

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.

Target audience:

Practitioners of the fashion and apparel industry who are looking for digital transformation. Any interested parties are also welcome to join.

Programme code

10010647

Date and time

18 Sep 2020 (Fri)
09:30 – 12:30

Venue

Online Broadcast



Medium

English

Course fee

Member of
supporting
organisation:

HK\$200

Non-member:

HK\$250

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 that 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.

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Course Outline

Date	Content	Location
18 Sep 2020 (Fri)	<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). Some of the notable brands she has worked on include Levi's, Gap, Tommy Hilfiger, Calvin Klein, Nautica, just to name a few.



Enrolment method

Please do online 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 Unit 0712, 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.



Supporting Organisations

紡織製衣諮詢中心
Textiles & Garment Information Centre

香港創「頁」總會
Hong Kong ChapStart Chamber

HKRITA
THE HONG KONG 香港紡織及成衣研究會
RESEARCH INSTITUTE OF TEXTILES AND APPAREL

Hong Kong Intimate Apparel Industries' Association
香港內衣業聯會
HKIAIA

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