



# GIF SKILLS TRANSFORMATION MAP

A VISUAL MAP OF THE FUTURE OF THE FASHION INDUSTRY BASED ON EXPERTS' OPINIONS.  
INFORMATION BASED ON 15 INTERVIEWS WITH FASHION&TEXTILES INDUSTRY PROFESSIONALS

## HOW DOES THE FUTURE OF THE FASHION INDUSTRY LOOK LIKE?

MULTIDISCIPLINARY  
APPROACH AND  
HYBRID  
BACKGROUND

COMBINATION OF  
THEORETICAL  
KNOWLEDGE AND  
PRACTICAL  
COMPETENCIES

COMBINATION OF  
SCIENTIFIC  
COMPETENCIES WITH  
A HUMANISTIC  
BACKGROUND

COMBINATION OF  
CREATIVE AND  
TECHNICAL PHASES



Co-funded by  
the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## **FOCUS ON THE CUSTOMER**

- Consumer Psychologist
- Personal stylist and image consultant
- Digital shopping expert

## **FOCUS ON IT**

- IT expert: virtual reality, augmented reality, gaming and metaverse
- Data analyst and data editor
- Fabric Research and Development (biodegradable or alternative materials)
- 3D Artist, printer in 3D modeling programs

## **FOCUS ON MARKETING**

- Expert in personalized, digital, multi-channel marketing
- Social media specialists, brand specialists
- Digital influencer

## **FOCUS ON SUSTAINABILITY**

- Fashion sustainability manager as all-rounders
- Corporate Responsibility Manager
- Sustainable and transparent supply chain manager
- (Re)manufacturing designer
- Human rights and working conditions expert



**FASHION  
PROFESSIONAL  
PROFILES OF THE  
FUTURE**



