

생산 네트워크 패션 플랫폼 사례 연구

요약

4 , , 가 .
, , , ,
. , O2O ,
/ , 가 /
/ 3D 3가 .
, ‘ , ‘ , ‘ , ‘ 가 , .
가

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: 2021 7 30 , : 2021 9 13 , : 2021 9 15

I. 서론

1. 연구 배경

4

AI(artificial intelligence), IoT(internet of things), (cloud), (big data), , 가 MZ 가

가

(curation)

, 3D , , ICT(information and communication technologies) (platform) 가 (Park, 2020).

IoT, , AI

ICT (“Issue analysis 113”, 2018). (Cho & Ko, 2020; Kim, 2018; Kwun, 2018; Yoon & Kim, 2017), (Yang & Lee, 2020; Yoo, 2015), AI,

(Adidas), (Nike) (Kang, 2020; Kim & Kim, 2020; Lee & Lee 2020; Park & Lee, 2020; Rhie & Lee, 2020)

(ALLSAINTS)

(The North Face) AI 가 가

(Under Armour) 2. 연구 방법

(health care app)

21 가 가

(FOREVER 21)

가
(platform business)
(multi-sided platform)

가
(Zhao et al., 2020).

(www.google.com), (www.naver.com)
(www.firstview OS platform), (mobile communication network platform), (social network platform), (content service platform)

(Cheon & Jeong, 2018; Choi & Cho, 2012; Lee & Yang, 2019).

50 , (business platform)

5

2 , 2
1 ,
1 가 (one-side platform) (Lee & Yang, 2019).

3가

(Lee, 2018).

가

가

(Zhao et al., 2020).

(mobile communication network platform), (social network platform), (content service platform)

(Cheon & Jeong, 2018; Choi & Cho, 2012; Lee & Yang, 2019).

(business platform)

가

가 (one-side platform) (Lee & Yang, 2019).

2. O2O 서비스 플랫폼

O2O(online to offline)

II. 이론적 배경

1. 플랫폼의 개념과 유형

16

(Lee & Yang, 2019).

가

가

(SMTECH, n.d.).

O2O

CRM(customer relationship management)

(,)

, NFC(near field communication), (Beacon), LF,

(Jung, 2018).

Yang and Lee(2020)

가 API (application programming interface) 가

가

(Lee, 2016; SMTECH, n.d).

가 (start-up)

3. 패션 플랫폼

가

III. 생산 네트워크 패션 플랫폼

가

가 (Chun et al., 2019).

(new normal)

가

가

, SNS

B2P(buy-to-pay), P2P(person-to-person)

SNS(social networking service)

가 가

(Lee et al., 2018).

1. 디자인/생산 단계의 플랫폼

(Spread Shirts) 2001
 , ,
 3
 가 30 ,
 19 12 ,
 7 (Rhie & Lee,
 2020). 2005
 (Zazzle)
 , 가
 , , 8
 ,
 가
 (Rhie & Lee, 2020).
 , 3D
 (Speed Factory) 가

24 ‘
 (made in Germany)’
 4
 (Store Factory)
 IT
 (Figure 1).

(Ivyrevel)
 ,
 (Coded Couture)
 IT
 (digital transformation)
 (Figure 2).
 (Amazon)
 (on-demand)
 2017 (Joo & Cho, 2020).
 (Alibaba)

(Kim, 2018).

(SBA)

, FFAI(Fashion AI) . FFAI



Figure 1. Adidas Speed Factory.
 from Jang. (2016).
<https://www.weloveadidas.com>



Figure 2. Coded Couture.
 from Perez. (2017).
<https://techcrunch.com>

AI (chatbot) , 가 , ‘ 2’ , 400 20,000 50 (Jang, 2020). (Metail)

10% , 2 가 (Lim, 2018). (ZOZO TOWN) 가 (ZOZOSUIT) 가 AI 가 , , 92~94% 가 96% 가 . (Park & Lee, 2020). 가 가 XR (ZOZOMAT) (extended reality) 가 (Figure 3), AI . XR 가 , , 가 , 가 (Park & Lee, 2020). 2020 9 (SoftBank)가 (Yahoo JAPAN) 가 (Klapy) (metaport) ‘ 2’ (Milano) , 2019 720(Air Max 720)



Figure 3. ZOZOMAT. from "ZOZOMAT". (n.d.). <https://zozo.jp>

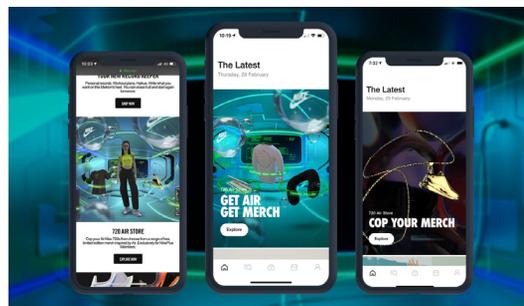


Figure 4. Nike Air Max720 AirStore launch + social. from CHIA. (n.d.). <http://www.chiamasterflex.com>

(Figure 4). 가 AR (Nike Fit) 3D (Hwang, 2021). (Kim, 2021). LF (HAZZYS) 3D (AIVAR) (CLO Virtual (My Fit) Fashion) 3D 3D VR(virtual reality) 3D XR ‘ (Veer)’ . 2021 . 가 3D , 가 가 (metaverse) , (Jung, 2021). (Figure 6).

3. 디자인/생산/유통 단계의 플랫폼

2020 7 (Helsinki Fashion Week) , 45% (Figure 5). 3D , 가 (green SNS design) 3D 360 (Poland) 360 (Orbitvu), 3D B2B AR, VR 가 (Fassker), 3D (Choi, 2021). (Vrism) 가 (unicorn) 3D (Eastend) (VMD) (one source multi-use) , (real view) ,



Figure 5. Helsinki digital fashion week.
from Zhang. (2020).
<https://m.wwdkorea.co.kr>



Figure 6. HAZZYS virtual runway.
from Hazzys virtual runway. (n.d.).
<https://www.hazzys.com>

11 4
(ROZLEY), (AppleN'Dip),
(CITYBREEZE) 7

2) 봉제 산업 활성화

B2B

(Koo, 2021)

IV. 생산 네트워크 플랫폼의 특징 및 방향성

1. 생산 네트워크 플랫폼의 특징

1) 개인화

가
, AI

, 3D 가

3) 디지털 기술화

IT 가

, AI, 3D CLO,
, AR, VR, XR

4) 지속 가능성

3D

Table 1. Production network fashion platform features.

| Case | Personalization | Activating the Sewing | Digital Transformation | Sustainable |
|---------------|-----------------|-----------------------|------------------------|-------------|
| Spread Shirts | | | | |
| Zazzle | | | | |
| Adidas | | | | |
| Google | | | | |
| Amazon | | | | |
| Alibaba | | | | |
| FAAI | | | | |
| Osle | | | | |
| Sitateru | | | | |
| Nutte | | | | |
| Eland | | | | |
| D3D | | | | |
| Maykip | | | | |
| ZOZO TOWN | | | | |
| Metaill | | | | |
| Nike | | | | |
| AIVAR | | | | |
| Orbitvu | | | | |
| Fassker | | | | |
| Vrism | | | | |
| HAZZYS | | | | |
| Eastend | | | | |

, 가 (customizing)
 , 가 가 ,
 가 가
 가 .
 3D

<Table 1>

가 가 가

2. 생산 네트워크 플랫폼의 방향성

가 , , 4 ICT
 가 가 가
 가 가 가 가
 가 가 가 가

가 , , , ,
 , /
 , 가
 3D 가
 . XR,
 AR, VR
 ,
 3D VR
 가
 가
 , / /
 , , 3D
 , 3D 360
 ,
 , / /
 가 가
 ,
 가
 2010

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A Case Study on the Fashion Platform of the Production Network

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Abstract

In the era of the 4th Industrial Revolution, manufacturing is transforming into a business model that generates new profits by building a platform that connects manufacturing, services, and consumers as one and providing products and services together. This study aims to understand the current status of production network fashion platforms through case analysis of fashion platforms and to present the direction of fashion platform business models that can integrate all stages of planning, design, production, distribution, and marketing of fashion products in the future. As a research method, a literature study for a theoretical background, and a case study for classification and analysis of types were conducted. Through literature research, the concept and type of platform, trends in O2O service platform, and changes in business models of fashion platforms were examined. The results of the case analysis study are as follows. The production network fashion platform can be divided into three types: online production management and manufacturing platform at the design/production stages, size recommendation at the production/distribution stages, virtual wearing service platform, and eco-friendly fashion business platform at the design/production/distribution stages. The characteristics of case analysis by type are 'personalization', 'activation of sewing industry', 'digital technology', and 'sustainability'. Non-face-to-face consumer experience and communication will require a new type of online fashion platform that organically connects the entire process of planning, design, production, distribution and marketing of fashion products, and digital transformation of production using advanced technology will play a key role in the fashion manufacturing process. It is required to establish a digital manufacturing platform centering on fashion startups and service platforms equipped with non-face-to-face clothing production technology and to continuously create demand. The results of this study are expected to help build and develop new fashion platforms that can be organically fused with various types of fashion platforms and grow together.

Key words : platform, manufacturing, servitization, production network, smart factory

