: 2/3 of fortune 500 companies which primary business is retail, footwear and/or apparel

Future R&D at PTC

- An expert partner for a journey of industry transformation

INTERNET OF THINGS (IOT)

AUGMENTED REALITY (AR)

PRODUCT LIFECYCLE MANAGEMENT (PLM)

- Corallo et al (2013:6) define PLM as "a strategic business approach that supports all the phases of product lifecycle, from concept to disposal, providing a unique and timed product data source. Integrating people, processes, and technologies and assuring information consistency, traceability, and long-term archiving, PLM enables organizations to collaborate within and across the extended enterprise."

Managerial

Technological

Collaborative
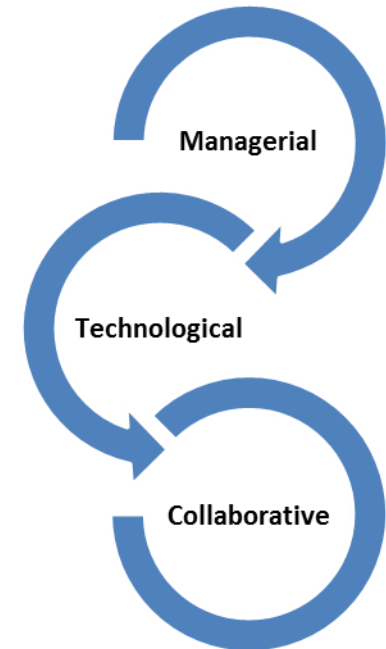
Features of PLM

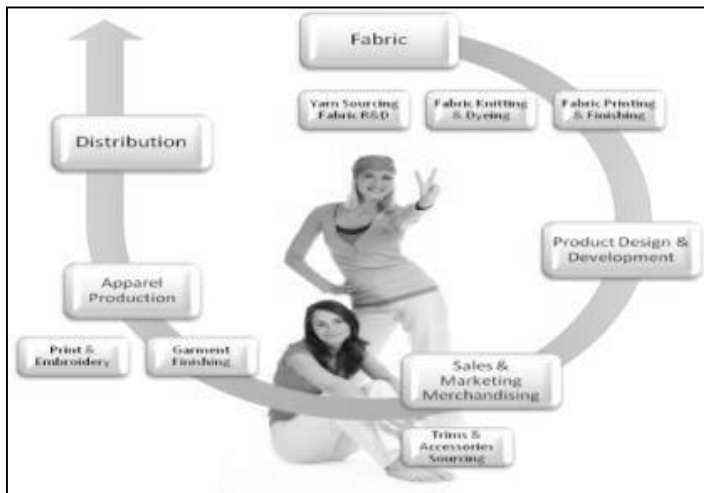# Three P's of PLM
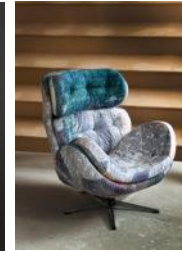
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PRODUCT DATA
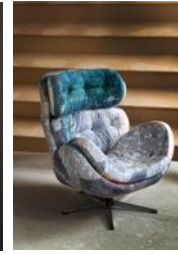
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FlexPLM brings together

across the lifecycle the 3Ps:

- **People**

- **Processes**

- **Product Data**

Student feedback

- Although my learning into PLM is only in its infancy, what I will take away from my first year in learning is that PLM isn't just software to improve existing practises. PLM exists to help change our thinking and approaches within the industry; in turn this will enable the industry to become more collaborative, more innovative and more responsive to the changes that are happening as we speak.

- Cameron, J (2016) http://www.whichplm.com/editors-choice/working-with-plm-a-students-journey.html

PLM Event week 2015

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WhichPLM, PTC, George at Asda and UoH staff & students

Creative Exchange
Event February 2017

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- Tuesday 21st February, 10am **CSLG/01**
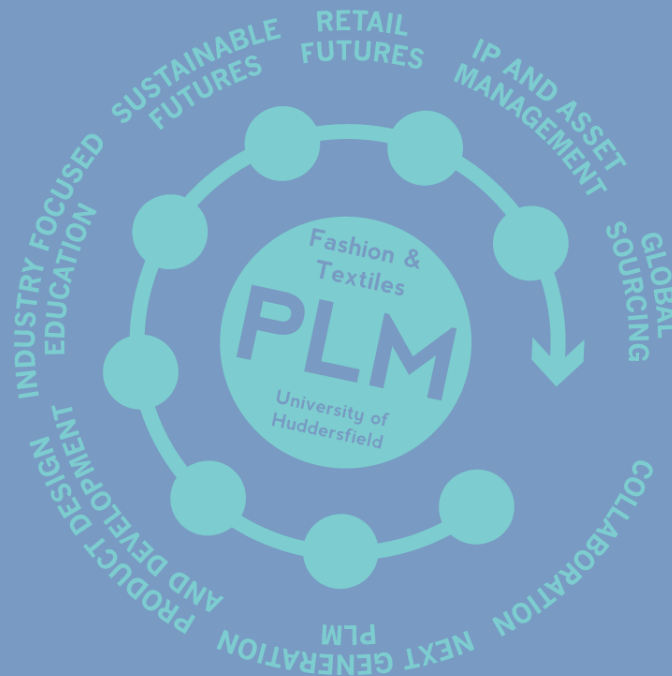
 The Sir George Buckley Lecture Theatre

Participate in
PLM Buying week

PLM

Participate in this live event to collaborate with
your peers to create, specify and source a range
for ASOS using industry-standard PLM system
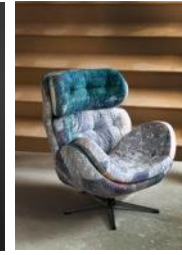"FlexPLM" and transform your employability.

Jo Conlon, Senior Lecturer
University of Huddersfield   Guest TBC

RETAIL FUTURES
SUSTAINABLE FUTURES
IP AND ASSET MANAGEMENT
INDUSTRY FOCUSED EDUCATION
GLOBAL SOURCING
Fashion & Textiles
PLM
University of Huddersfield
PRODUCT DESIGN AND DEVELOPMENT
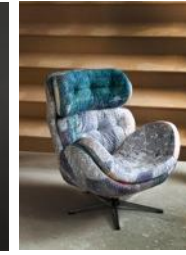NEXT GENERATION PLM
COLLABORATION

Retail Brand

- Challenges and trends in the industry
- Speaker from fashion brand (tbc)

asos
discover fashion online

MISSGUIDED
PEACE, LOVE AND FASHION
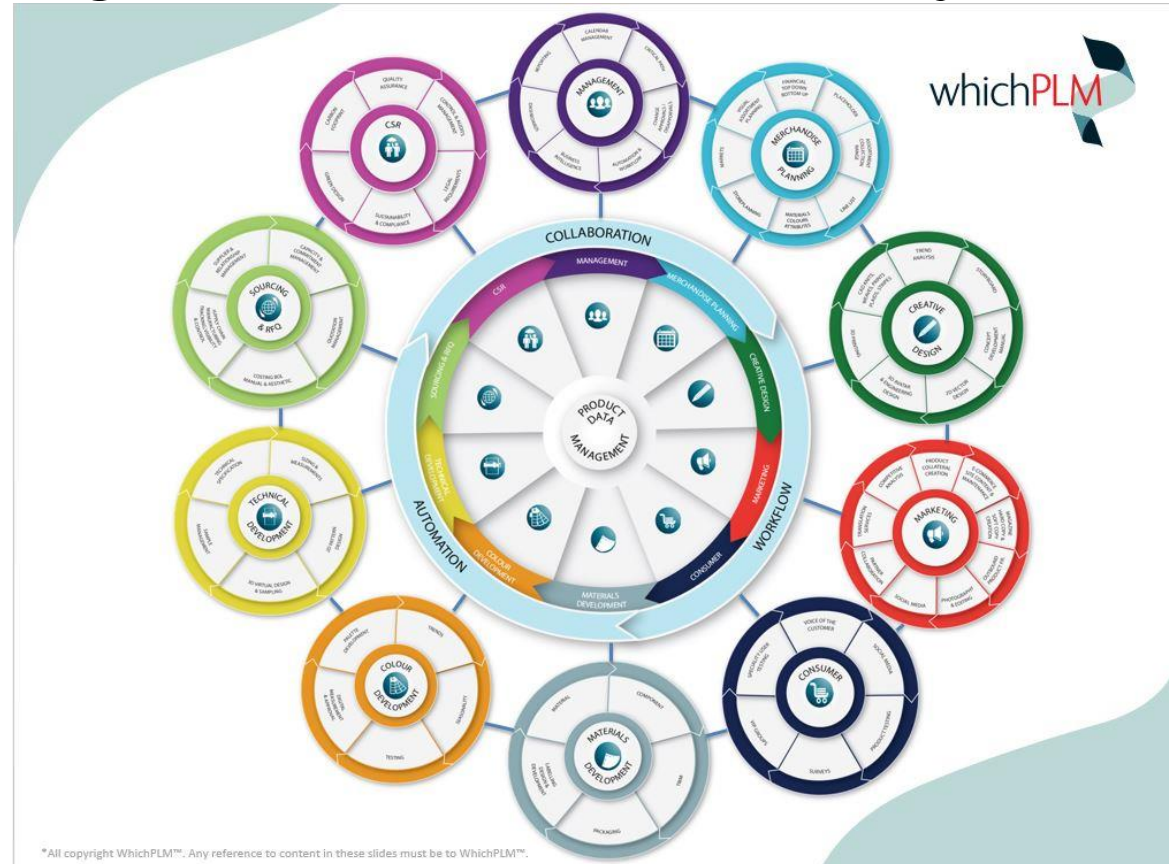
WhichPLM

- Mark Marrop, Mr PLM, MD WhichPLM "PLM and the digitization of the industry"

PTC

- Mark Lyness, PTC UK,

- "The Art of the Possible" - where a strong core of shared product data can improve process and experience from concept to consumer

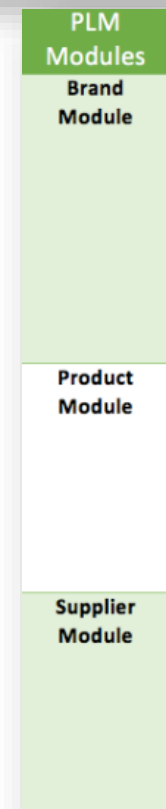Qualcomm Vuforia augmented reality demo - Nike

WELCOME, ABBY!
ENJOY 10% OFF BAGS
DURING YOUR VISIT TODAY

- Vivek Mani, ITC Infotech

- We can expect brands and retailers to have a "Green Star" tag on their products just like we have on electronic goods today

- The solution / product is built on the PLM platform and designed to make the entire process of sustainability scoring seamless - right from product design to commercialization.

APPAREL INDUSTRY IS DESTROYING OUR PLANET – CAN PLM REVERSE THIS?

PLM Modules

Brand Module

Product Module

Supplier Module

Round Table Plenary

- Each speaker will moderate a team to generate a solution to the challenge posed using ideas from the preceding presentations
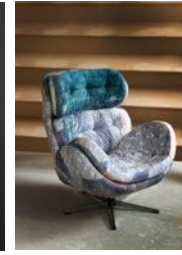- Present findings to prompt discussion

PLM / sustainability symposium June 2017

- Following on from PLM event 2016

- Technology as an enabler in the fashion & textile industry

  – What information is needed?

  – What support could we provide?

  – Who should attend?

Future collaboration

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Comments

Questions

Please contact us:

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Andrew.Taylor@hud.ac.uk