

INNOVATION: SECRETS TO DRIVING REAL CHANGE IN FASHION

EXTRACTED FROM THE TALK BY

KETTY PILLET, VP MARKETING, LECTRA

&

**COY GRIFFIN, COUNCIL FOR INTERNATIONAL
AFRICAN FASHION EDUCATION**

FEB 8, 2024 FIT AUDITORIUM, NYC

02

“90 percent of you are wearing or sitting or have been in a car today that HAS been made with Lectra technology. Lectra is basically the company behind the label, having all the software and the equipment to go from design to production, from collection to merchandising to e commerce.”

KETTY PILLET, VP MARKETING AT LECTRA

03

EXECUTIVE SUMMARY:

From the role of data analytics and AI in driving change to the future trends shaping the industry, Ketty Pillet, *Lectra* and Coy Griffen, *Council for International African Fashion Education* discussed “Innovation -- Secrets to Driving Real Change in Fashion” -- focusing on how technology like AI is revolutionizing various aspects of the fashion industry, from design to production to supply chain management.

Ketty provided valuable insights into how Lectra is leveraging AI and analytics to enhance efficiency, reduce waste, and enable customization at scale. Their focus on simplicity, clear objectives, and sustainability reflects a thoughtful approach to integrating technology into fashion processes.

Looking ahead, it's evident that technology will continue to play a pivotal role in shaping the future of fashion. The emphasis on voice-commanded interfaces, image generation, and personalized experiences highlights the evolving landscape of fashion technology.

The conversation was an insightful discussion that underscores the importance of staying abreast of technological advancements and leveraging them to drive innovation and positive change in the fashion industry.

04

DATA ANALYTICS

KEY TAKEAWAYS FOR FASHION

The speakers emphasized the pivotal role of data analytics in driving change within the fashion industry. They highlighted how data analytics enable various aspects of the fashion process, from design to production to merchandising. By managing data effectively, fashion companies can streamline processes, make informed decisions, and ultimately drive efficiency and innovation.

Ketty Pillet explained how Lectra utilizes data analytics to power solutions like benchmarking, which involves gathering data from e-commerce websites to provide insights into market trends, pricing, and product offerings. This process would be nearly impossible to accomplish manually but is made feasible through the use of AI and data analytics tools.

Additionally, data analytics play a crucial role in sustainability efforts within the fashion industry. By analyzing data throughout the product lifecycle, companies can identify opportunities to reduce waste, optimize resource utilization, and make more environmentally conscious decisions.

Overall, the speakers underscored the importance of leveraging data analytics to drive real change in fashion, emphasizing its role in enabling informed decision-making, improving efficiency, and fostering innovation.

05

ENHANCING EFFICIENCY

Lectra is enhancing efficiency with AI in several ways:

1. **Optimization** of material usage: Lectra utilizes AI algorithms to optimize the layout of patterns on fabric during the cutting process. By analyzing various factors such as fabric characteristics, pattern shapes, and cutting parameters, AI can generate the most efficient cutting plans, minimizing waste and maximizing material usage. This not only reduces costs but also contributes to sustainability efforts by minimizing fabric waste.
2. **Automation** in production processes: AI-powered solutions streamline various production processes by automating repetitive tasks and optimizing workflows. For example, AI can be used to monitor and control cutting equipment in real-time, adjusting parameters to ensure optimal performance and quality. This automation reduces the need for manual intervention, speeds up production, and improves overall efficiency.
3. **Personalization** and **customization**: Lectra leverages AI to enable personalized and customized product offerings. Through AI-driven design tools, customers can create bespoke products tailored to their preferences, such as customizing garment designs, colors, and sizes. AI algorithms can efficiently generate and adjust patterns based on customer input, enabling mass customization at scale without sacrificing efficiency.
4. **Predictive maintenance**: AI-powered predictive maintenance systems help optimize equipment uptime and reliability by anticipating potential issues before they occur. By analyzing data from sensors and machine diagnostics, AI can identify patterns indicative of impending equipment failures or maintenance needs. This proactive approach minimizes unplanned downtime, reduces maintenance costs, and ensures smooth operation of production facilities.

Overall, Lectra's integration of AI technologies across various stages of the production process enhances efficiency by optimizing resource utilization, automating tasks, enabling customization, and ensuring equipment reliability.

06

DESIGN AND DEVELOPMENT

Ketty Pillet mentions the potential for voice-commanded interfaces to play a significant role in the future of fashion technology across various applications within the fashion industry.

For instance, in design and product development, designers could use voice commands to interact with design software, such as instructing AI algorithms to generate specific garment designs or make adjustments to existing ones. This could streamline the design process and make it more intuitive for designers to bring their creative visions to life.

RETAIL AND E-COMMERCE

In retail and e-commerce, voice-commanded interfaces can enhance the shopping experience by allowing customers to use voice commands to search for products, access product information, and place orders.

This could make shopping more convenient and accessible, especially for customers who prefer hands-free interactions or have mobility impairments.

MANUFACTURING AND PRODUCTION

Additionally, in manufacturing and production, voice-commanded interfaces could be used to control and monitor production equipment, provide instructions to workers, and access real-time production data. This could improve efficiency on the factory floor by enabling workers to quickly and easily access information and perform tasks without needing to use manual input devices.

Overall, voice-commanded interfaces have the potential to revolutionize how people interact with technology in the fashion industry, making processes more efficient, intuitive, and accessible.

07

CUSTOMIZATION AT SCALE

AI enables customization at scale by leveraging technology to meet individual customer preferences efficiently and effectively.

1. Automation of customization processes: Through AI-driven design tools and automation technologies, fashion companies can offer personalized and customized products to customers at scale. AI algorithms can efficiently generate and adjust patterns, designs, and product features based on customer input, allowing for mass customization without sacrificing efficiency or increasing production costs.
2. Tailored product offerings: By analyzing customer data and preferences, AI can identify patterns and trends in consumer behavior, enabling fashion companies to tailor their product offerings to meet specific market demands. This data-driven approach ensures that customized products resonate with target audiences, leading to increased customer satisfaction and loyalty.
3. Streamlined production workflows: AI streamlines production workflows by optimizing resource allocation, scheduling, and inventory management to accommodate customized orders efficiently. By integrating AI into production processes, fashion companies can minimize lead times, reduce production costs, and meet customer demand for personalized products without compromising on quality or scalability.

Overall, the speakers emphasize how AI enables customization at scale by automating processes, tailoring product offerings, and streamlining production workflows to meet individual customer preferences effectively and efficiently.

08

INFORMED DECISION-MAKING

The speakers highlight the role of AI in enabling informed decision-making by providing valuable insights and analysis based on data. Here's how they describe it:

- **Data analysis and interpretation:** AI algorithms can analyze large volumes of data from various sources, including customer behavior, market trends, and production processes. By processing this data, AI can identify patterns, correlations, and trends that may not be immediately apparent to humans, providing valuable insights into consumer preferences, market dynamics, and operational efficiency.
- **Predictive analytics:** AI-powered predictive analytics tools can forecast future trends and outcomes based on historical data and predictive modeling. By leveraging machine learning algorithms, AI can anticipate changes in consumer demand, market conditions, and supply chain dynamics, enabling fashion companies to make proactive decisions and plan accordingly.

09

- **Optimization of resource allocation:** AI algorithms can optimize resource allocation across various aspects of the fashion business, including inventory management, production planning, and marketing campaigns. By analyzing data on resource utilization, demand forecasting, and cost-effectiveness, AI can recommend optimal strategies for allocating resources to maximize efficiency and profitability.
- **Real-time monitoring and decision support:** AI enables real-time monitoring of key performance indicators and business metrics, allowing fashion companies to make data-driven decisions quickly and effectively. AI-powered dashboards and analytics tools provide real-time insights into business performance, enabling stakeholders to identify opportunities, address challenges, and make informed decisions in a timely manner.

Overall, the speakers emphasize how AI empowers fashion companies to make informed decisions by providing data-driven insights, predictive analytics, and decision support tools that enable stakeholders to optimize processes, anticipate trends, and respond effectively to changing market dynamics.

10

SUMMARY

In this engaging dialogue, Coy Griffin and Ketty Pillet delve deep into the transformative potential of AI in the fashion industry, offering a fresh perspective on how technology is revolutionizing traditional practices. From leveraging data analytics to drive real change in fashion to enabling customization at scale, they paint a vivid picture of AI's multifaceted role in shaping the future of fashion.

By emphasizing the integration of AI across various stages of the fashion process, from design to production to supply chain management, they underscore its ability to enhance efficiency, foster innovation, and enable informed decision-making.

With insights into emerging technologies and trends, they leave listeners inspired by the possibilities of AI to drive positive change and sustainability in the ever-evolving world of fashion.