



Fashion Trends 2021 Technology meets sustainability

TORINO FASHION TALKS 2021 - Ingrid Willems, CEO DataScout



About me

Entrepreneur, ecosystem analysts, sparring partner and strategist with 20+ years experience in digital marketplaces at FreeMarkets / Teleroute / Immoweb

Passionate about breaking down silos and building **collective intelligence**

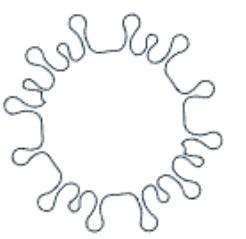
Convinced that ecosystems and platforms enable **greater collaboration**, fuel **new business models** and enable large and small organizations to **gain value** in novel ways.

DataScouts x Sustainable Fashion Technology



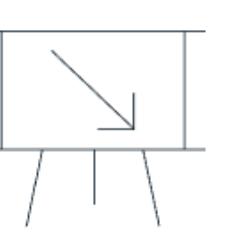
Ten themes across three categories will be critical for the fashion business for 2021.

Global economy



Living with the virus

COVID-19 has had an impact on the lives and livelihoods of billions of people, disrupting international trade, travel, the economy, and consumer behavior. To manage ongoing uncertainty, companies need to enable flexibility and faster decision making and balance speed against discipline in the pursuit of innovation.



Diminished demand

Demand for fashion is unlikely to return to prepandemic levels amid restrained spending power, unemployment, and rising inequality. Companies need to seize reshaped opportunities and double down on outperforming categories, value segments, and territories.

Consumer shifts



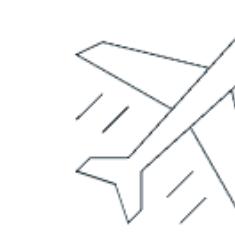
Digital sprint

Digital adoption soared amid the pandemic, with brands embracing livestreaming, virtual customer service, and e-commerce. Fashion players must optimize the online experience and channel mix while persuasively integrating the human touch.



Seeking justice

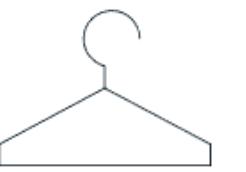
As consumers become more aware of the plight of vulnerable fashion workers and the premium for ethical goods, companies need to offer more dignity, security, and justice to employees throughout the global value chain.



Travel interrupted

Travel retail will face continued disruption as international tourism remains subdued. Fashion companies will need to engage better with local customers and make strategic investments in recovering markets to unlock new revenue opportunities.

Fashion system



Less is more

COVID-19 highlighted that more products do not necessarily yield more profits. Fashion companies must reduce complexity while scaling full-pre-fall-through and reduce inventory levels by taking a demand-focused approach for both new products and in-season replenishment.



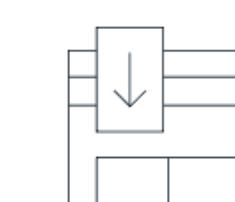
Opportunistic investment

During the pandemic, the gap between fashion's best-performing companies and the rest widened. With some players already bankrupt and others propped up by government subsidies, companies will maneuver to take market share and grow their capabilities.



Deeper partnership

Fashion players need to mitigate future supply-chain disruptions, moving away from transactional supplier relationships in favor of deeper partnerships that bring greater agility and accountability.



Retail ROI

Permanent store closures will continue to rise in the postpandemic period. While a like-for-like point from landlords to retailers in most regions could compel fashion players to rethink their retail footprints to improve store-level ROI.



Work revolution

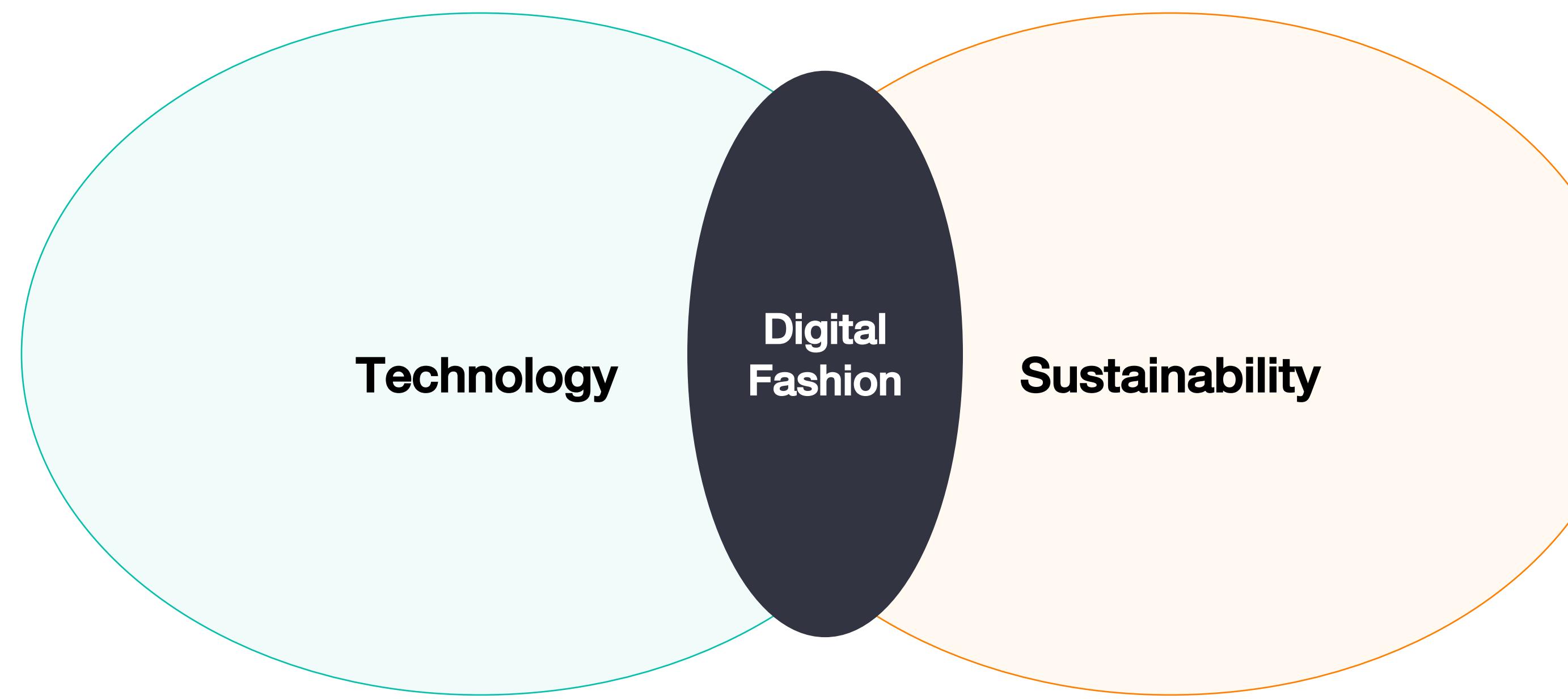
An enduring new model for work is likely to emerge as fashion companies refine the blends of remote, on-site, and on-prem work, invest in reskilling talent, and instill a greater sense of shared employee purpose and belonging.

DIGITAL

SUSTAINABLE

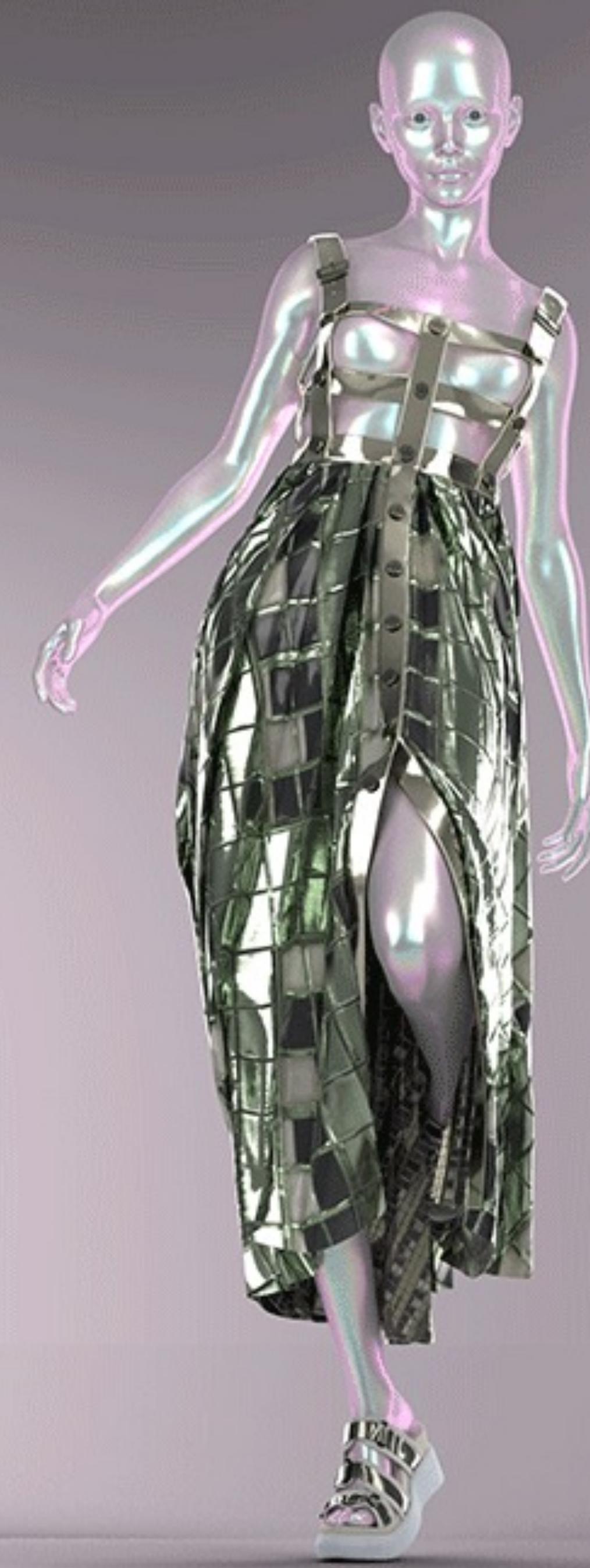
**DATA
SCOUTS**

TECHNOLOGICAL TRENDS FOR A SUSTAINABLE FASHION INDUSTRY



In 2020, the fashion industry suffered its worst year on record,
as confirmed by The State of Fashion 2021 report.

“The impact of the pandemic on the fashion and luxury industry has been extreme



DIGITAL FASHION

Digital Fashion is establishing avenues for designers to sell their designs and for customers to wear them, in the virtual universe

Drivers

- Find solutions to **cut the environmental impact** of the linear fashion system
- Develop **new digital economies of scale** that empower true **digital self expression**.
- Build **new revenue streams**

Technologies: blockchain, NFT, Web 3.0, Virtual and augmented reality



PHYGITAL FASHION

Phygital refers to the combination of the **digital** and **physical** world, allowing brands to provide a more interactive and accessible user experience for audiences as well as communicate with them on an unparalleled level.

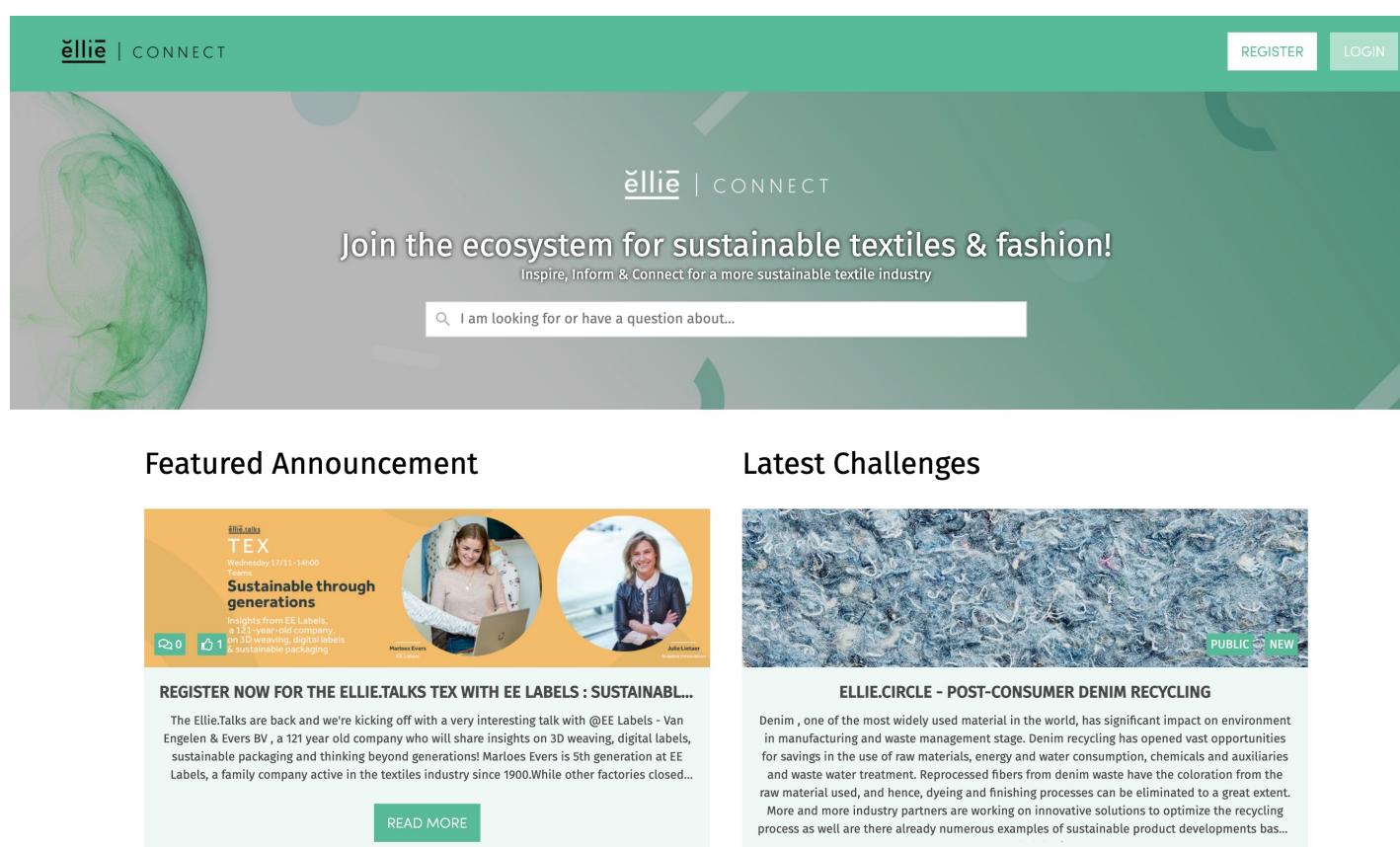
Drivers

- Without turning completely digital, fashion leverages **digital platforms** turning towards more sustainable approaches
- **Public accreditation for the creators** and higher product sales percentage based on the efforts of their contribution
- **Co-creation:** collaboration across complementary industries towards a united goal of equal environmental and social prosperity
- Technologies: 3D-printing, platform economy

Digital solutions for a more sustainable textile industry powered by Ariadne Innovations

ělliē | connect

B2B digital platform
for the sustainable textiles ecosystem.

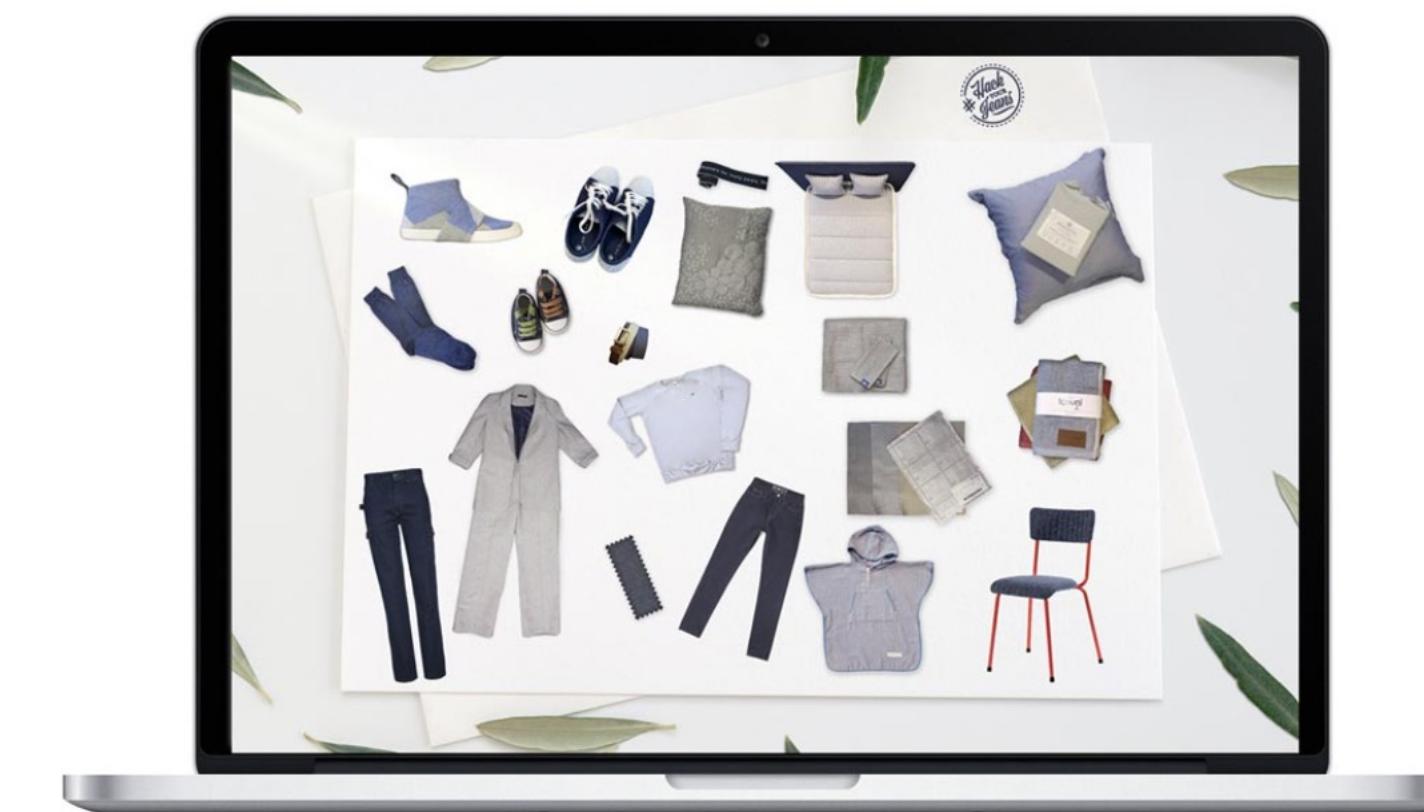


ělliē | boutique

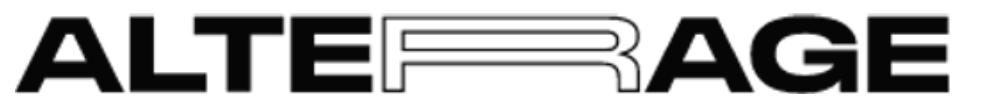
The interactive product booth

ělliē | Xperify®

The virtual showroom



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ALTERRAGE is the first Paris born, phygital brand collective founded on circular values and transparency.

ALTERRAGE creates a seamless experience between pixel-only digital couture and circularly designed physical luxury, by crafting **PHYGITAL** and **LTL** (larger than life) collections that support and inspire real world activism.

www.alterrage.com

[1]PHYGITALITY™

IRL meets URL Pioneer the fluid transcendence / discovery (exploration) for the creation of personal / self identity through physical (IRL), phygital (ORL), and digital (URL) environments by removing barriers separating the physical and digital worlds •

[More Info](#)

[2][TRACE]PARENCE

Enabling full transparent and traceable information on carbon impact, material source, and manufacturer information across all levels of URL, phygital, and URL products •

[More Info](#)

[3]CIRCULAR FOR LIFE

Create visionary digital creations and artisanal crafted luxury products, only produced upon real client demand, from circular, natural, upcycled, or recycled materials. We design for the end of life for every product •

[More Info](#)

[4]ECO ANARCHY

[URL FASHION FOR IRL TRANSFORMATION] Raise awareness by giving voice to environmental and social issues by partnering with non-profit organisations and crafting digital collections to inspire real world action •

[More Info](#)

[5]ALTERRAGE CREDIT TAG

A new model of collective reward where the creator/s receive public accreditation and a product sales percentage based on the efforts of their contribution •

[More Info](#)

[6]THE GREY MATTERS

Wear what you want no matter who you are. All things made by Alterrage are genderless, gender fluid, and non-binary •

[More Info](#)

[7]CO-CREATION FOR UNITED BETTERMENT

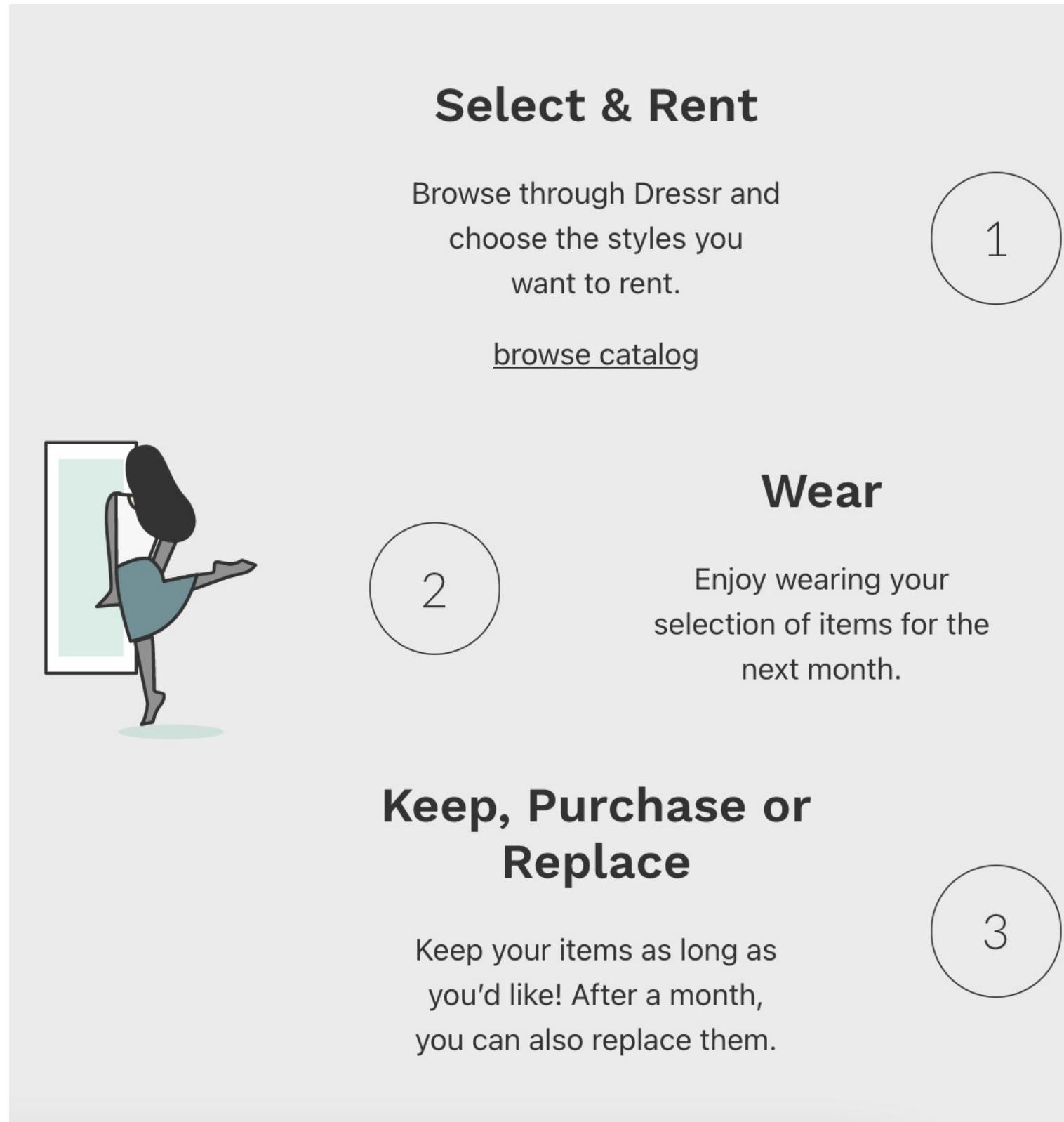
Collaboration across complementary industries towards a united goal of equal environmental and social prosperity •

[More Info](#)

Platforms enabling sustainable fashion shared on S4fashion

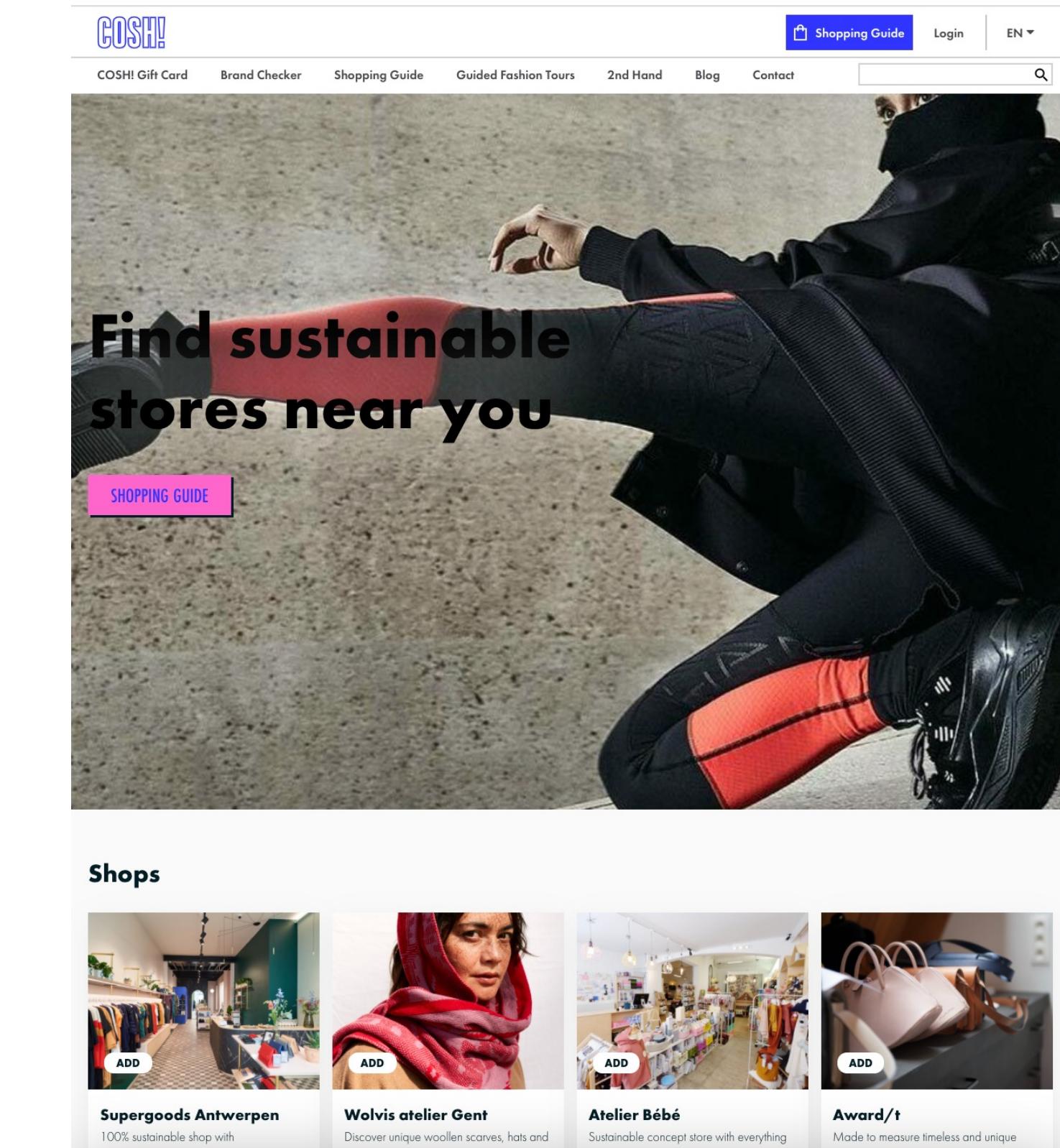
.dressr

Refresh your wardrobe in a responsible way
Circular fashion rental brought to your door



COSH!

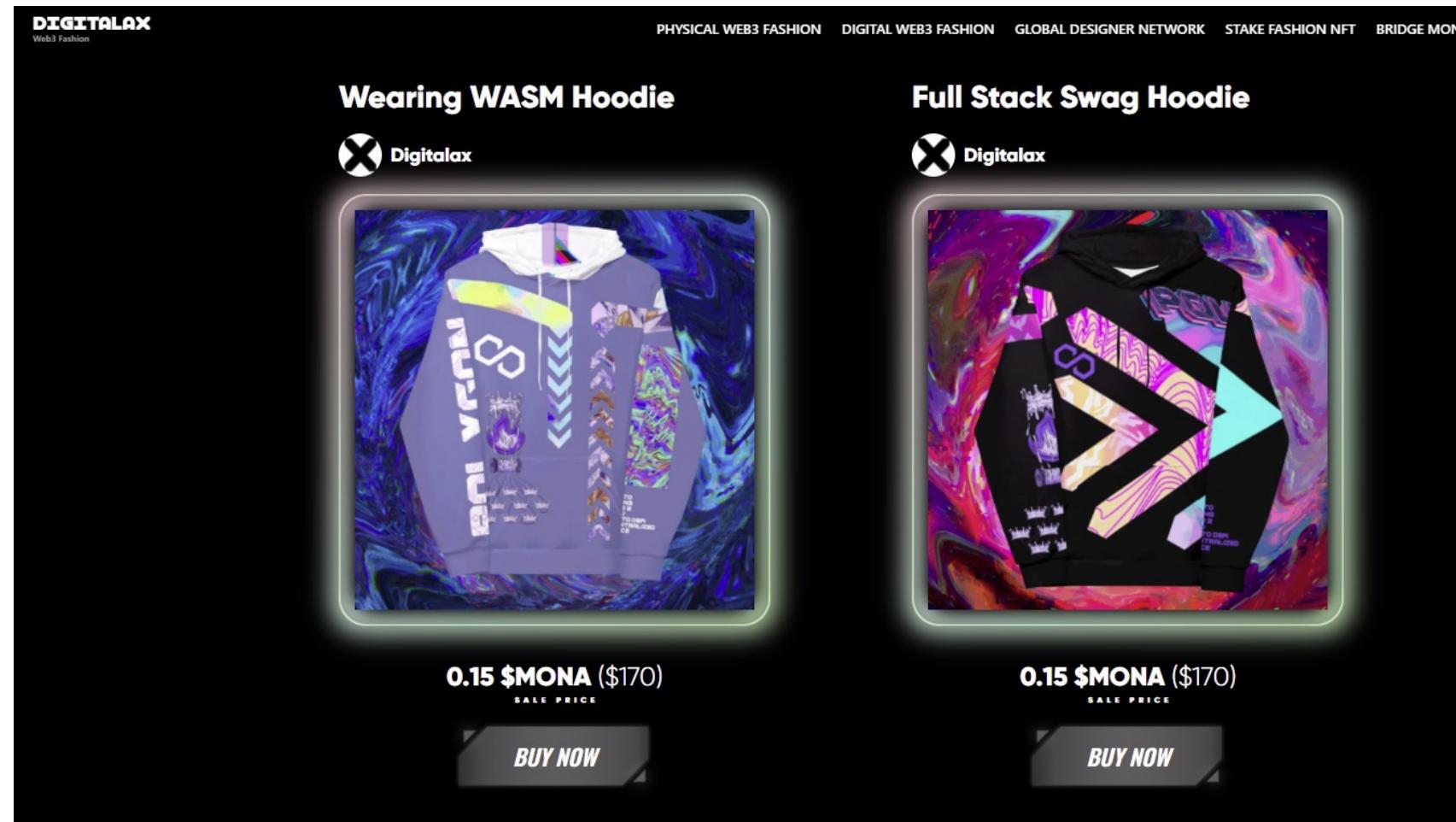
conscious shopping made easy



DIGITAL FASHION MARKETPLACE: DIGITALAX x POLYGON

DIGITALAX

 polygon



Founding Date: March 2021

Websites

<https://drip.digitalax.xyz/>

<https://fashion.digitalax.xyz/>

- DIGITALAX, the first Digital Fashion NFT market, has teamed up with Polygon, an NFT issuance platform, to launch the first real hybrid digital and physical fashion line. This is a breakthrough path to onboarding mass markets, starting with consumers and producers of traditional fashion, gaming, and esports, into a sustainable digital Metaverse.
- The collection of individual physical garments will be imprinted with a one-of-a-kind “memetic patch” NFT. Each meme is designed to promote core themes such as sustainability, exploitation in the supply chain, in fashion, and in gaming, and unrealized creator value.
- This partnership aims to help achieve scalability without compromising on sustainability.

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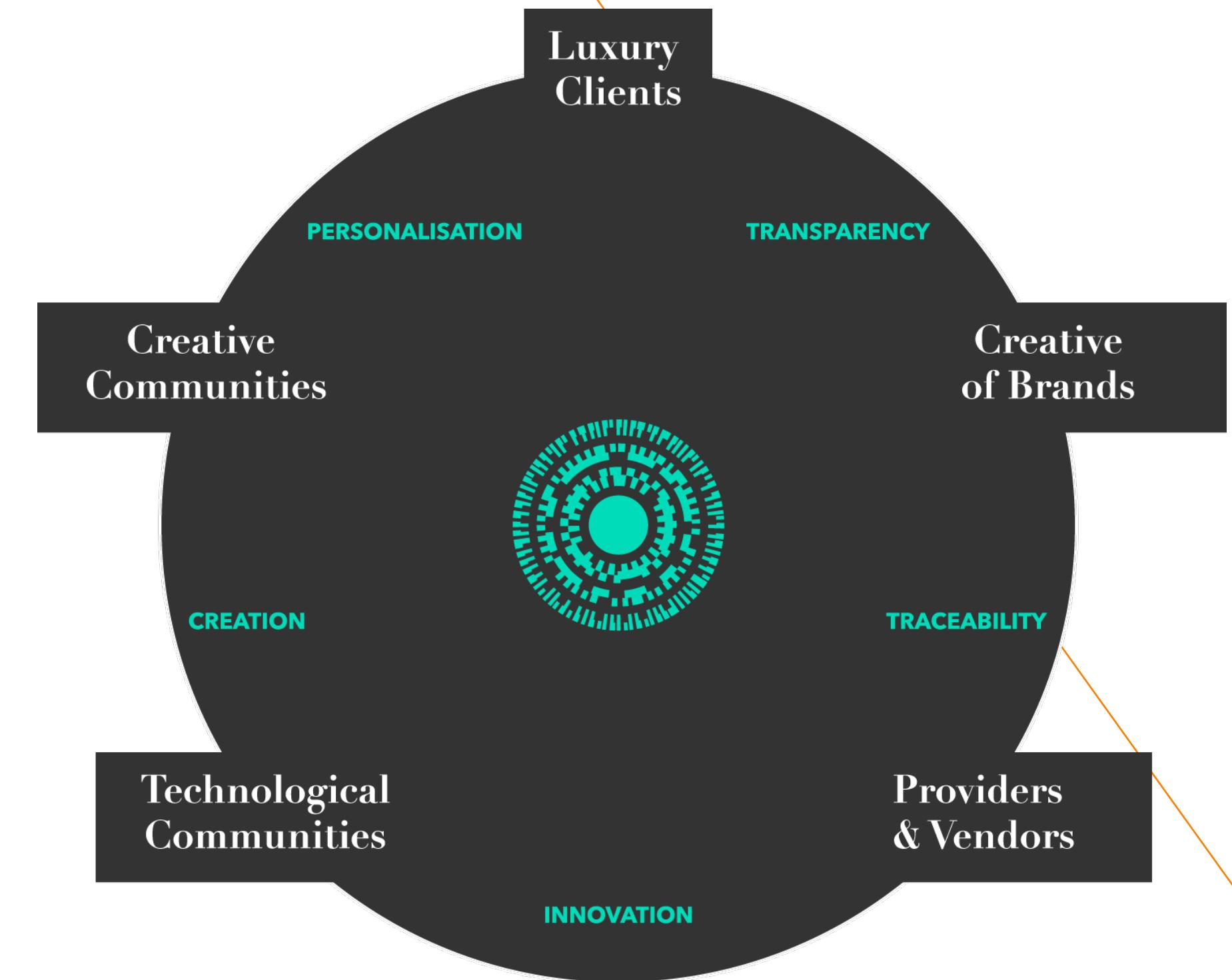
CONSORTIUM: AURA



The Aura Blockchain Consortium is the first initiative led by luxury Maisons going beyond traditional frontiers to become a technological hub for brands.

This universal project, is intended for the entire sector, and is regulated by a consortium open to all market players. It offers different possibilities for membership, as well as different ways to participate in its governance

The Aura Blockchain Consortium allows consumers to track the origins and lifecycle of their purchases. This knowledge is considered the most important to consumers in a customer-centric world. Another thing is how these fashion brands are able to protect the integrity of their intellectual property. Top brands leveraging NFTs back up their designs legally.



Founding Date: April 2021

Members: LVMH, Prada Group, Richemont's Cartier, OTB group

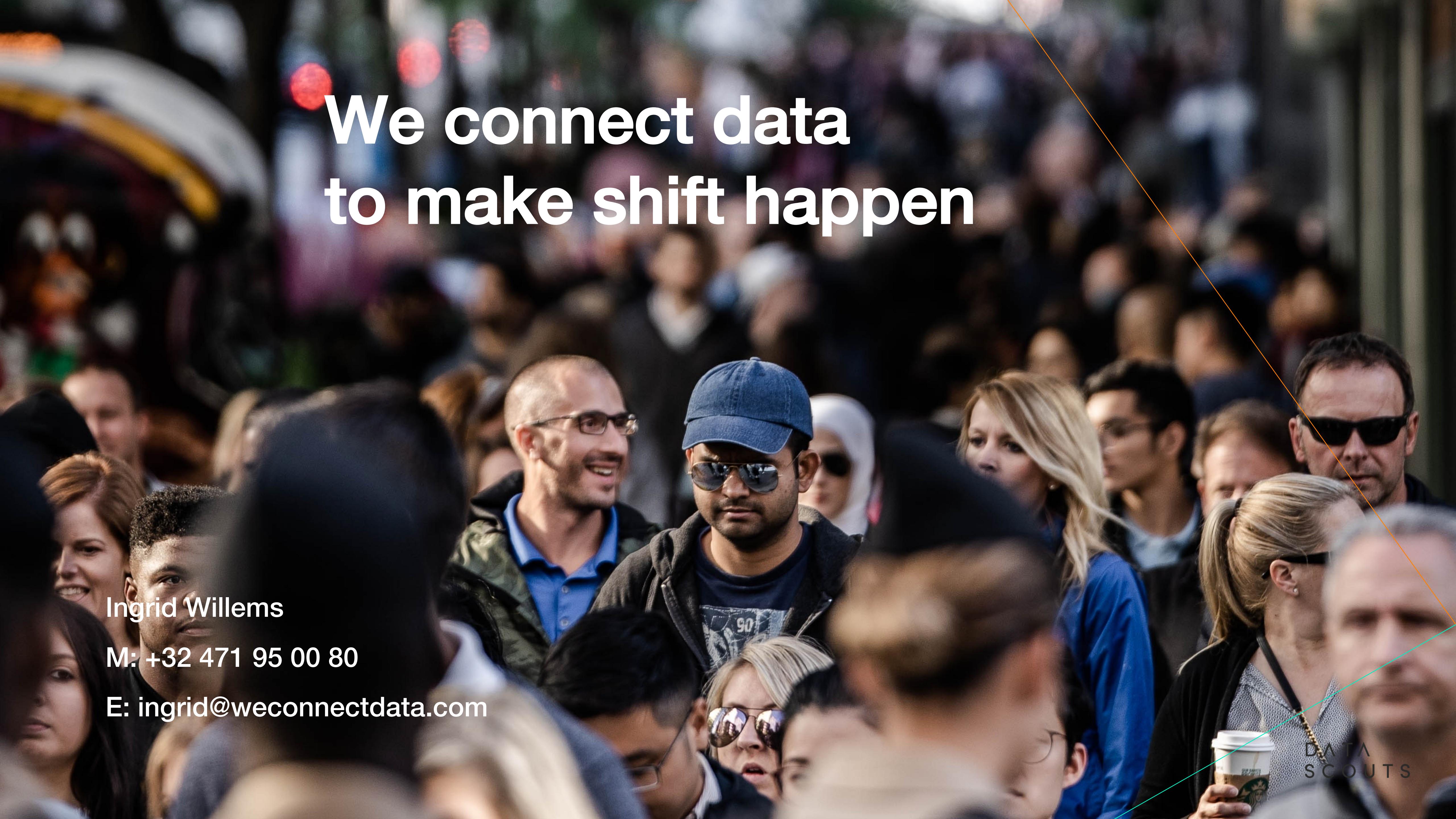
Website: auraluxuryblockchain.com/

DataScouts x Sustainable Fashion Technology

Stay Tune!

Platform.s4fashion.eu





We connect data to make shift happen

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- <https://blog.digitalax.xyz/digitalax-x-polygon-take-on-fashion-sustainability-mass-adoption-w-the-first-real-digifizzy-dcd814bd7a42>