



Topic of the Speech:

When Design Meets Technology to Create Business Opportunity

Professor Li Li

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Professor Li Li is Associate Professor in Institute of Textiles & Clothing of The Hong Kong Polytechnic University. She teaches subjects from undergraduate to doctoral level relating to functional textile design. She is currently supervising 9 PhD students.

Dr. Li has many years industry experience in knitwear design industry with positions from senior design to design director before join PolyU. Now her main research interests are design thinking, spanning fashion design, technical design and fundamental studies. Dr. Li's research outcome is recognized by both the academia and the industry and generates a great impact on fashion business. She has published over 70 research articles. Most of them are world-leading and top-tier textile journals, including The Design Journal, Textile Research Journal and Advanced materials. Over the past 9 years, she received seven research related awards, including the overall Champion in Arts of Fashion Foundation Competition, Golden Award in 44th and 47th International Exhibition of Inventions of Geneva, The Best International Invention, National Research Council of Taiwan, 2019 and GRF Awards etc.

On the basis of her research track record, she has always been invited as keynote and invited speaker, committee member, and track judge of several international fashion competitions. Her academic research deliverables have also been patented and successfully licensed to the industry for commercial use. Dr. Li Li has successfully collaborated with various local and international brands and apparel companies in a number of research projects. She has also served as consultant for several textile based manufacturing companies.

ABSTRACT SUBMISSION



-For invited speaker only

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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.