

ABSTRACT SUBMISSION



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When Design Meets Technology to Create Business Opportunity

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ABSTRACT (NO MORE THAN 500 WORDS:)

The integration of fashion design and innovative technology has brought new insights. This creates research potential as well as business opportunity. It is believed that a new way of design research unites sense and sensibility in the development of experimental design, which has led us to new perspectives and results. The design thinking method thus helps to pick the “right” solution to ask the “right” question.

With improving living standard and advanced technology, consumers are seeking for high value added, superior quality and innovative products. Take the four completed textile research projects that Dr Li's team worked as the example. The design-led creation and development of wearable textile electronics, sustainable far infrared textiles, green moisture wicking yarns and bio-based textiles answer the market needs. All of them have great market prospective and realize commercialization. Hence, design-led thinking helps to connect different minds and actions, enabling multidiscipline synergy for better future.