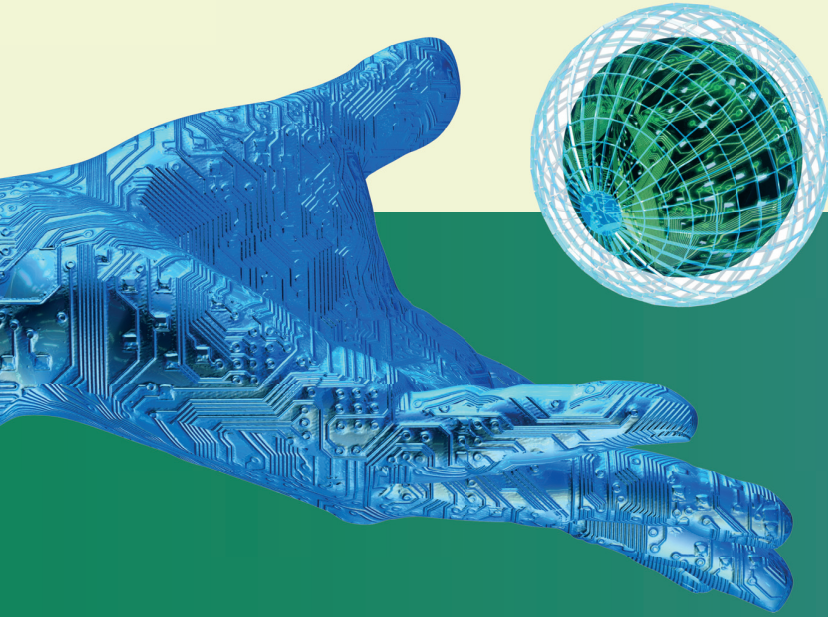


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Theories and Applications

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Fast Fashion Systems

Theories and Applications

Editor

Tsan-Ming Choi

*Business Division, Institute of Textiles and Clothing,
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Preface

Fast fashion is an industrial trend that is pertinent in practice. It refers to the concept of shortening lead time (production, distribution, etc.) and offering new products to the market as fast as possible. Nowadays, this phenomenon is commonly adopted in fashion apparel (by brands such as Zara, Topshop and H&M). In order to establish efficient fast fashion systems, a few research areas have emerged over the past few years, including: Optimizing fast fashion systems by conventional analytical approach, use of information in fast fashion models, fast fashion multi-echelon supply chain optimization models, fast fashion systems under competition and game-theoretical analysis, intelligent forecasting techniques in fast fashion systems, statistics-based empirical analysis of fast fashion strategies, etc. Despite the abundance of both classic and new research results, there is a lack of a comprehensive reference source that provides the state-of-the-art findings on theoretical, empirical and applied research on fast fashion systems.

In light of the above, I have edited this handbook which features several peer-refereed papers organized in three parts as follows:

Part I: Introduction, review and exploratory discussions.

- Fast fashion systems: An introduction
- The slow fashion process: Rethinking strategy for fast fashion retailers
- Examining global retailing's innovators: An overview of fast fashion supply chain research
- Fast fashion retailing: RFID deployment for enhancing customer value proposition

Part II: Analytical modelling research on fast fashion systems.

- Flexible procurement models for fast fashion retailers
- Coordination of a fast fashion supply chain with profit-loss sharing contract

Part III: Empirical research on fast fashion systems.

- Investigating on-shelf availability in the UK retail clothing sector
- A cross regional analysis on fashion quick response programs
- Service quality strategy for fast fashion: An empirical study in Hong Kong

I am very delighted to observe that this book contains many interesting theoretical and empirical results which significantly contribute to the literature and advancement of practice. To the best of my knowledge, this book is also the first book which specifically explores fast fashion from a very comprehensive perspective.

In closing, I would like to take this opportunity to thank Jeffrey Yi Lin Forrest and Alistair Bright for their kind help in the preparation and completion of this book. I am also very grateful to all the authors and reviewers who have contributed to this handbook. I also acknowledge the helpful assistance of my research students Hau-Ling Chan and Wing-Yan Li in completing this important project.

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Part I

Introduction, review and exploratory discussions
