



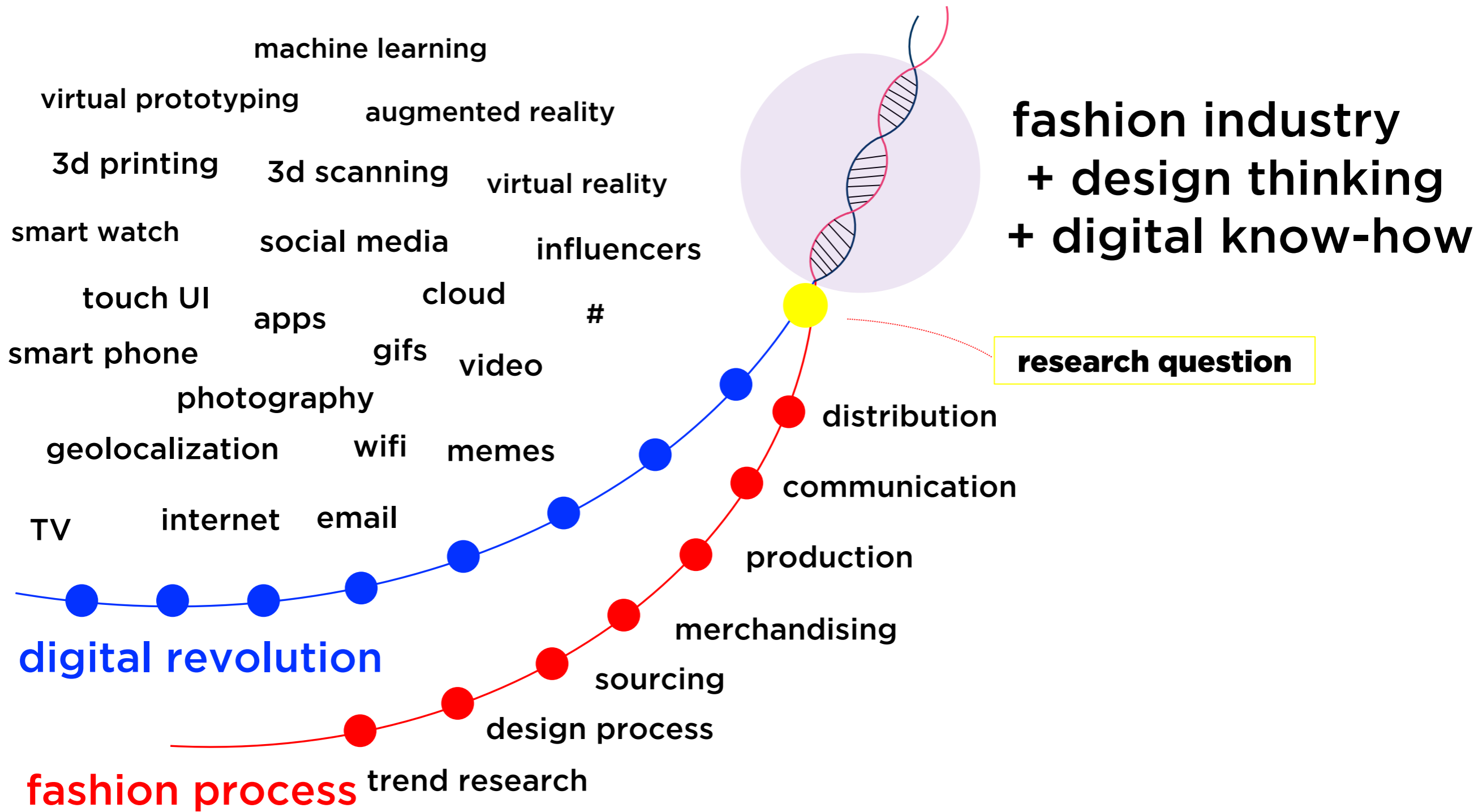
maintaining . expanding . breaking

# PARADIGMS OF DESIGN

**Christine Sakr**

**Design Process and Organizational Models of the  
Contemporary Fashion Company Informed by Digital Technologies**

key words: design process, digital tools, fashion supply chain



# Paradigm

Analyze the state of the contemporary fashion companies and identify the potential that digital technologies can generate to design a hybrid value chain.

**fashion design process & organizational models**

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**digital fabrication, internet of things, social media**



- unification of retail and communication strategies (ecommerce, social media)
- product design and consumption patterns (seasonality, collection structure)
- shift from products to experiences to personal transformations

**product development**

**approach to markets**

**management processes**

# Paradigm

**Traditional  
Supply  
Chain**

Creative	Production	Communication	Retail	Marketing	Management
Trend Analysis Target Setting Concept Design Development	Suppliers / Textile R&D Prototype Manufacturing	Art Direction Planning Design Production	Planning Design Merchandising	Strategy PR	Supply Chain Buying Sales Customer Service

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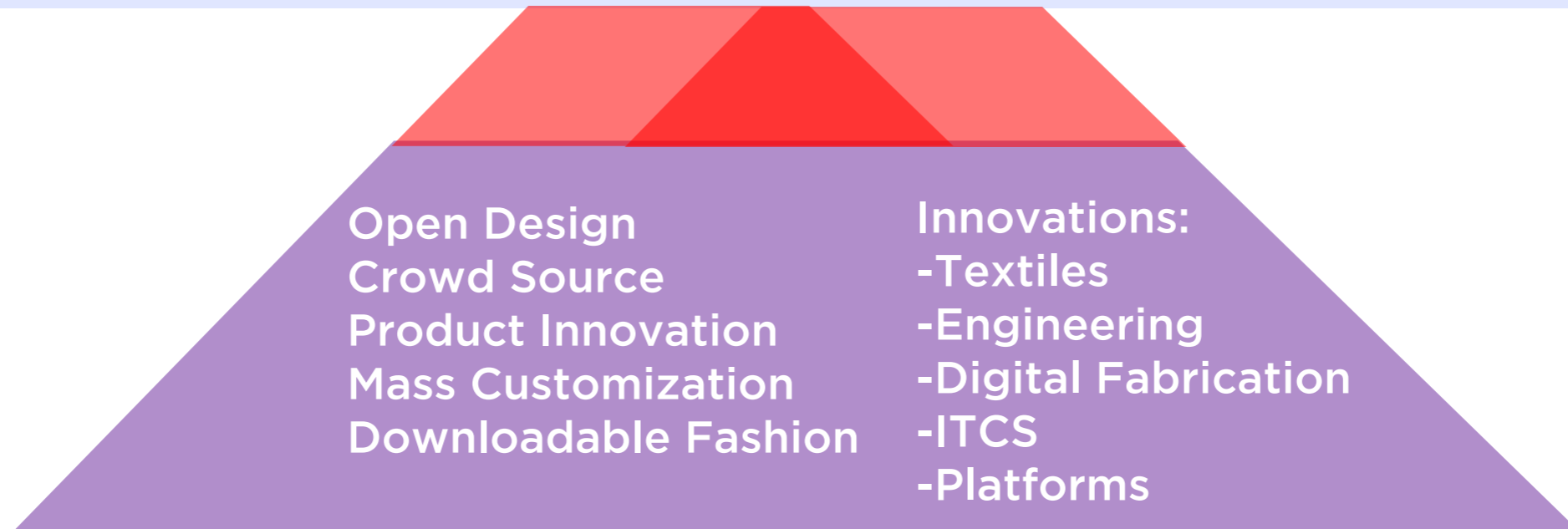
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**Digital  
Tools**

AI / Machine Learning Virtual Prototyping Personalization Open Source	3D Printing 3D Knitting	Social Media Touchable Video Live Stream	Omnichannel Connected Walls Virtual Reality Augmented Reality	Tracking Big Data Digital Buying
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**Hybrid  
Value  
Chain**



# Expanding

- \* Define Digital Tools
- \* Define Level of Integration & Innovation of Fashion Cycles through Digital Tools



creative process  
digital technologies  
value creation

# Breaking

\*Codify New Organizational Model  
= Hybrid Value Chain



lifecycle design  
digital platforms  
digital manufacturing  
materials and technologies

