



BIG SALE

# Phygital in Fashion


The Convergence of Physical & Digital



The unprecedented economic disarray from the pandemic chaos has hit retailers hard. Old ways won't open doors anymore, so we have to rethink opportunities with a redirected focus on fashion's "New Normal".

Here, global business specialists will elaborate on how to navigate the new PHYGITAL world and master its challenges through live scenarios and concepts.

Come join our 3-hour webinar on the Phygital Transformation, New Mindsets & Markets, V.U.C.A., Virtual Applications, Industry 4.0, etc.

Programme code	10011018	
Date and time	18 Dec 2020 15:00 – 18:00 (HKT)	
Venue	Online Broadcast 	
Medium	English and Putonghua	
Enrolment fee	Member of supporting organisations / person for two enrolments or above:	HK\$200
	Non-member:	HK\$250
Target audience	Practitioners of the fashion and apparel industry who are looking for innovative ways in enhancing their business success	

## Introduction

The world of Fashion, as we see, has been totally revolutionised by e-technology at all levels. From design to marketing to retail, the PHYGITAL reform has culminated in a UNI-CHANNEL driving force, the ultimate one-stop ONLINE shop for today's consumer-dominated world. The pandemic has made online shopping a trend for all, from Z-Gen millennials to the older generations who, until now, have hesitated to click-and-buy, and this is gaining tremendous momentum. Change is inevitable for sustainability and survival.

Online customers want speed, ease of access, flexibility, and full services including price comparisons and return possibilities. So how can the Supply Chain master this criteria of challenges to achieve speed-to-market timelines, quality demands, limited order quantities without creating unnecessary and debilitating stock? In the New Normal, the old way of marketing, sales and merchandising will be replaced by the Industry 4.0 with its AI, Virtual Reality & Computerised Manufacturing for upgraded productivity to gain new customers and market share. The good news is that all companies, big or small alike, through new mindsets that encourage diversity, innovation, agility and flexibility, will have new opportunities for sustainability and growth. Together, let us find the key to this opportunity.

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### Course Outline

Date	Topics	Speakers
18 Dec 2020 (Fri)	1. The Fashion Scene	Sharon WOOD
	2. V.U.C.A. – What It Means for Fashion (Volatility, Uncertainty, Complexity, Ambiguity)	
	3. The Virtual Fashion Industry	
	4. Sourcing Strategy (Setting the Scene)	Archie LEUNG
	5. New Mindsets & Markets	Gael ESTUBLIER
	6. The Phygital / Unichannel Phenomenon	Jacky Z CHANG

### Speakers

- Sharon WOOD**  
 Consultant – China Ting Group Holdings Ltd. ; Fellow & Representative – Oxford Leadership Group ; Founder/CEO – Spearwood Consulting Ltd.
- Archie LEUNG**  
 Ex-Country Manager-China – PVH Group ; Former Vice President – Li & Fung Group ; Former Vice-President – China Ting Group
- Gael ESTUBLIER**  
 Founder/Managing Partner – Onyx Mgmt Consulting sarl. ; Former International Group Director – Kidiliz Group ; Former International Group Director, Corporate Brands – Vivarte Group ;
- Jacky Z CHANG**  
 2020 Entrepreneur @ Forbes ;  
 2019 Laureat BFM ACADEMIE, France (French start-up winner in fashion) ;  
 Founder/CEO – Paris Fashion Shops, Paris (wholesaler marketplace platform)

### Enrolment method

- Scan the QR code to complete the enrolment and payment online. OR
- Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form to SMD, Hong Kong Productivity Council, 5/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Prudence LAM). Please indicate the course name and course code on the back of the cheque and envelope.



### Supporting Organisations

紡織製衣諮詢中心  
Textiles & Garment Information Centre

香港創「頁」總會  
Hong Kong ChapStart Chamber



香港中華廠商聯合會  
The Chinese Manufacturers' Association of Hong Kong

HKRITA  
THE HONG KONG 香港紡織及製衣業研究中心  
RESEARCH INSTITUTE OF TEXTILES AND APPAREL

Hong Kong Intimate Apparel Industries' Association  
香港內衣業聯合會  
HKIATA

HKAS  
Hong Kong Apparel Society Ltd  
香港製衣同業協進會

TEXTILE COUNCIL  
of Hong Kong Ltd  
香港紡織業聯合會