Smart Textiles RFID Chips

BUF 4500: Contemporary Topics in the Fashion Industry

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Brief History

❏ Patented in 1983, by British inventor Charles Walton, RFID chips made it possible to store information electromagnetically.

❏ In recent years, RFID has expanded to encompass the seemingly unexpected market of fashion.

Retailers Use RFID Chips to:

- Track clothing.

- Prevent theft.

- Ensure quality and authenticity.

- Prevent counterfeit goods from flooding the luxury goods market.

Industries That Use RFID Technology

- Cryptocurrency (i.e. Bitcoin)

- Diamond Industry (i.e. Da Beers)

Counterfeit Goods

- They account for roughly 2.5%of global imports

- In 2013, the "value of imported fake goods at $461 billion (Business of Fashion, 2018)"

Brand Loyalty

- Ensures that products are authentic.

- Maps out the product lifecyke, working conditions of the factory, how the item was made & etc.

- Display how the fabric was grown and what chemicals were used in the production of the garment

Designers using RFID

❏ Moncler, Zara, Rebecca Minkoff, and Gerry Weber are known brands that have integrated RFID into their collections.

❏ Gerry Weber, a German brand, has decided to attach RFID into the 30 million garments produced every year which costs only 9 cents to tag per garment

❏ Using RFIDs are small preventative steps that can save fashion houses several thousands per year

We're already using it

- RFID chips employs the same technology that an Apple Pay user uses to make purchases

- Rebecca Minkoff uses RFID technology in their stores for improved shopping experience and simplified checkout

Rebecca Minkoff

Cost Efficient

- According to an article written by LaunchMetrics.com, due to counterfeit products, approximately €26.3 billion is lost annually and jeopardizes 363,000 jobs in the fashion industry.
- Fashionista.com states, "It costs Gerry Weber, for example 9 cents to tag each of the approximately 30 million garments it produces a year."
- Less time is used when checking inventory levels at retail stores. Thus, saving the company from paying thousands more some something that can be completed faster with RFID technology.

Citation

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