

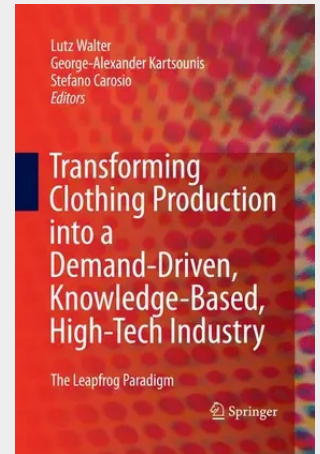
Transforming Clothing Production into a Demand-driven, Knowledge-based, High-tech Industry

The Leapfrog Paradigm

Recent trends in the fashion market (including an impressive increase in the number of new collections, product assortments and variants, and the emerging mass-customization model) dictate the need for a new approach. "Transforming Clothing Production into a Demand-Driven, Knowledge-Based, High-Tech Industry" discusses the ramifications of such an approach, which must lead to a drastic shortening of the whole cycle from conception to production and retail, as well as a shift from a labor-intensive to a technology- and knowledge-intensive clothing manufacturing industry.

"Transforming Clothing Production into a Demand-Driven, Knowledge-Based, High-Tech Industry" is a collection of short papers from prominent researchers involved with the LEAPFROG (Leadership for European Apparel Production From Research along Original Guidelines) initiative. LEAPFROG proposes a revolutionary industrial paradigm based on research results in scientific-technological fields.

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