



Scope and Challenges of SCM in Fashion Design Technology

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Abstract

Changes due to innovative ideas are recognized as most effective factor for human life. People have been living as per environmental conditions. However, the desire to create something new is dominating for Research & Development Activity. People seem to overcome problems of environment by adopting new Fashion and Style of Living.

Today world is working hard to bring simplicity, time saving and cost effective purposes. All areas of life style are touch upon by many institutes and individuals. From morning to night, for each activity, we find continuous change (Innovation). Outer looks are being modified and there is hardly difference between male and female.

The merging of fashion and image creates the look. But consumers are now expecting nothing less than luxury when they even seek ordinary. High street retail has risen to the challenge as consumers opt for cheap and cheerful goods. Hence, popularity of low cost retail clothes is rising.

The Chinese market is huge and the Chinese luxury market is still way behind the level the western world enjoys and is a market still to be captured. However, sociological differences and attitudes between regions means that manufactures will need to tailor their goods accordingly.

In this paper, I have summarized the details available to make people aware about opportunity and scope in fashion technology.

Keywords: Fashion, SCM, Retail

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1. Factors for Fashion Revolutions

Rising Popularity of Low Cost Retail Clothes

Consumers having the knowledge and ability to find a better bargain than clothing store. Copying the look and styling of one celebrity is now outdated. Ultimately the acceptance

of low cost retailers have led to the rising popularity of supermarket stores who provide the lowest of low cost retail clothes shopping.

China & India New Consumer Giants

The sleeping tigers of the east awake and surge forward in the new century. Both China and India flood the western market with goods that tempt consumers by their often high quality and low cost.

Women and Spending

Many women claim to own over 30 pairs of clothes. But they wear to death the same few pairs they love for their comfort as well as appearance. Women will frequently pay for half a higher priced item with cash and the rest by card. Creative accounting is alive and well among women everywhere.

E-commerce is changing the way many shop. The formerly hard to obtain handbag is now accessible to many. Now fashion is many faceted with so many choices there is a look for everyone. Stylish women know that beauty is nothing compared to impact. There is nothing worse than adopting a new fashion fad simply because everyone else does.

2. Types of models and modeling

There are several areas of modeling, each with its specific requirements.

High Fashion

Let's start with fashion modeling, which is quite a limited avenue as of now, but gaining in momentum. It encompasses everything from fashion shoots for glossies to mail-order catalogues; from live shows for haute couture houses to rag trade promotions. The term 'fashion', in this context, refers to clothing and accessories.

Modeling clothes is an art: the art of learning how to walk, to move, and show off the clothing to best effect to help sell it. When potential customers look at a model, they generally imagine themselves in that outfit. Clothing is designed to appeal to people leading specific lifestyles as well as to those simply aspiring to them.

If you do not get a particular job, keep in mind that your 'look' may have been considered inappropriate for that particular shoot. Madhu Sapre, Mehr Jessie, Sheetal Mallar, Namrata Baruwa, Ujjawala Raut and the list continues... They have strong and distinctive features. Exotic looks are popular. The majority of High Fashion models live in Bombay.

Children and Teens Modeling

Children and teens can find work in many different types of modeling including fashion shows and commercials. Teen models are generally called junior models.

Editorial Print Modeling

This refers to photography for magazines, including covers. This work is very eagerly sought after by model because of the exposure it provides.

Commercial Print Modeling

This refers to when models are photographed to promote a product on billboards, buses, magazines and newspapers. This type of modeling can be divided into two sections: Fashion Advertising and Product Advertising.

Runway (Ramp) Modeling

This is one of the most effective ways to gain exposure. It is considered the most glamorous type of live modeling. It requires a lot of confidence and grace. The model must make the audience think that she loves the outfit she is wearing. She must look comfortable and make even the dullest outfit look attractive.

Glamour Agency Typical Work

Topless and/or nude work, I don't think that anybody is interested in this. But since this is a part, hence I am addressing this also.

3.The changing nature of Japanese fashion

Quick response improves supply chain efficiency.

The offshore migration of fashion manufacturing from established markets to offshore countries has played a crucial role in transforming the way fashion is perceived in the contemporary world.

Globalization of the fashion industry has allowed consumers to gain easier access to new style at an inexpensive price. There are fundamental gaps that exist between the theory and the practice in light of the original premise that quick response (QR) could be the vehicle for a survival strategy of domestic apparel manufacturing in the industrial economies.

The changing nature of modern fashion

The equation of fashion consumption with that of use value, exchange value, and symbolic value is becoming more and more popular. Much of the success experienced by a group of fashion firms is attributed to their capability in innovatively copying competitors.

The textile-apparel (T-A) complex consists of a long and multifaceted supply chain that contains multiple labour-intensive and time-consuming processes. Integrating the entire fashion supply chain is virtually impossible, because of the limitations in accelerating the speed of sourcing and manufacturing before the fabric stage, in response to changing requirements in the marketplace. This has been the obstacle to the implementation of the “modern” and “rational” philosophy of quick response (QR) and supply chain management.

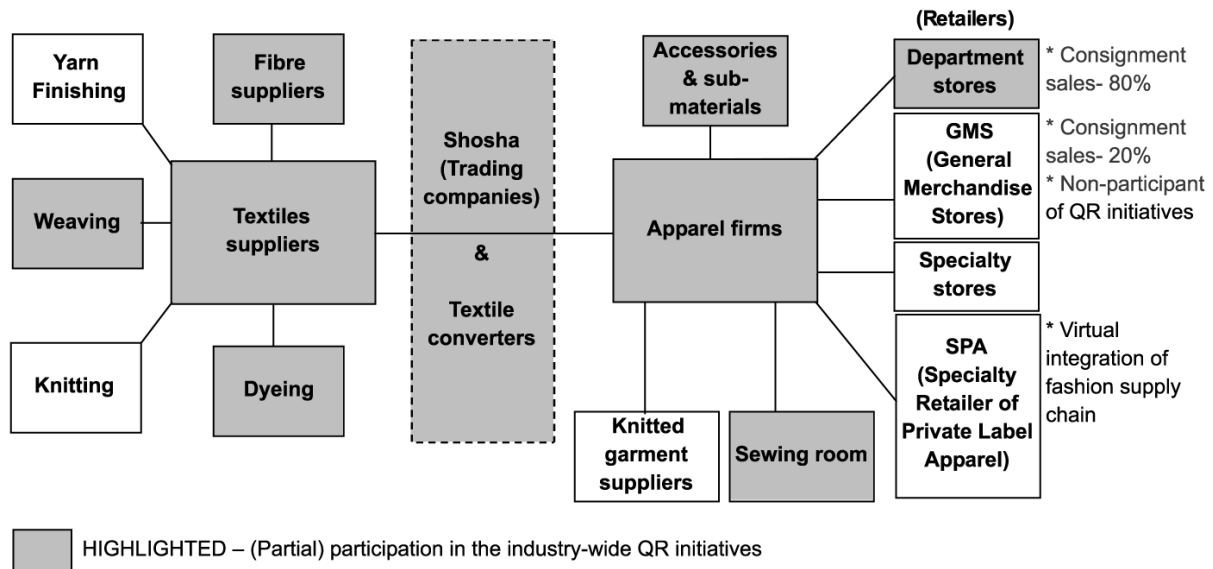
Offshore transfer of the labour intensive stage of the supply chain to low-cost countries has been one of the favorite options of companies in the industrialized nations to offset some of the risks in the volatile world of fashion. The benefit of reducing labour costs can offset the “speed”, “quality” and the “cultural content”.

Clothing is one of the most labour-intensive industries in modern economies. The developing countries have an enormous labour cost advantage over the advanced market economies, particularly in the garment assembly phases.

Fashion in Japan:

The Japanese fashion market is characterized by a fast-moving trend cycle with a vast choice of styles of quality items. This is partly because there are significant differences among the four seasons. Japan requires less size variety than most of the countries in the world.

Figure 1 The structure of the Japanese fashion industry



Source: FISPA (2003)

Practical implications

Gradual offshore transfer of QR is another salient factor that is likely to have a considerable impact on the future strategies of domestic manufacturers. When QR becomes an integrated part of the global supply chain, companies would be facing further difficulties in their survival. There should be niche opportunities in the market for domestic manufacturers in the supply chain, as the rise of the creative class in Japanese fashion and their geographical concentration across the nation has impressed the high-fashion community of the world.

It might be necessary for a fashion firm in the industrial economy to change their traditional mindset that is predominantly controlled by “speed”, “quality”, and “price”. The ultimate means of survival for domestic fashion manufacturing in an industrial economy may lie out of the QR and SCM legacy.

The medium-to-large scale apparel firms are likely to retain their current competence in the Asian Pacific region. Now their sourcing markets in the region are experiencing rapid economy growth, the opportunities in those markets will stimulate the internationalization of Japanese apparel firms to supply retailers in the Asia Pacific region.

4. On long run effects of fashion

We can examine the long run, dynamic interaction between fashion and industry structure. We can also find effects of fashion in the market for a product in the different stages of its life. “Fashion changes, but, should a fashion last for even a moderate length of time, so strong is the principle of inheritance.” Fashion is thought as the tendency of consumers to prefer a variety (design, brand) of a good. In natural sciences, Darwin’s account suggests that fashion can have dramatic, long-lasting effects.

Equilibrium

First, we consider the decision process in the goods market. Since high quality gives more utility than low quality, a consumer always chooses a unit of good of high quality. If the two firms have the same quality and prestige, the consumer will randomize.

Fashion acts only as a selection rule when consumers face firms with the same quality but different prestige. In other words, if one ruled out fashion, in the long run she would observe no change in the allocation of resources or utility.

Conclusion

The sharing rule when firms merge can be thought as the reduced form of a bargaining game between the owners of the two firms after the merger.

The existence of frictions in the goods market is important to generate a meaningful role for the social norm. In an economy with centralized trade and without frictions, a consumer could always buy a unit of good of high quality.

The indivisibility of money and goods eliminates the role of prices. In fact, profits would be driven to zero whenever two firms with the same quality compete for a consumer. The factor that drives the interaction between fashion and industry structure is the impact of prestige on firms’ merging decisions. The market for glasses provides a first example. In recent years, fashionable brands such as Prada, Gucci, Armani have significantly expanded their presence in the market for eye glasses and sunglasses. This expansion has mainly occurred through different forms of partnership.

The evolution of the watch industry in the French and Swiss Jura in the last three decades covers a second example. This example also allows us to assess how a merging process supported by fashionable brands affects the quality and success of a product in the long run.

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