El Camino College Fashion Department

Advisory Board Meeting Minutes

Thursday, June 8, 2023

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|  | Title |
| 1. Owens | Community College Instructor |
| K. Kwok | Manager – Technical Service, software company |
| N. Jones | Boutique Owner |
| K. Figueroa | Stylist and retail store owner |
| P. Kilduff | Associate Dean, Cal State University |
| A. Barnwell | College Instructor, Branding |
| G. Baizer | Community College Instructor |
| V. Ashley | Fashion Program Coordinator |

Agenda

* Welcome and Purpose of an Advisory Board
* Icebreaker/Introductions – Have you done THIS?
* Program Review: Business of Fashion Predictions on top 6 positions (Realistic predictions? Education response?)
* Partnering with our department

<https://3dprinterly.com/what-materials-cannot-be-3d-printed/>

MINUTES

Meeting was called to order at 7:05pm.

Ice Breaker and Introductions occurred. Department mission statement was read.

Discussed the Business of Fashion Future Career List:

3D printing engineer

Baizer:

We got one of the machines actually. Now we have 2 or 3 at Long Beach, and they use it to make props, and we do headdresses with it. It can do it miniature. It's just fabulous. I think it's something to look at for in the future.

Owens:

It’s what students from all over the campus want to know about. So, we get our students and theater students. And we had cosmetology students. They made like a crown you know, something that integrated into their hair form.

I hadn't even thought about making notions like buttons. And I understand that it's emerging. It’s probably not something that is ready for prime time right now.

Jones:

I would agree with the 3D printing that it's becoming more used in different industries including dentistry.

Figueroa:

I was just going to add that, I think we're starting to see it more and more, in early education as well. I know my middle school daughter; they've already started teaching them 3D. Printing in general. It's going to be something that we're going to use in a lot of different industries.

Kilduff:

We have 3D printing and it's definitely an area of development. And it should be something to incorporate in the program. The thing I would say is, don't overlook 2D digital printing. I really think the game changer for the fashion industry is 2D. It’s digital printing on to fabric. We demonstrated 11 years ago that you can go from a roll of white fabric to a custom fitted garment that somebody's wearing in less than 4 hours using digital printing, digital cutting, and then assembly on the back end of it. The longest process is sewing the garment panels together. But body scanning somebody to get their sizes, having them choose from an online website the particular color they want, the trim, and so on. And then paying for it. Just imagine you could go into a store and it's going to fit because it was fit into your body scan according to your fit preferences. So, I do think 2D printing, scanning is important. Printing enables very rapid replenishment to store, and I do think in these days we need to cut out cost and support the environment. We're going to cut out transportation, make things locally using technology. 3D is part of this story. But don't overlook 2D. You can bring it into the classroom in terms of having workshops. Come and come and visit. The strange thing is, whilst we demonstrated it 11 years ago the company, we were working with went bankrupt. We have capability and we’re now setting up our own lab, and I anticipate that lab will be set up next year. We have the equipment. They’re now working on the infrastructure to install it, and we should have our own demonstrator. So come and visit with us. We'll be happy to share that and whatever we're doing in 3D.

Kwok

Tuka Tech is building a center in Los Angeles. It's on Santa Fe, and we're going to have our sublimation machine. We're going to have our heat press. You could use 3D body scanner to get your exact measurement You can choose your pattern of print you can print it out, and you can cut it directly with the laser cutter, because there is a single ply. So, it will be super quick. It will be a very, very short development time.

Kuldiff:

I think if you can develop a badge or a certificate, I think it can be a value, added thing.

Kwok:

You have to develop a certificate. You have to be specific.

Jones:

It hasn't come up in any interactions with me, as far as the consumer's point of view. I don't think they're aware. We would have to be the ones to introduce it to them and make it cool.

Figueroa:

I actually work with a lot of different small business owners and kind of give them a creative space to house and sell their wear in my store. And so, I'm always looking for something that's a little different and off the beaten path to offer my customers. So, I usually I try to seek out things that are different. If somebody were to come and say, hey, I'm making all of these accessories, all of this jewelry using 3D printing. I think that's something that my customers would be excited about, because it's new and fresh, and it's not the same thing that we've been giving them.

Kilduff:

So, they're designing, producing, and selling.

Jones:

I think it would be really cool, as far as a retail point of view when there's a customer coming in. And so, they have an event, and they need a special piece of jewelry done really quick, like a statement piece for that outfit or garment that they're wearing. They can get a one-of-a-kind print on demand type of thing, instead of having to look for one and waiting for it to arrive. You know. I think they would appreciate it.

Kwok:

What's the difference between a 3D printed accessory than a regular manufacturer? I would say the value is on the development cost, even though it's small necessary, like a ring, it costs thousands of dollars for development. You have to do corrections and then get into the perfect fit and then start developing. And for someone, especially for a small company it is costly. They could have an accessory to sell if they don't have to pay for that upfront investment. That will be a big plus. This would allow them to develop that skill, to be able to develop accessories like for the pop-up development.

Baizer:

You can print pretty much anything in 3D. It's mind boggling. SpaceX uses it for those rocket ships. They have plastic, they have metal, they have fabric. and they have rooms of 3D printers going all the time. It's unbelievable. If you want wool or metal, you can adapt it to print out anything you want.

Barnwell:

You know I'm a branding person. Business of Fashion is pushing this for a reason, and that means there's going to be companies that are going to be looking for test areas to test this with and so to test it with fashion students…it's going to give them a lot of information and to be one of those testing places could be one of those things that kind of makes your department stand out, you might be testing yours with the cloth or whatever the ones are for fashion. Have your students play with that to flush it out. I think that could be one of those selling points for your program, because, you know, whenever you jump with the technology just out there that you know these entities are looking to push, they're going to support you. Even if they might even just give you the machines to do it, because they need Gen Z's touching this stuff to see what they can come up with. So, you could look at it from that perspective.

Consumer psychologist which relates to applying psychological theories to what we wear, understanding the impact of clothing choices.

Jones:

For a retailer, it's good background information. The retailers can set the parameters to be successful, to bring in the traffic and help the sales increase.

Kilduff:

Science is a good direction to…they really should look at consumer science. I wonder whether consumer psychologist is a job that you would find at the huge global fashion corporations rather than some of the local brands. But, on the other hand, should students be trained in understanding consumers? Absolutely they should! Somebody who's got some kind of qualification, whether it's an associate degree, or it's a certification or a badge that says I'm a consumer specialist, behaviorist, or something, would be advantageous.

Barnwell:

I actually teach it the consumer behavior class. This this is a class that your fashion merchandisers should take as a class. Consumer behavior because it's affecting digital market niche, it’s a skill. So, they need this kind of class. The consumer psychologist, you know, it should at least be a class, especially under your fashion merchandising area.

Owens:

It sounds like it should be part of the marketing class. Yeah, they should have a branding class, a marketing class. It's really digital marketing. Now, it's all kind of it went from social media. They turned it to digital marketing. So branding class in your marketing class. And then this consumer behavior class that'll give you your kind of like. Trifecta.

Jones:

I agree. Understanding how the consumer behaves can really scale a business like coming from my point of view, the key information that we're well, at least I'm missing because I don't have this knowledge yet. They could scale your business from small to large by having that knowledge, because you know how to attract the customer that you're looking for by getting in their heads. And in the marketing class they kind of learn traditional advertising. They really don't focus on the human.

Data scientist

Jones:

(AI is very important in the fashion industry, because on my website, they integrated AI into the platform. It now creates product descriptions for me in a much way better than what I used to do. The AI invokes the customer's emotion from the product description. It's more of a technology thing. But the fashion industry will use AI and the data information. It's something that's kind already built in for a smaller business. If you're using that, and if we're a larger business, most companies don’t have the funds to hire a data scientist. There are programs that does that for you,

Jones:

Touch this with your fashion merchandising students, so they know that exist already. They need to know that it's available to them and how to use it. You don’t need to make a class on it, but it's something that you can talk about in another class to give them better, more in-depth information.

Figueroa:

I definitely feel like any retail space could benefit from, figuring out how to improve their margins right? I don't know that a fashion student needs a class dedicated to identifying this type of information. I think that it's a discussion. I feel like it might be suited better suited as an elective in a different department. I mean, it's definitely information that we need and can benefit business. I'm just not sure that it is needed in the fashion curriculum as a class.

Jones:

In my shop on Instagram, they have AI involved into the platform to where the customer can be shown products from my store that they think that consumer will like. This is a subject just to touch on, because it's very important. It's super important, it's beneficial. I just don't know if it's if it's better suited within a fashion department, or if this is something that makes more sense in a marketing department.

Figueroa:

I definitely feel like it's beneficial, especially because I own a business. I just don't know where the perfect fit would be.

Kilduff:

A data scientist is not a fashion thing. you know. It really doesn't matter whether you're selling widgets or you're selling dresses, it’s data and students coming into the fashion programs are not data scientists. They don't aspire to be data scientists. On the other hand, they need to understand basic data analytics, I think. And they need to understand the role of data in the business. They are not going to be indulging in heavy duty, data, analytics, and statistical analyses. This is the purview of people graduating from stats, data, analytics computer information systems degrees. For fashion graduates, they need a basic grounding. They need to understand basic data analytics and understand how to bring this expertise to the business problems they face.

Owens:

There are data science classes now that are very popular in the math and computer science department. A lot of the more mathematically competent business folks take those classes. We just need to know that it exists because everyone is using this information. We're just the end users. We need to know why it's there and why it's important. That could be just a component of a marketing class.

Barnwell:

If you have a marketing class, that's where it should live. It's a like a chapter in a marketing book just enough so they're aware. They all want to be a little bit entrepreneurial, and they have those bells and whistles that they're paying for monthly. That little thing that says analytics, click on it. It's going to give you some key metrics s, you can build and scale your business.

Jones:

It's been a big difference for me. What I've noticed is the customers, they validate the business a little bit more. It looks like I have a team writing it. It makes my website, or my store seem more trustworthy, in a sense. It gives straight professionalism. You know what's really going on here when we have a great product description that captures the consumer. you get more sales and brand awareness people. They return more to your site. When I want to write a caption for Tik Tok Instagram, it does everything. You could tell it to include hashtags and emojis, and it does it all, and you could tell it to use a playful tone and it does everything you wanted to do, and it saves you time, I'm using ChatGPT. I no longer use my own brain.

Fabric Research and Development

Jones:

I wouldn't make a whole class on it, but I definitely would spend a week.

Kilduff:

Research and development are material science.

Owens:

That’s more like for people with master's degrees and chemistry.

Kilduff:

In a student/professional client situation, the student evidenced that they did not understand what a fabric vs fiber is. No community college in Southern California has thought to add a second textile class to its curriculum. Textiles are a critical design component in garments. You should think about having a second textile class. We split ours into introduction to fibers. Then the second class was about fabric structures and their performance characteristics. The thing we found out is that students forget it. They put it away. We have a junior level class, which is textile and garment performance testing. So, I'd recommend for fabric research and development that you really think about having a second textile class, and we'd love it if you articulated your classes with ours. It would facilitate transfer of your students. It rolls into sustainability, too, because a lot of those big sustainability issues are in choice of fiber and processing of fiber and textiles.

Sustainability Expert

Jones:

The fashion world is going towards sustainability but we're not there yet, as a whole. I think it's moving in that direction, or there's just certain brands that focus on sustainability and everything that they do in fashion. Stella McCartney is really big on sustainability and using things that that are sustainable. A majority of fashion is not worried about sustainability. That's an honest opinion.

Baizer:

I was shocked at the amount of merchandise. I can't say that it was particularly exciting visually to look at, but there were signs everywhere “sustainable, sustainable’. They are giving grants to do sustainable.

Kilduff:

I think the thing is sustainability is obviously a key theme of this industry, which is one of the biggest polluters on the planet. An approach is to have it embedded throughout your program. I don't know that you need a special course and particularly in design. what does sustainability do? Really, it's how you design the product. You design it to be sustainable.

Jones:

Sustainable garments or taking apart old garments and reconstructing them, I think that actually would be a pretty cool class.

Owens:

Mainstream per se, you can't get a job that way. Students are interested in both 3D and sustainability, and the reason why sustainability comes up so much in fashion is, as we all know, we are humongous polluters with dyes and the polluting water, younger people are very concerned about that. The theme is adding little pieces into your current curriculum. You can add, a module that talks about sustainable practices even from the packaging. I teach art as well. Artists, painters, print makers have said:” We’re not using these crazy chemicals that are bad for the environment. Fashion is just kind of way behind.

Baizer: The really important costumes go into either auction, or they go into costume shops or costume houses. It's already being recycled.

Kwok:

In production, it is happening. We tried to have no stock, or minimum stock, there's waste. We know we cannot 100% utilize the fabric. We can plan the usable area inside of the waste area that saves fabric.

Owens:

It's good to have the awareness.

Kwok:

We can give this idea to the student, they start thinking. They design solutions/ machines to address this issue. They ask: Can we create some kind of process to save water or clean the air? At least as they start thinking, they might be become the next billionaire.

Jones:

You do want to ignite ideas, ignite something in the future.

Personal Stylist

Figueroa:

Traffic on my website typically will follow up with those folks that are already familiar with my business, with questions to me. My customers know that they're getting me along with their product purchase. They reach out to ask a question about a particular garment, and how it would fit on them specifically. They’re receiving advice from somebody who can answer those questions. That's the advantage of my small business, but I think that when you start to scale your business and we're talking about larger scale businesses, having somebody on the other end is going to benefit in the long run and you're going to make more sales because a lot of people have questions. We look at this abandoned cart thing... A lot of people add items to the car, and they leave them in there because they're trying to figure out if it's going to be a good fit for them. If somebody can offer that advice online, I think that it's definitely needed. You're showing a model image, customers ask, “How is this going to look on me?”

Jones:

For the newer generation, we try things on for the consumer, online. We make videos and we show them the stretch, and the fit. If they're a follower of your brand, they see you. They know you. They know your body type because they see you all the time. We do a try-on video, try these new items on with me, and I'm explaining to the customer. And I'm showing them in a real time. It brings more of a trust. The way that the world is going is online shopping and online consumerism, people want to see videos. For my store, basically what I am is a stylist. When they come to my store and look around, they are waiting for me to come out to help them and show them what to wear to wherever they are going. People need that. You know, it's very, very, very, very imperative. It's very valuable. Customers want to look nice, but they don't have that skill, and they know it. You can work with a personal shopper as a business owner, and they can suggest pieces from your store that will look good. There is also a form of digital personal styling by just putting on a blank. I show them how to style the outfit because styling more than half of the job to convey the whole fashion picture. You know you need those earrings, those bracelets, those certain purses, or sunglasses, for example. The personal styling is key in fashion.

Ashley:

Business partnering with schools is so important. We are partnering right now with a that wants to start recognizing community college exceptional fashion students up and coming designers. The latest offer/award was 5 of our students were awarded a $5,000 now and a 4-day a trip to New York.

Figueroa:

you can definitely keep me in on that. I've actually been a part of like an intern mentorship program for a number of years, even in my previous career in and PR, I think it's valuable for the business owner and the mentor as well. Anything that you feel like you could be useful for your students, whether it's an internship or a job shadow, I am available.

Barnwell:

If you have a display shelf space. Display that information. It can attract new students.

Baizer:

I love your branding mindset. My students create a rock and stacks that can be displayed.

Kwok:

My company can offer you a software that allows students to put their designs onto a garment. You would need to change your curriculum. You can insert the visualization level 3D design edition. There is an entry level version. We can give you some software to try it.

Owens:

That actually would be really valuable. Because, for instance, we create repeat patterns in illustrator That absolutely would be amazing. I also work with digital art. I have a week or so that I show students what the next level of digital animation is, where you literally can prototype a runway. You're showing what the fabric looks like or what the garment looks like, and you can push a button, and show different looks. It's pretty amazing, the mocking up that you can do without wasting material.

Kwok:

We can try to set up something like that for you. If the student really likes that design and that garment, they can further develop their concepts (2D to 3D) for an affordable cost. If they want, they can plot it out and make their own garment.

**Meeting adjourns at 8: 55pm.**