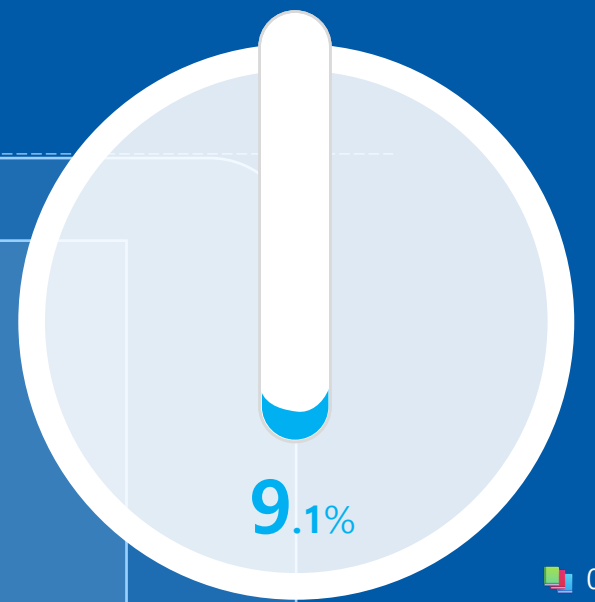





2024  
성균관대학교  
글로벌 융합학부

*FASHION, CULTURE, AND NEW TECHNOLOGY*  
The only constant in nature is change.



 0  
26th. Mar. 2024

 류현석  
 [kizclub9@gmail.com](mailto:kizclub9@gmail.com)  
 010.4430.0626

# THE POWER OF DEFINITION

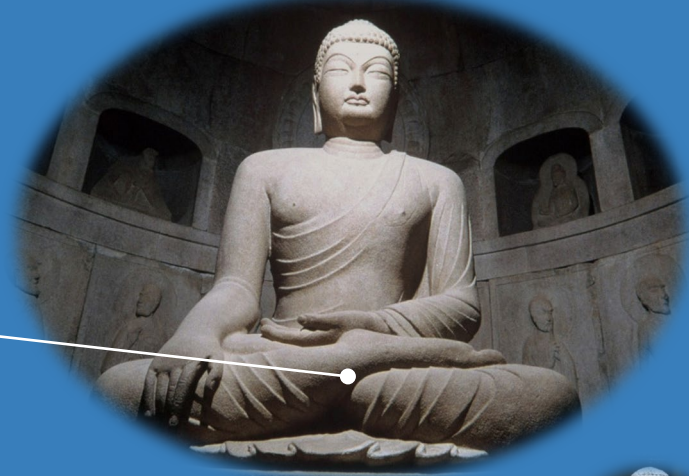
You can see as much as you know.



점심

點心

석조 여래 좌상  
(石造如來坐像)



금동 미륵보살 반가사유상  
(金銅彌勒菩薩半跏思惟像, 국보 제83호)



금동 약사여래 입상  
(金銅藥師如來立像, 보물 제328호)



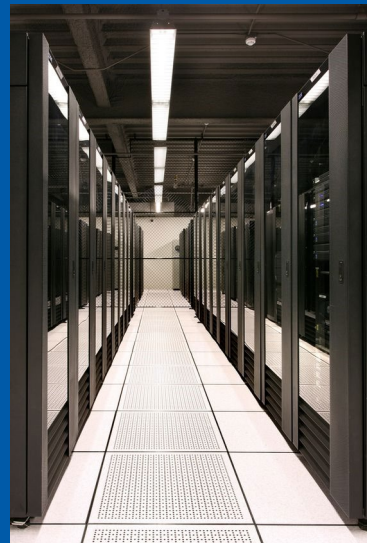
# THE PURSUE OF MEANS, NOT Goals

Distinguishing between goals and means



In the beginning was *the Word*,  
and *the Word* was with God,  
and *the Word* was God.

(John 1:1)



# WHO'S WHO

The chronicles of someone



YONSEI Univ.  
Dept. of Economics  
(1991-96)  
Corporate MBA  
(2014-2016)



SKK Univ.  
Interaction Science  
Ph.D.  
(2017-2023)



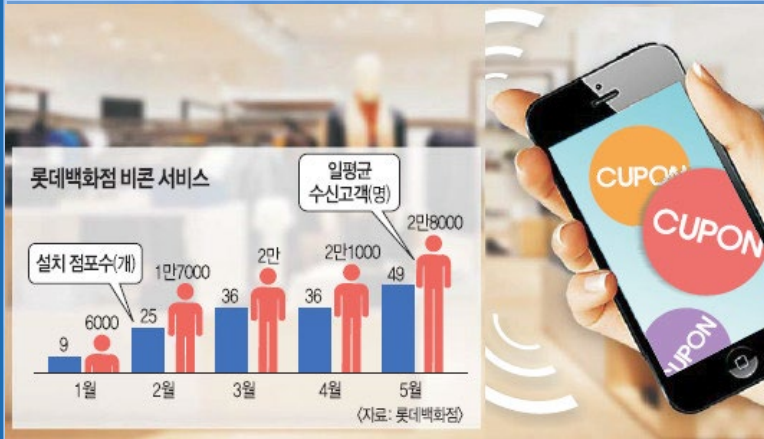
LG Electronics., co.  
Planning & sales  
(1995-1997)



LOTTE Dept. store  
MD Planning & sales  
(2002-2022)

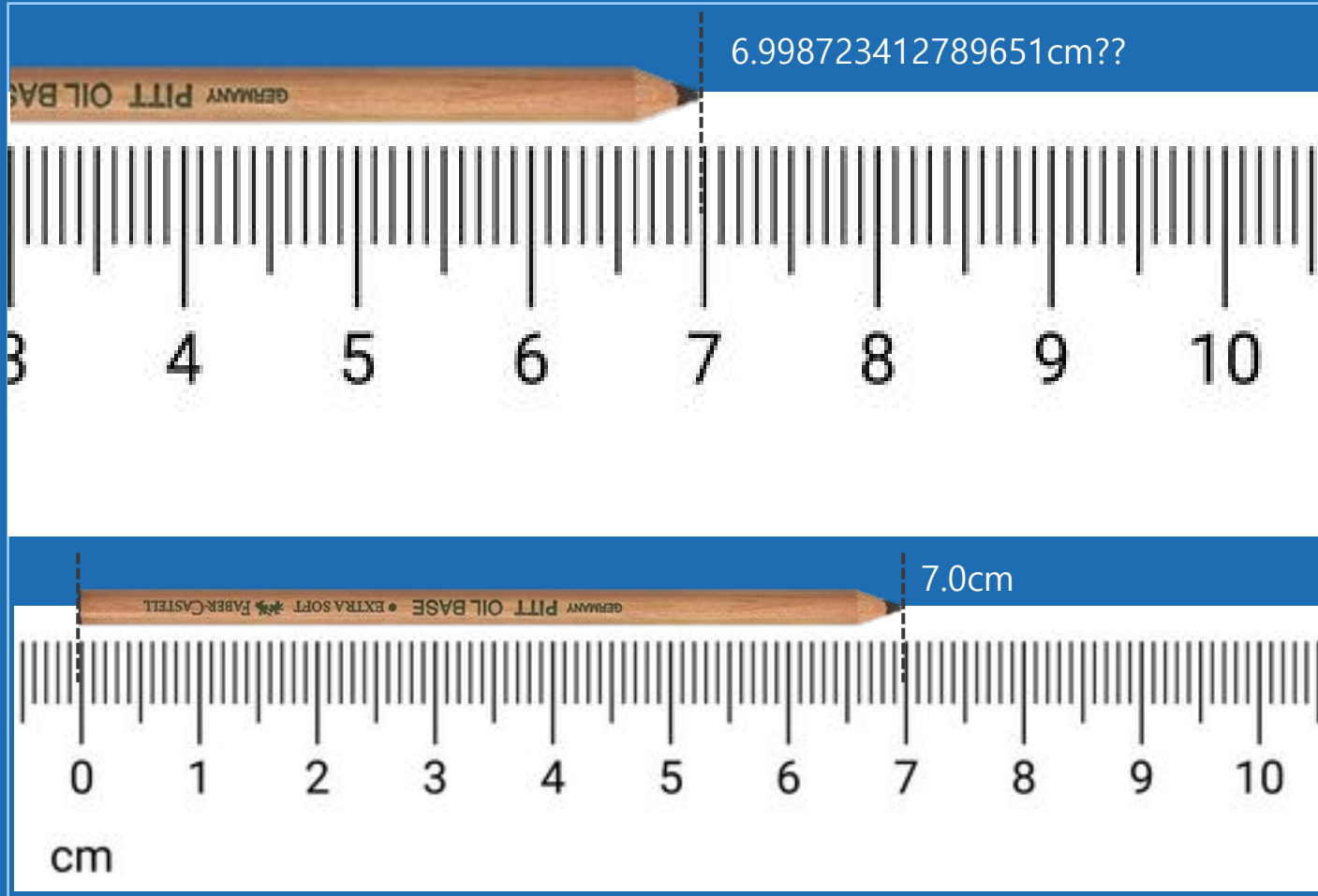
# DIGITALIZATION OF DIGITAL IMMIGRANT COMPANY

Without a strategy, it is worse to follow.



# DIGITAL VS. ANALOGUE

Let me see the information of that pencil by using numbers.



## Analogue 아날로그

[연속 連續]

[Greek] “ana-” throughout; according to “logos” ratio, proportion

1 (of an electronic process) using a continuously changing range of physical quantities to measure or store data

2 (of a clock or watch) showing the time using hands on a dial and not with a display of numbers

<Oxford Learner’s Dictionaries>

전기·전자 어떤 수치를 길이라든가 각도 또는 전류라고 하는 연속된 물리량으로 나타내는 일

<표준국어대사전>

## Digital 디지털

[단속 斷續]

[Latin] digitus ; finger or toe

1 (of clocks, watches, etc.) showing information by using figures, rather than with hands that point to numbers

<Oxford Learner’s Dictionaries>

정보·통신 여러 자료를 유한한 자릿수의 숫자로 나타내는 방식

<표준국어대사전>

① *Analog Signal*

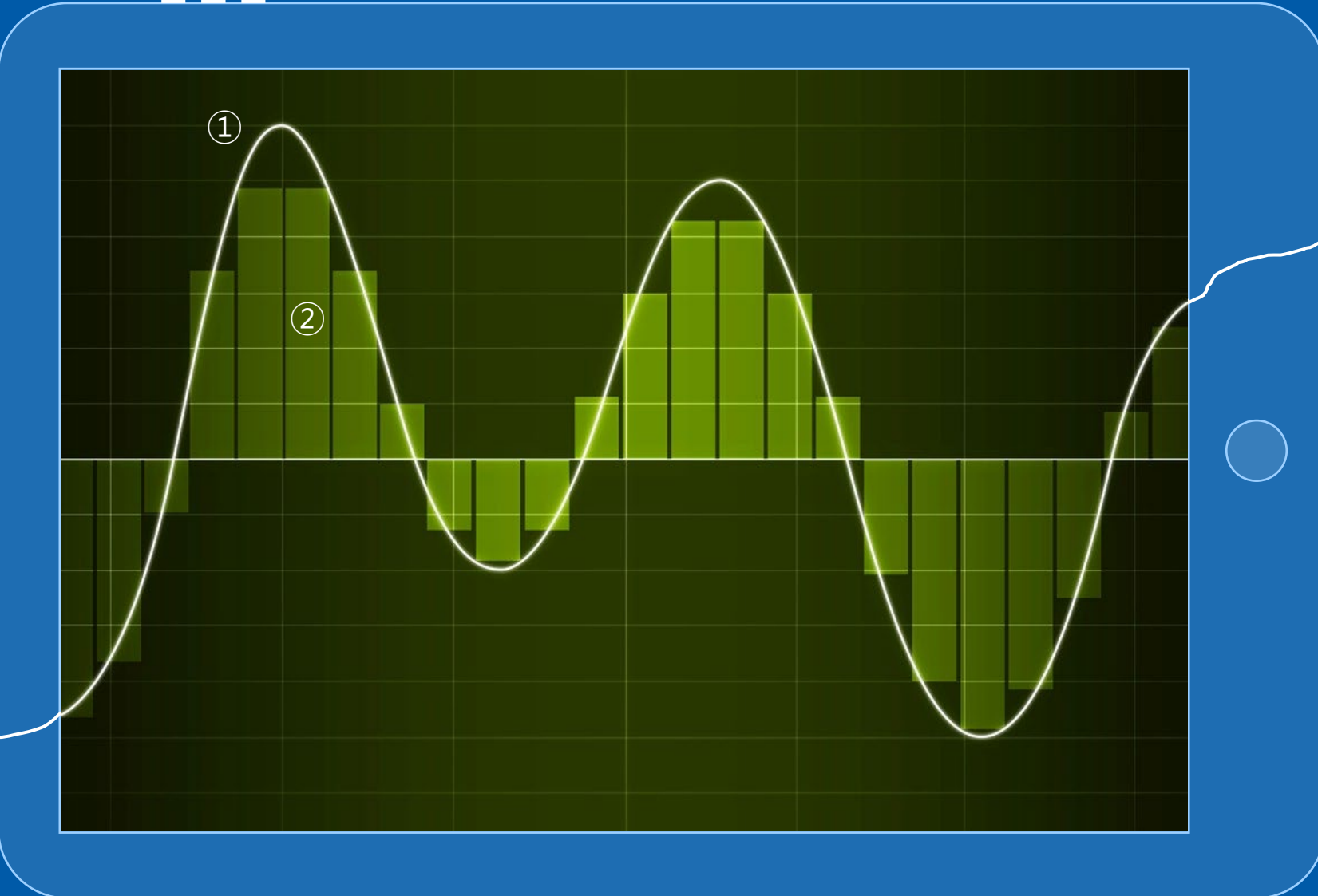
*;continuous*

*;smooth*

② *Digital Signal*

*;stair-stepped*

*;intermittent*





# Digital



# Analog



# Digital & Analog



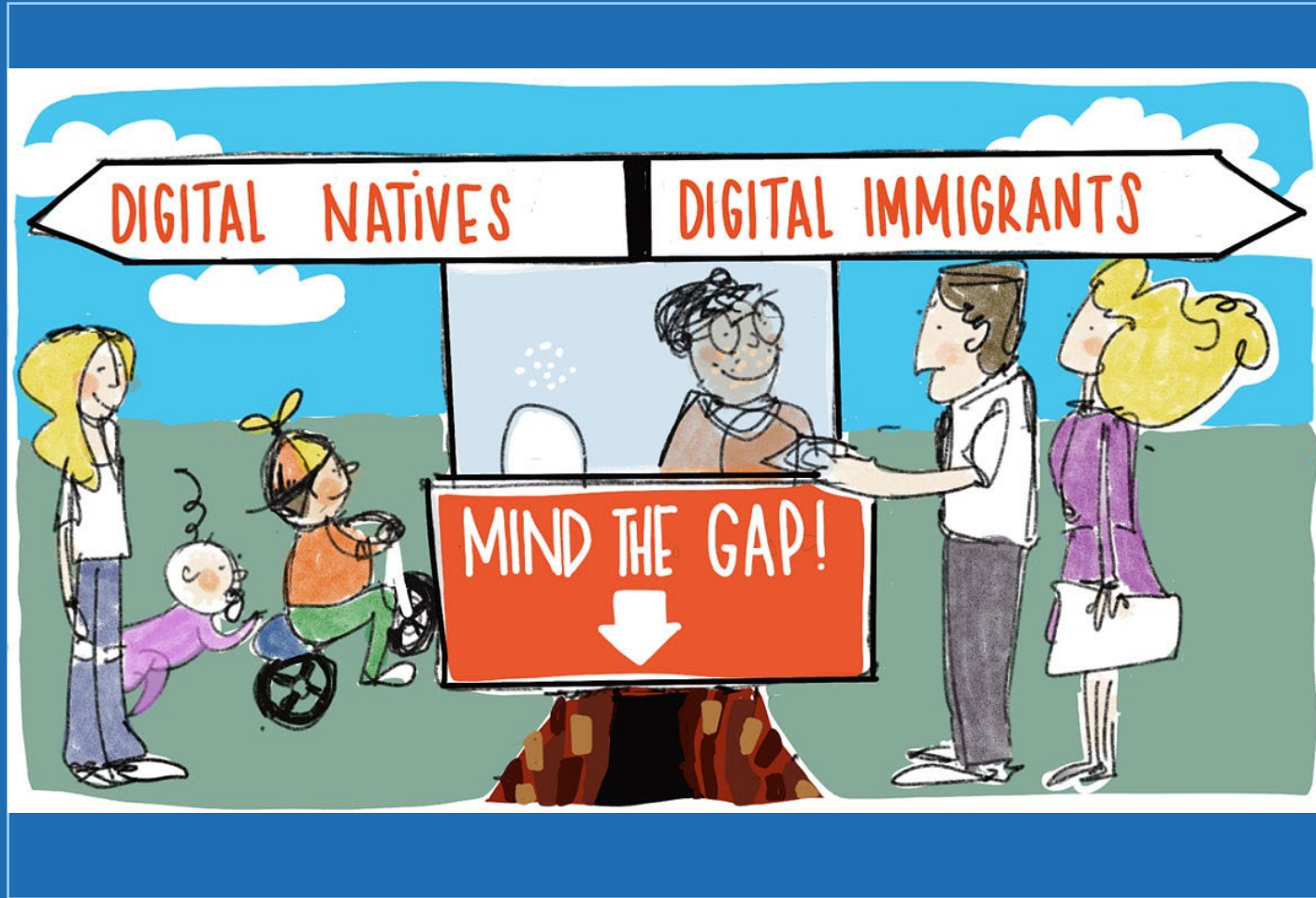
# IMIGRANTS, NOMADS OR NATIVES IN DIGITAL

Why digital, why not analogue?



# IMIGRANTS, NOMADS OR NATIVES IN DIGITAL

Why digital, why not analogue?



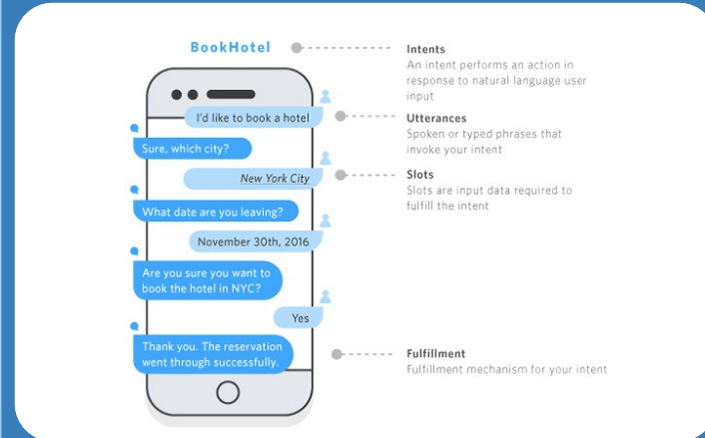
## Digital Immigrants

- 디지털 세대로 태어나지 않음
- 테크놀로지 시대와 맞짱 뜨거나 매료됨 [양극화]
- 과거 아날로그 시대에 한 발 담그고 있음 [향수]
- 인터넷은 참고할 뿐 [secondary reference]
- 모르면 해보기 보다 매뉴얼부터 찾아봄
- 문자나 특 보내다, 좀 길어진다 싶으면 그냥 전화
- 디지털 네이티브들과 그들의 스킬에 대한 respect
- 나를 포함한 대부분의 교강사들 ππ
- 그들이 네이티브들을 가르칠 때, 단계적으로 천천히 설명하다 학생들은 다들 돌아가심

## Digital Natives

- 디지털 세대과 정보화 시대에 태어남
- Dyslexia 난독증 → Digital Literacy!  
‘심심한 사과의 말씀’, ‘5/27-29 사흘 연휴’
- 과거 아날로그 시대 좀 재밌음
- 인터넷은 참고할 뿐 [secondary reference]
- 일단 해보고 안되면 잘하는 사람한테 물어보거나 쉬운 거 만 거 찾아봄
- 재밌거나, 짤이거나!
- 그들이 배울 때 재밌거나 짤이거나!

Digital Native Company



### Amazon AI Intelligent Services Powered By Deep Learning



Digital Immigrant Company



### LOTTE - 한국IBM Watson 도입 계약

일자: 2016년 12월 21일(수) 장소: 롯데호텔서울





## Q & A

The only thing that doesn't change is the fact that everything has changed.



# THE DEFINITION OF FASHION

The origin of a word, FASHION.

※ 복식 *dress*와 패션 *fashion*은 인체를 감싸는 모든 형태와 장식, 몸을 변형시키거나 더해지는 모든 품목, 행위와 태도, 가치를 포함한다. 전자는 정적이고 학술적인 용어로, 후자는 동적이며 일상적인 용어로 쓰이기도 하나, 구분없이 사용된다. 김민자, 『복식미학강의』 교문사, pp. 16-17

## Fashion *noun*

- 1 [uncountable, countable] a popular style of clothes, hair, etc. at a particular time or place; the state of being popular
- 2 [uncountable] the business of making or selling clothes in new and different styles
- 3 [countable] a popular way of behaving, doing an activity, etc.

<<Oxford Learner's Dictionaries>>

## 패션 *fashion*

- 1 [명사] 특정한 시기에 유행 하는 복식이나 두발의 일정한 형식.
- 2 [명사] 새로운 양식 (樣式).

<<국립국어원 표준국어대사전>>

## fáctio *factio*

- 1 [여성형 명사] 행위, 활동; 할 권리, 능력
- 2 [여성형 명사] 단체, 조합, 협회;
- 3 [여성형 명사] 정당(政黨), 당파, 분파;

집단, 도당(徒黨), 작당.

고대 Roma의 과두(寡頭)정치

<<가톨릭대학교 출판부, 라틴-한글 사전>>

## ∴ 패션이란?

- 1 특정한 시기의 특정한 지역에서
- 2 많은 사람들이
- 3 받아들이는
- 4 외형 *appearance* 이나 양식 *style*

# FASHION AT THE RIGHT TIME AND OCCASION

TPO is not a formal English word, but rather a Japanese compound word.



## ∴ 패션이란?

- 1 특정한 시기의 특정한 지역에서
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Time

Place

Occasion

# FASHION AT THE RIGHT TIME AND OCCASION

TPO is not a formal English word, but rather a Japanese compound word.



Time  
Place  
Occasion



# WHAT IS MERCHANDISING?

Find the authentic definition



## Merchandising *noun*

[uncountable]

- 1 the activity of selling goods, or of trying to sell them, by advertising or displaying them
- 2 products connected with a popular film, person or event; the process of selling these goods

<<Oxford Learner's Dictionaries>>

남성형 명사

머천다이징 (상품화 계획 · 판매 촉진  
· 광고선전 활동)

<<동아출판 프라임 불한사전>>

# A FANTASTIC SPACE FROM AN MD PERSPECTIVE

Good to Great



## 별마당 도서관

May 2017

0% 오픈 후 공실율 7% → 0%

7만 여권의 장서 600종의 잡지

13m 층고

850평 면적 약 2,800 m<sup>2</sup>

2,400만명 방문객수 [2018년 연간]

Mar. 2020

## the Galleria 광고

1위 베르사유 건축상 2021년 쇼핑몰 부문

6,191억 22년 매출 신세계 경기점 5,889억

5,000억 투자비 렘 콜하스

6,500억 코람코 매각 sale & lease-back

“Light in your life”





a concept product

제품  
製品  
a product

상품  
商品  
a merchandise



a product on sale

# Brand Merchandiser

*Design/fabrics/Cost-Profit/Sales/Marketing/Branding etc.*



Haute couture  
a Product 製品

prêt-à-porter  
a Merchandise 商品

Merchandising 商品化計劃

# Retail Merchandiser

*Trends/Market & Customer Analysis/Brands/Biz. area etc.*

패션 B/D 박람회



제품  
製品

a product

Merchandising 商品化計劃

상품  
商品

a merchandise



롯데백화점 본점

# A FANTASTIC SPACE FROM AN MD PERSPECTIVE

Good to Great



## 별마당 도서관

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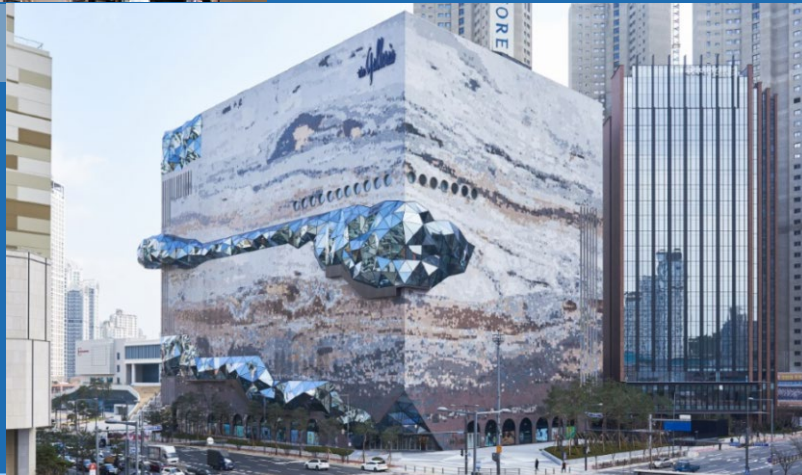
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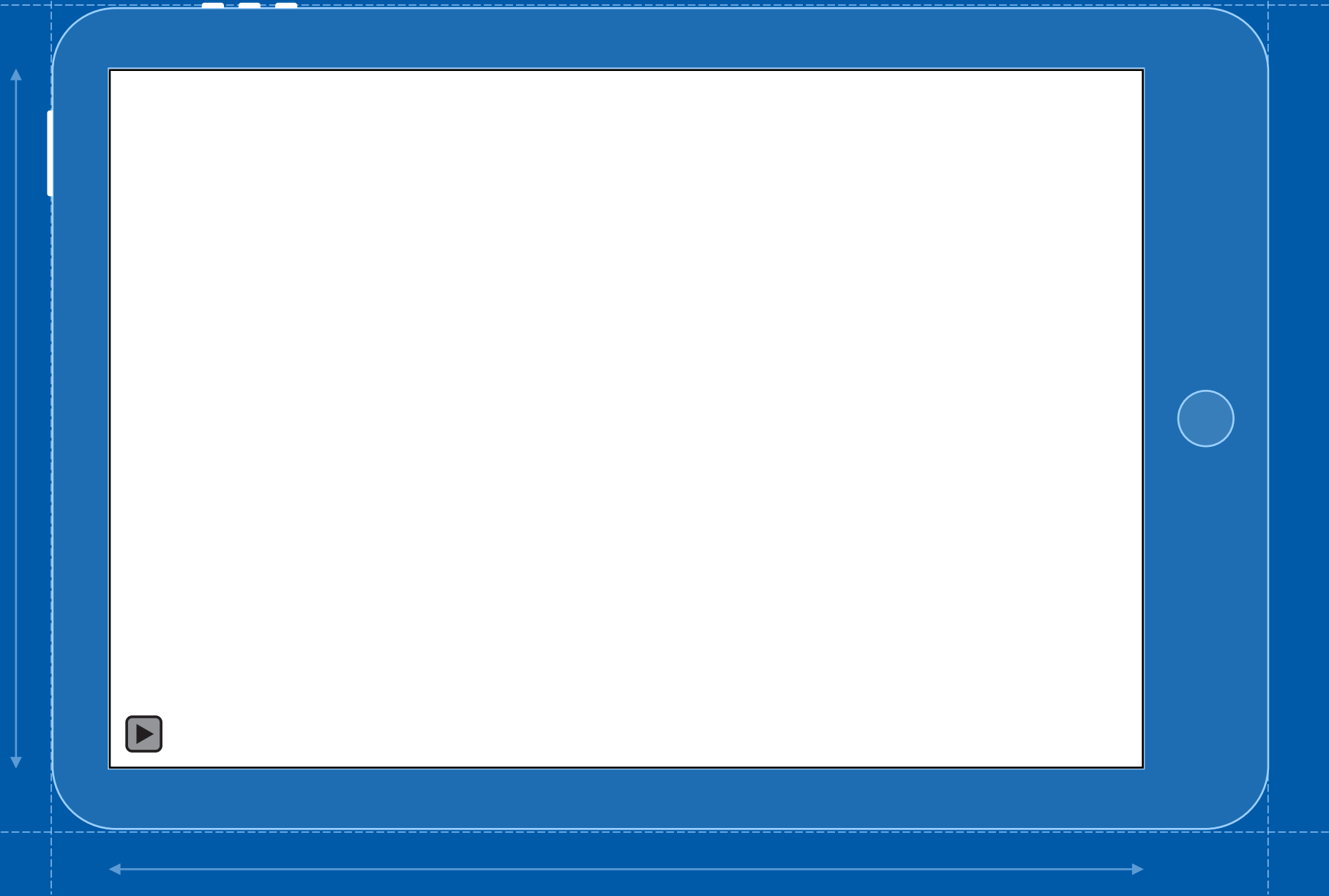
## Merchandising *noun*

[uncountable] the activity of *selling goods*, or of trying to sell them, by advertising or displaying them

<<Oxford Learner's Dictionaries>>

# *I THINK THAT'S THE RIGHT PATH TO TAKE*

Leadership for the future



# FASHION vs. TECHNOLOGY

Going through the motions





# THE POWER OF AUTHENTICITY

One of the next generation's value



"...I very frequently get the question. What's gonna change in the next 10 years? And that is an interesting question. It's a very common one.

I almost never get the question. **What's not going to change in the next 10 years?** I submit to you that that second question is actually the more important of the two... I know that's gonna be true 10 years from now. They want fast delivery. They want fast selection...

Jeff bezos, AMAZON's CEO



## Q & A

The only thing that doesn't change is the fact that everything has changed.

