



Photographer: Kai Weissenfeld

Design is music... Europeans United

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The World is Philambda

The master thesis “The world is Philambda” concerns the social and economic process of flexibility in course of the megatrend mobility. Special attention has been paid to a change in consumer behaviour as well as the digital facets consequences for the fashion market.

On the one hand the stationary trading is facing new challenges due to the competition of online services. On the other hand, pure online distributors are facing new challenges because many customers are unwilling to give up on the magic moments of a hands-on shopping experience. The desire of shopping experiences in an aesthetic retail environment has become an important trend. Consumers want to and should be emotionally involved with the products.

Hence, in order to satisfy all consumer needs, online and offline commerce should be merged into Omni-Channel-Systems which can produce an encompassing shopping experience with a wide range of touchpoints.

Based on this analysis, the Omni-Channel concept Philambda combines the aspects of fashion, lifestyle and travelling. In particular, the concept focuses on collection development of a fashion and accessory collection. The concept’s main focus is highly inspired by the characteristics of Iceland, including the rough beauty of its landscape and its remarkable sight as well as its culture and traditions. However, the presented fashion collection is not the only possibility to experience the destination of inspiration: The principle of Omni-Channelling the brand communicates its vision via all relevant channels and types of media.



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