A Study of Trend Information System for New Material Development

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The Korean textile industry in general has been faced with difficulties due to changes in domestic and foreign conditions, and various problems revealed in the industry with the slowdown of textile exports since 2005. Such difficulties are reduced demand and consumption resulting from America and worldwide economic depression and increased competition from competing countries, in particular, China. Domestic conditions also become harsh with labor disputes in major chemical fiber firms and weak product competitiveness due to the lack of production systems for creating high value added. To increase exports, it is necessary to develop new high value-added materials that are different from those of developing countries and it is adaptable for the world fashion trend. While new and high level of technologies are essentials of high value-added materials, the collection and analysis of various information on the fashion trend is also important for design value-added textile products. Textile companies have been provided with information by various consulting companies, but they lack the ability to analyze and apply the data provided by consulting firms to material development process despite a great deal of shared knowledge.

The purpose of this study is, first, to examine the present status and conditions of the Trend Information System in Korean & Italy textile industry through the analysis of reports by various textile-related organizations, government publications, and economic journals. Secondly, the study is to survey the trend information system applying for new material development process of textile firms in Korea & in Italy. It will finally analyze the survey results of questionnaires that are distributed to textile firms of different sectors. The study aims at providing data to promote efficient information exchange between information providers and beneficiaries by examining demanded trend information, information sources, and present trend information system in terms of firms' new material development efforts. By doing so, it hopes to contribute to building product competitiveness of domestic textile industry through using trend information system and the development of value-add materials.

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