



## WELCOME TO FTALLIANCE

FTalliance is a 3-year academia-industries partnership (2020-2022) aimed to facilitate the exchange, flow of knowledge and co-creation within the Fashion-Tech sector to boost students' employability and innovation potential.

### FASHION TECH ACTIVITIES

#### **ESTIA and DECATHLON explore future job roles and skills in fashion-tech and sustainability**

*Online FocusGroup about sportswear*

- Organised by: Dimitri Masson - Estia, Gabrielle Miller - UAL
- With: Estia, Decathlon, UAL, Polimi, Grado-Zero.
- On: 22nd and 23rd of June, 2pm - 5:30pm
- Location : Online meeting

The two workshops aimed at bringing out emergent roles for the fashion tech industry. The particular focus of the Estia led workshops were guided by the Chair Bali and Estia ecosystem (and in particular Decathlon) interests around sportswear and sustainability. Decathlon is an innovative company, where fashion design and engineering is already combined, making it a great starting point to explore emerging roles. More than 20 roles have emerged from each workshop and will serve as a basis for future exploration.

#### **UAL and PVH explore future job roles and skills in fashion-tech**

*"Online Focus Group"*

- Organised by UAL
- With : UAL, PVH, HB, ESTIA, POLIMI.
- On: 27 May 2020 and 29 June 2020.
- Online meeting

UAL recently hosted two digital focus groups with fashion and lifestyle company PVH to explore emergent and future fashion-tech skills and roles. During these focus groups, participants from across design, management and HR at PVH came together to determine how fashion-tech is currently integrated across the value chain for core business at PVH. UAL along with members from the FT Alliance consortium from HB, ESTIA and POLIMI facilitated activities and discussion to explore the future directions of fashion-tech at PVH.

Exploring future scenarios in fashion-tech resulted in a range of emergent themes and insights on the importance of 3D transformation at PVH, how sustainability is driving future business models and material innovation, the growing importance of e-commerce and how increased collaboration is impacting transformative processes at PVH. The focus groups highlighted the importance of interdisciplinary fashion-tech skills and new job roles that would support and lead the future direction of fashion-tech at PVH.

The emergent insights will be shared in a report along with insights from focus groups facilitated by HB and ESTIA.

**The Swedish School of Textiles in partnership with the fashion innovation agency We Love You delivered the focus group “Shaping the future of Fashion” to explore on Fashion Tech industry developments with regards to disruptive business model innovations.**

*“Shaping the future of Fashion”*

- Organised by: the Swedish School of Textiles, University of Borås (HB) in collaboration with Swedish fashion innovation agency We Love You (WLY)
- With : fashion brands, tech companies, telecom operators and providers of circularity services.
- 3 digital episodes organised on:

*Episode 1, “Current and future revenue streams in Fashion-Tech Business Models” on June 2nd, 13.00-15.40 CET*

*Episode 2, “Essential business model transformations required for unleashing future revenue streams” on June 4th, 13.00-15.20 CET*

*Episode 3, “Fashion-Tech roles and skills to aid business model transformations” on June 16th, 13.00-15.35 CET*

- Location : Zoom meeting

The Swedish School of Textiles at University of Borås (HB) in partnership with the fashion innovation agency We Love You (WLY) delivers the focus group “Shaping the future of Fashion” to explore on Fashion Tech industry developments with regards to disruptive business model innovations. The major intention was to identify F-Tech skills and roles required to support business model transformation for unleashing untapped revenue streams enabled by integration of ‘analog’ and ‘digital’ fashion.

The focus group was carried out via three digital episodes that took place on June 2, June 4 and June 16. Brainstorming and discussion sessions were held in cross-disciplinary teams, embracing representatives from fashion brands, tech companies, telecom operators and providers of circularity services. A number of relevant insights were co-created in the due course of digital episodes, pertaining to (among others):

- Current disposition and stability of revenue streams,
- Business effects of digitalisation and landscape of digital business priorities,
- Future revenue streams preferred by the industry and characteristics of future F-Tech business model for capturing it,
- F-Tech related capabilities and characteristics of future F-Tech professional profiles (including skills and roles) required to aid business model transformation for new revenues capture.

The detailed summary of insights is available [here](#)

## VIEW UPCOMING EVENTS



### WHAT DOES THE FUTURE of PPE LOOK LIKE?

Torizonverkenning Beschermend Textiel  
Organizer by: Centexbel  
On 29/10/2020 -12 AM to 3 PM  
Location: Centexbel Zwijnaarde, online

In our yearly workshop on PPE, we'll update you on the latest development in the world of PPE, and demonstrating our ever-growing test capabilities for PPE. We'll also be discussing the application of new rules and regulations, and finish off with a presentation of the disinfection and decontamination of PPE. Do note:

this event is in Dutch.

[Link to register](#)



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PESPOW



ual urban college

STENTLE



ESTIA



THE SWEDISH SCHOOL  
OF TEXTILES  
UNIVERSITY OF BIELLA

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