FASHIONING KNOWLEDGE EXCHANGE: facilitating open collaborations to re-imagine fashion mediating fashion

Facilitators

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Abstract

Fashioning Knowledge Exchange Workshop is an invitation to participate in envisioning what shared knowledge may achieve when we collaboratively seek to create impact and action beyond the traditional confines of a conference and subsequent conference proceedings.

IFFTI members are a truly international set of universities, colleges, and institutes in a global industry with diverse perspectives, knowledge sets, and specializations. How can we best pool our resources to engage the industry to envision, impact, and enact what the fashion industry must become?

The Workshop will be facilitated by Professors Louise Valentine, Linda Öhrn-McDaniel, and Noël Palomo-Lovinski, who will relate their own experiences and facilitate interactivity for a group of 18 people. The facilitators will be at the conference in-person and while virtual participation is welcome, actual conference participation is preferred.

For many academic institutions Knowledge Exchanges are an essential route to achieving this required paradigmatic change needed in the fashion industry. The practice, or established industry to academe exchange, however, have not been sufficiently understood, consistently applied, or been taken advantage of, in many parts of the world. We will explore how to best collaborate, delve into ideas, enable understanding, and create methods for achieving collective researched impact in the fashion industry.

This workshop will present the usefulness of the Business Model Canvas (BMC) and the Value Proposition Canvas (VPC) for facilitating new strategic partnerships between the industry and academe, across continents within the IFFTI community. The BMC is a tactical design thinking tool that was developed as a way for businesses to help differentiate themselves from competitors. The VPC is part of the BMC and helps to clarify what a business offers or does

that help in that differentiation. Beyond business structures, the BMC and the VPC can be used in elucidating a refined pathway for any organization or group needing to achieve a goal.

The objectives are:

- New insights and knowledge of the value of these creative business development toolsfor fashion research and education in a post-COVID world.

- Along with further practice and investigation, participants will be able to explore how they might use the Business Model Canvas and Value Proposition Canvas as facilitatorsof Knowledge Exchange and routes to enhances innovation practices in their own workor organization.

- Establish a platform or pathway of possible research academic collaborations that haveboth local and global relevance engaging with international fashion industry for sustainable futures. How might we create a way in which research and industry questions are opened to our global partners for useful outcomes?

- A logistical foundation to overcome distance in geography and university scheduling.How might we create a space that can encourage research collaboration and long-termoutputs of impact?

The workshop dialogue and outcomes will be recorded and published in a report available for all members to review. The report will include subsequent recommendations that we will act upon to foster a robust IFFTI Community Knowledge Exchange that will seek to engender collaboration and research to Re-imagine fashion.