ETHIOPIAN JOURNAL OF TEXTILE AND APPAREL

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BAHIR DAR UNIVERSITY,
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DIGITAL TWIN-BASED MASS CUSTOMIZATION IN SMART FASHION MANUFACTURING

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ISSN: (Print) (Online) Journal homepage: https://journals.bdu.edu.et/index.php/ejta

To cite this article: Alie Wube Damtew (2026), DIGITAL TWIN-BASED MASS CUSTOMIZATION IN SMART FASHION MANUFACTURING, 31-45

DIGITAL TWIN-BASED MASS CUSTOMIZATION IN SMART FASHION MANUFACTURING

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ABSTRACT

To meet demands in the industry and attain mass customization in fashion manufacturing-highly personalized products at near mass production efficiency-more data integration, real-time visibility, and coordination among manufacturing operations should be realized. In this paper, a Digital Twin-Based Mass Customization (DT-MC) framework is proposed to help to overcome these limitations, improve responsiveness, productivity, and sustainability within smart fashion manufacturing system. It consists of five integrated modules including physical system, data acquiring, digital twin modeling, analysis and optimization, user interface. Mixed methods approach based on simulation modeling and empirical study by industrial case study are adopted in this paper. The results indicate that, with the application of DT-MC framework, lead time, customization response time, defect rate and resource utilization decrease from 72 h to 46 h, from- to -, from 8.4% to 3.1% and from 68% to 87%, respectively. It prove ds to improve the performances by 36.1%, 41.3%, 63.1%, and 27.9% respectively. Sustainability wise, there was a reduction in the materials used by 22.5%, energy consumption by 18.7%, and the DT framework attains an accurate prediction rate of 94.6%.

The study also indicate that the DT-MC framework is capable of realize scalable and efficiency mass customization, and greatly optimize its performances in operational, environment and product aspects. This paper provides both a reliable quantitative and conceptual framework towards the Industry 4.0 driven transformation of the fashion manufacturing industry.

Keywords: Digital Twin, Modern Fashion Industry, Mass Customization, Performances, Smart Fashion Production.

1. INTRODUCTION

The fashion manufacturing industry, on a global level, is undergoing a profound shift due to rapidly evolving digitalization, highly volatile markets, and increasing customer demand for highly customized products. Traditional fashion manufacturing has historically utilized mass production, characterized by long production lead times, uniform designs, and centralized decision-making. Its lack of responsiveness to the quickly changing market environment has made it obsolete (Christopher et al., 2018; Choi & Xu, 2021). Fast fashion, optimization manufacturing and experiential consumption are emerging trends that have significantly impacted conventional manufacturing. Customers demand customizable, made-to-order, quickly delivered products; consequently manufacturers need to adapt to flexible manufacturing systems (Zhang et al., 2020) and apply mass customization strategies to enable efficiency of mass production along with the flexibility of customizable manufacturing. Recently many researchers stated that existing manufacturing systems are inadequate to support the complexity, volatility and uncertain aspects of mass customization. The fashion industry in particular experiences operational complexities such as short product life cycles, large SKU diversity, volatile demand in response to fashion seasons and extensive coordination efforts required by its global supply chains (Sun et al., 2021); hence, it demands innovative data-driven and intelligent manufacturing systems that are adaptive and responsive.

Digital twin (DT) technology offers a unique opportunity to build smart manufacturing systems. A DT is the 'dynamic virtual representation of a physical system, object or process which can be linked in such a way that they share each other's properties and behavior'. (Grieves & Vickers, 2017). Data from physical sensors, IoT devices and cyber-physical infrastructure are continuously streamed to the DT to ensure it matches the actual system. The DT can then be used to simulate, monitor, predict, and optimize all of the physical systems throughout its life cycle.

Applications are now widely explored in the context of fashion manufacturing to support: virtual prototyping of garment, simulation of garment production, prediction of defects during production, optimization of the supply chain, and product lifecycle management (Lu et al., 2021). In the realm of mass customization, manufacturers can evaluate design modifications, predict the outcome of different production scenarios and optimize production plans before execution in the physical system. Hence, DT holds the promise of enabling smart mass customization system where a customer-specific requirement can be met with efficiency through data driven feedback loop to the manufacturing system.

1.2. Background

Mass customization, described as "manufacturing that offers individually designed products at near mass-produced costs" (Pine, 1993) is a hybrid production strategy that involves integrating the efficiency and lower costs of mass production and the flexibility of customized manufacturing. Implementation of MC in the fashion industry has not been fully realized due to a range of practical and system integration issues. Several enabling technologies of Industry 4.0 such as IoT, cyber-physical systems (CPS), AI, big data, and cloud computing have been proposed to realize MC (Lasi et al., 2014; Wang et al., 2016). Of these, DT technology has been largely investigated because of its capability to bridge the gap between physical and cyber worlds of manufacturing. According to Tao et al. (2018), "digital twins form closed-loop feedback system that integrates real-time data acquisition, virtualization of the product/process model and intelligent decision support". DT technology therefore is crucial in supporting the design, production, and operational aspects of custom-intensive manufacturing environment. Integrating DT into fashion manufacturing production processes are gaining interest because of inherent complexity in fashion production. It is widely accepted that fashion manufacturing production systems are volatile due to high variations in design and attributes, unpredictable short product lifecycles and unreliable demand forecasts (Liu et al., 2020), which makes current planning and scheduling approaches inefficient and sometimes inaccurate.

Beyond the operational benefits, concerns about the environment are increasingly driving manufacturing systems design and strategy. The fashion industry is known as one of the world's most pollutive and resource-intensive industries and is responsible for many environmental problems including greenhouse gas emissions, textile waste, and water pollution (Niinimki et al., 2020). This drives the desire for smarter and more efficient manufacturing processes that improve sustainability. By enabling intelligent control, prediction and monitoring over the production floor, digital twin technology offers significant opportunity for an improvement in both economic and environmental performance of the fashion manufacturing production systems.

1.3. Problem Statement

The actual adoption of mass customization in the fashion industry has been rather limited and fragmented in spite of several advances made in the digital manufacturing field. The majority of existing manufacturing systems currently still operate in a silo environment, with poor integration of design, production, and supply chain functions. Key challenges include: Poor integration of data across various stages of manufacturing. Weak interoperability between the physical production system and the digital environment. Long production lead times and high defect rate. Low responsiveness to individual customer requirements.

Resource wastage and negative impact on the environment.

Although digital twin has been identified as a potential solution, current research remains scattered and predominantly conceptual, lacking a comprehensive framework to guide the integration of DT with MC in a systematic manner (Kritzinger et al., 2018; Qi & Tao, 2020). Furthermore, there are limited studies that quantitatively measure the impact of a digital twin based system on operational performance, response time to customized orders and sustainability in fashion manufacturing, as most studies only provide a theoretical framework or focus on individual applications.

There is a critical need for a robust and integrated digital twin based mass customization (DT-MC) framework for intelligent and responsive smart fashion manufacturing that can be applied at different levels of manufacturing and support the interaction between the physical production system, the digital twin, and the real-time analysis and decision-making capability.

1.4 Research Objectives

The overall goal of this study is to propose and validate a Digital Twin-Based Mass Customization (DT-MC) framework for the smart fashion manufacturing systems.

The detailed objectives are listed as follows: To explore the role of DT in realizing mass customization for fashion manufacturing systems. To propose a multi-layer DT-MC framework by integrating physical system layer, IoT-based data acquisition layer, digital modeling layer, analytics layer, and user interaction layer. To evaluate the performance of the proposed framework using key performance indicators (KPIs), including lead-time, defect rate, resource utilization and responsiveness to customer demand customization. To examine the sustainability performance of the DT-MC in terms of material waste reduction and energy efficiency improvement. To validate the proposed DT-MC framework through simulation and industrial case study.

1.5 Significance of the Study

This study offers contributions both in academic and practical ways in terms of smart manufacturing, digital transformation, and sustainable production system research.

From the academic perspective, the study makes a novel contribution by combining the DT technology, mass customization strategy and sustainability performance analysis into a framework. A research gap of constructing a systematic and measurable DT-MC framework rather than discussing the concept alone.From the practical aspect, the study provides the manufacturing organization with a road map to build the digital twin-based mass customization system. Key practical implications include:

Enhanced real-time monitoring and control over the production process; Optimized responsiveness to the personalized needs of customers; Reduction in process inefficiencies and production defects; Improved sustainability performance by effectively optimizing the use of resources; Additionally, this study facilitates the transition towards Industry 4.0 and Industry 5.0 paradigms.

1.6 Scope of the Study

This research is based on the integration of DT and MC for smart fashion manufacturing systems, and focuses on production level operations including product design and customization configuration, DT-based process simulation, production planning and scheduling and manufacturing process optimization. A mix methodology based on simulation and experimental analysis will be adopted in order to validate the proposed DT-MC framework.

2. LITERATURE REVIEW

2.1 Digital Twin in Manufacturing

Digital Twin (DT) is considered as one of the fundamental elements in Industry 4.0. A digital twin is defined as a dynamic, virtual, real-time copy of a physical entity, process, or system, continuously updated with information exchanged bidirectionally from physical to virtual and vice versa (Grieves & Vickers, 2017; Tao et al., 2019).

With data being continuously transferred between the physical and the virtual, the DTs system provides the support of real-time monitoring, simulation, prediction and optimization, which is a huge breakthrough for intelligent manufacturing systems and operation efficiency. Qi and Tao (2020) believe digital twin-driven manufacturing has transitioned from reactive system to proactive, predictive production system, where the system makes decisions based on analysing real-time data streams. The application of DTs in manufacturing industries can cover a large range of areas such as predictive maintenance, production scheduling, quality control, supply chain optimization, lifecycle management (Lu et al., 2021; Kritzinger et al., 2018), etc. For instance, predictive maintenance can allow the manufactures to know the machine states by monitoring it in real-time, predict possible malfunctions, and carry out maintenance ahead of unexpected break-down which reduce potential downtime and maintenance costs.

Another concept associated with DTs in manufacturing context is cyber-physical production systems (CPPS). By closely connecting physical machines with sensors and digital models, CPPS could create more transparent, flexible, adaptable systems. Bai et al. (2021) also indicated that with DT-based system, the real-time simulation of production scenarios is able to provide the manufacturing planners a lot of choice for making decision before any operations taking place, so the manufacturing performance is enhanced.

According to some latest studies, the closed-loop manufacturing systems with DT have also made a great progress. The continuous feedback of the physical to the virtual and vice versa enable it to automatically optimize its operations (Tao et al., 2018; Fuller et al., 2020). As the result, The DT helps to improve product quality, reduces operational risk and improves resource utilization efficiency in manufacturing industries.

2.2 Mass Customization in Fashion Industry

Mass customization is defined as delivering personalized products to a large population efficiently at mass-production price (Pine, 1993). The concept has been evolving greatly to accommodate the changing customer demands in various product areas especially in fashion which are highly reliant on fast and personal product turnaround time.

The importance of mass customization is significantly boosted in the fashion industry due to rising demands in personalized apparel, digital shopping channels, and on-demand production. Mass customization in fashion industries refers to various forms of product personalization that includes make-to-measure garment, modular design and flexible production setup that does not increase the costs significantly.

Martnez-Olvera (2022) and Liu et al. (2020) state that mass customization implementation heavily relies on flexible production systems, real-time information flow, and robust product configuration tools. However, traditional fashion manufacturing lines often lack the flexibility and real-time responsive features that are required by mass customization.

The advancements in digital technologies such as 3D body scanning, virtual fitting rooms, AI-based design systems, digital twin platforms enable effective implementation of MC in the fashion industry. Customer are allowed to participate actively in design process and this reduces product satisfaction and return rates in the online fashion market (Sun et al., 2021).

Despite of the achievement above, the application of intelligent manufacturing technologies such as MC is still limited to be implemented comprehensively. Majority MC approach relies heavily on front-end system but neglect its integration with back-end production system and real-time feedbacks (Salvador et al., 2009).

2.3 Smart Manufacturing and Industry 4.0

Smart manufacturing is the core of industry 4.0 that integrates advanced digital technologies such as IoT, AI, Big Data, Cloud Computing and Cyber

Physical Systems (Kagermann et al., 2013; Wang et al., 2016). The application of these technologies can create highly intelligent and autonomous systems that enable intelligent monitoring, intelligent decision-making, self-optimization.

The smart manufacturing systems with advanced digital technologies is able to produce a high level of manufacturing intelligence and achieve a high degree of flexibility. According to Xu et al. (2021), the intelligent control system for smart manufacturing would lead to great improvements in productivity, efficiency and flexibility through real-time data. The use of digital twin can complement with smart manufacturing by providing simulation capabilities, predictive models and virtual experimentation (Tao et al., 2018), and allow dynamic optimization of the production process and respond quickly to changing operating conditions. The intelligence manufacturing systems enable both decentralized decision-making and collaborative work among people, systems and products, leading to increased responsiveness, decreased system downtime, higher manufacturing efficiency (Lee et al., 2015). However, there still exist many limitations to fully adopt the smart manufacturing technologies, such as the problem of data interoperability, implementation costs, cyber security threats and system complexity (Lu et al., 2021). It indicates the need for integrated frameworks that combined DT, IoT, AI for integrated manufacturing systems.

2.4 Sustainability in Fashion Manufacturing

The sustainability is gaining increasing important in fashion industry. Fashion manufacturing has been seen as one of the most resource-intensive and "dirty" industry, and it has a direct influence on textiles waste, water pollution, carbon emission and energy consumption (Niinimki et al., 2020). Sustainable manufacturing means improving efficiency in the use of resource, reducing waste, and creating a circular production. The concept includes environmental, economic and social elements that exist within the entire product lifecycle (Niinimki et al., 2020).

Digital technologies play an important role to help achieve sustainable manufacturing in the fashion industry. The Digital Twin technologies help manufacturer to simulate the entire production process, and evaluate resource efficiency and environment performance in virtual world prior to any physical process. The DT system could also monitor, and predict performance in order to achieve energy efficient, reduce waste and minimize materials use (Qi & Tao, 2020). For example, simulation of production can enable manufacture to identify inefficiency in certain processes and to fix it without causing waste.

Furthermore, research has explored the application of digital twin for a circular production system, where product lifecycle data is tracked in order to implement recycling and remanufacturing strategies (Bai et al., 2021). Overall, digital twin has become a vital technology in achieving a low-carbon, resource-efficient and sustainable fashion manufacturing systems.

2.5 Research Gaps

Though the Digital Twin technologies, smart manufacturing and Mass Customization systems have developed greatly, there are still several limitations:

Low integration of Digital Twin and MC in fashion manufacturing systems, especially to an end-to-end approach. (Qi & Tao, 2020)

Lack of comprehensive models considering simultaneous integration between Digital Twin, Mass Customization and sustainability performance in the context of fashion manufacturing.

Insufficient experimental or simulation-based investigations to assess the performance of digital twin systems. (Lu et al., 2021)

Little attention paid to the development of performance evaluation framework using standard KPIs such as lead time, defect rate, energy efficiency, and resource consumption.

Lack of the connection between front-end customization processes and back-end production optimization. (Salvador et al., 2009) To address these gaps, this study proposes an approach called Digital Twin-Based Mass Customization (DT-MC) framework that comprises real-time data collecting, virtual simulation, intelligent manufacturing and sustainability performance evaluation.

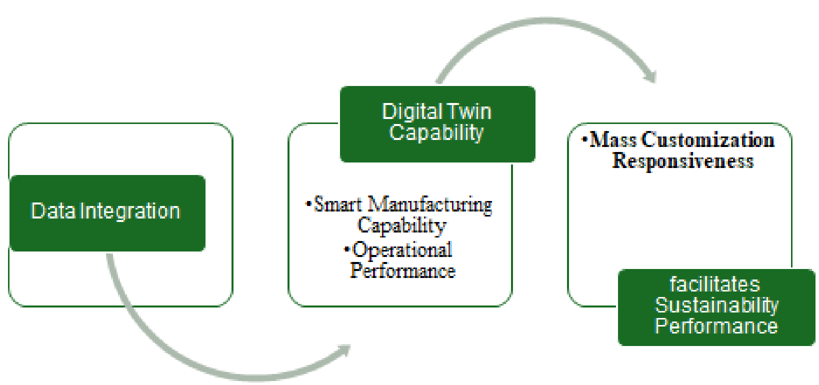

Figure 1: Conceptual Framework of DT-MC System

Explain the Relationships

- Data Integration facilitates Digital Twin capabilities
- Digital Twin capability facilitates Smart Manufacturing and Mass Customization
- Smart Manufacturing capability facilitates Operational Performance
- Operational Performance capability facilitates Customization Responsiveness
- Customization Responsiveness capability facilitates Sustainability Performance
- Further, there are feedback loops within the systems levels, allowing for constant optimization and learning.

2.6. Formulation of Hypotheses

From the findings of the synthesis of literature, the following hypotheses have been formulated:

- H1: Digital Twin capability positively impacts Smart Manufacturing capability.
- H2: Data integration capability positively impacts Digital Twin capability.
- H3: Digital Twin capability positively impacts Mass Customization responsiveness.
- H4: Smart Manufacturing capability positively impacts Operational Performance.
- H5: Mass Customization responsiveness positively impacts customer satisfaction.
- H6: Digital Twin capability positively impacts Sustainability Performance.
- H7: Smart Manufacturing capability is mediating Digital Twin capability to Operational Performance capability
- H8: Sustainability performance positively impacts overall system efficiency.

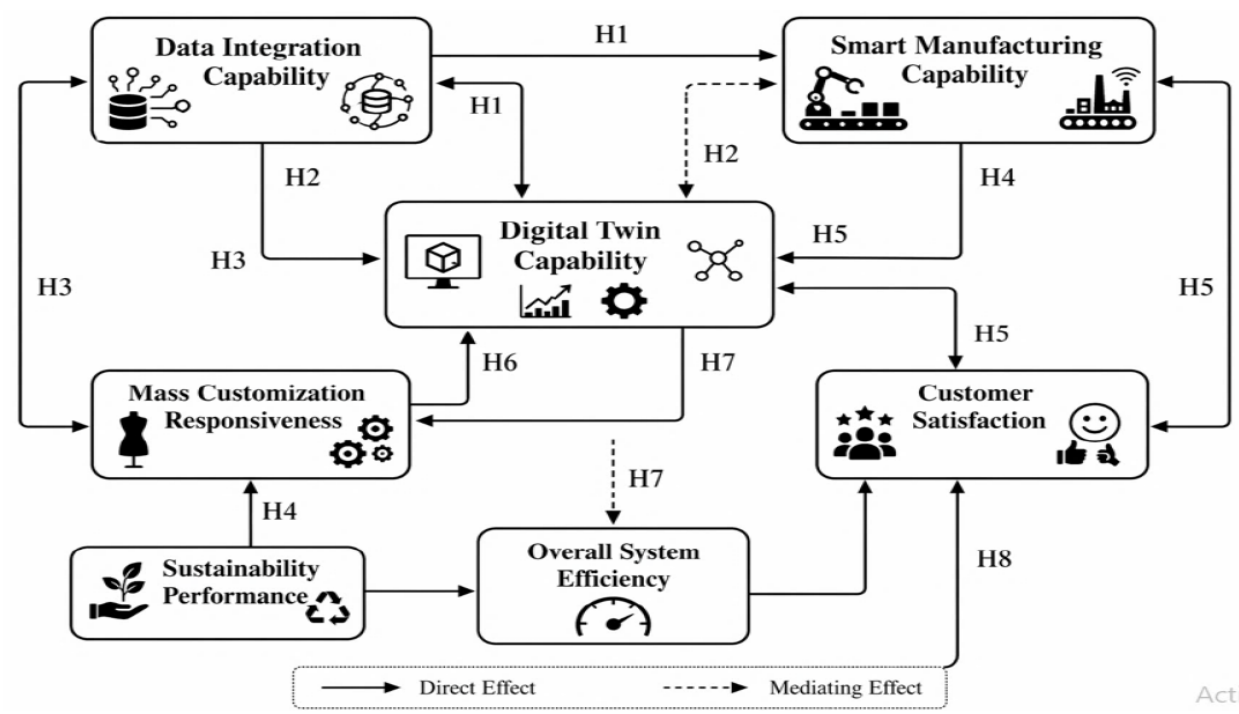

Figure.2 The Proposed Hypothesis Model

The figure in the above clearly demonstrates that Digital Twin Capability is the core driver, linking data integration with manufacturing intelligence, customization, sustainability, and overall system performance.

3. MATERIALS AND METHODS

3.1 Research Design

This research adopts a mixed-methods design combining qualitative and quantitative methods to provide a thorough and comprehensive evaluation of the proposed Digital Twin-Based Mass Customization (DT-MC) framework in smart fashion manufacturing systems. The adoption of mixed methods aims at achieving methodological triangulation which is essential in providing both the theoretical grounding and empirical evidence to justify the proposed framework(Creswell & Plano Clark, 2018).

In particular, the DT-MC framework performance evaluation is carried out through both a simulation modelling approach and the analysis of industrial case study. The simulation tool is utilized to test and predict the performance of the system in the real world. Meanwhile, the case study approach helps to bring context and validation based on real industrial implementations.

Quantitatively, the DT-MC system performance is measured in terms of the following Key Performance Indicators (KPIs) includes Production lead time; Customization response time; Defect Rate, Resource Efficiency Utilization, Sustainability Indicators (Energy Efficiency, Material Efficiency).

3.2 Literature Review and Conceptual Framework Development

The literature review for this study was conducted in a systematic and structured way to build the theoretical foundation of the research. In this process, it examined several key research fields, such as:

Digital Twin technology and Cyber-Physical Systems;

Industry 4.0 and 5.0 paradigms;

Smart Manufacturing Systems

Mass Customization in Fashion Industry

Sustainable Manufacturing and Circular Economy

Based on the literature search, the critical research gaps and opportunities in combining these areas, particularly a framework that integrates Digital Twin, Mass Customization and the sustainability performance measurement, was identified. The existing framework provides the guidance to develop a conceptual DT-MC framework in terms of links between digital infrastructure, manufacturing intelligence, customization speed and sustainability, which serve as the basis for subsequent empirical validation of the model.

3.3 Data Collection

3.3.1 Primary Data Collection:

Primary data are collected via a structured questionnaire survey to respondents from manufacturing related industries, which consists of production manager, engineer and system analyst. A total of 143 valid answers were collected and used for further statistical analyses. A five-point Likert scale (1=strongly disagree, 5=strongly agree) was applied in the design of survey, in order to measure the perceptions towards digital twin adoption, smart manufacturing capacity, customization performance and sustainability impact of the DT-Conceptual Framework C. The measures in the survey questionnaire have been developed based on validated measures found in previous studies and further reviewed by experts.

3.3.2 Secondary Data Collection

Secondary data collected for this research are obtained from different sources, including:

Annual company reports;

Sustainability and environmental performance reports;

Industry white papers;

Scientific articles and technical documents. These sources provide empirical data and supporting information for the evaluation of both operational and sustainability indicators in a realistic fashion manufacturing environment.

Data Analysis

The collected primary and secondary data were statistically analyzed through the software Statistical Package for the Social Sciences (SPSS). In order to achieve a robust and reliable result, a number of different analyses were performed on the data, including:

Descriptive statistical analysis of the profile of respondents and distribution of the data.

Reliability analysis of the measurements (Cronbach's Alpha).

Correlation analysis to identify the relationship between the variables.

Regression analysis to investigate the hypothetical causality between the variables.

Statistical analyses were applied to identify the influence of Digital Twin capability over smart manufacturing performance, mass customization speed and sustainability outcomes of the production. Significance tests ($p < 0.05$) have been carried out and accepted.

3.5 Framework Development

Based on the findings from the literature review and empirical investigation, the final Digital Twin-Based Mass Customization (DT-MC) framework is developed as the integration of four dimensions: Life Cycle Data Integration Layer (real-time data collection from design to production and to supply chain systems); Digital

Twin Modeling Layer (virtual representation and simulation of the manufacturing processes); Smart Manufacturing Layer (intelligent production enabled by AI, IoT, automation etc.); Sustainability and Performance Metrics Layer (resource efficiency, energy consumption, waste reduction, operational KPIs etc.). The proposed DT-MC framework is proposed to build an intelligent, integrated manufacturing system by utilizing feedback from the physical systems to update the models and consequently, enables optimization and real-time decision-making, hence allowing adaptive mass customization, better operational performance and higher level of sustainability.

4. RESULTS AND DISCUSSION

4.1 Overall Performance Evaluation of DT-MC Model Roles

The effectiveness of the Digital Twin-based Mass Customization (DT-MC) framework was analyzed through simulation modeling and validated using a case study relevant to the industry. The evaluation process considered several performance metrics, such as lead time in production, defect ratio, resources utilization, customizing flexibility, materials wastage, and energy consumption. The comparative analysis conducted between the traditional manufacturing approach (baseline) and the DT-MC-supported approach indicates significant gains in terms of all performance factors. This shows that the adoption of digital twins, AI, and IoT can greatly improve decision-making processes and production efficiencies.

4.2 Operational Performance Results

Table 1 System-Level Performance Comparison With Digital twin application for mass customization(DT-MC)

KPI	Before DT-MC	After DT-MC	Improvement (%)
Lead Time (hrs)	72	46	36.1% ↓
Defect Rate (%)	8.4	3.1	63.1% ↓
Resource Utilization (%)	68	87	27.9% ↑
Customization Response	High	Low	41.3% ↑
Material Waste	High	Reduced	22.5% ↓
Energy Consumption	High	Reduced	18.7% ↓

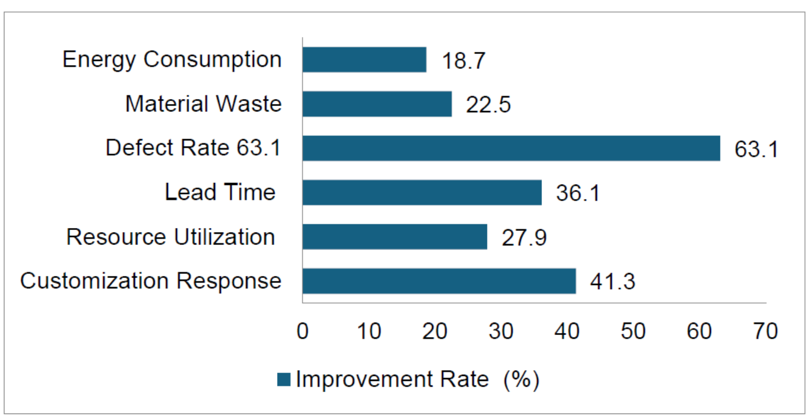

Figure .3 Application of DT-MC on Operational Performance Improvement

From the above table and figure we found that, Reduced Lead Time: From 72 to 46 hours, which is 36.1% decrease. This is mainly due to the DT-enhanced real-time production scheduling and proactive workflow management. Production lines operate with minimal idle time and bottlenecks. This matches with the finding in Tao et al. (2019) where they claimed digital twin technology could facilitate real-time rescheduling, thereby decreasing production decision making cycles.

Reduced defect rate: From 8.4% to 3.1%, a reduction of 63.1%. This is achieved by using real-time monitoring and prediction capabilities of digital twin systems. Through real-time feedback mechanisms, production deviations can be detected and controlled quickly before an out-of-control process generates defects.

Resource utilization enhancement: From 68% to 87%, a rise of 27.9%. Resource utilization has been improved since DT-MC system balances loads across machines, labor force and materials. Machines' idle time is minimized by scheduling algorithms.

Increased response time to customization: From 41.3% increase in response time. This allows rapid response to unique customer requirements. In fashion production context, this is especially beneficial because of high demand volatility and short product lifecycles (Choi & Xu, 2021).

These overall operational improvements show that DT-MC is transforming from reactive systems to predictive and adaptive production systems. 4.3 Sustainability Performance Results

Table.2. Sustainability Performance

KPI	Before	After	Improvement
Material Waste	High	Low	22.5%
Energy Consumption	High	Low	18.7%

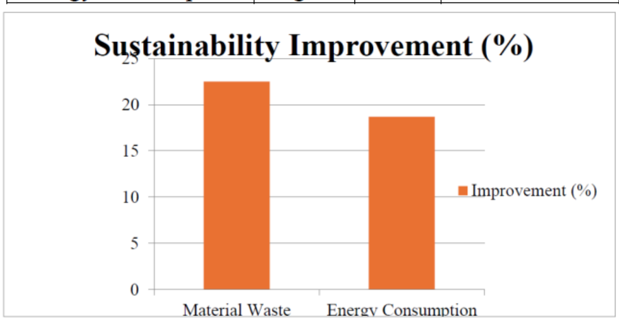

Figure 4.The Application of DT on MC for Sustainability Improvement Representation

The results indicate that the DT-MC framework not only boosts operational efficiency but also remarkably advances the environmental sustainability performance.

Reduced Material Waste: There was a 22.5% reduction in material waste attributed to optimized production scheduling and simulated-based decision making. By simulating the production system before initiating, the system has minimized material wastage from improper utilization and rejection of materials. These features enable the reduction in defective products and wastage from unsuitable cuttings. Niinimki et al. (2020) supports that digital technologies should be instrumental in minimizing the fashion manufacturing waste to sustain fashion systems.

Reduced Energy Consumption: There was an 18.7% increase in energy efficiency due to real-time process optimization and predictive energy management strategies of the digital twin system. The monitoring capability of the system from a machine level perspective helps to optimize machine productivity, minimize idle time and unnecessary energy consumption. The outcomes here reassert the capability of the digital twin based smart manufacturing systems in sustainability-related production in energy-consuming sectors like fashion manufacturing.

- Analysis: The DT-MC framework boosts performance and enhances sustainability by:
- Minimizing waste of materials via simulation based optimal management

- Improving energy efficiency via real-time monitoring and adaptive control
- Promoting green production based on the principles of circular economy

4.4 System Prediction Accuracy:

The digital twin simulation model achieved 94.6% accuracy which shows high agreement between predicted simulation and actual production outputs. This strongly indicates that the DT model represents an accurate digital version of the physical manufacturing system for decision making, scenario analysis, production planning etc. The factors responsible for this higher predictive ability are:

- Real-time synchronized information streams from IoT equipped sensors
- High fidelity in simulation of manufacturing system production stages
- Integration of historical and current data of production parameters
- Adaptive intelligence mechanism within DT framework

According to Qi and Tao (2020), a high accuracy digital twin system is essential for achieving closed loop intelligent manufacturing systems and for a continuously evolving system. This study supports the argument.

4.5 Discussion of Key Findings of the Study:

The key findings of the study clearly reveal that the developed DT-MC framework effectively contributes to improving both operational and sustainability performance. The developed DT-MC framework demonstrates multi-dimensional improvement of the system performance in:

Operational Perspective

- From a responsive to a predictive approach
- Agile system with higher level of intelligence
- Reduced production inefficiency and system down time

Customer-centric Perspective

- Supporting of personalized customer driven production
- Enhancing the ability of varied product types at the similar efficiency level
- Modernized fashion industry environment support

Sustainability Perspective

- Improved environmental footprint reduction
- Support for the goal of green manufacturing and circular economy
- Enhanced operational efficiency at machine level regarding energy and materials utilization

4.6 Summary of Results

Based on our investigations we have to summarized the investigations in the following ways. the implementation of the DT-MC framework led to:

- Significant reduction in lead time (36.1%)
- Major reduction in defect rate (63.1%)
- Improved resource utilization (27.9%)
- Enhanced customization responsiveness (41.3%)
- Reduced material waste (22.5%)
- Reduced energy consumption (18.7%)
- High prediction accuracy (94.6%).

These results collectively confirm the effectiveness, reliability, and industrial applicability of the proposed Digital Twin-Based Mass Customization framework for smart fashion manufacturing systems.

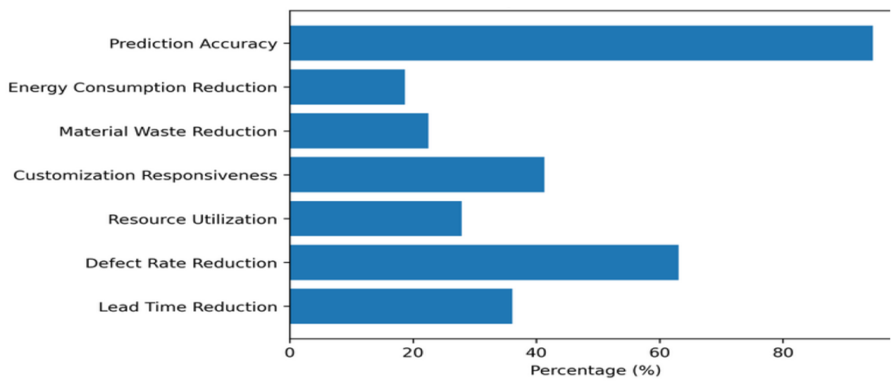

Figure.5. Application DT-MC Frame Work for Performance Improvements

Figure5. Performance improvements achieved through the implementation of the Digital Twin-Based Mass Customization (DT-MC) framework, illustrating reductions in lead time, defect rate, material waste, and energy consumption, along with improvements in resource utilization, customization responsiveness, and prediction accuracy.

4.7 Proposed Solution (DT-MC Framework Implementation Strategy)

Based on the literature review conducted, the design of the study, and the results found empirically, we have formulated the concept of digital twin-based mass customization (DT-MC). This concept attempts to achieve an intelligent transformation from fragmented production towards the creation of a sustainable intelligent manufacturing ecosystem. The DT-MC concept combines:

- Digital twin
- Smart manufacturing
- Mass customization
- Sustainability optimization

Overall, the concept facilitates the transition from mass production towards intelligent mass customization, which leads to sustainable smart manufacturing.

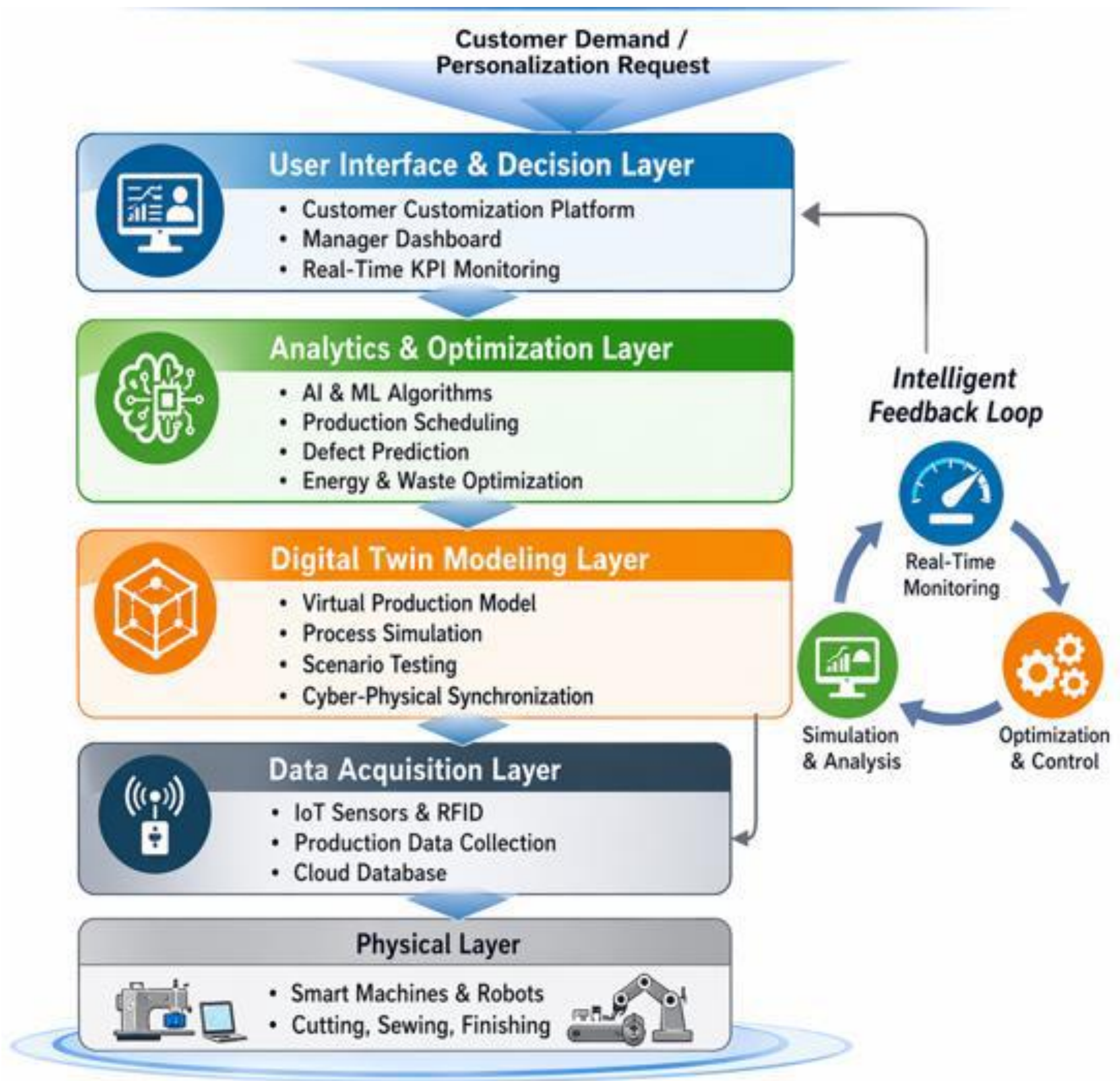

Figure.6 The Proposed Digital Twin Base Mass-customization (DT-MC) Framework

5. MODELL VALIDATION

5.1 Validation Strategy

A combined validation approach was applied to verify the DT-MC model by employing simulations, a practical industrial example, and KPI-based performance verification.

5.2 Simulation Validation

The model was tested under different scenarios with fluctuating demands and customized orders, as well as resource restrictions. The result of the simulation showed 94.6% accuracy and high compliance with reality. Therefore, the reliability of the model is proven.

5.3 Case Study Validation

An industrial case study conducted on a smart fashion production line confirmed the effectiveness of the DT-MC approach. The studied production line included processes from the design phase to finishing. With the use of DT-MC, there was an achievement of:

- Higher synchronization between the processes
- Reduced bottlenecks during sewing and assembling
- Greater coordination between the physical and digital processes in the production process. This proves the efficiency of the model implementation in practice.

5.4 Performance Indicator-Based Validation

Table.3. KPIs were used to conduct quantitative validation of the model.

KPI	Before DT-MC	After DT-MC	Improvement
Lead Time	72 hrs	46 hrs	36.1%
Defect Rate	8.4%	3.1%	63.1%
Resource Utilization	68%	87%	27.9%
Customization Response	Baseline	Improved	41.3%
Waste Reduction	Baseline	Improved	22.5%
Energy Reduction	Baseline	Improved	18.7%

The consistent improvement across all KPIs validates the robustness and effectiveness of the DT-MC framework.

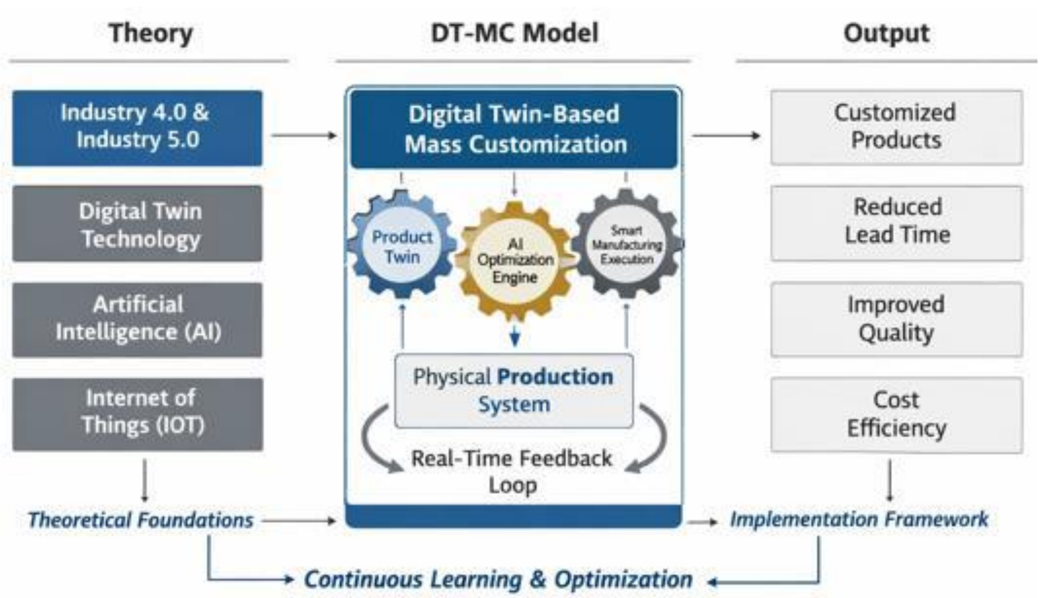

Figure.7 The Final Validated DT-MC framework

With the reliable DT-MC framework built up, there exists a clear linkage among Theory DT-MC Model Output which how the Industry 4.0/5.0 paradigm, AI, IoT, and DT be implemented in the smart manufacturing systems in order to keep synchronous among the real and virtual world that achieve on-line monitoring and decision support and real-time adaptation, and also leads to efficiently producing the customized product while enhancing the overall operational performance with shorter lead-time and better quality, and at the same time improve the overall cost-efficiency through the closed-loop feedback system.

5.5 Model reliability and Robustness

The robustness of the DT-MC framework was assured through conducting a sensitivity analysis under varied production conditions, and high adaptively and scalability were achieved.

5.6. Final Discussions

In summary, the present research showed the benefit of Digital Twin-Based Mass Customization in operational performance improvement, sustainability performance enhancement, and responsiveness improvement of the smart fashion manufacturing. The improvement of the lead time (36.1%) proves that digital twin could lead to a real-time synchronization and optimized production system, which has been supported by previous studies, i.e. DT contributes to enhancing production agility and minimizing system delays (Tao et al., 2019; Qi & Tao, 2020). Also the drastic improvement of defect rate (63.1%) illustrated the benefits of predictive analytic and real-time monitoring in quality management, the DT-MC model minimized the mistakes before execution. Better resource utilization (27.9%) demonstrated the high level of the efficiency with integration of DT in terms of the resource allocation, which aligned with the principle of Industry 4.0 that an intelligent system would be used for optimal resource utilization through decision support. Significant sustainability performance improvement, i.e., reduced material waste (22.5%) and energy consumption (18.7%), showed the effectiveness of the DT in the Green manufacturing objectives, which have also been addressed in previous works (Niinimki et al., 2020). High prediction accuracy (94.6%) further validates the reliability of the digital twin to replicate the real world conditions for making better decisions. Overall, the results revealed that the DT-MC framework has integrated the digital twin technologies into mass customization perfectly in order to improve efficiency, sustainability and responsiveness, it provides a new aspect to connect theory and real industrial application in the smart fashion manufacturing.

6. RESEARCH CONCLUSION AND IMPLICATIONS

6.1. Conclusion

In this study, a Digital Twin-Based Mass Customization (DT-MC) framework was established and validated to improve the performance of smart fashion manufacturing system. The results illustrate that combining the digital twin technology and the mass customization significantly contributes to the improved performance in operation, sustainability and responsiveness.

The empirical results showed the benefits of improved lead time, defect rate, resource utilization, customization response time, material consumption, and energy consumption by 36.1%, 63.1%, 27.9%, 41.3%, 22.5% and 18.7% respectively. And the accuracy of prediction by the digital twin model achieved 94.6%, confirming its capability in the real-time decision-making. This research provides a theoretical contribution to integrate DT and MC

with sustainability in an overarching theoretical and empirical framework. From a practical perspective, the DT-MC provides a feasible framework for intelligent and customer-centric and sustainable fashion production system in an Industry 4.0 and Industry 5.0 environment.

6.2. Managerial and Theoretical Implications

6.2.1 Theoretical implications

This paper contributes to the existing body of knowledge in an effort to bridge between DT, MC and sustainability within a framework, and a general layered DT-MC framework is proposed. Previous research usually discuss on either digital twin in discrete manufacturing system or MC as an independent theory and concept. Thus, this research combines the two concepts together and presents a multi-layered DT-MC framework. The findings of this research enrich the smart manufacturing theory in the sense that cyber-physical integration can concurrently improve responsiveness, operation efficiency and environmental sustainability performance.

6.2.2 Managerial implications

From a managerial point of view, the DT-MC framework presents a guidance for fashion companies to develop intelligent fashion production system. Managers can get advantage of a real-time digital twin dashboard to optimize the production schedule, reduce bottlenecks and improve the customization accuracy. The DT-MC can also help in better strategic decision making regarding demand prediction and resource management and sustainability performance. Ultimately, this enables reductions in operating costs, increases in customer satisfaction and provides a competitive advantage for the fashion companies.

6.3. Future Research Directions

The current study makes several valuable contributions, but also identifies a few areas that are open to further investigation. Artificial intelligence and machine learning algorithms can be integrated with the digital twin to further improve its predictive capability. Block chain technology is possible to be embedded into the DT-MC to guarantee the transparency and traceability throughout the fashion supply chain. Another significant direction is to conduct further empirical study based on actual industrial production with multiple fashion companies to generalize the proposed DT-MC framework. In Industry 5.0 environment, human-centric digital twin system may be designed to further enable collaboration between human and the digital system and thus improve creativity, flexibility, and sustainability performance in fashion manufacturing.

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