

INNOVATION AND SUSTAINABILITY IN FRENCH FASHION TECH OUTLOOK AND OPPORTUNITIES

*This study is commissioned by the
Embassy of the Kingdom of the
Netherlands in France and the
Netherlands Enterprise Agency (RVO.nl)*



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STUDIOTECH

SUMMARY

- 1** THE CONVERGENCE OF ECOLOGICAL AND ECONOMICAL SUSTAINABILITY IN FASHION
- 2** THE FRENCH FASHION INNOVATION LANDSCAPE
- 3** FASHION AND SCIENTIFIC RESEARCH: CURRENT AND FUTURE OUTLOOK
- 4** NEW TECHNOLOGIES TO INNOVATE IN THE FRENCH FASHION SECTOR
- 5** OPPORTUNITIES FOR STRATEGIC COOPERATION IN SUSTAINABLE FASHION TECH

— **HOW THE DIGITAL REVOLUTION HAS DISRUPTED THE FRENCH FASHION INDUSTRY?**

— **WHICH RESPONSE THE DIGITAL CAN BRING TO THE FASHION INDUSTRY RELATED ENVIRONMENTAL PROBLEMS?**

ABOUT 'FASHIONTECH'

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The Fashion Tech can be defined as a movement including all initiations mixing new technologies and fashion.

- Innovate in textile industry thanks to digital technologies
- How the digital revolution challenges the fashion field and brings it in new directions
- How those changes pose new problematics to the traditional fashion sector and influence it

01.
3D PRINT



02.
BIO
FABRICATION



03.
IMMERSIVES
TECHNOLOGY



04.
VIRTUAL FITTING
AND SIZING



05.
ARTIFICIAL
INTELLIGENCE



06.

CAD 3D



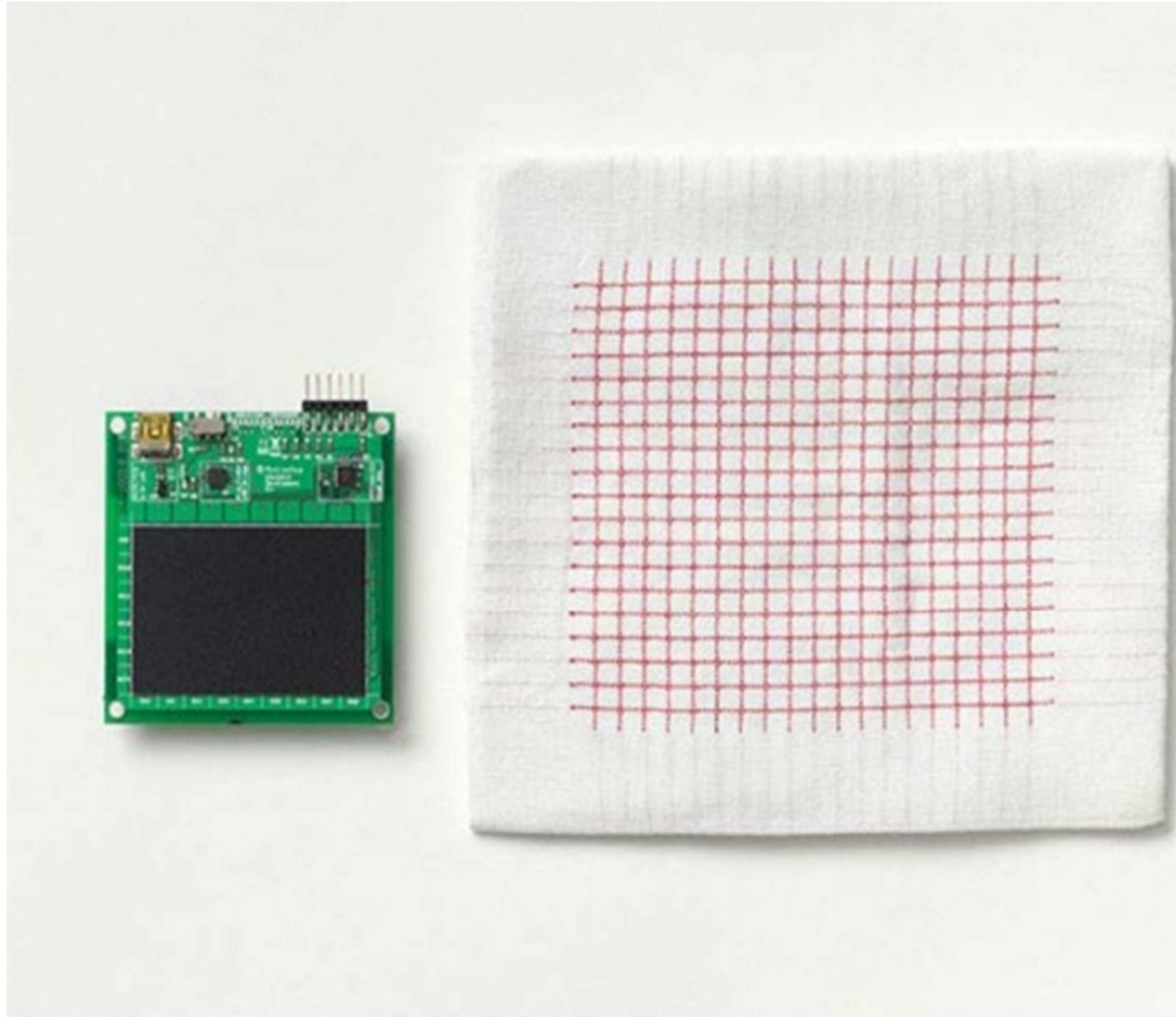
07. BLOCKCHAIN



08.
ROBOTIC



09.
WEARABLES



A photograph of a red Tata Hitachi excavator working in a large pile of garbage. The excavator is positioned on the left side of the frame, with its arm extended over the waste. The background shows a dense forest under a hazy sky. The text "ECOLOGICAL ISSUES" is overlaid in the center of the image.

ECOLOGICAL ISSUES

- **pollution**
- **pressure on raw materials**
- **waste**

KEY SUSTAINABLE FASHION PLAYERS

- Public institutions
- Associations
- Federations
- Foundations
- Startups
- Brands
- Academics
- Individuals

For different scales and rhythms of changing

FASHION
REVOLUTION

Who
made
my
clothes?

#WHOMADEMYCLOTHES

WHAT FRENCH PLAYERS ARE DOING AND HOW INNOVATIONS INTERVENE?

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- Consuming habits, waste & fast turnover**
- Materials, natural resources consumption**
- Design process optimisation**
- Logistics**

SUSTAINABLE INNOVATION

- **New tools for a better transparency**
 - **Processes to transform textile waste**
 - **“Clean” biotech dyes and materials**
 - **Product design optimization**
 - **Innovative functional products**
 - **On-demand manufacturing**
 - **Back to the local**
 - **Logistics optimization**
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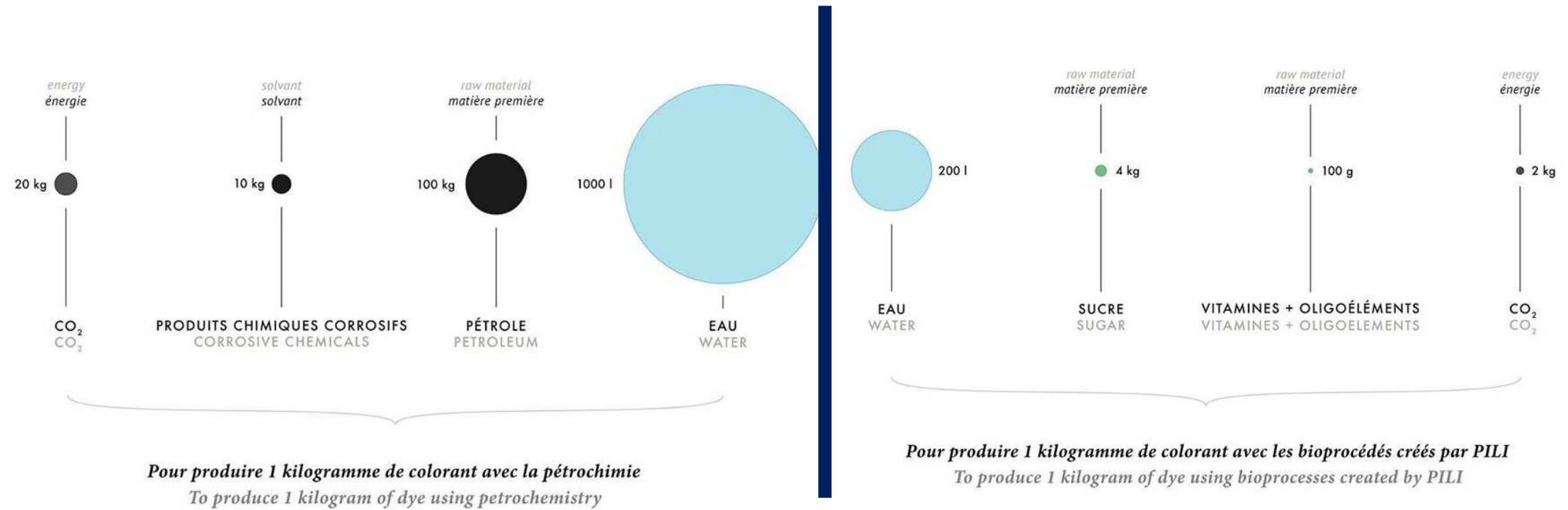
WORK IN PROGRESS

MONITORING IMPACT, BEST IS ABOUT TO COME...

The importance of impact analyse (ACVtex)



Source : PILI

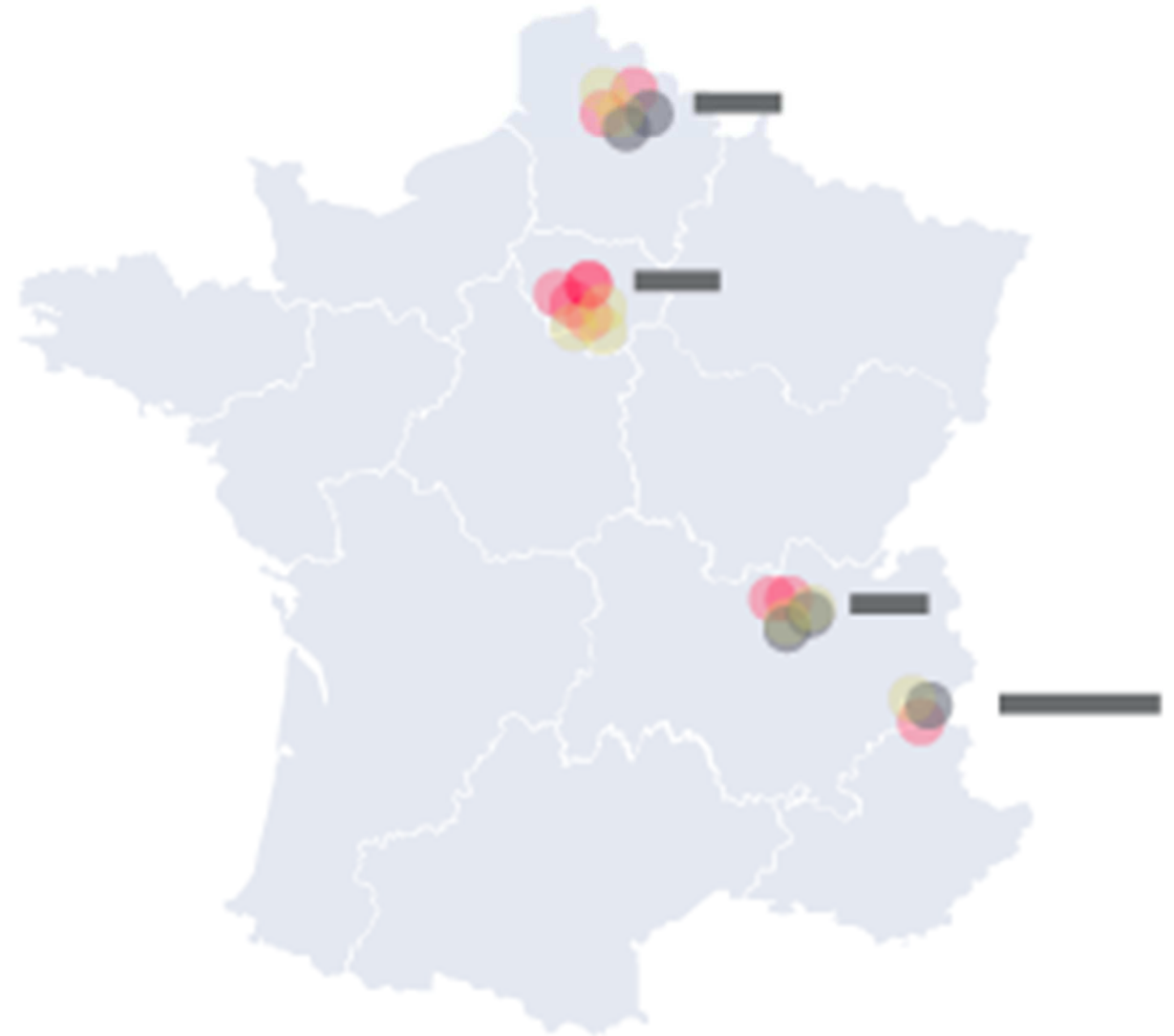


RESEARCH FIELD

- **Scientific research:** applied research to create components or clothes for medical, high tech, military... applications
- **Fundamental research:** fashion historiography, management, legal question and sustainability
- **Design research:** work in progress

The collaboration and the interdisciplinarity are key innovation factors.

RESEARCH MAPPING



- + **COMPETITIVE CLUSTER**
- + **RESEARCH INSTITUTE**
- + **ENGINEERING SCHOOL**

OPPORTUNITIES FOR STRATEGIC COOPERATIONS IN SUSTAINABLE FASHION TECH

OPORTUNITIES

- + **RESEARCH GRANTS**
- Collaborative research group deposit an ANR, or grants of foundation
- + **ACCELERATORS, INCUBATORS**
- Welcome and supports innovative projects to push in the market (ex)
- + **AWARDS AND COMPETITION**
- Increasingly a focus on technological Innovation

- **Different development stages depending on the technology used**
- **Difficulty to scale up for some**
- **Relevant fashion startups on the front of the stage failure for different reasons**
- **Combination of different new technologies that will bring innovative solutions**

- **Establish a common list of priorities for the fashion sector sustainability regarding the SDG's**
- **Identify the win-win combinations for the development of each significant research areas**
- **Find the right scale**
- **Create passerelles between human research and scientific research**
- **Invest in education programs to change the mentalities and rethink the economical models**

THANK YOU !

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