

FASHION EMBRACES UPSTREAM AND DOWNSTREAM TECHNOLOGICAL ADVANCES

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Défilé Iris Van Herpen utilisant les nouvelles technologies ©Automne-Hiver 2016

More than a simple analysis. it is a reality with numerous professional weavers, arts and crafts trades, and fashion designers having embraced three new phenomena: the acceleration of change brought about by high-tech, reorganising the system of socioeconomics, and training.

The latter being the most important: inventing the training schemes of tomorrow. This is the direction the Maison Mode Méditerranée (MMM) is taking with its partner the University of Aix-Marseille (AMU), having created a unique academic training course covering concepts of high-tech, artisanal craftsmanship, tradition and innovation, as well as human and digital dimensions. It is a University Degree course which prepares future professionals in the concept of Craft and High-Tech, to understand it and integrate it into the way they work.