

RESEARCH THEME

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Title of the doctoral research

Envisioning fashion retailing transformation:
towards innovative culture-driven and sustainable retail and service models

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Abstract

Knowledge, goods, and services' hybridization and technological and digital transformation are embedded into the contemporary creative, productive and consumption context. Therefore, the fashion system is responding to the present challenges by activating policies and design-driven innovation processes that focus on sustainable transition supported by new technologies, the community's centrality, and the symbolic and cultural dimensions of brands.

Within this framework, the retail sector is experimenting with new business models, between physical and virtual: retail takes on an "augmented" dimension, proposing more conscious and sustainable consumption models, encouraging increasingly transparent and traceable supply chains, and becoming a cultural presence on the territory.

Reflecting on the role of design as a mediating agent in the different retail-related disciplinary fields and as an envisioner of new, sustainable, and valuable consumption models is becoming crucial. The research thus focuses on:

- the identification of innovation trajectories and the development of scenarios for imagining new models of product-system-community relations;
- the impact of digital transformation in the promotion of sustainable models (transparency, supply chain control, traceability, etc.) of distribution and retailing;
- the development of design-driven strategies for enhancing and exploiting cultural capital linked to artisanal and industrial production and creative practices within the new framework of phygital retail and regarding the subsequent urban and territorial impacts.

Keywords

Fashion industry, culture-driven retailing models, twin transition