Invitation to seminar, March 6, 2008
Mass Customization & Innovation in Retailing

Producing goods and services to meet individual customer's needs

textile challenges

Photo: Clemens Thornqvist

Textilhögskolan, Centrum för Textilforskning CTF, Textile Innovation & Competence Center TIC, i samarbete med Swerea IVF, TEKO och Sjuhärads Kommunalförbund
A series of seminars called Textile Challenges provide 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.

Today’s business world faces a series of challenges for the future. New customer behaviour with internet shopping and the possibility for people to get another shopping experience then before. Mass customization, in marketing, manufacturing, and management, is the use of flexible computer-aided manufacturing systems to produce custom output. The challenge is to let the customer take an active part of the design and development of the product. New retailing concepts where modern computer equipment give the customer an interactive and positive shopping experience.

Welcome!

Program

09:30 - 09:45  Coffee and Registration

09:45 - 10:00  Introduction to Mass Customization, Knit on Demand & University College of Borås, Joel Peterson, Jonas Larsson

10:00 - 10:30  John Kim, Executive Vice President for Design and Brand at Hyundai & KIA Motors, Korea

10:30 - 11:00  Mass Customization in retailing.
Lecture by Christian Lott, Unicatum, Kaiserslautern, Germany

11:00 - 11:30  On-line Mass Customization.
Jan Höjman, Managing Director of Tailor Store AB, Helsingborg, Sweden

11:30 - 12:00  Design Systems for Knitted Garments.
Thanassis Charalambis, Managing Director of Eneas Informatica Srl.

12:00 - 12:30  Smart Retail Systems
Matthew Man, General Manager of Schmidt RFID, Hong Kong

12:30 - 15:00  Lunch and exhibition
Schmidt RFID – Smart Retail System
Tailor Store AB – www.tailorstore.se
Symaskinservice AB – Embroidery & Printing
BEAB – Print On Demand
Sweden Logistics – Logistics Network
Knit On Demand – Make your own garment
Hans K – Demand driven furniture maker
ENEAS – Design Systems for Knit wear
Christian Lott, Unicatum, Kaiserslautern, Germany

One of the pioneers in Mass Customization. Owner of Unicatum store in Kaiserslautern in Germany. Using 3D body scanning systems Unicatum can offers custom made suits, jackets, shirts that fits you body perfectly.

Jan Höjman, Managing Director of Tailor Store AB, Helsingborg, Sweden

Managing Director of Tailorstore.se, an on-line retailer of customized business shirt. The company was founded in 2003 and since February 2007 the official brand is Tailor Store. Tailor Store AB is based in Helsingborg in the south of Sweden. The company was awarded “Best e-commerce company in Scandinavia 2006” by SIME.

Thanassís Charalambís, Managing Director of Eneas Informatica Srl.

Thanassís Charalambís Provides advanced modular graphics system for designers, stylists and colourists, working in the textile and clothing industries. Used by a world-wide client base who demand the most diverse design requirements and turn them quickly into orders thus increasing Design Productivity. Specialists in program for knitwear, hosiery and fashion design.

Matthew Man, General Manager of Schmidt RFID, Hong Kong

General Manager of Schmidt RFID. Schmidt RFID is a part of Schmidt & Co Ltd. It is a Hong Kong based developer and provider of RFID based technologies. Schmidt & Co Ltd. Has over 20 years experience in automatic identification. Last year the Smart Retail System was introduced in two Mi Tu stores in Hong Kong increasing sales about 30 percent.

The concept of mass customization is attributed to Stan Davis in Future Perfect [1] and was defined by Tseng and Jiao (2001, p. 685) as “producing goods and services to meet individual customer’s needs with near mass production efficiency”.

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 fastly 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.

Today’s business world faces a series of challenges for the future. Many of these are related to the whole business process. From brand building to marketing, design, production and distribution; all aspects of the modern company are currently subjects of a critical review that will ultimately result in tomorrow’s business models. The rules of today no longer apply.

The Swedish School of Textiles generates new thoughts, models and methods of positive and sustainable growth. It’s all about designing methods, processes and products, about interdisciplinary education, resulting in a dynamic view of the world.

We want to see the latest research findings put to use by companies and organisations. In a series of seminars, called Textile Challenges, we give you the chance to meet up with the academy; in an intensive and entertaining format. A compressed programme gives an opportunity to meet the people who lead the development towards sustainable profitability – and profitable sustainability. You are most welcome!

The seminar is free of charge but seating is limited.

February 29th, 2008 latest, on our webpage: www.hb.se/ths/ctf

The seminar will be given in English.

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