FASHION IN TRANSITION

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Product idea - relevancy

The intention of my product is to create some form of an advisory plan. An advisory plan can be in many forms, but I would like to create something that is not solely text. Not to say that text cannot be entertaining, but in the spirit of Stitch, who created a start-up vibe around itself, it is in my perception needed to have this advisory report on an inspiring platform. One of the conclusions of the research report is that it is hard to find basic information and people want and need to be informed. To create a solid and supported platform for 3DVP easy access to information is key.

During my internship at Peak Performance I got introduced into the world of Podcasts. One of my colleagues told me that when he commuted to work on his bike, he would listen to several Podcasts series. Just small episodes that would fit his commuting time. He listened to stories about unsolved detective cases or inspiring talks by people who were unknown but had great stories. But mostly he listened to informative Podcasts. Podcasts about fashion or other industries which helped him to understand the world a bit more, enriching his life with knowledge, just on his commute to work or home. He was pretty busy, but the Podcasts helped him to learn while at the same time biking his way to work.

A Podcast is a great tool to get information in an accessible and easy way, without taking over your complete focus (Agrawal, 2018). Podcasts also tend to be a bit informal, which is in line with the idea of Stitch being seen as a cool start-up. The informal setting that they have created helped them to be perceived as cool and fun to work with. So hopefully, a bit informal setting will help to attract the listener. Spotify and Apple are open, easy to access platforms and these two are currently part of the most widely used platforms regarding podcasts (Enfroy, 2018). When the aim is to inform anyone who would like to know more about 3DVP is it vital to have the information as accessible as possible.

Several brands, such as (Gucci, 2018), (Barneys, 2018) and (Chanel, 2017), have published podcast to inform their target group who is constantly on the road and not willing to read long stories (Schiffer, 2019).

The aim of this podcast is to inform anyone who would like to know what 3DVP is about the basics. The podcast is only with voice and it is not my intention nor the aim of the podcast to show pictures of the software itself. I would like, however, to create a website that helps the listener to be guided to some websites/pictures/stories that have been discussed by creating a website where some links are being presented with the discussed content. This is only to enrich the podcast and not to be a platform on its own.

The different types of podcast and which one suits my product?

There are several types of Podcast and (Corbett, 2018) names 8 of them. The ones that are the best related to my story is the interview show, The Panel show and the Conversational/Co-hosted podcast.

- The Conversational/Co-hosted podcast: De Verwondering by Momkai
Breakdown of De Verwondering:
De Verwondering is an informative podcast about design. Two hosts with design experience talk about a certain topic, for instance Disney, and tell each other a story about the topic that they find inspiring what they do with design. While 1 person talks, the other asks questions to dive deeper in the specific story. It is light, but informative. And the big plus, they have a website to support their podcast with pictures about the stuff they have been talking about.

Preparation for Conversation/Co-hosted podcast:
Each host needs to dive deep into the main topic and research a specific story they would like to tell, but given they have some expertise of the topic should it be convenient to them. Along the conversation other topics will be addressed, but the overall topic should be the focus point.

What do I want to use from this podcast:
There is one overall topic, with a story being told by one of the hosts. To start with a story works great and along the way the host can asks questions about the story. The website is also a big plus to use to make the podcast more visible.

- The Panel show: De Rudi & Freddie show by De correspondent
  https://decorrespondent.nl/collectie/de-rudi-freddie-show

Breakdown of De Rudi & Freddie show:
Mainly the topics for this show are politics, economics and anything that is currently happening that the hosts want to talk about. This show feels a bit similar to De Verwondering, but this show focusses on inviting several new guests. There is 1 overall topic, which will be discussed by both Rudi and Freddie and the guest will be asked questions afterwards.

Preparation for Panel show podcast:
The overall topic must be researched, and the guest should align accordingly to the topic discussed.

What do I want to use from this podcast:
The relaxed and open discussion style suits me well. On the other hand, the guest is feeling open to speak freely and is more willing to engage a conversation and to go along with flow. This could benefit my podcast.

- The interview show: Without Fail by Gimlet Media
  https://gimletmedia.com/shows/without-fail

Breakdown of the Without Fail:
Without Fail is a Podcast about how successful entrepreneurs indefinitely experienced many failures on their way to the top. It starts with an introduction by the interviewer who the interviewee is, what he/she does and what they are going to be talking about. After, the interviewer will ask the questions to the interviewee who just only answers them
Preparation for interview show podcast:
Preparation is key with this Podcast; the interviewer asks all the questions and has them prepared but will go a bit with the flow by the answers of the interviewee. Interviewer must be informed about the experience the interviewee has.

What do I want to use from this type of podcast:
The introduction part is strong, this I need to use for my podcast. Informing the listener who she/he is hearing and what their expertise is. The interview style is great for my podcast. However, in these interviews it is all about the interviewee him/herself.

In order to be relevant for fashion professionals and to have the podcast gaining traction do I believe that I need to talk with an expert in my podcast show who will explain the questions I generate for a certain topic. This will help to let the listener feel that they have really heard the info from a professional, which will give the show more authenticity.

Podcast elements the show needs to consist out of
- Interview show type of podcast
- The ‘relaxed’ vibe from the Conversational/Co-hosted type of podcast
- The basics of 3DVP will be discussed, not too deep into detailing
- 1 Overall subject that will be discussed
- 1 Overall question that concludes the show
- Interviewee is being introduced by interviewer
- The topic and the why will be introduced by interviewer
- The interviewee will be prepared, knowing about the topic before starting the podcast and has some level of expertise on this certain topic.
- The interviewee knows the topic and will have a story about that specific topic which for them relates good
- The interviewer will guide the talk by the questions. If necessary, improvising questions can be done reacted on the given answers
- The questions will be created as if the interviewer is the target group of the podcast, coming forth of the conclusions of the research report
- Preferably the podcast will be created together, however creating a podcast via skype is possible

A certain level of informality is what helped Stitch to gain traction with the Tommy and CK teams. The podcasts should not necessarily be perceived as cool, but some form of informality will give the listener the feeling that the subject is much lighter and easier to catch up with. Still being informative and not too playful.
Podcast structure

- Welcome listener
- Introducing the topic follow up with overall question
- Introducing the guest(s)
- Guest opens with own story about the topic
- Interviewer (& guests) will ask questions regarding the story
- Interviewer will guide the talk by asking questions
- Podcast ends with the overall question as conclusion.
- Introduction to the follow up podcast

Podcast length

The goal is to fit the podcast into the time to commute to work. The average commuting time is between 10-30 minutes (Berger, 2018). Per topic and guest will the editing be differently, but the goal is to keep the shows within this timeframe.

Podcast pitfalls

I need to have different types of guests in order to be relevant and to engage the listener with the knowledge that they hear the information from a real expert. The guest must be informed about the topic of the podcast and needs to come prepared. However, since the guest is the expert, should the preparation time not be too long

Show topics

Show 1
Overall Topic: 3D Virtual prototyping software, the skills and tools.

Overall question: What is 3DVP exactly and what are the tools and skills required to work with it?

Guest: Jacqui Haker

Show 2
Overall Topic: Implementing 3D virtual prototyping; business process and change management

Overall question: What could be a roadmap for 3DVP implementation?
Show 3
Overall topic:
3D virtual prototyping end-to-end

Overall question:
How can 3D benefit the whole company?

Guests:
Cas van Lier & Joost Alferdinck

Show outline & possible questions

It is recommended to create an outline for the podcast per show (Buzzsprout, 2018). However, it is advised not to over stage the show but outlining helps greatly to create a solid and easy to listen to podcast.

To further guide the podcast topic, do I want to prepare some questions I think should be answered by the guests as minimum to have enough information in the podcast available. The questions are a direct follow up of my results and conclusions drafted from the research report.

Show 1
Guest start with sharing their example story of the podcast, what is 3DVP to them and what changes the old designing method.

Follow up questions by host or other guests

Possible questions asked to guide the interviewee:

What is 3DVP software actually?
What is the difference when using 2D cad systems and 3D systems?
What kind of hardware is required?
What is the difference in workflow compared to working with 2D and illustrator?
Which problems does 3DVP solve? (time – more real looking – seeing details – seeing fit)
What could be the synergy for people who still like to draw their creative ideas?
What basic skills set do you need to have to be able to work with 3DVP software?
Which soft skills do you need to posses?

Ending with the guest concluding the overall question
Show 2
Guest start with sharing their example story of the podcast.

Follow up questions by host or other guests

Possible questions asked to guide the interviewee:

How should a 3D created style be handed over to other departments such as marketing?

How can the 3D designer help the marketing/sales department with their product creation?

What can the marketing department do with 3D garments?

What can the sales department do with 3D garments?

What are currently used assets for this end-to-end implementation?

What would be for you the ideal set up, from design to end-consumer with 3D garments?

Ending with the guest concluding the overall question

Show 3
Guest start with sharing their example story of the podcast.

Follow up questions by host

Possible questions asked to guide the interviewee:

When you know the basics of 3DVP and you would like to start working with it, what are the first steps to take?

Why should you start to focus on your business process before diving deeper into the software?

When you are a designer and want to work with 3D within your company, where do you need to start?

If you are a manager and you would like to have your team working with 3D, what are key elements to work with regarding change management?

Who should be involved when implementing 3DVP to a team of company?

Some people might be reluctant to working with a new digital workflow, how can you help them understand that 3DVP enables them to work more agile?
How can you introduce 3DVP to the team or company when you know they might be reluctant to change?

What is the main goal of Stitch when implementing 3DVP with a new design department?

How does Stitch apply change management when implementing 3DVP?

Ending with the guest concluding the overall question

Podcast tools

To record a podcast not much is needed. There are a few tools that are required to set up a podcast show.

Tools:
- Recording device connected to laptop
    Costs: €45
    Good quality – easy to use
  2. Laptop or iPhone
    Costs: Already owned
    Mediocre quality – easy to use

Software & Music
- Software to edit the raw recordings
  Garage band
- Sound for intro and outro podcast
  Epidemic sound - [https://www.epidemicsound.com/creator-subscription](https://www.epidemicsound.com/creator-subscription)

Podcast show editing

The recordings and thus the show must be edited. An intro and outro balance the voices and if I want to use a voice over, to start of the podcast show is it easy to edit this in, rather to record that all in once with the conversation.

[https://www.youtube.com/watch?v=xhesskgmlsQ](https://www.youtube.com/watch?v=xhesskgmlsQ)

The link is an easy videoclip about how to edit for a Podcast with Garage band

Podcast editing software
- Editing software: Garage band
  - Free and easy to use
- Music intro/outro: Epidemic sound
  - Free 30-days trial - [https://www.epidemicsound.com/creator-subscription](https://www.epidemicsound.com/creator-subscription)
Publishing the podcast

The focus points to publish the Podcast will be Apple iTunes Podcast and Spotify. To publish a podcast do you need an RSS Feed. This is like a link that shows where the podcast is being located on the internet. You could see an RSS Feed for a Podcast as a webhost for a website.

Online RSS Feed hosting software
- Buzzsprout: An easy online tool to host the podcast and to create an RSS Feed
  - Costs 12$ per month 4 hrs of content - https://www.buzzsprout.com

To publish the podcast on Spotify or Apple iTunes Podcast requires some key elements the podcast should have:
- RSS Feed
- Podcast Artwork
- Public account to publish with

Both Spotify and Apple will take a few days to check your podcast before putting them on their platform. For Apple it will take about 3 days average (Blubrry, 2016).

Podcast website

If it is possible timewise, with the planning of my recordings of the podcast, would I like to create an easy website where people can see links and pictures of topics we have discussed.

I would like this in the style of De Verwondering podcast. You only have to scroll downwards while listening.

You will see a corresponding number from the podcast that tells you the exact time a certain topic has been discussed with the corresponding material to show.
I would like to create this kind of website simply via wix.com

**Attracting people to the podcast**

I believe in the strong community of the 3D believers. First of all, I hope that the people I have interviewed will share this podcast. I will push the podcast on social media as well. Possible to push via paid social media ads.

I have talked to Cas van Lier from PixelPool who expressed that PixelPool is willing to help attracting professionals to the podcast by sharing the podcast on their own channels and platforms.

**Optimizing the podcast**

- SEO Optimization: Use the correct key words in your descriptions to be found first in Google. This requires expertise companies pay a lot of money for, but the following websites gives tips I can follow when creating the text. [https://www.podcastmotor.com/seo-tips-podcast/](https://www.podcastmotor.com/seo-tips-podcast/)

**Planning**

20-05 – 26-05  Inviting & planning possible guests + recordings podcasts  
27-05 – 02-06  Recordings podcasts + recording introduction voice over  
03-06 – 11-06  Recording podcasts + editing podcasts + publishing  
12-06  Uploading MP3 Files to Apple podcast & Spotify
Guests to be invited

Marlies Reukers, 3D Design training & transformation specialist at PVH
Confirmed: Yes
Date & time recording:

Cas van Lier, Marketing & Communication specialist at PixelPool
Confirmed: Yes
Date & time recording: 28 May

Jacqui Haker, Lecturer 3D product creation at AMFI
Confirmed: Yes
Date & time recording: 29 May

Joost Alferdinck, Creative director at PixelPool
Confirmed: Yes
Date & time recording: 28 May

Briefing Jacqui Haker

Hey Jacqui,

Op deze bewolkte zondagavond de briefing voor de podcast. Het is ook alweer een beetje getweaked na het officiële inlever moment afgelopen dinsdag, dus wat je hier leest kan wat afwijken van de plan van aanpak die ik ingeleverd heb.

De podcast opzet:

De podcast zal 3 afleveringen/onderwerpen hebben. Het zal een interview stijl zijn, er zijn 1 of 2 experts te gast. Het start met een intro van mij over het onderwerp voor die aflevering en wie de gast is. De gast zal daarna een eigen verhaal vertellen over het onderwerp waarop ik vragen zal stellen. Daarnaast heeft elke aflevering 1 hoofdvraag. Deze vraag hoeft niet letterlijk beantwoord worden, maar is een grote richtlijn waar ik graag heen wil werken.

De podcast zelf heeft als doel niet langer te duren dan 30 min (max. commuting time). Het liefste valt ons gesprek hier precies in, zo niet zal dit ge-edit door mijzelf worden.

Ik zal zelf ook vragen stellen naar aanleiding van jouw verhaal en vragen die ik belangrijk vind die beantwoord kunnen/moeten worden.

De podcast afleveringen:

Podcast 1
Topic: 3D Virtual prototyping software, the skills and tools.
Eindvraag: What is 3DVP exactly and what are the tools and skills required to work with it?
Gasten: Jacqui Haker (+ misschien Joost Creative Lead PixelPool)

Podcast 2
Topic: Implementing 3D virtual prototyping; business process and change management
Eindvraag: What would be the ideal roadmap for 3DVP implementation?
Gasten: Marlies Reukers (+misschien Yury Antonov Head of Transformation Stitch PVH)

Podcast 3
Topic: 3DVP end-to-end
Eindvraag: How can 3D benefit the whole company?
Gasten: Cas van Lier (+ misschien Joost Creative Lead PixelPool)

Wat moet de gast voorbereiden

Zoals je ziet en van mij al hebt gehoord wil ik jou graag vragen te gast zijn in mijn eerste podcast aflevering over 3DVP, wat dat precies is en wat de tools en skills sets zijn die je nodig hebt om ermee te werken. Oftewel echt puur de basics.

Aan jou de vraag om een verhaal/anecdote/voorbeeld te bedenken en deze te vertellen aan het begin van de podcast. Dit stuk mag gaan over wat jij inspirerend vind, een mooi voorbeeld of waar jij dit goed ziet terugkomen. Bv. Een verhaal over een leerling die precies alle tools gebruikte en skills sets leerde voor een tof project.

Daarnaast is je expertise op dit gebied natuurlijk zeer groot, dus je inlezen in het onderwerp lijkt mij niet bepaald nodig. Weet dus wel graag dat mijn vragen en/of onze discussie over dit onderwerp zullen gaan.

Een bonus is, als je wat voorbeelden hebt waarover we dan discussiëren waar je ook linkjes en/of beeldmateriaal van hebt. Dan kan ik dit mooi gelijk toevoegen aan de begeleidende website! Zo niet, zal ik dit zelf zo goed als mogelijk erbij zoeken.

Mocht je nog vragen hebben, of lijkt dit nogal overweldigend, laat het dan even weten! Het is eigenlijk gewoon een leuk en relaxt gesprek over 3DVP, wat het allemaal kan en wat je zelf moet kunnen om ermee te werken.

Bedankt nogmaals dat je wilt mee doen!

Briefing Marlies Reukers

Hey Marlies,

Nou de planning voor de Podcast! Zoals het er nu naar uit ziet zal de podcast een interview zijn waarin jij dan zeg maar mijn gast bent.

Wat ik dus ga doen: Een serie van 3 podcast afleveringen waarin ik de basis onderdelen behandelt van 3DVP, juist om iedereen over de basis te kunnen informeren. Het zijn 3 onderwerpen die voortvloeien uit mijn onderzoek.

Briefing:

Per aflevering is er dus 1 onderwerp en daarbij aansluitend ook een eindvraag die dan een soort beantwoord wordt aan het einde van het interview. Ik start met een introductie. Daarna vraag ik aan de gast, zoals nu aan jou, om voor dit onderwerp een verhaal/voorbeeld van te voren te vertellen. Dit verhaal/onderwerp zal dan natuurlijk graag aansluiten op het te behandelen onderdeel. Iets wat jij goed vind
gaan, iets wat jij zelf hebt ondervonden, iets wat je ziet dat het team heel goed oppakt etc. Wat jij dan ook maar vind aansluiten en interessant vind.
Daarop volgend zal ik naar gelang van jouw verhaal vragen stellen, maar ook losse vragen. En natuurlijk om samen ook een discussie te voeren over het onderwerp.
De podcast zelf zal ik maximaal tot 30 min editen (het idee is om de podcast in een commute tijdsrap te laten passen), maar het kan natuurlijk best zijn dat ons gesprek korter of langer duurt! Wel is het van belang om echt het onderwerp als leidraad aan te houden, zodat er niet teveel overlap met de andere podcasts is.

Voorbereiding voor jou:
- Verhaal/anecdote/voorbeeld bedenken over het onderwerp die jij graag wilt vertellen.
- Enigszins voorbereid zijn op het onderwerp zelf (op zich zit je er elke dag middenin haha)

De serie:

Podcast 1
Topic: 3D Virtual prototyping software, the skills and tools.
Eindvraag: What is 3DVP exactly and what are the tools and skills required to work with it?
Gasten: Jacqui Haker en (mits mogelijk) 3D Designer PixelPool

Podcast 2
Topic: Implementing 3D virtual prototyping; business process and change management
Eindvraag: What would be the ideal roadmap for 3DVP implementation?
Gasten: Marlies Reukers en (mits mogelijk) Creative lead PixelPool

Podcast 3
Topic: 3DVP end-to-end
Eindvraag: How can 3D benefit the whole company?
Gasten: Cas van Lier en (mits mogelijk) Yury Antonov

Zoals je ziet heb ik een 2e gast staan per podcast, maar dit kan alleen als dat mogelijk blijkt te zijn. Het zou bv ook kunnen dat ik samen met jou en Yury over implementing 3DVP ga praten. Maar voor nu zijn jij, Jacqui en Cas mijn hoofd gasten en wie er bij kan komen is alleen maar extra tof! (logistiek is het gewoon zeer lastig in 2 weken tijd te regelen).

Graag hoor ik van jou wat jouw beschikbare dagen zijn. Zolang dit maar voor 7 juni ingepland kan worden. Het zal ongeveer 1 uur in beslag nemen!

Dank je nogmaals en ik hoor je graag!

Briefing Joost Alferdinck & Cas van Lier

Hey Cas,

Bij deze dus even de korte briefing voor de podcast van morgen. Ik denk dat het in totaal een uurtje zal duren, daarbij de tijd ingerekend om de apparatuur gereed te maken voor de kamer waar we zullen gaan zitten.
Podcast tijd: 10-30 min. Mocht ons gesprek langer duren, dan zal dit ge-edit worden tot max 30 min. Het liefst valt ons gesprek wel hier binnen. De reden hiervoor is dat de podcast in commuting time moet vallen. (fashion people are veeeery busy).

Onderwerp: 3D end-to-end. - Nadat een product is gecreëerd bij design, hoe kan het gehele bedrijf hier van profiteren?

Hoofdvraag: How can 3D benefit the whole company? - Dit is een richtlijn als eind conclusie, deze vraag hoeft niet letterlijk beantwoord te worden.

Mogelijke vragen:
- How should a 3D created style be handed over to other departments such as marketing?
- How can the 3D designer help the marketing/sales department with their product creation?
- What can the marketing department do with 3D garments?
- What can the sales department do with 3D garments?
- What are currently used assets for this end-to-end implementation?
- What would be for you the ideal set up, from design to end-consumer with 3D garments?

Voorbereiding voor jou en Joost:
- Graag vraag ik jou en Joost om beide met een anecdote/verhaal/voorbeeld te komen waarvan jij vind dat dat een mooi voorbeeld is van 3D end-to-end. Dit zal na de introductie het start punt zijn van de conversatie.
- Graag ontvang ik linkjes, foto’s etc. van besproken onderwerpen zodat ik dit kan plaatsen op de eventuele bijkomende website. Natuurlijk zullen er dingen besproken worden die of jullie graag nog niet openbaar laten zien of niet zo maar te verkrijgen zijn. Dan zal ik hier eventueel zelf beeldmateriaal/linkjes bij zoeken die vergelijkend zijn.

Structuur podcast:
- Ik zelf zal een introductie opnemen op een ander tijdstip waarbij ik het onderwerp en jullie introduceer.
- We starten met een welkom en dan vraag ik jullie om het verhaal te vertellen
- Vragen over het verhaal zullen worden gesteld. Ook jullie mogen uiteraard vragen stellen!
- Eventuele follow-up vragen zullen gesteld worden, mocht ik of jullie denken dat dit nog benoemd moet worden.
- Afrondend met een eventuele conclusie (hoeft niet perse, het gesprek moet natuurlijk verlopen)
- Een bedankje

Zie graag ook dit gesprek als een conversatie met 3D end-to-end als topic. We proberen dan ook echt bij de dit onderwerp te blijven, zodat we niet teveel overlap krijgen met de andere afleveringen. (al is overlapping altijd aanwezig met dit onderwerp).

In mijn vorige email zie je de onderwerpen van de andere 2 afleveringen. Mocht jij of Joost nog vragen hebben, stel deze dan gerust!
Podcast moving forward

The focus for this podcast lies now on educating everyone who would like to know more about 3DVP.
First, I would like to talk with more people from the industry to dive more into detail. Going more in-depth what you can do with the software, discovering what brands are currently up to – inviting them for a talk such as Adidas, and trying to have other small brands who are in the middle of struggling with this how they are cooping.

I would also like to host panel talks where several people from the 3D fashion industry sit together with people who would like to start with 3D and talk about their experiences.

As for the last part, the name of the podcast is Fashion in Transition, which purposely gives it an ‘open’ end, rather than only focusing on 3D. This could mean that the podcast could also focus on other digital transitions within the fashion industry such as the use of AI for designing.

Future perspective of the product

To really set the industry wide standard and to really have a transition an open source platform from fashion professionals for fashion professionals about the use of 3D is needed. This needs to be available on easily accessible platforms.

This can only be created if different platforms co-create to create together insightful, relevant and informational content about the developments in 3D and how the talked about developments really work.

I would like to see as example PVH work together with Browzwear, CLO and Thought Provoking Consulting and PixelPool creating a platform where they share their thoughts and developments and let people who do not have accessibility to any 3D development software/programs to experience this in a fun and easy way.

That is my future goal. To create an open source platform co-created by several parties with the goal to educate everyone in the fashion industry about 3D virtual prototyping and all other workflow solutions to come. Only informing, not wanting to gain profit. I believe that in the end, when everyone is in the known about how 3D works and what it can do it will be profitable for those specific parties.

Visual execution of the podcast

Please visit the website www.fashionintransition.com for content that highlights some of the discussed topics in the podcast episodes.

N.B.
The website is solely for additional information; it is not the end product itself which is the podcast series.
In my research, I could only find www.momkai.com/podcast who visualises their podcast. Which inspired my website, and they even claim in one of their podcasts to be the most ‘visible’ one available.
Apple Podcast & Spotify

On the 12th of June will I put my podcast up for application at Spotify and Apple Podcast to be ready for my presentation on June 20. As stated above, it will take some time to be published since the content is being checked.

It is my intention to be live on Apple and Spotify during PI Apparel, to hopefully with the help of social media and Cas from PixelPool be shared and listened to by the target audience.

Back-up when not published

The website fashionintransition.com will be the back-up when my podcast are not ready to be published via Apple and Spotify.
Bibliography


