

THE 4TH INDUSTRIAL REVOLUTION

[2018 SPRi Fall Conference]

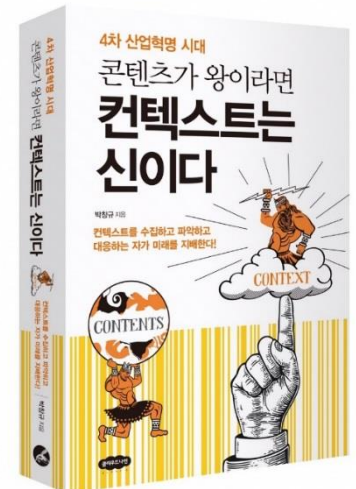
4차 산업혁명과 패션 : i-Fashion

2018. 10. 5 (금)

박창규

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Contents

1. Background
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2,000 조원 / 매년

6 억벌 / 매일

± 400 조원 / 매년

± 50 조원 / 매년

± 50 조원 / 매년



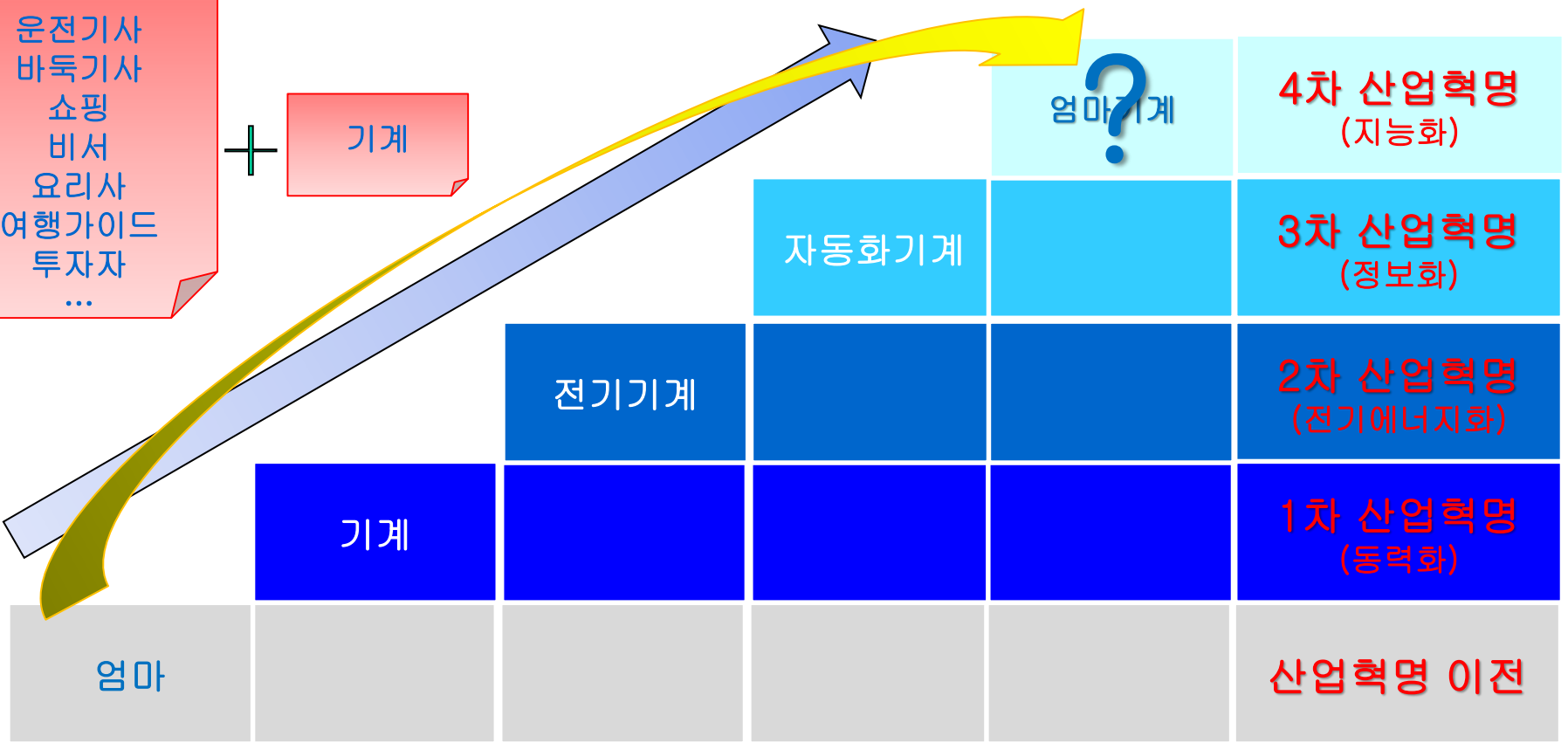
(2017. 3월 현재)

	구분	회사명	설립년도	매출액(조원)	기업가치(조원)	고용(만명)
Ecosystem Creator	OS/서비스 플랫폼	Google	1998	<u>90</u> × 7.4	<u>670 (2위)</u>	5.7
	서비스 플랫폼	Facebook	2004	<u>27</u> × 16.8	<u>453 (6위)</u>	1.7
	OS/서비스 플랫폼	APPLE	1976	<u>215</u> × 3.8	<u>819 (1위)</u>	11.5
	유통 플랫폼	Amazon.com	1994	<u>136</u> × 3.3	<u>455 (5위)</u>	34.1
First Mover	화학	DuPont	1802	<u>26</u> × 2.7	<u>70</u>	5.2
	브랜드	NIKE	1964	<u>30</u> × 3.6	<u>107</u>	6.3
	브랜드	Zara (Inditex)	1985	<u>28</u> × 4.3	<u>120</u>	15.2
Fast Follower	H/W	Samsung	1938	<u>305</u> × 1.1	<u>328 (10위)</u>	48.9
	브랜드	Adidas	1937	<u>20</u> × 2.3	<u>46</u>	5.3

엄마 기계TM

- 운전기사
- 바둑기사
- 쇼핑 비서
- 요리사
- 여행가이드
- 투자자
- ...

+ 기계



3차 산업혁명

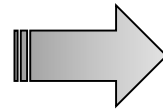
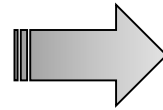
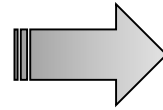
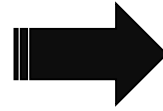
Digitalized

**보편타당한
최고를 추구**

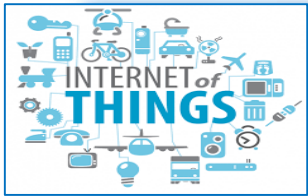
4차 산업혁명

Intelligent

**특정 수요자의
최적성을 추구**



(3차 산업혁명 시대)
Digitalization with ICT



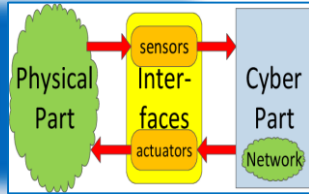
Context 수집하는 기술

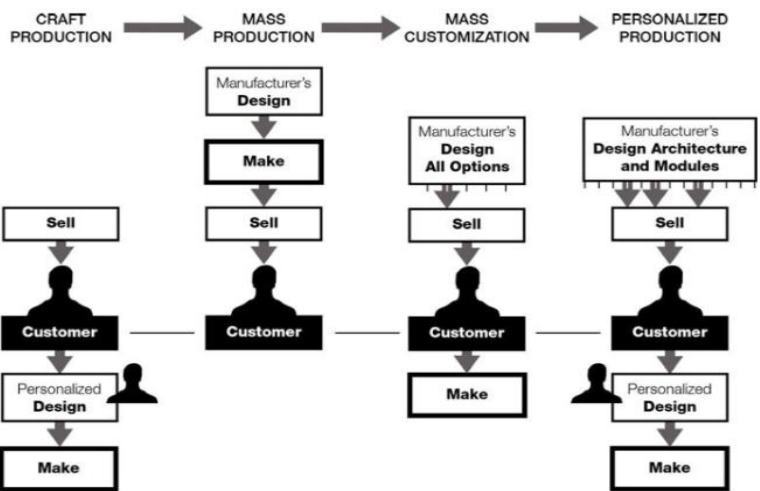
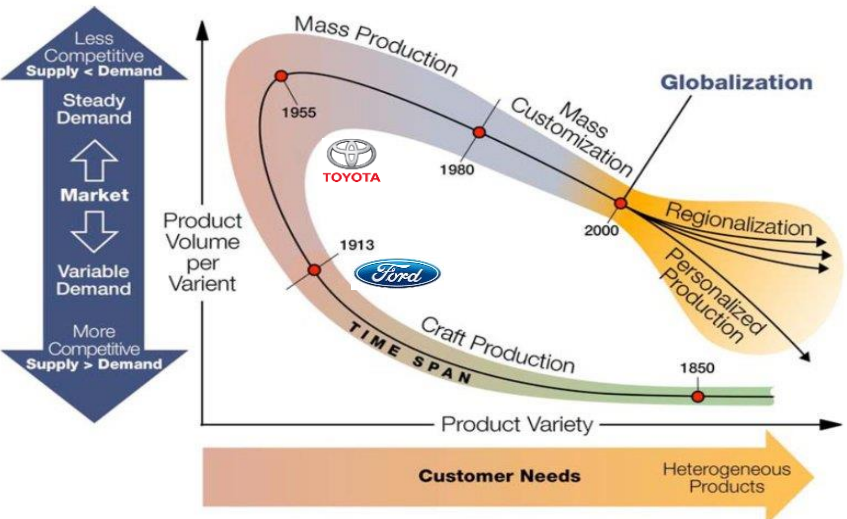


Context 분석하는 기술

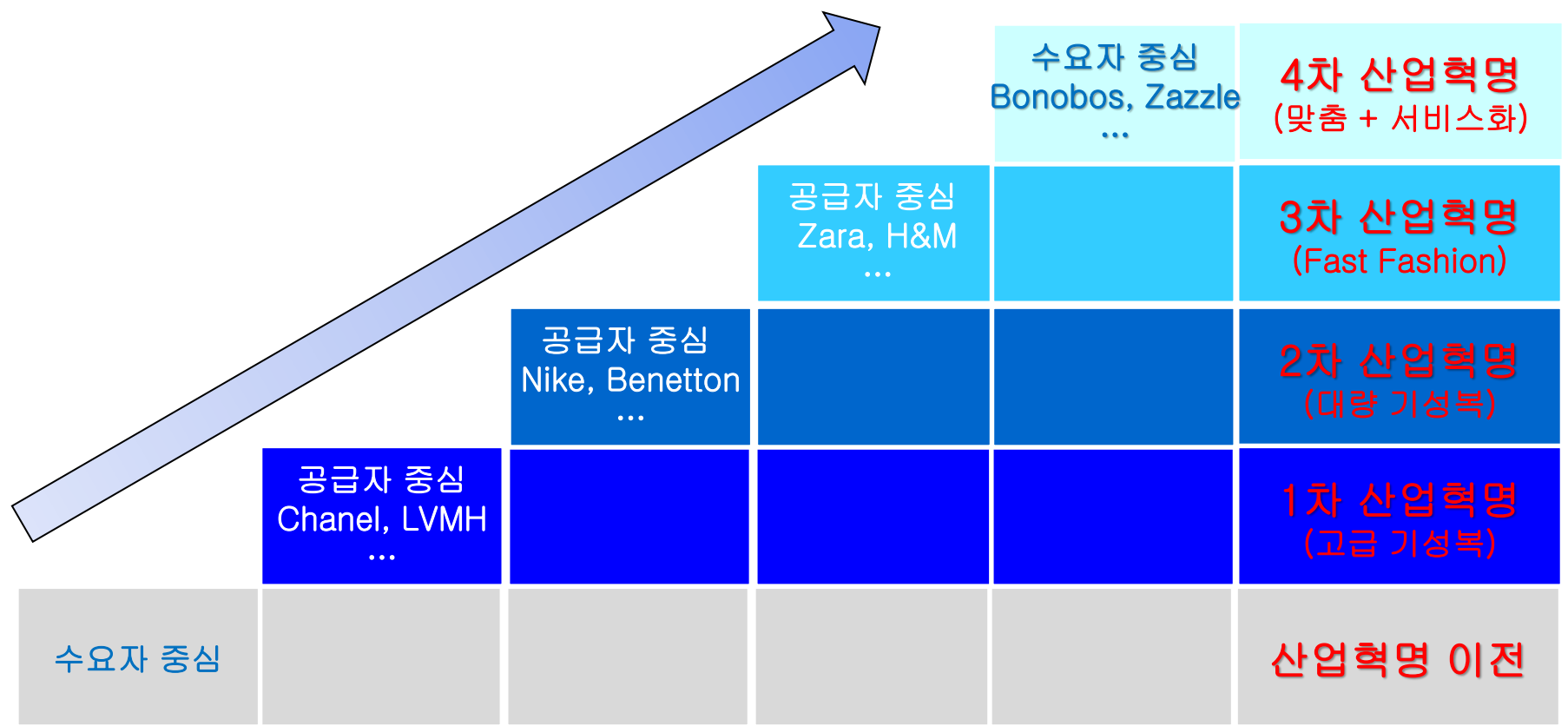


Context 대응하는 기술

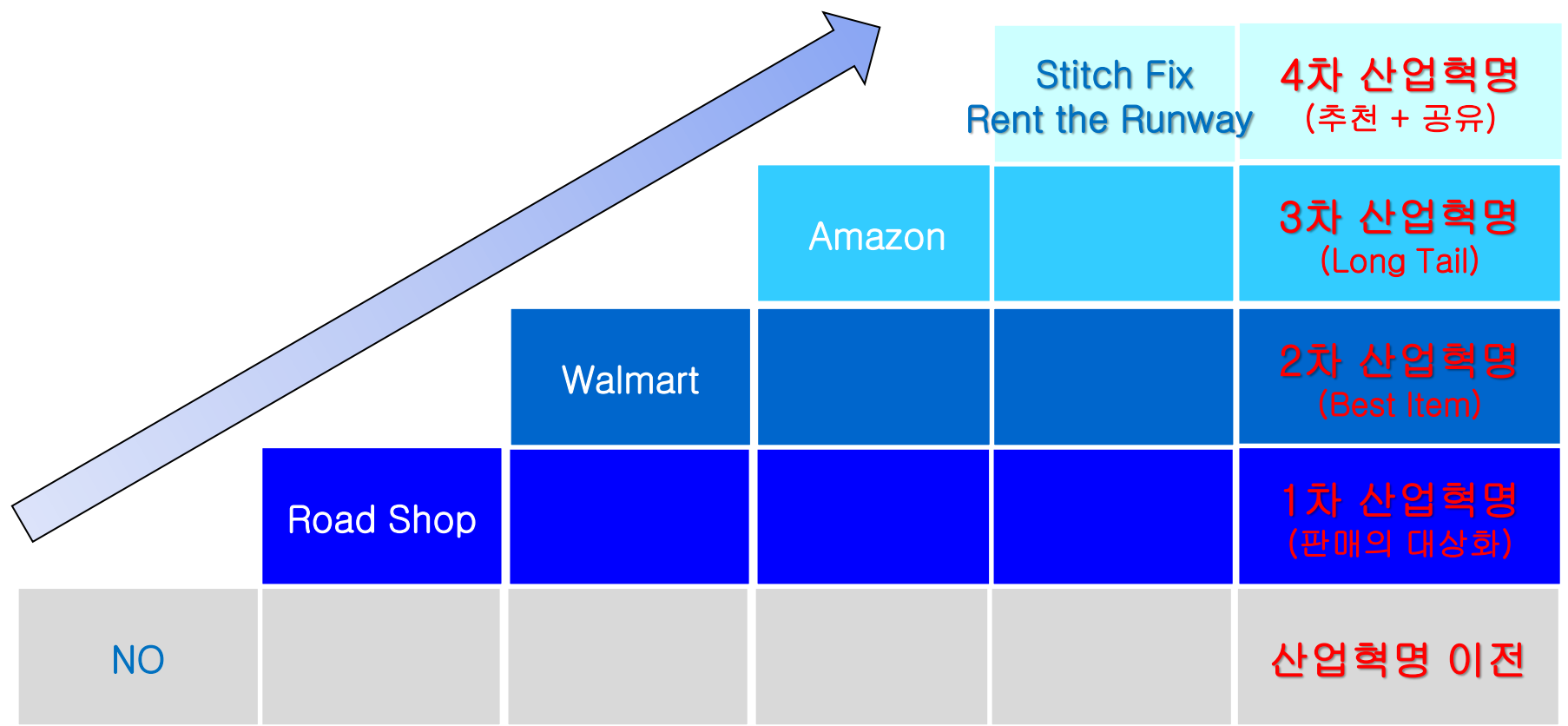




엄마기계



쇼핑도우미 기계



Platform

제품

공정

① 맞춤형 패션 제품

② 웨어러블 디바이스

③ 스마트 제조/공장

④ 유통 및 서비스

주인이 원하는 제품

주인을 알아보는 제품

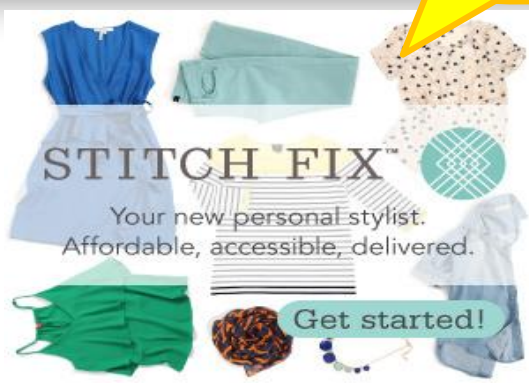
오더를 알아보는 생산라인

소비자를 찾아가는 쇼핑

Core Technology

Doing

5개 추천
2017년 상장



Google + H&M

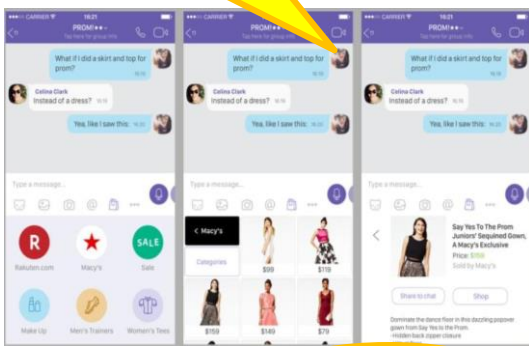


Personalized Shoes

Chat Shopping

2021년 70조원

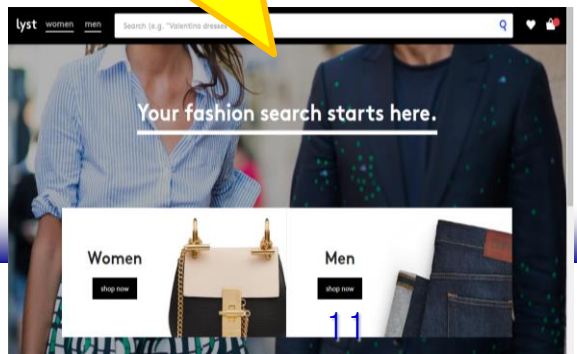
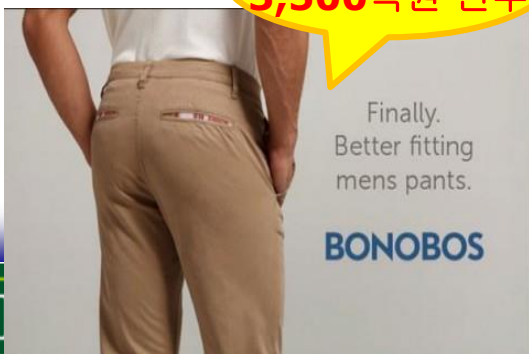
Smart Service Shoes



월마트에
3,500억원 인수

고객별
패션 큐레이션 쇼핑

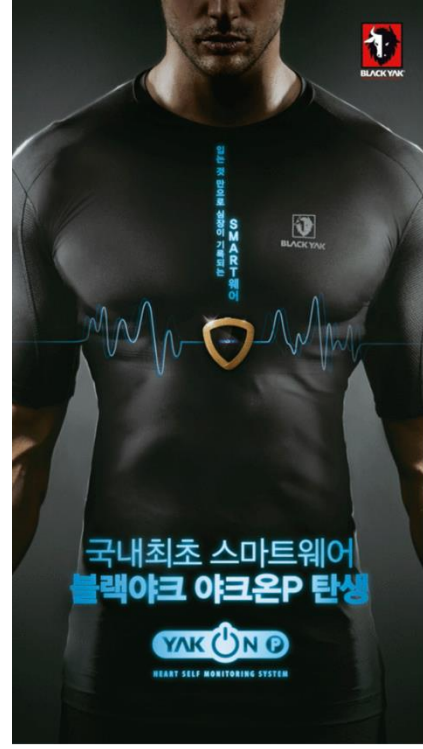
e-Paper Shoes



KOLON Heatex



BLACKYAK Yak On P/H



패션그룹형지 Luminous Jacket



삼성물산 Smart Suit





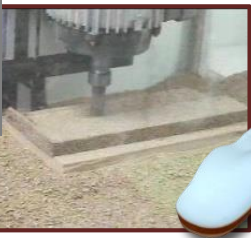
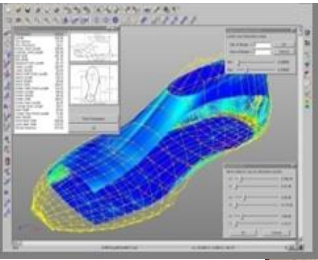
gLoveID

착용사진
 착용 시
 온도, 습도, 진동, 가속도, 위치, 방향성 지자기 센서



① 레귤러 칼라 ② 바튼다운 칼라 ③ 와이드 칼라
 ① 라운드 주머니 ② 삼각 주머니 ③ 투평 주머니
 ① 육각 커프스 ② 육각 커프스 ③ 투버튼 커프스

사각 커프스



Avatarmade



Selected
as **12 Focused Items**
at the 1st Participating
in Sept., 2011

Selected
as **Top 5 Brands**
at the 1st Participating
in Jan., 2013

by Edited.com

Bread & Butter AW13/14: The **Top 5** Brands



Avatarmade

A huge win for womenswear, Korea based Avatarmade (launched by i-Omni Co.) are right up our 'techy' street, using 3D based technologies to make beautiful fashion. The company integrates i-Fashion IT technologies such as 3D body scanning, automatic measurement and 3D body modelling. A scary thought, when getting the right combination of geek and fashion is always tough. The team behind this mix of the two worlds have managed it; at the core of their design is professional DTP design alongside their technology driven production process. This allows each customer to select their garment style and then choose any of the collections artwork, as each piece is made to order. The end result is fascinatingly intricate prints on simple shapes of your choice.

Journal

The Scandinavians never fail to turn out super slick menswear. This debut collection from Danish brand, Journal, ticks all the boxes associated with its Scandi roots. Clean and simple classic men's staples with eye-catching details



Avatarmade via EDITD

with KOIA, Black Yak, Konkuk Univ., i-Fashion Biz Center (2017. 8)

<http://news.naver.com/main/read.nhn?mode=LPOD&mid=tvh&oid=448&aid=0000220611>

Better than Adidas 'Speed Factory' & 'Knit 4 You' in some ways





Clear Definition



Prediction of Changes



Analysis of Competitiveness



OUR 4th Industrial Revolution



혁신

목은 풍속, 관습, 조직, 방법 따위를
완전히 바꾸어서 새롭게 함.

근면성실

+

경단 조건

비전

용기

과감

