Fashion technology forecasting: From now to future

Fashion Design & Merchandising
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Abstract: Poster
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Fashion has been moving forward with technology more radically now than ever before. Recently, fashionable technology, defined as the intersection of design, fashion, science, and technology (Seymour, 2008), has been very important to the global consumers and the global companies. The way technology has evolved fashion is a continuing remarkable collaboration (e.g., smart textiles, smart accessories, smart watches, and glasses) that is unceasingly contributed to both the world of science or information technology and world of fashion as an emerging field. However, despite the importance of fashion technology, there is little academic research that reported how technology has been a huge catalyst for new developments in fashion industry. With the rise of fashion technology, therefore, the purposes of this research were to further investigate how fashion has been driven by technology and to provide how fashion technology will be moving forward in the future. For this study, the method used was qualitative research consisting of in-depth data analysis of magazine and news articles, academic journals, and case studies. This paper provides thought-provoking insights into the future of fashion technology for both significant theoretical and managerial implications. This research provides some recommendations on future research opportunities for gaining a better understanding of the impacts of fashion technology in the future. In addition, the results have significant implications for marketers and retailers to forecast new fashion technology development.

Key Words: Fashion, Forecasting, New Technology, Future

Seymour, S. (2008). *The fashionable technology: The Intersection of Design, Fashion, Science, and Technolog*y, Springer Wien New Yok Co.