

# New Product Development in the Apparel Industry, a B2B Perspective

**Fabio Sandes**

EAESP, Fundacao Getulio Vargas, FGV/SP

Cite as:

Sandes Fabio (2019), New Product Development in the Apparel Industry, a B2B Perspective. *Proceedings of the European Marketing Academy*, 48th, (9050)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



# New Product Development in the Apparel Industry, a B2B Perspective

## **Abstract**

The New Product Development (NPD) in the textile industry is peculiar, as it follows constraints that are particular to the fashion business. A qualitative study comprising 45 interviews were conducted in a South American textile industry. Both practitioners from NP team and from support areas such as Commercial, Marketing, and Technical were interviewed, in order to assemble perspective from insiders of the NPD team, and outsiders that are directly impacted by the performance of NPD team. Results showcase that fashion forecast, pressure for launching new products, and cost reduction are relevant matters that impact the work of the NPD team. The need to release New Products in shorter periods of time is pressuring NPD team to design products with less consistent information, while outsiders are concerned that new products are launched in the market without being promptly tested.

**Keywords:** *Product Development; Apparel industry; Fashion trends*

**Track:** Innovation Management & New Product Development