

Lisa Kanbur
GGS 273
Unessay Proposal

Medium: Website

Topic: Fashion and Technology

Hypothesis: This project will explore the impacts of technology on the fashion industry along with the implications this has on designers, makers, and consumers. Along with this, it will explore the future of fashion design and production and how technology plays a role in this and whether it can help or hinder the people driving the fashion industry.

Bibliography:

Gazzola, Patrizia, Enrica Pavione, Roberta Pezzetti and Daniele Grechi. "Trends in the Fashion Industry: The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach." *Sustainability, MDPI, Open Access Journal*, vol 12(7): 1-19.
<https://ideas.repec.org/a/gam/jsusta/v12y2020i7p2809-d340280.html>

The companies that make up the fashion industry exhibit so many different business models along with many deep transformations into the lifestyles of consumers. Newer generations are starting to pay attention to issues such as sustainability, so fashion trends are being affected by this attention. These issues prompt companies and designers to employ different technologies to achieve their goals, so exploring the use of technology with goals such as sustainability and appealing to Generation Z is an interesting concept to look at.

Hsu, Chiui, Claudia Wang and Rungtai Lin. "The Study of Developing Innovation on Technology Enabled Design Process." *Cross-Cultural Design, Methods, Tools and User Experience*, vol 11576: 3-17. https://link.springer.com/chapter/10.1007/978-3-030-22577-3_1

For my research, this paper will be helpful because it talks about the how humans interact with different types of technology. With technology being increasingly incorporated in fashion, along with other industries, it is important to understand how humans interact with it and how it informs the choices they make. Communication between machines and people is the future, and will be in the future of the fashion industry.

Smelik, Anneke. "New materialism: A theoretical framework for fashion in the age of technological innovation." *International Journal of Fashion Studies*, vol 5, no 1: 33-54.
<https://repository.ubn.ru.nl/bitstream/handle/2066/195671/195671pub.pdf>

This paper helps with my research because it talks about a new-materialist framework for fashion studies. It highlights the role of non-human factors in the fashion industry, ranging from raw materials to different kinds of advanced technology used. In addition, it discusses technologies such as high-performance fibers and smart fabrics, which also can have huge impacts on the industry.

Sun, Lushan. "Technology disruptions: exploring the changing roles of designers, makers, and users in the fashion industry." *International Journal of Fashion Design, Technology and Education*, vol 11, issue 3: 362-374.

https://www.tandfonline.com/doi/abs/10.1080/17543266.2018.1448462?utm_campaign=International_Journal_of_Fashion_Design%252C_Technology_and_Education_TrendMD1&src=recsys&utm_medium=cpc&utm_source=TrendMD&journalCode=tfdt20

This paper discusses how digital technologies are becoming an integral part of today's fashion industry and are disrupting many traditional approaches to the industry, resulting in a paradigm shift. Technology has also driven many changes within designers and makers. The roles of people are changing and relationships are becoming more complex as technology advances, this will impact the users and consumers in a unique way.

"The Future of Fashion: From Design to Merchandising, How Tech Is Reshaping The Industry." *CB Insights*, October 13, 2020, <https://www.cbinsights.com/research/fashion-tech-future-trends/#:~:text=And%20today%2C%20fashion%20technology%20is,up%20every%20aspect%20of%20fashion>

This article talks about where the fashion industry is headed next, with advancements ranging from AR/VR dressing rooms to temperature-changing fabrics, there are so many new innovations that have the potential to change the way we think about fashion. There are also many things which can impact the way in which clothes are bought, sold, produced and designed. With fashion technology growing at a faster pace than ever, there is so much room for technology to advance the fashion world.

Wiana, W. "Interactive Multimedia-Based Animation: A Study of Effectiveness on Fashion Design Technology Learning." *IOP Science, Journal of Physics no. 953*.
<https://iopscience.iop.org/article/10.1088/1742-6596/953/1/012024/meta>

This paper will inform my research because it talks about the use of technology in fashion design. Specifically, the applications used to improve the quality of fashion design and the ways in which designers use them. The paper also examines whether the design skills of those using new technology to create design has improved, which shows that technology is beneficial in this process.