

RESEARCH THEME

Title of the doctoral research Fashion NET. Design + Data + Network Science for innovating the fashion industry

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Abstract

This research presents an experimental investigation born from the always-growing digitalization into the fashion system that has risen up a complexity of connections of individuals, products, networks.

This industry in particular, has seen several attempts to changes, applied throughout the whole value chain, and it has started to deal with digital flows of information to improve their strategies and efficiency.

Data science has become a fundamental trait to face the complexity of fashion. Even if considered a meaningful characteristic for future implementations, data are now applied to fashion only to specific bounded areas of investigation. This scenario doesn't consider that this subject can definitely help the whole system developing a new, holistic approach, which can disrupt the existing structure and transforming fashion cycle to be more efficient and sustainable, while also improving customers experience and interactions with brands.

The PhD research will address this very relevant topic analysing a large amount of structured and unstructured information that could be turned into actionable insights to drive fashion evolution. Paths created by data and networks can also foresee future flows, following scientific patterns created by human activities, leading to the creation of an agile, flexible and sustainable industry, where design can play a key role in direct connection with customers and networks through data.

Keywords Data driven design, Data science, Network science