



**REFASHIONING FAST FASHION:**

**“How Fast Fashion Can Serve  
the Needs of Customers and the Planet”**



**FUTURE RETAIL  
CHALLENGE**

World Retail Congress  
Rome, Italy 2022

# Background

- PolyU Teams have participated the competition for the last 15 years.
- PolyU team were **the Champions** of 2011, 2012, 2015, 2018, and 2019 Challenges
- WRC 2019 ITC news  
<https://www.polyu.edu.hk/itc/en/news/students-alumni-news/?itceventid=380>
- **Four winners** will be selected to form a Hong Kong team to compete in the Future Retail Challenge at World Retail Congress in Rome, Italy in April 2022 (or virtual, TBD)
- Open to all ITC BA students (Year 3 are preferred).



WORLD RETAIL  
CONGRESS

AN ASCENTIAL COMPANY

5-7 APRIL 2022

ROME CAVALIERI HOTEL | ITALY



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# Virtual presentation 2020

THE HONG KONG POLYTECHNIC UNIVERSITY, HONG KONG



**FUTURE RETAIL  
CHALLENGE**

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A celebratory meeting with the Dean of FAST (Prof. Wong) and the President (Sean Coxall, the middle) and the Senior Vice President of Li & Fung (Richard Lee, third from the left).



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# The 2022 Challenge

## Refashioning Fast Fashion: “How fast fashion can serve the needs of customers and the planet”

### THE CHALLENGE:

- Choose one fast-fashion retailer and forward five years to **2027**
- Show how you would **generate 25% of income from activities** that
  - 1) **reduce or replace** the consumption of **new physical products**, or
  - 2) through products that fully **comply with the principles of the circular economy**
- **Deliverables:**
  - ✓ 10 page written report
  - ✓ 8 minutes presentation + 6 minutes Q&A session.



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# The 2022 Challenge

## What the judges will be looking for:

- **An overview of the fast retailer** that you have chosen as it is today and the particular challenges you believe it faces regarding **the tensions** between **the fast fashion business model and the urgent requirements of the climate crisis**
- Identify and describe **the product areas that can build to 25% of sales by 2027** whilst reducing or replacing the sale of new physical products. Provide **a breakdown of the different approaches and ideas** and how they will contribute to your target of 25% of total revenues.
- How will you be able to develop each of these ideas **to operate at scale and drive new sales?**
- How will you **communicate these new ideas** to your existing customers?
- Outline how you would begin **the repositioning of your chosen business** away from being a “fast fashion” business over this 5-year period
- What are **the risks** associated with such a change?
- What are **the financial implications?**



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# Sign-up

- Sign up for the first audition with the provided link (by **5 January 2022**) with your 1) 1-page CV and 2) 2-min self-introduction video.
- Sign up here: <https://www.polyu.edu.hk/pfs/index.php/557492?lang=en>



# Auditions

- Prepare a 4-min presentation in English with less than 10 slides for the #1 round audition.
- #1 round audition  
**10 Jan 2022 (Monday) – TBC**
- #2 round audition (for successful candidates only)  
**Will announced individually (same week in 10 Jan 2022)**



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# Advisory Panel

- Jimmy Chan (Head of Account Management at **Farfetch**), Anthony Keung (CEO, **Fenix Group**) and more!
- Interview and select the PolyU WRC 2022 representatives (4 out of 8) in the 2<sup>nd</sup> auditions.
- Serve as external mentors for student representatives during the preparation for the presentation

## Benefits

- Special mentorship provided by company and advisors and acknowledgement in the WRC presentation
- Priority for internship and job opportunities from prestigious companies in the advisory boards



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# Timeline

- A 6-week intensive preparation (weekly meetings)
- Mock presentation in front of ITC faculty & industry experts
- **Competition: 5-7 April 2022 (virtual)**
- Mentors: Dr Magnum Lam and Dr Eunsoo Baek

# Further information

- Contact: Dr. Magnum Lam: [magnumml.lam@polyu.edu.hk](mailto:magnumml.lam@polyu.edu.hk)
- WRC2022 webpage: <https://www.worldretailcongress.com/future-retail-challenge>



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