

WLY/ Fashion Innovation Center

Company Structure,
Job Roles, & Research Areas



Company structure

We run a consultancy agency that engages in long-term projects within innovation and new technologies, focused on the fashion- and wearable markets. We build disruptive solutions placed in projects, brands and organisations. We design new business models and collaborations, acting as a strategic cross-industrial matchmaker.

Wly consulting

LONG-TERM PROJECT

Fashion Innovation Center (FIC)

FIC COLLABORATION BUSINESS DESIGN

Fusalp Futur x IFA Paris

BACK/POC SPORTS x FIT NY

About: We love you (Wly)

**Wly is an innovation agency
creating disruptive business
solutions through strategy,
creativity and new
technologies.**



About: Fashion Innovation Center

Fashion Innovation Center acts as an acceleration and innovation hub, merging new business, technology and research with hands-on explorations.

We solve real world problems with the goal of leading and supporting the transformation towards a profitable and sustainable fashion industry.



Designing the next generation of fashion.

The fashion industry needs to radically shift from the current outdated linear model to a 'lower the production – increase sales' approach. The key drivers spells cross-industry collaborations and new business models.

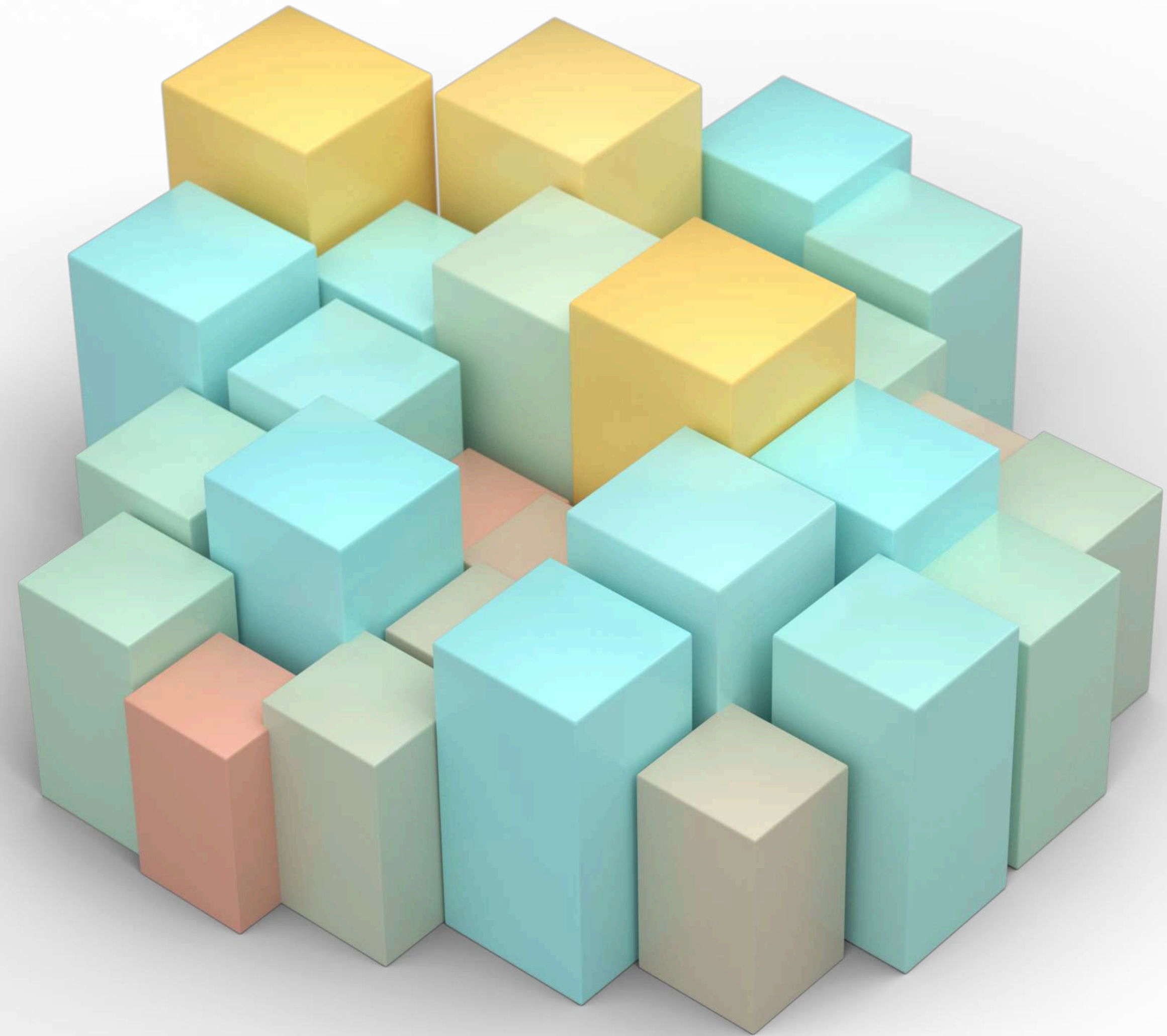
What happens when a gaming company joins forces with a fashion brand and invites developers to an open-source party? Or when a telecom operator connects a whole retail store? Can a streaming service become the next big fashion house?

Disruption through innovation creates new revenue streams.



Sustainability through collaborations

**Fashion Innovation center
accelerates the
commercialization of sustainable
fashion innovations through
collaborations between
companies, the financial sector,
start-ups and research**



Digitalisation and new innovations as a driver for strategic growth

Knowledge

Fashion Innovation Center maps discoveries within research, innovation and new promising start-ups that enable solutions for the fashion industry.

Analysis

Fashion Innovation Center creates goals for the project based on existing research. During and after the project, we follow up and document the real sustainability and growth potential.

Application

Fashion innovation center accelerates the digital transformation and develops strategies for cross-industrial collaborations. We use innovations to generate new products and services based on circular business models and new revenue streams.



Case Study: Fusalp Futur in collaboration with the brand Fusalp and IFA Paris.

The project aimed to imagine the clothing of tomorrow. Based on strategic marketing studies carried out beforehand, we helped the students at IFA Paris to create smart fashion products.

Three of the ten piece capsule collection, with integrated fashion tech elements, were pitched to a project jury. A connected jacket, a recycling service and a solar cell equipped jacket.



Case Study: A fashion-tech project in collaboration with the brands POC and BACK at Fashion Institute of Technology - NYC

Students at FIT Tech lab designed a cutting edge dress for BACK, featured at the Harper's Bazaar ICONS event that explored fashion as a service powered by wearable technology. The provocative designs were only the starting point for the students to pioneer how wearable technology creates opportunities featuring a business model where technology and fashion merge.

POC had recently launched a new product line intended specifically for bicycle commuters, it looked to us to create a product that utilizes wearable technology to enhance urban cyclist safety.

In response to this exciting challenge, the team developed a backpack with embedded directional signals and brake lights, controlled by the cyclist's mobile. The phone maps out a route through the city, utilizing our own microelectronics to control small vibrating motors on the rider's thighs indicating where to turn



Current and future Job roles

Job role areas WLY/FIC:

- Business Development
- Strategy
- Marketing
- Innovation
- Programming (backend, frontend)
- App development
- AI integration
- Electronics integration
- Engineering

New job role titles WLY/FIC:

Business Designer
Creative Technologist
Transparency Manager
Head of Smart Fabrics
Certification Coordinator
New revenue streams R&D

Fashion tech background

Fredrik Timour

Fredrik has a broad, deep and holistic perspective to digital fashion. He is currently setting up the Fashion Innovation Center. He also works for the Swedish Fashion Council as head of innovation.

He is also the founder of Neue, a platform for digital fashion development including both hardware, software and cloud services, for fashion brands and end user applications.

He has been running courses in fashion tech at Fashion Institute of Technology - NYC, London College of Fashion - London, IFA - Paris, Beckmans - Stockholm. Furthermore, he has been working directly with clients like Fusalp, POC, IKEA, BACK, Snickers Workwear, SAS, IBM developing new business models and concepts for digital fashion.

Kim Gustafsson

More than 20 years of experience in innovation, digital media, production, strategy, communication, and marketing. Some of the accounts and clients: Toni&Guy, Tresemmé, Atlas Copco, Carlsberg, Lipton, Unilever, Telia.

He is also the co-founder of the fashion-tech company, Neue Labs. He's been working with fashion-tech projects for brands, companies and organisations. Borås Högskola, FIT NY, LCF, IFA Paris, Poc Sports, BACK, Snickers, IBM, and many more. Kim works as a strategic advisor for Swedish Fashion Council and Fashion Innovation Center. He is also contracted as Marketing Director at Neue Labs.

Kim is also part of setting up Fashion Innovation Center.