


Digital Mindset to Digital Transformation for the Fashion Industry

Desiring to advance the traditional fashion landscape towards true sustainability, digital transformation has been a hot topic in the fashion industry.

This webinar will focus on digital transformation and development, product development, supply chain management, merchandising, as well as Omni channel.

Programme code	10011183
Date and time	25 Jan 2021 (Mon) 10:30 – 11:30
Venue	Online Broadcast 
Medium	Cantonese and English
Course fee	HK\$50 per head
Target audience	New comers of the fashion and apparel industry who are entering the era of digital transformation

Course Background

The prerequisite to adopting any cutting-edge innovation is mental preparedness. This is especially vital for the fashion industry, which have been operating under the same model throughout the decades. Now, the pandemic has made digital transformation a necessity for survival, fashion professionals must first adopt a digital mindset to navigate this new digital landscape.

This webinar will first touch on what it means to have a digital mindset. For an industry as old as fashion, just learning the new isn't enough, we have to unlearn the old. We will also discuss why having a digital mindset is important for now and future. The course will then introduce the topic of digital transformation, letting you know what it is, its benefits and limitations, the different types of digital in fashion, and where to start. Lastly, we will debunk some of the myths and misconceptions of fashtech. The course will end with a feasible and practical solution in the market, which can bring virtuality to fashion.

Course Outline

Date	Content	Location
25 Jan 2021 (Mon)	<ol style="list-style-type: none"> 1. The Macro Environment 2. Digital Mindset <ul style="list-style-type: none"> • What It Means • Why Is It Important • Unlearning the Old & Learning the New 3. Digital Transformation <ul style="list-style-type: none"> • What Is Digital Transformation • Benefits & Limitations • Where to Start • Types of Digital in Fashion • Dispelling Myths & Misconceptions of Fashtech 	Online broadcast

Speaker's Profile

Tracy WONG – Founder and CEO of Voor

Hong Kong born, San Francisco raised, New York based.

10+ years fashion professional in design, merchandising, and product development. Featured designer at SF Fashion Week. Ex-cofounder of FTW (Fashion Tech Wear). And now with Voor, Tracy is aiming to bring innovation to one of the biggest industries that's over ripe for change.



Enrolment method

Please do registration by scanning the QR code.

For payment with crossed cheque, please made it payable to 'Hong Kong Productivity Council' and deliver the cheque in person or by post to 5/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong (Attn: Ms Kate LEE). Please also mark the programme title and programme code on the envelope.

Remarks: Seats are limited. Enrolment will be treated on a first-come, first-served basis. Organiser reserves the right to reject applications, and in such case, paid fee will be refunded in full.

