

20th UITIC
INTERNATIONAL TECHNICAL
FOOTWEAR CONGRESS

Porto
2018
16th–18th
MAY

FROM FASHION TO FACTORY

A New Technological Age



SUSTAINABLE FASHION SHOES 4 ALL

A NEW CONSUMER AND RETAIL DRIVEN FASHION SHOES BUSINESS MODEL

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OUTLINE



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1. INTRODUCTION
2. NEW RETAIL AND VIRTUAL SHOPPING EXPERIENCES
3. INTEGRATED DIGITAL MANUFACTURING
4. NEW SUSTAINABLE PRODUCTS & CIRCULAR ECONOMY
5. FUTURE TRENDS & SUPPORTING PROJECTS

1. INTRODUCTION

MEGA TRENDS IN FASHION FOOTWEAR

NEW GLOBALIZATION

- FASHION ORIENTED
- BRANDS RELEVANCE
- RETAIL NEW ORGANIZATION
- EMBEDDING REAL CONTENTS

CONSUMER CENTRED

CUSTOMIZATION & PERSONALIZATION

- PRODUCT DESIGN
- VISUAL FEATURES
- FITTING
- SERVICES

DIGITAL ECONOMY & INDUSTRY 4.0

- DIGITAL & CONNECTED WHOLE VALUE CHAIN
- ONLINE COMMERCE
- I4.0 NEW SOLUTIONS & PROCESSES: ARTIFICIAL VISION (AV), 3D & DIGITAL PRINTING,....

SUSTAINABILITY

- ECODSIGN
- ZERO EMISSIONS
- CIRCULAR ECONOMY & INDUSTRIAL SYMBIOSIS

MILLENNIALS, SENIORS...

- GO DIGITAL
- NEW ACQUISITIVE POWER
- LIFE STYLE & WELL BEING TREND
- AGEING, SPECIFIC REQUIREMENTS
- MASS LUXURY, LEATHER, VEGAN,...

1. INTRODUCTION

MEGA TRENDS IN FASHION FOOTWEAR



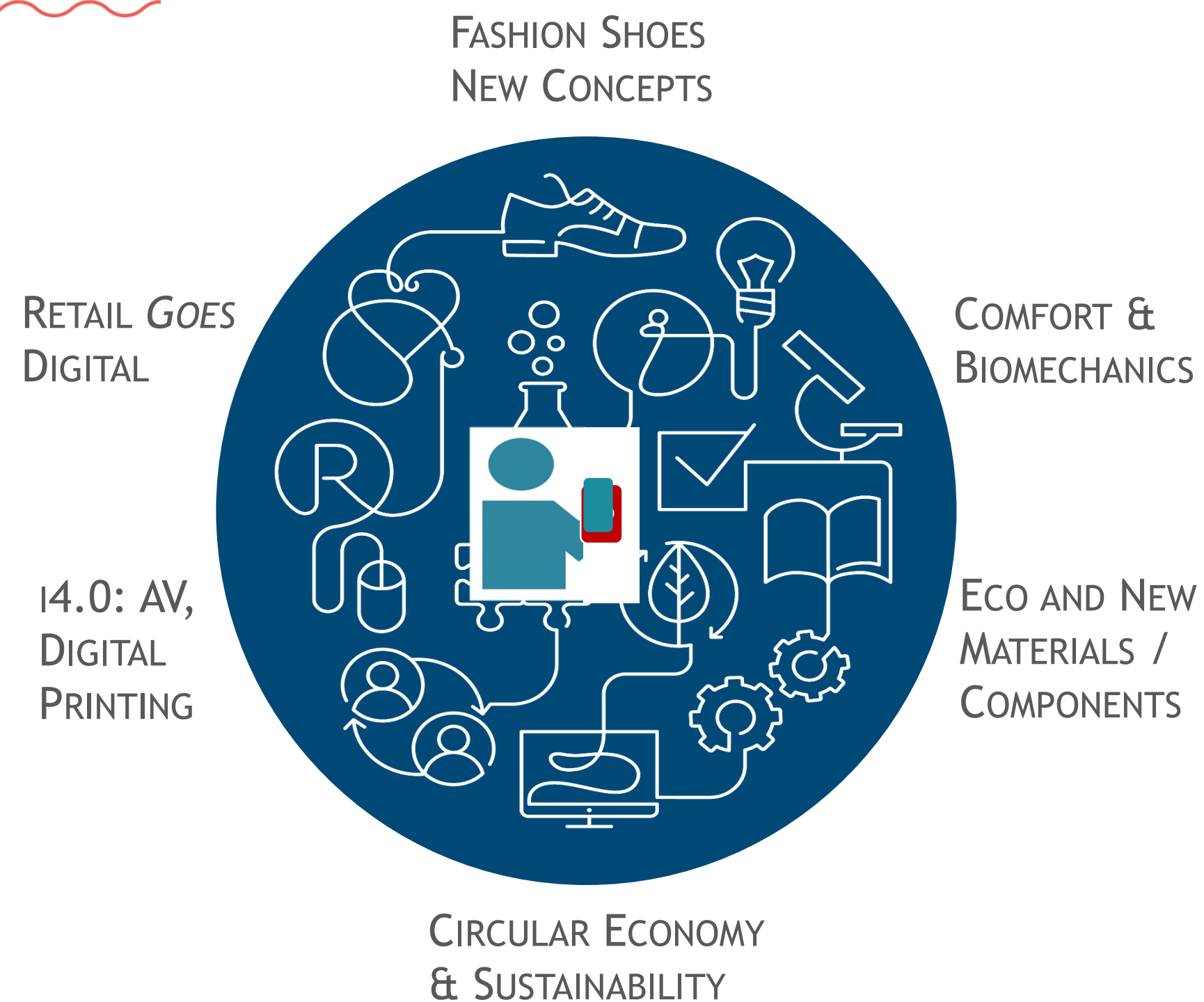
1. INTRODUCTION

MEGA TRENDS IN FASHION FOOTWEAR

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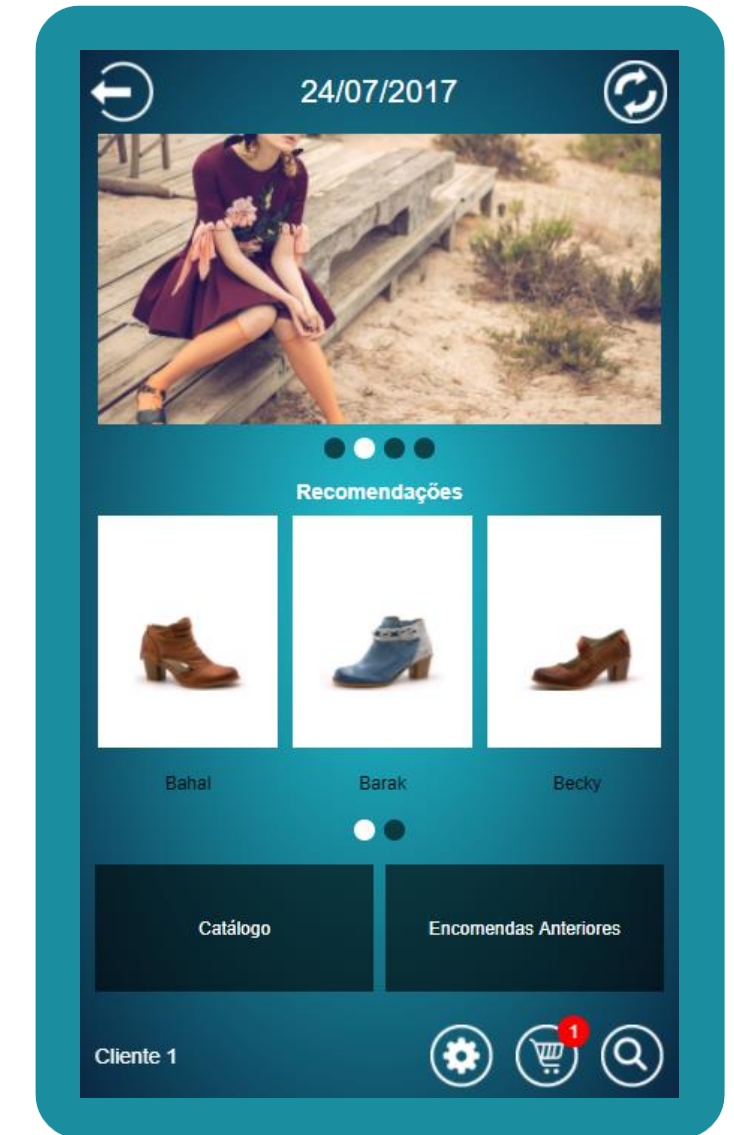
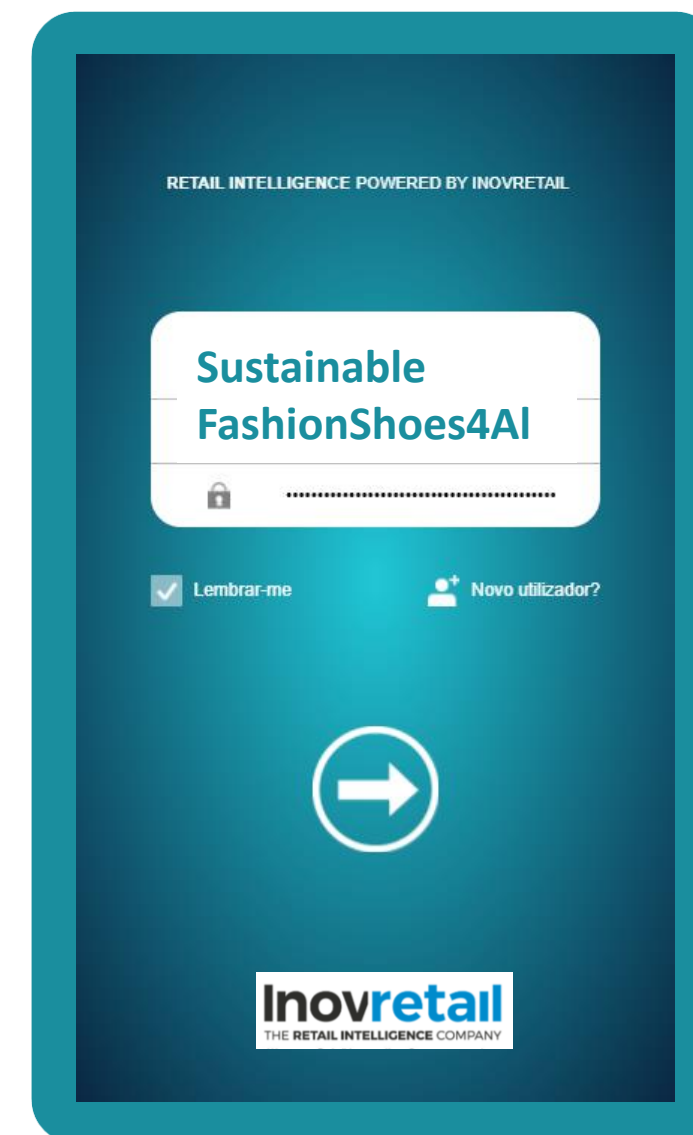
2. NEW RETAIL AND VIRTUAL SHOPPING EXPERIENCES

2.1 IN-SHOP INTERACTIVE EXHIBITOR & CONSUMERS MOBILE SHOPPING APP

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- SMARTPHONES, TABLETS OR PCS (BROWSER)
- PRODUCTS CATALOGUE
- PRODUCTS DETAILS
- WANTED PRODUCTS: SIZE, COLOUR, DRAWINGS..
PERSONALIZATION - CUSTOMIZATION
- PRODUCTS SUGGESTED “4YOU”
- ACQUIRE DESIRED PRODUCTS



2. NEW RETAIL AND VIRTUAL SHOPPING EXPERIENCES

2.2 FASHION PRODUCTS GEOREFERENCED RECOMMENDATION

- INNOVATIVE RECOMMENDATION MODELS
- PERSONALISED AND GEOREFERENCED SUGGESTIONS OF ALTERNATIVE PRODUCTS
- CONSIDERS CONSUMER PROFILE & SENSORS DATA (T, RH..)
- PROMOTES SELLING, CROSS-SELLING AND UP-SELLING
- NEW PRODUCTS AND CONCEPTS

Positions

Initial:
Latitude: 41.2357
Longitude: -8.6199
Current:
Latitude: 41.2357
Longitude: -8.6199

Controls

Set Initial Location

User:

Desconhecido

☒Assign random areas?

Grid

A

B


C

D


INESCTEC

INSTITUTO DE ENGENHARIA
DE SISTEMAS E COMPUTADORES,
TECNOLOGIA E CIÊNCIA


Recommendations




NOT ORIGINAL




NOT ORIGINAL




NOT ORIGINAL



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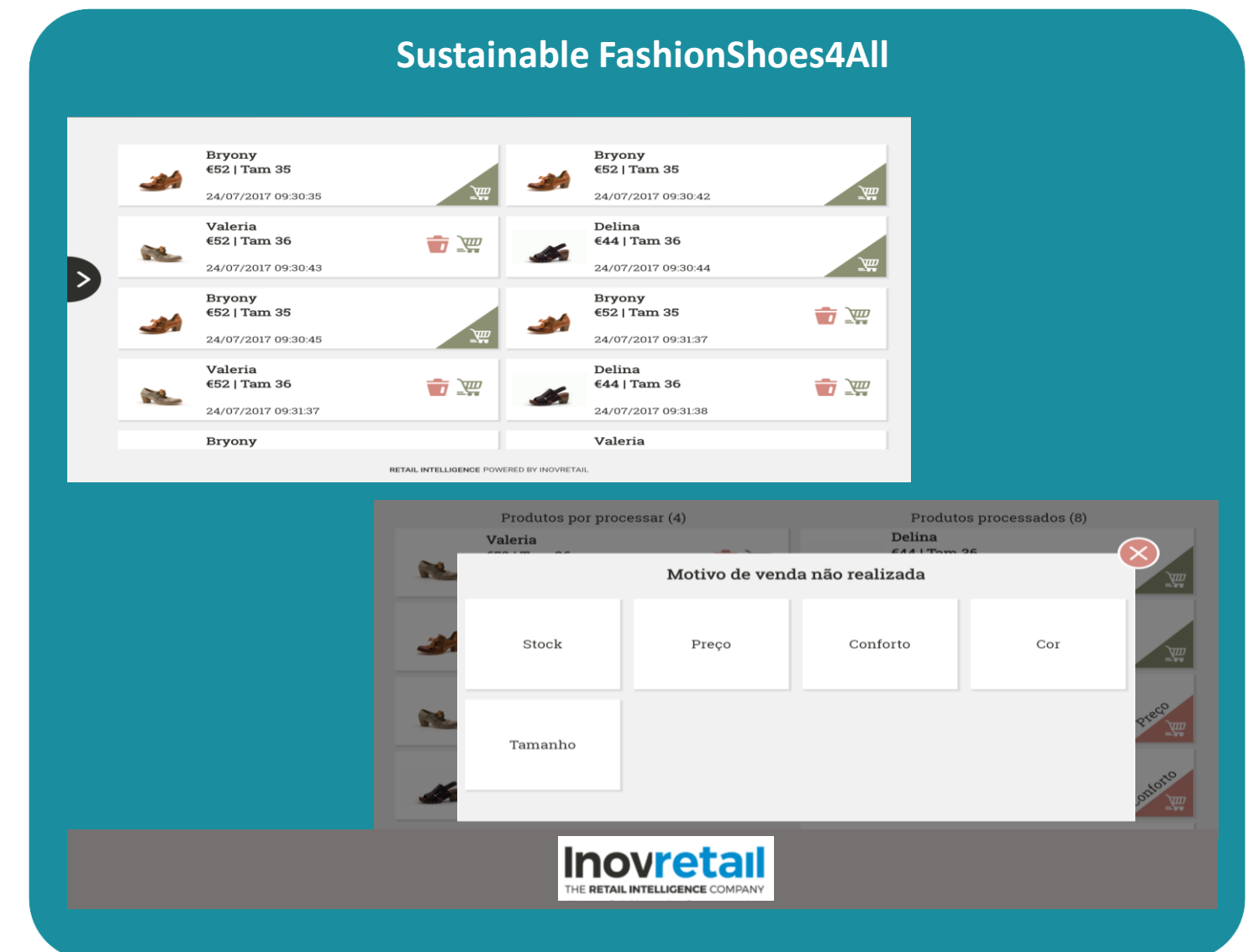
2. NEW RETAIL AND VIRTUAL SHOPPING EXPERIENCES

R2.3 RETAIL PHYSICAL SHOPS SELLING APPLICATION

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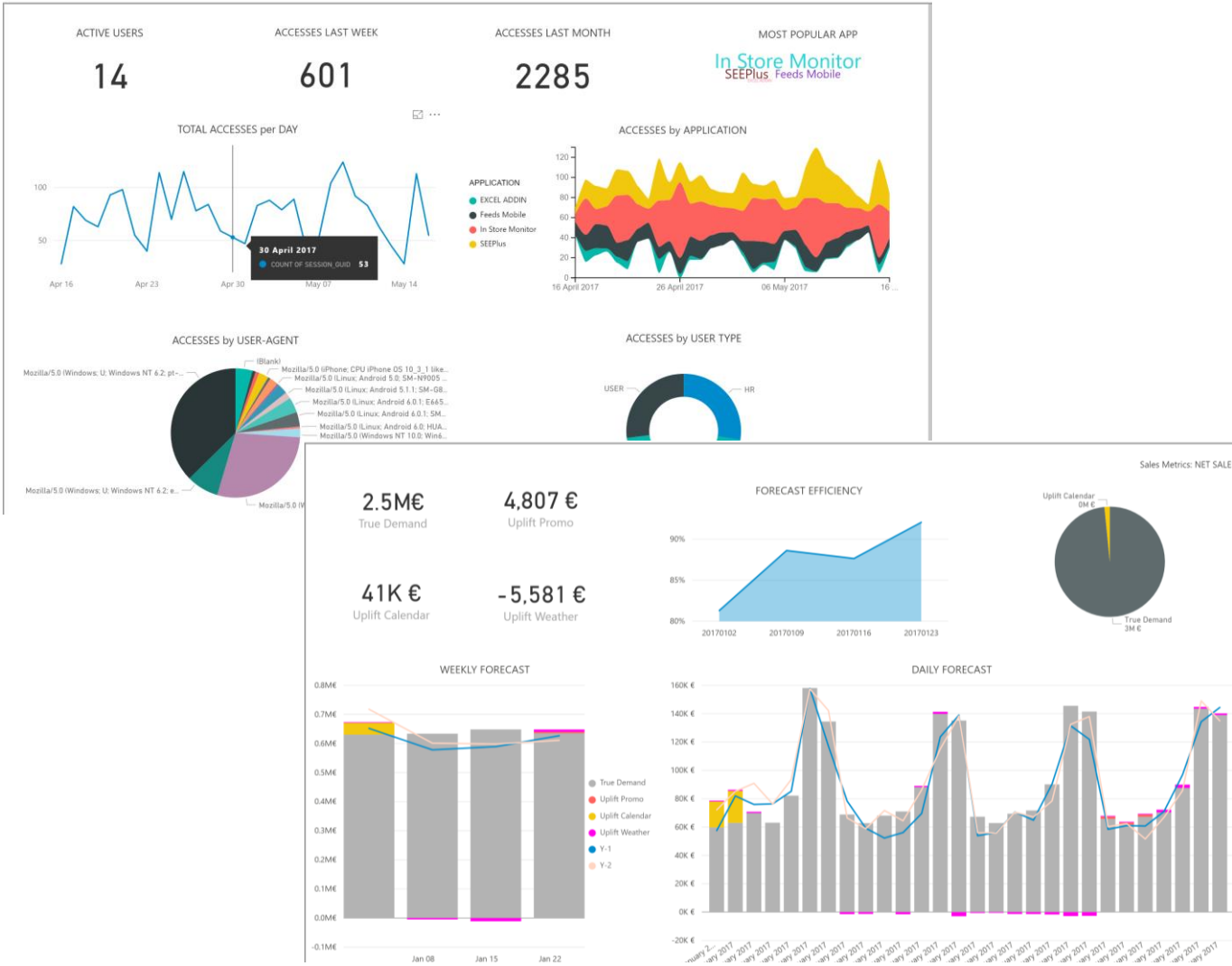
- SMARTPHONES, TABLETS OR PC'S (BROWSER)
- PRODUCTS CATALOGUE (E.G. IN THE SHOP, ALL AVAILABLE, MADE AT ORDER)
- PRODUCTS CHARACTERISTICS
- REGISTERS THE PRODUCTS SEEN, TRIED, BUY...
- REGISTER THE CONSUMERS FEEDBACK
- INVITES TO DWL & USE CONSUMERS APP



2. NEW RETAIL AND VIRTUAL SHOPPING EXPERIENCES

2.4 RETAILER & FOOTWEAR MANUFACTURER/DISTRIBUTOR DASHBOARDS

- CUSTOMISED REPORTS & KPI (E.G. CONVERSION RATE, CALENDAR & ATMOSPHERIC OR OTHER CORRELATIONS, ...)
- SHOPS & PRODUCTS SELLING PERFORMANCE (REAL TIME)
- KNOW PRODUCTS ATTRACTIVITY: PERSONALIZATION'S, SEARCH, TRIED.. & FASHION TRENDS
- COMMUNICATE WITH THE CONSUMER
- CLOUD BASED INTEGRATION ACROSS THE VALUE CHAIN



3. INTEGRATED DIGITAL MANUFACTURING

3.1 NEW MATERIALS & DIGITAL PRINTING



SPECIFIC
TANNING
(E.G. COMPOSTABLE)



SPECIFIC
FIBRES
(E.G. "VEGAN")



DIGITAL PRINTERS
COLOUR & FINISHING



CUSTOMIZATION:
SURFACE COLOUR & DRAWINGS

3. INTEGRATED DIGITAL MANUFACTURING

3.2 ARTIFICIAL VISION SYSTEM & AUTOMATIC CUTTING MACHINES

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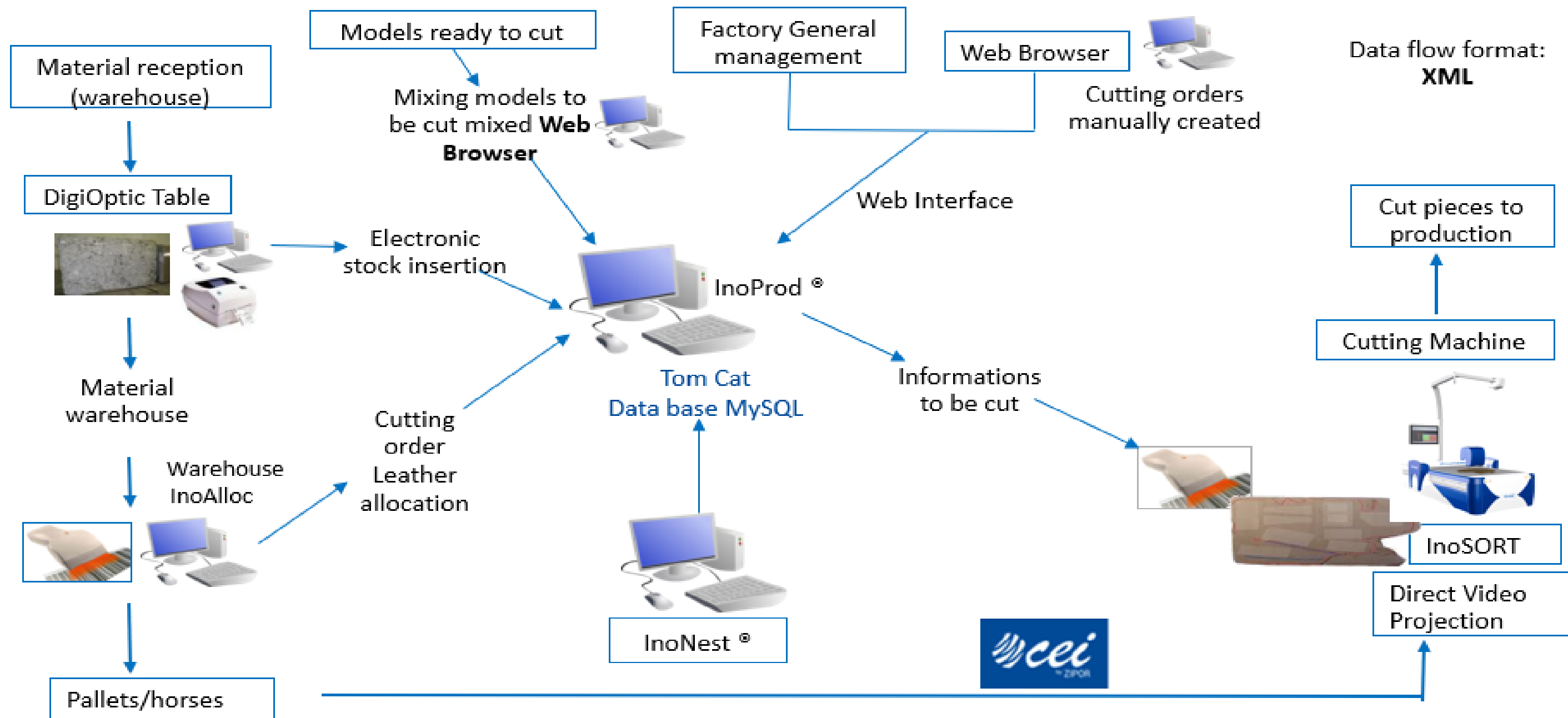
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- CUTTING INTELLIGENTLY “ADAPTS” TO THE IMAGES IMPRESSED
- DISTORTIONS INTRODUCED IN THE RASTERISED IMAGES ARE PERCEIVED AND CUTTING TRAJECTORIES AUTO-ADJUSTED
- CUTTING MACHINES FOR CUSTOMISED / PERSONALISED PRODUCTS, PAIR TO PAIR, MATERIALS SYNCHRONIZATION



3. INTEGRATED DIGITAL MANUFACTURING

3.3 CUTTING & INTEGRATED DIGITAL I4.0 PLATFORM



4. NEW SUSTAINABLE PRODUCTS & CIRCULAR ECONOMY

4.1 NEW SUSTAINABLE FASHION SHOES CONCEPTS

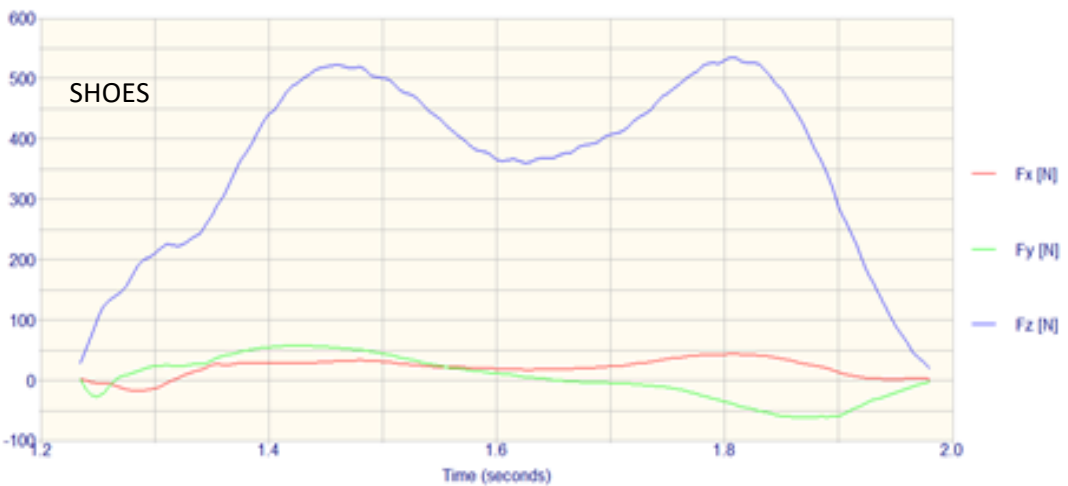
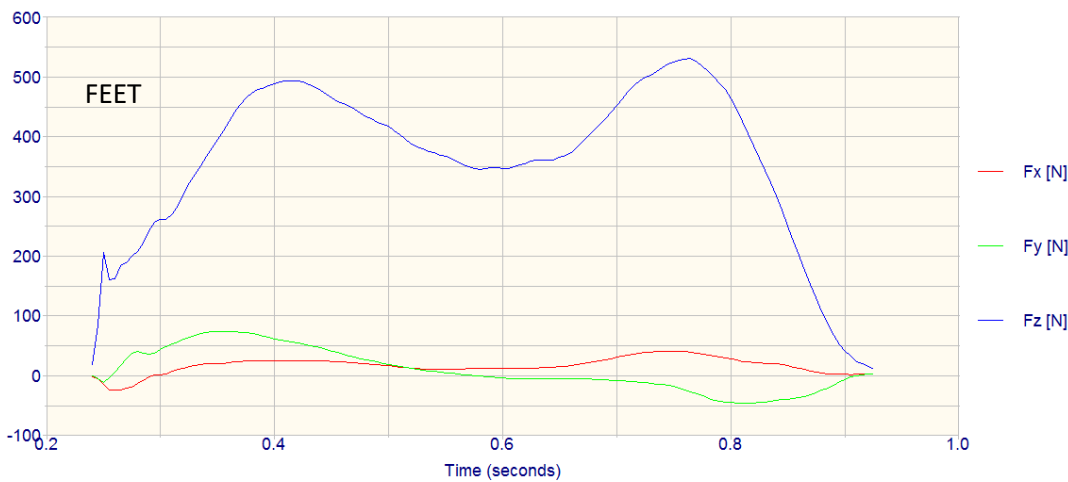
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4. NEW SUSTAINABLE PRODUCTS & CIRCULAR ECONOMY

4.2 COMFORT & BIOMECHANICS

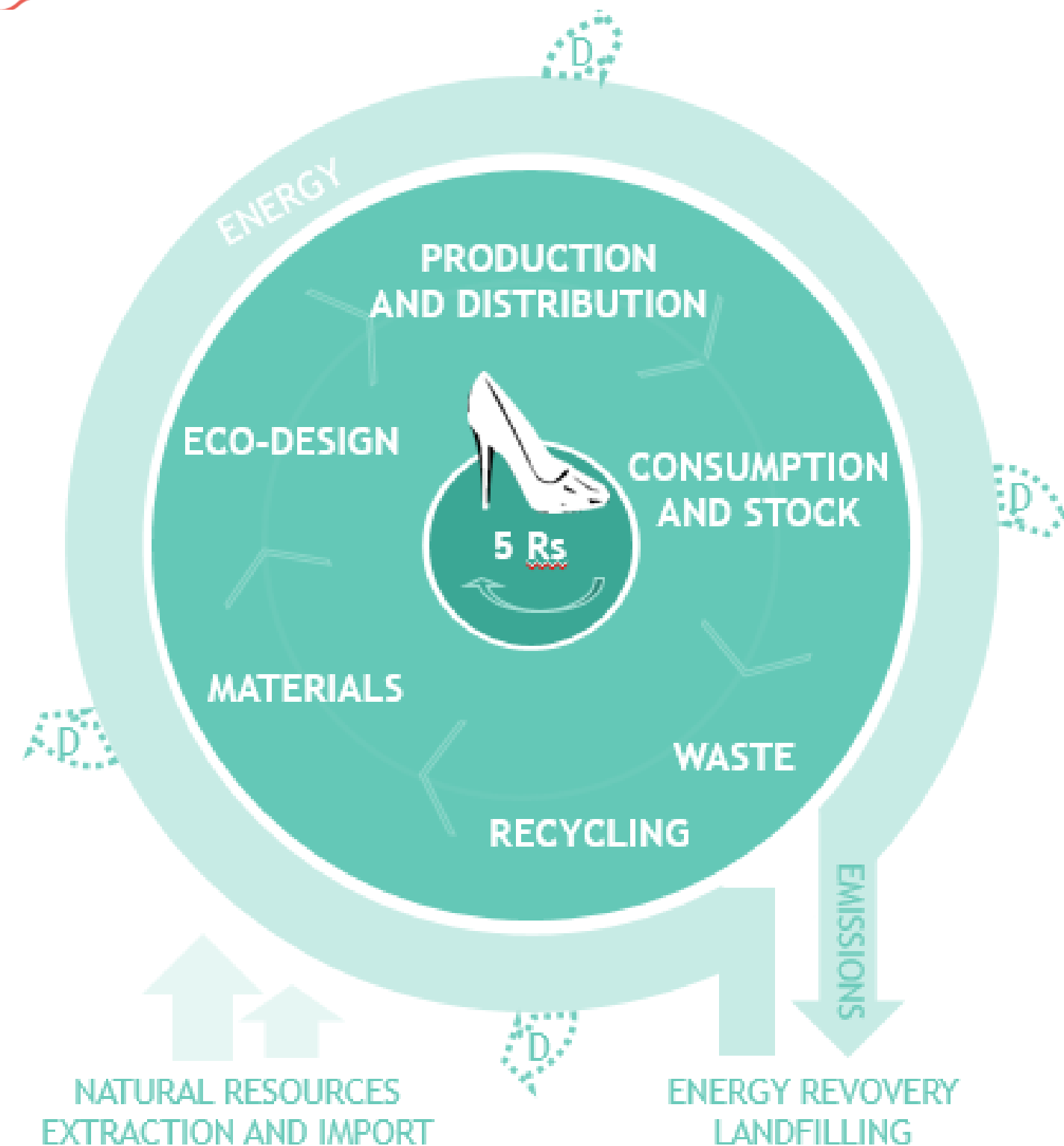


4. NEW SUSTAINABLE PRODUCTS & CIRCULAR ECONOMY

4.3 CIRCULAR ECONOMY (1/3)

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4. NEW SUSTAINABLE PRODUCTS & CIRCULAR ECONOMY

4.3 CIRCULAR ECONOMY (2/3)

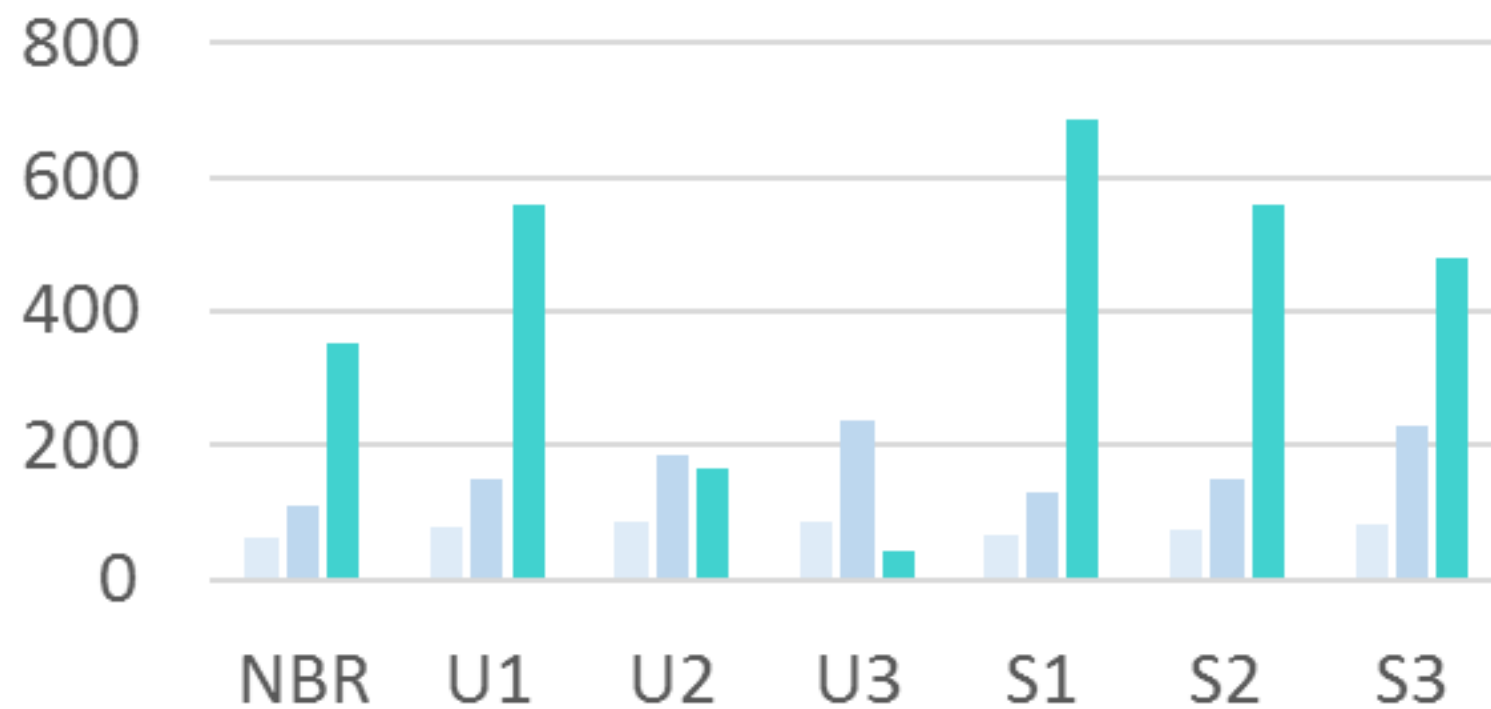
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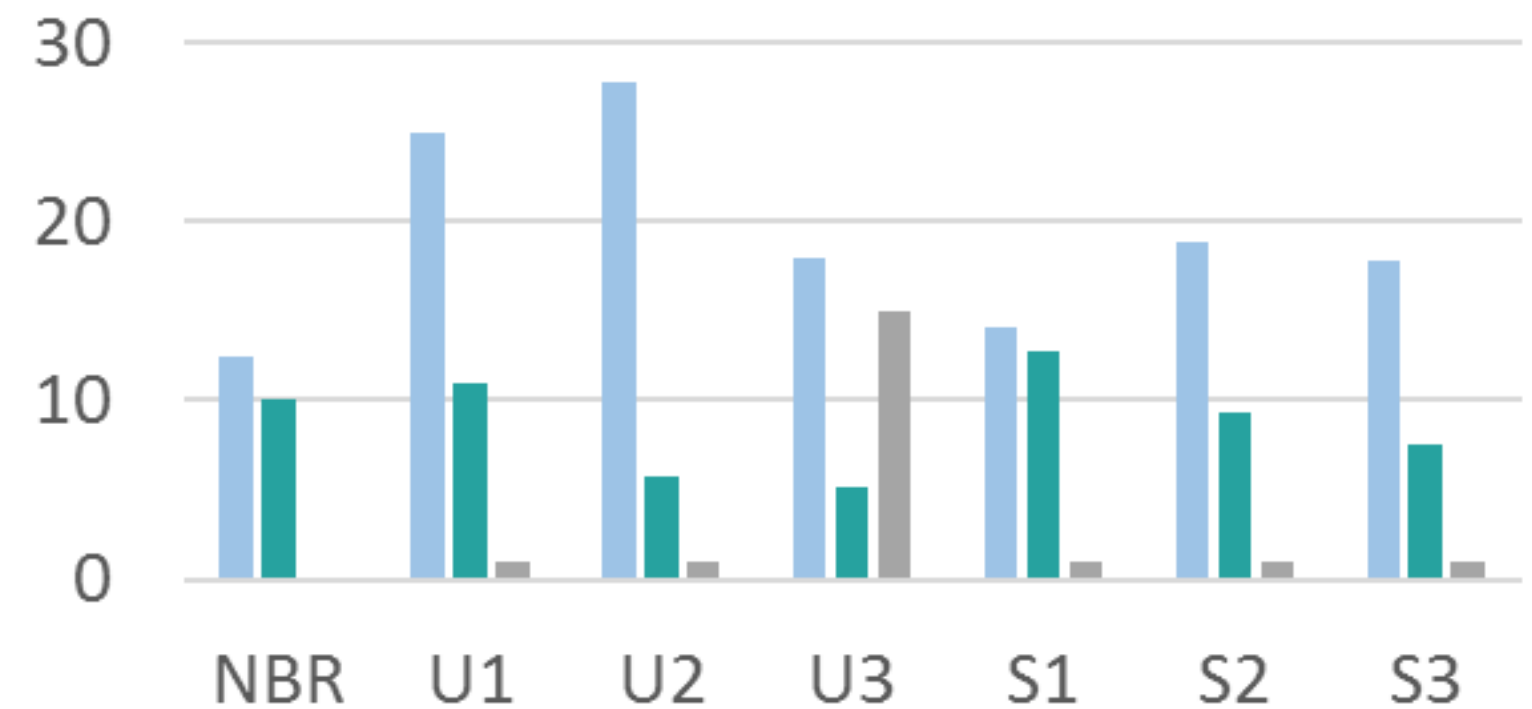


4. NEW SUSTAINABLE PRODUCTS & CIRCULAR ECONOMY

4.3 CIRCULAR ECONOMY (3/3)



- Hardness (ISO 868), Shore(A)
- Abrasion (EN 12770), mm3
- Elongation at break (EN 12803), %



- Tear strength (EN 12771), N/mm
- Tensile strength (EN 12803), MPa
- Flexing fatigue (BS 5331) (x100), mm/kc



FOOTWEAR ADVANCED MATERIALS, EQUIPMENTS & I4.0 TECHNOLOGIES (1-4)

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5. FUTURE TRENDS & SUPPORTING PROJECTS

FOOTWEAR ADVANCED MATERIALS, EQUIPMENTS & I4.0 TECHNOLOGIES (2-4)

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5. FUTURE TRENDS & SUPPORTING PROJECTS

FOOTWEAR ADVANCED MATERIALS, EQUIPMENTS & I4.0 TECHNOLOGIES (3-4)

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FAMEST

— Footwear, Advanced Materials, Equipments
and Software Technologies —

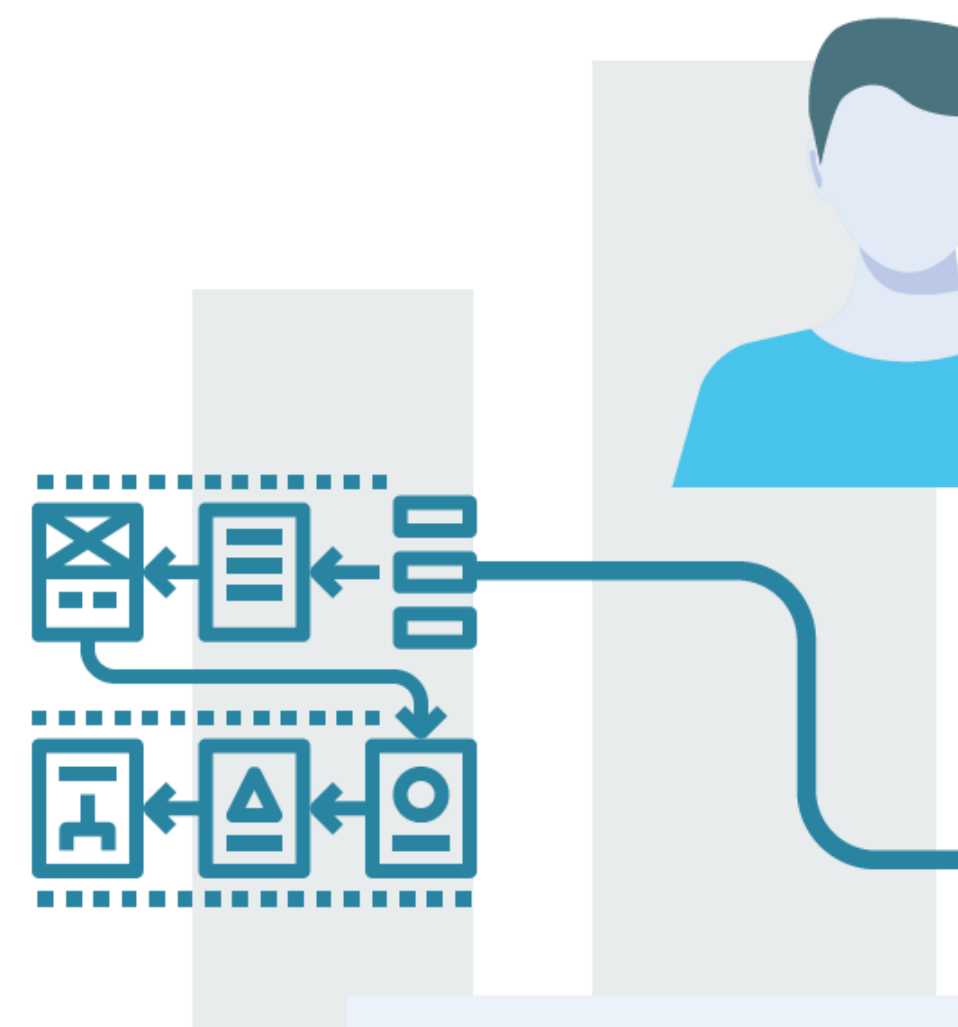
famest.ctcp.pt

- Digitalization of traditional manufacturing equipment
- IIoT and Collaborative Platforms
- 3D Printing, Simulation & Customization
- Innovative Cutting and Logistic Systems

CO-FOUNDERS



FAMEST is a project funded by Portugal2020 under Grant agreement n° 24529



5. FUTURE TRENDS & SUPPORTING PROJECTS

FOOTWEAR ADVANCED MATERIALS, EQUIPMENTS & I4.0 TECHNOLOGIES (4-4)

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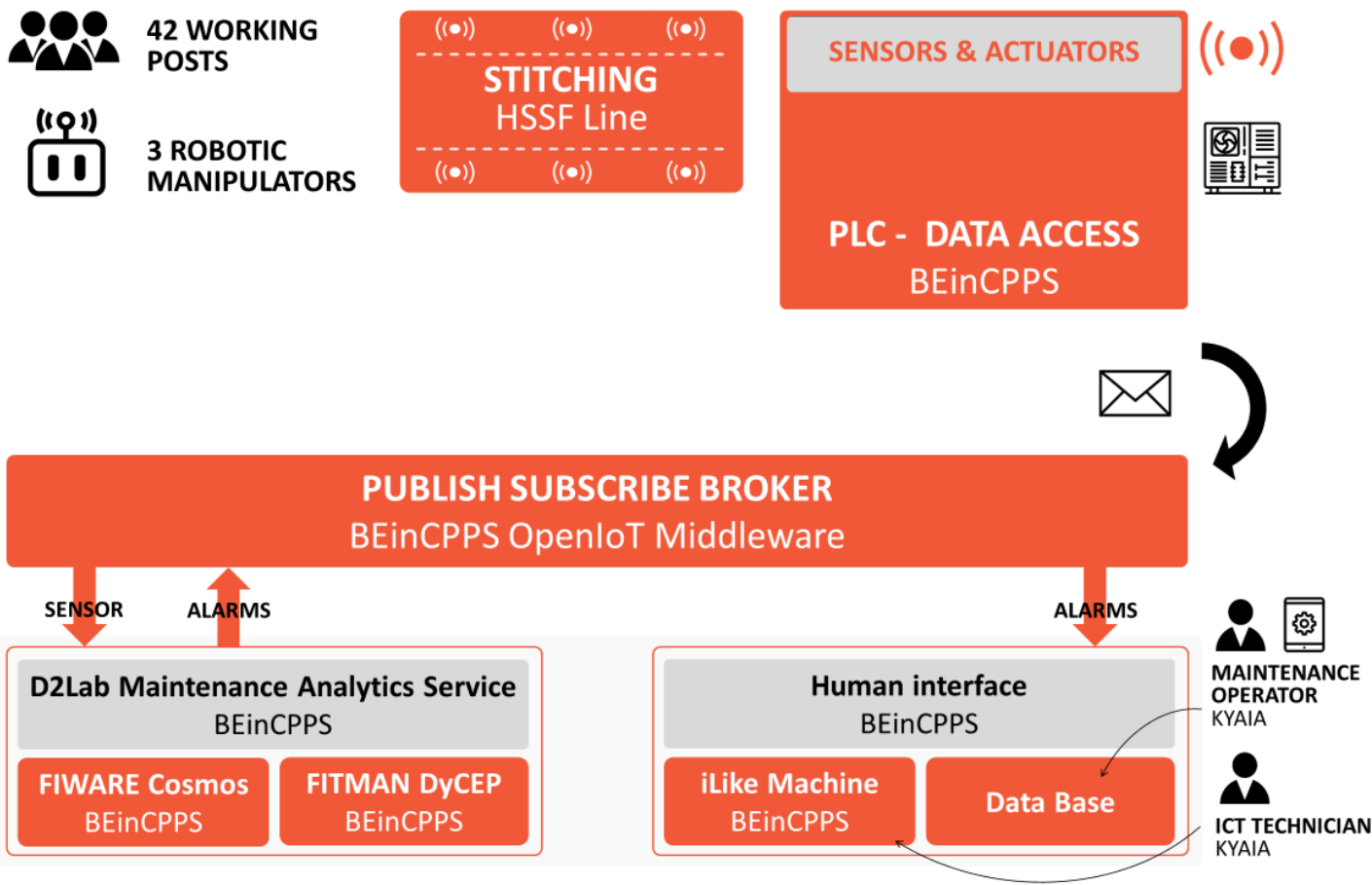
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- Intelligent Sensing on the shop floor
- Diagnostic and Predictive Maintenance
- Portuguese Digital Innovation Hub | IMan Norte Hub



BEinCPPS is a project funded by the European Union Framework Programme for Research and Innovation Horizon 2020 under Grant agreement nº 680633



Thank You!

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