

Webinar Workshop: On-demand Production for the Fashion Industry

Webinar

Dominated by ever-changing fashion trends, on-demand production is the perfect solution which eliminates unnecessary production waste.

This webinar will highlight the on-demand production concept in multi-perspectives, as well as the benefits and challenges.

Programme code	10011474
Date and time	24 Mar 2021 (Wed) 09:30 – 11:00
Venue	Online Webinar 
Medium	English
Course fee	Member of supporting organisations / person for two enrolments or above: HK\$100 Non-member: HK\$150
Target audience	Practitioners of the fashion and apparel industry

Course Background

Fashion has always operated on the supply production model. Issues have always been prevalent, but fashion has forged on with the same method of production...until finally, a pandemic has swept across the globe. The fashion industry not only came to a stop, but now brands are stuck with inventories they couldn't sell, shipping containers are left out at the sea, manufacturers are forced to stop their productions even when they were close to finish.

It's time to explore reverse engineering and embrace an on-demand production model.

Course Outline

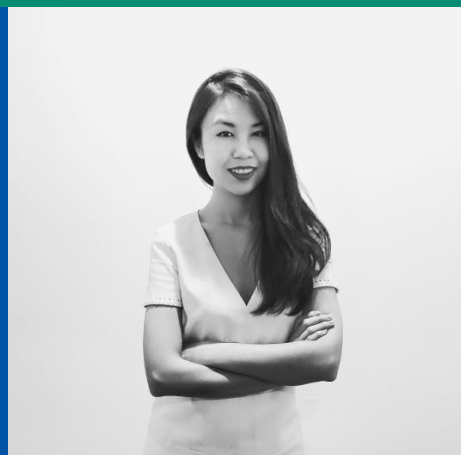
Date	Content	Format
24 Mar 2021 (Wed)	<ol style="list-style-type: none"> 1. Rise of the On-demand Production Concept <ol style="list-style-type: none"> a. What's wrong with the current one? 2. What is On-demand? <ol style="list-style-type: none"> a. The Consumer's Perspective b. The Brand's Perspective c. The Manufacturer's Perspective 3. Benefits and Challenges <ol style="list-style-type: none"> a. The 10 Benefits b. Challenges 4. Fashion's Ideal Business Model <ol style="list-style-type: none"> a. Digital + On-Demand 	Online Webinar

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 register and make payment via our website by scanning the QR code.

Alternatively, payment can be made by a crossed cheque made payable to 'Hong Kong Productivity Council' and mail it by post to 5/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong (Attn: Ms Kate LEE).

*Please mark the programme title and programme code on the envelope.



Supporting Organisations

