

R&D Outsourcing

EXAMPLES OF COOPERATION OF FASHION HOUSES WITH INDUSTRIAL DESIGNERS

An interesting fact is that direct manufacturers of various design objects - fashion houses - often invite well-known industrial designers, as a rule, to develop new, unique and non-standard "fresh" designs of manufactured items. In addition, these fashion houses (and brands) can collaborate with each other (cross-promotion also plays a big role). All this is also a kind of tool for promoting new products.

- In 2008, the design of shoes for the French fashion company Lacoste was designed by famous architect Zaha Hadid.
 - In 2016, for the French fashion house Louis Vuitton, a new baggage of innovative materials and non-standard technological solutions was developed by industrial designer Marc Newson.
- In addition, against the backdrop of increasing globalization processes in the world, a new business model for this sector is gradually developing - production cooperation in the field of industrial design and engineering design. Design and production functions are distributed between integrators of the industrial product and, accordingly, the suppliers of modules. This approach can significantly reduce the time and cost of a new product release. The number of design companies and independent designers participating in such integrated projects is growing. Thus, according to the Design Council, over the past few years in the UK about 60% of all market participants are engaged in co-design. A similar trend is observed in other developed and emerging markets.

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