

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

I. 서론

(“Issue analysis 113”, 2018). 2020 19 (COVID-19 pandemic) . 가

1. 연구 배경

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

가

가

가

(curation)

, 3D , , ICT(information and communication technologies) .

(platform) 가 (Park, 2020).

가

가

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)

(smart factory) (ALLSAINTS) .

(The North Face) AI 가 가

가

(Under Armour) 2. 연구 방법

(health care app)

21 가 가

(FOREVER 21)

가 (Lee, 2018). (platform business) (multi-sided platform)

가 (Zhao et al., 2020).

(www.google.com), (www.naver.com) (mobile OS platform), (communication platform), (social network platform), (content platform), (service platform) (Cheon & Jeong, 2018; Choi & Cho, 2012; Lee & Yang, 2019).

50 (business platform)

5 가

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

1 가

3가

II. 이론적 배경

1. 플랫폼의 개념과 유형

16 (SMTECH, n.d.). O2O CRM(customer relationship management) (Lee & Yang, 2019).

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

(Jung, 2018).

Yang and Lee(2020)

가 , 가 , API (application programming interface) , , .

가

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

가 (start-up)

3. 패션 플랫폼

가 .

III. 생산 네트워크 패션 플랫폼

, , ,

가

(Chun et al., 2019).

(new normal)

가

가

가

, SNS

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

SNS(social networking service)

가 가

, , , .

(Lee et al., 2018).

(made in Germany)’

4

(Store Factory)

(Figure 1).

IT

(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 ‘

(Ivyrevel)

,

(Coded Couture)

‘ , ‘ ,

IT

(digital transformation)

(Figure 2).

(Amazon)

(on-demand)

2017 (Joo & Cho, 2020).

(Alibaba)

(Kim, 2018).

(SBA)

,

, FAAI(Fashion AI) . FAAI



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



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

(Lee et al., 2018).

250

2. 생산/유통 단계의 플랫폼

• • 3,700 (Maykip)

가 (Lee et al., 2018).

(Nutte) AI

(Unize)

가

, 2016 1 , , ,

730%

(and

Colors),

가 (Itogaraichi) 가

AI (chatbot) , , 가 , ‘ 2’ 400 20,000 50 10% , (Jang, 2020). (Metail) 2 가 (Lim, 2018). (ZOZO TOWN) 가 (ZOZOSUIT) 가 AI 가 , , 92~94% 가 96% 가 . 가 300~400 3D . (Park & Lee, 2020). 가 가 XR (ZOZOMAT) (extended reality) 가 (Figure 3), AI . XR 가 , , 가 (Park & Lee, 2020). 2020 9 (SoftBank)가 (Yahoo JAPAN) 가 (Klapty) (metaport) (Milano) , 2019 720(Air Max 720)



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

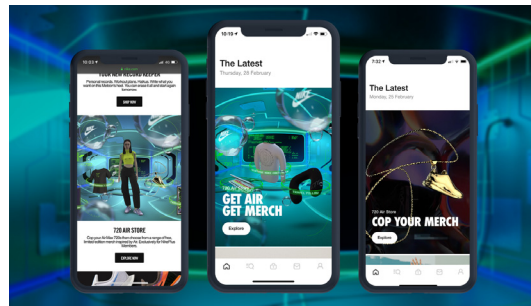


Figure 4. Nike Air Max720 AirStore launch + social. from CHIA. (n.d.). <http://www.chiamasterflex.com>

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

3. 디자인/생산/유통 단계의 플랫폼

, 45% 2020 7 (Helsinki Fashion Week) , (Figure 5). , 3D , 가 (green design) SNS 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>

[illegible]

IV. 생산 네트워크 플랫폼의 특징 및 방향성

1. 생산 네트워크 플랫폼의 특징

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graph TD
    A[3) 디지털 기술화] --- B[개인화]
    A --- C[지속 가능성]
    B --- D[AI, 3D, CLO]
    C --- E[IT, AR, VR, XR]
    D --- F[지속 가능성]
    E --- B
  
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Diagram illustrating the relationship between Personalization (개인화) and Sustainability (지속 가능성) through Digital Technology (디지털 기술화).

- Personalization (개인화)** is associated with AI, 3D, and CLO.
- Sustainability (지속 가능성)** is associated with IT, AR, VR, and XR.
- Both Personalization and Sustainability are interconnected through Digital Technology.

V. 결 론

– 103 –

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

