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FOR IMMEDIATE RELEASE

Title: **WP1: Future Job Roles in Fashion-Tech** (11.12.2021)

The aim of WP1 is to facilitate the exchange, flow of knowledge and co-creation within the Fashion-Tech sector through action-based research for new pedagogical practice. Digital knowledge exchange activities and research frameworks were developed between HEIs and companies to evaluate the state of current Fashion-Tech curricula in relation to industry relevance and to build Fashion-Tech job profiles.

UAL led WP1.1 in partnership with ESTIA École Supérieure Des Technologies Industrielles Avancées, and Högskolan i Borås (HB), and hosted a number of online focus groups to define the skills of the future in Fashion-Tech.

The aim of the focus groups was to link and integrate the Edu4FashionTech (E4FT) curriculum model with industry activities and sector- and subject-specific approaches, to develop future job roles and define skills of the future. Politecnico di Milano designed a toolkit to facilitate and gain feedback on the E4FT curriculum during the focus groups.

Each HEI partner worked collaboratively with industry partner(s), to develop a bespoke focus group exploring a different subject-specific theme aligned with the E4FT Curriculum and focus of the industry partner. It was decided to explore different territories and directions in fashion-tech in order to complement the findings of the work package objective.

UAL X PVH: Fashion-tech across the value chain for core business.

HB X WLY: Fashion-tech for disruptive business models.

ESTIA X DECATHLON: Fashion-tech for core business and sustainability.

The emergent insights from the three focus groups will be shared in a report, along with research findings on the Fashion-Tech curriculum model, outlining an integrated and embedded approach for interactions with industry, and guidelines on new pedagogical approaches.

The research outcomes provided an understanding of the role of Fashion-Tech in employability; and insights into an understanding of the future opportunities this presents for graduates by exploring current and emergent future job roles. Exploring future scenarios in fashion-tech resulted in a range of emergent themes and insights, such as the emphasis of 3D transformations, how sustainability is driving future business models and material innovation, and the growing importance of e-commerce; with new eco-system/platform enabled revenue streams and revenue streams based on selling data. The focus groups highlighted the importance of collaboration and interdisciplinary skills that would support and lead the future directions of fashion-tech.

A summary presentation of this report is available to view on the FTalliance website. Here you can find details of the research findings, including of the future job roles defined in Fashion-Tech, and the transformations that are required to achieve these future directions within this domain. Results from WP1 feed into and inform future developments of the project deliverables as outlined in this presentation.

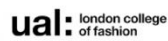
Ftalliance website: <https://fashiontechalliance.eu/en/>



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