

Invitation to
ExtraOrdinary Fashion Design,
the new demand of today's customers

28th of April 2005

design challenges **2/05**

Textilhögskolan, Högskolan i Borås
Sjuhärads Kommunalförbund

Centrum för Textilforskning, CTF
TEKOindustrierna

ExtraOrdinary Fashion Design, the new demand of today's customers. 28th of April 2005

Time schedule

9.00-9.30

Coffee and registration. Folkan, Österlånggatan 1, Borås, Sweden

10.00

Introduction of Larsh Eriksson and Simonetta Carbonaro

10.30

Erik Wilkinson, Merchandise Manager,
Neiman Marcus, USA

**Please, no boring
products! Fashion
Retailers need Innovation**

What kind of innovation is the one that one of the most successful USA apparel retailer is buying and looking for? Why and how does fashion retailing industry constantly need new and original ideas in order to avoid becoming stagnant and boring. What made Neiman Marcus become so successful?

Erik Wilkinson

Merchandise Manager for Neiman Marcus' Dallas flagship store, is responsible for the general management of ten of the fifteen stores sales divisions. His management duties include sales leadership, merchandising, store promotion, events and business development. Annual sales of the Downtown Dallas store are more than \$65 million. Since being named Merchandise Manager Erik was the largest volume buyer of couture tailored clothing in the world. Erik focused on continually updating Neiman Marcus' offering of luxury clothing brands and partnered with each manufacturer to refine their product lines, improve delivery timeliness and flow, and develop new marketing tools to reach the luxury consumer. His constant focus on brand evolution and product innovation led to the exponential growth and brand recognition of many of his manufacturers. In his more than 11 years as a luxury retailer, Erik has received fourteen Neiman Marcus stars for outstanding sales and profit results and was a member of the 2001 buying group honored as Men's Retailer of the Year for North America by MR Magazine.

12.00

Lunch

13.00

**The New Luxury of Alice in
“Real-land**

Simonetta Carbonaro, Design Management,
The Swedish School of Textiles, University College of Borås

The concept of luxury is undergoing considerable change in our Western societies. The Ptolemaic world view, in which luxury is a fixed star towards which all other quality levels refer, is today undergoing a Copernican revolution. This historical value shift will create new challenging scenarios for the whole design oriented consumer good industry.

Simonetta Carbonaro

Psychologist and author of numerous articles and essays on the subject of Consumer Psychology, Strategic Design, Customer Relationship Design. She is Professor in Design Management at the Textile School of the University Colleges of Borås where she researches in the fields of Humanistic Marketing, Strategic Design and Design Direction. She is currently member of the scientific steering committee of the postgraduate Design School Domus Academy in Milan where she teaches Business Design. She collaborated with Wolff Olins London in the conception of innovative branding strategies for main international companies. As head of the Value Branding and Strategic Design departments she is now a partner in the German consulting firm Realise.

14.00

Refreshments

15.00

**Quality and luxury at hand,
DIY fashion design project
for Muji, Tokyo**

Nicoletta Morozzi Branzi, Fashion Design,
Politecnico University of Milan

Through the experience of a recent research about do-it-yourself for Muji, simple and easy handy crafts will show the possibility to add one's own value to things. From Muji (no brand) products to the "me-myself-I" brand.

Nicoletta Morozzi Branzi

Artist, Designer and Fashion Designer. She is professor in Fashion Design at the Politecnico University of Milan, Italy. She is leading together with her husband Andrea the world renown Branzi design studio. In the late 70's she has been collaborating with Fiorucci . She is author of articles for fashion and design magazines and publications, catalogues and books (i.e. "Clothes for one year", Marietti, Italy; "Italy and Japan: Design as style of life", Nihon Keizai Shimbun, Japan ; "Italian Design 1963-1990, Electa, Italy; "The civilisation of Listening – and other notes about modern Japan", Cronopio, Italy). She has been the curator of prestigious fashion exhibitions at the Biennale of Venice, Pitti Immagine, and in Japan. She has been designing the fashion collection for the "Domestic Animals" and "City Animals" exhibitions. Her last personal exhibition of embroideries and tapestries has been presented at the Atelier Muji of Tokyo last November 2004 and at Pitti Casa during the Salone del Mobile in Milan last April. For Muji she is now proceeding on a research about do-it-yourself.

16.30

Conclusions

The Concept

Society is changing, consumers are changing, markets are changing and design directions are changing. Only marketing is still living in the past. It has not yet recognised the sign of the times and is continuing to apply the recipes and models of a by-gone age to the challenges facing us today. Our Seminar will explore a New Marketing and Strategic Design approach starting from a socio-cultural point of view (Prof. Simonetta Carbonaro), a retailing strategy (Erik Wilkinson, Neiman Marcus, USA) and a new fashion art&design formula (Nicoletta Morozzi Branzi for Muji, Japan).

The Swedish School of Textiles. Where academy meets industry.

The Swedish School of Textiles gathers research and education within the fields of fashion design, textile design, textile engineering, textile and design management and textile crafts. Our inter-disciplinary approach to research, combined with a broad educational base, makes us able to work in close co-operation with companies and other institutions; both nationally and internationally.

Textile Challenges. A chance to discuss research.

A series of seminars called Textile Challenge provides the industry as well as public institutions with the latest news from research and development within a broad range of subjects. From fashion logistics to design management to value driven processes, these seminars form meeting-points where discussion between academy and the business world can be taken to a fruitful level.

Brought to you by the Textile Research Centre, CTF.

In terms of research projects, joint action between us and the business world is a paramount value in obtaining our ultimate goal: presenting methods and findings that contribute to sustainable development – financially, socially, ethically – to a network of interested partners. In order to also make these findings useful in a practical context, we work closely together with a network of companies and institutions in the Textile Research Centre, that acts as a forum and a driving force behind joint projects between us and progressive actors in today's fast moving marketplace. This enables us to share our knowledge and methods – but also to take part of actual projects and ideas from the people who lead the various markets in our field; from fashion companies to technical companies, logistics companies and marketing agencies.

Previous Textile Challenges

Knitting Challenges, May 14 2003
Fashion Logistics, Nov 5 2003
Functional Textiles by Creative Processing, March 18 2004
Produktutveckling och skydd för design investeringar, Mars 15 2005

Upcoming Textile Challenges

Made in "my" country series:
Made in Italy, May 27 2005
Made in USA, Sept 19 2005

Seminar fee:

700:- SEK (875:- SEK incl. VAT)
Incl. coffee and refreshment.
Lunch is not included.

Payment:

PG 76 20 15-6
"Challenges 2/2005"
SWIFT address PGSI SESS,
Account 76 20 15-6,
Postgirot Bank
SE-105 06 Stockholm

Registration

Before April 22nd 2005 at our
website: www.hb.se/thS/ctf

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