



WORKSHOP

FASHION BIG DATA TECHNOLOGY PLATFORM

New digital business models
for fashion and textile supply chains

FEBRUARY 19th 2021

h.10 - 12 am

ONLINE ON GoToWebinar

TARGET AUDIENCE

Fashion, textile and IT Professionals and
(Senior) Researchers

ORGANIZED BY:





INTRODUCTION

Internet, Big Data and Artificial Intelligence constitute the key technology drive for the future of fashion textile industry, permitting to create new business models for the whole supply chain.

In this workshop organized by the FBD_BModel Consortium, a novel fashion big data technology platform linking consumers' needs and market demands with the manufacturing processes will be presented. This platform enables the development of new business models for retailers (B2C) and business partners in the supply chain (B2B), providing data-based services.

You will have the opportunity to see this innovative solution in action and see how your business model can be changed with big data, and contribute to the discussion on hot topics and new trends: customized small series production for e-commerce, nearshoring, resilience and sustainability models, all abled by AI and big-data based services.

THE PROJECT

The textile and clothing industry still occupy a crucial position in the manufacturing sector in Europe. However, this industrial sector was challenged by a drastic reduction in Europe due to relocation to countries outside the EU with cheaper labour costs, leading to the reduction of manufacturing in Europe and leaving facilities as well as data and knowledge unexploited.

Supply chains in the EU are still too weak when facing international competition due to low levels of communication and cooperation between the concerned actors and lack of efficient tools for quick access to their target consumers. Existing digital platforms can only process relatively simple interactions, in which B2B (interactions of professionals) and B2C (shopping with consumers) models have not been systematically integrated.

The FBD_BModel project, funded by the European Commission, created a digital technology platform for enabling small series innovative high value fashion and functional garments manufacturing and e-commerce, through a fully connected and data-driven local supply chain in the EU, to meet consumer's personalized needs in terms of fashion and functional performances.

Based on this platform, novel B2B2C business models can be built, supporting the creation of customized textile production in Europe, promoting material innovations of European SMEs with connected professional networks, and preserving and updating professional knowledge in Europe.



FBD_BMODEL

FASHION BIG DATA BUSINESS MODEL

www.fbd-bmodel.eu



MORE INFO AND AGENDA:
fbd-bmodel.eu/final-workshop



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