

FASHION LAB - Bringing Fashion into customization

FINAL PROGRAM

Chair: Sirkku Liukkonen

09:30-10:00 Welcome and Introductions

10.00-10:45 Kick-off presentations
Clothing: Sirkku Liukkonen / www.annaruohonen.com
From Atelier work to mass customization

Shoe: Claudia Kieserling / www.selve.net
Selve - The Luxury Customizer

Business: Thorsten Harzer & Moritz Wellige, RWTH Aachen
A profit model to predict the impact of mass customization in fashion

10:45-11:15 Coffee break

11:15-12:15 Group work based on the presentations

Participants choose one of three groups to go into larger detail in discussing the results.

12:15-12:45 Presentation of the results

12:45-14:00 Lunch (light snack)

Experience mass customization applications in the fashion world live and discuss with the entrepreneurs and managers behind. A great networking opportunity!

Live demos: Pakersons Shoes, Spreadshirt, TAIK 3D knitting demo

14.15-15:00 Interactive discussion sessions in the plenary: The future of fashion customization

15:00-15:45 Wrap up: Sirkku Liukkonen & students

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