
Traceability As a Brand Asset - A Governance and Digitisation Framework for Subcontracting in Luxury Knitwear Manufacturing

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Abstract:

As legislative mandates and consumer expectations surrounding apparel supply chains intensify, heritage luxury manufacturers face a structural challenge: achieving rigorous transaction-level transparency while preserving decoupled, artisanal craftsmanship. This paper introduces a multi-phased traceability framework specifically engineered for premium knitwear producers utilising specialized European subcontracting networks for garment embellishment (e.g., hand-beading, embroidery). By establishing a structured operational taxonomy, an audited onboarding protocol, and a low-friction digital tracking model, the framework mitigates compliance risks, safeguards intellectual property, and transforms raw traceability data into a consumer-facing brand asset. A phased implementation plan is proposed to operationalise these mechanisms without causing industrial disruption.

Keywords:

Traceability, knitwear manufacturing, governance, supply chain, luxury fashion, brand equity.