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Sommario/riassunto	Fashion markets are synonymous with rapid change and, as a result, commercial success or failure is largely determined by the organisation's flexibility and responsiveness. Responsiveness is characterised by short time-to-market, the ability to scale up (or down) quickly and the rapid incorporation of consumer preferences into the design process. In this paper it is argued that conventional organisational structures and forecast-driven supply chains are not adequate to meet the challenges of volatile and turbulent demand which typify fashion markets. Instead, the requirement is for the creatio