Today’s consumer is more demanding than ever. Keeping up with these demands and today’s fast flowing of trends is hard. Next to this the market is getting more and more digital, not only consumers go full on digital but also your supply chain goes digital.

Young fashion brands and designers that are struggling to build their supply network and catering to the demands of their consumers could use a support system. Luckily your supply chain network can be the biggest support you didn’t know you needed. Often not introduced as the sexiest part of the industry but through this strategy and consultancy a support is build for both your product and information flow.

Three-dimensional (3D) technology, while well established and a powerful tool in many other industrial sectors is still relatively new to the fashion industry. The fashion industry has been starting to adopt it in order to optimize the design and fabrication processes. By providing convincing 3D simulations of garments the industry can change tremendously towards a more sustainable business model. Garments do not have to be shipped around the world multiple times anymore, but information can be exchanged online. Variations in fit, colors and print design can be achieved quickly. 3D Software is one of the ideal solutions to implement into your supply chain for support. In this supply chain strategy there is room to implement them in all levels.

This information folder will take you through the basis of the Supply Chain Theory. Starting with the structure, the Product Flow and the Information Flow which will be explained in more detail in the next chapters.
THE STRATEGY

On the left side the basis structure of the SCM theory is visualized. In the boxes you can add or remove any chain that is valuable to your company. Most important is the circular build up of the chain and that all chains have a direct information flow to each other.

The next pages go a bit deeper into what techniques and softwares can be supplied to the chain to make it the demand driven digital supply chain your company needs.
The product flow is presented as a circular flow. Traditional supply chains are visualized in a straight line which gives the idea of a beginning and an end. This is most important for the information flow (see next page) but also for the product flow it has to be a never ending story. In this circle all your chains are equally important and the product can easily be send back and forth.

Between the consumer and design chain a small part is visualized as a dotted line. Your product ends with the consumer, the dotted line creates the opportunity for a future of recycling and the opportunity for the consumer to customize and or personalize their own garments. From consumer research in 2017 it was shown that the more than half of the participants are motivated to customize their own garments and styles (60% yes to 40% no). Through customization you do produce exactly on the demand of your consumers therefor we implement the opportunity into the chain for the future. Want to be inspired by brands that already customize garments for their consumers check out *UNMADE* or *Fame & Partners* for some inspiration.

3D Virtual Design & Prototyping brings big support to your time to market. Garments do not have to be shipped around the world, eventually your product will flow through the information stream across the world in minutes.

Tools and software that can support the product flow to minimize the time to market are:

Important is that from the first steps the above softwares should be implemented for full support.
DISTRIBUTOR

RETAIL

CONSUMER

DESIGN

PLAN

SUPPLIER

MANUFACTURER

DIGITAL DNA
Supply Chain Theories are crucial for the flow of the products. This strategy adds another visual dimension to the supply chain: Information Flow. The information flow is equally important as the product flow. Through the information flow you control who receives what, and when information. As mentioned in the product flow it is important to start from your core with building up the structure: a digital DNA to support all chains. Think of the following digital solutions:

- Real time information flow
- Cloud Technologies & Analytics
- Digitized Inventory
- Social Media Analytics
- Algorithm Designers

Digitization is key to supply-chain efficiency, lower procurement costs, and enhanced sourcing opportunities. Digitized inventory management and predictive analytics-aligned to investments in Customer Relationship Management (CRM) have the potential to allow fashion companies to link inventory around the world to a single view for the consumer.

Through the real time information flow and support of cloud technologies and analytics your supplier can see what you are doing, how much and how fast you are selling your product. With this then can already calibrate their operations on factors such as product inventories or warehouse space. Your ‘third-party’ partners need to have the same information you have: everyone in the supply chain needs to be one the same page. In on-demand business, everyone is an equal partner.

Have a look at Stitch Fix through their algorithm they produce recommendations on what their consumer likes or not likes, this information emerges from survey’s, Pinterest Boards, Instagram Likes and so on. There is a bunch of data just flowing in and out your company. Use that information. Let Data and Algorithms support you in the design process.
DIGITAL DNA

- DESIGN
- PLAN
- SUPPLIER
- MANUFACTURER
- DISTRIBUTOR
- RETAIL
- CONSUMER
What’s Next,

Throgu an interactive consultancy and presentation from Martine Veldink the supply chain strategy will be explained to the entire company. But first its time for the SCM Game. A box will be send to your office. Following the instruction manual closely you let your team play a game to make clear how un-organized and chaotic the current supply chain process is. During the consultancy the game will come back to discuss results and findings from your team. Perhaps already during the game your team notices the issues, motivate them to find solutions and prepare these for the consultancy.

Following the Digital Supply Network and Demand Driven Supply Network this Strategy came together. Please note that all chains can and should be adjsuted to be the perfect fit for your company and product, customize! Need any support by choosing partners in 3D Solutions and/or PLM systems, please do not hesitate to contact us.

Martine Veldink