

Your Future **me** Design Thinking Problem Brief

Department:

Manchester Fashion Institute

Problem Brief

Opening question:

How do we maintain/protect the human factor in a digital fashion world?

Context:

Fashion retail has been riding a roller coaster for the last ten years, consumers are spoilt for choice when it comes to digital alternatives to buy the latest fashion look, whether it is an online app, social media, interactive web page or customer-to-customer platform, we can shop and have product delivered 24/7. The digital revolution has enabled retailers to increase engagement, allowing users to explore thousands of products through their phones. The pace of change has warped the sense of normality, bringing changes in tradition, heritage, and history. Many global fashion events now have online alternatives to the traditional fashion show and trading experience, fashion brands are under more pressure to innovate their design and production methods, but at the same time be cost-conscious and sustainable.

There are many ways that the fashion digital revolution is driving a better and more sustainable fashion landscape and digital fashion is here to stay. Physical sampling is expensive, time consuming and unsustainable, brands are pushing forward the use of digital samples and content to influencers, purchasing digital platforms to design and develop products and changing the instore experience with self-check outs and automated post boxes for collections and returns.

However, there is a need to reflect on the pace of change and how the industry is adapting. Brands need to reflect on more than consumer demand, market penetration and retail behavior and consider the impact of the digital to human ratio in terms of product design, technology, sizing, fit, sampling, and the in-store experience. We are striving to be technologically forward thinking but how can we also protect the human factor and tangibility of fashion in a digital fashion world?

Starting points/ prompts:

What is your personal response to the digital revolution?

How are you preparing yourself for the future pace of change in employability skills?

Do you think digital tech has improved the industry? In what way?

Has digital tech created any barriers for humanism?

Has digital segmented the industry and consumers?

Who is the digital consumer? Are we all digital ready?

To what extent do digital technologies help or hinder collaboration?

What if a brand does not embrace the change?

What challenges has the digital revolutions brought to brands?

What are the impacts of the digital development of employment prospects?