

# Fas.P.onsite

An evolved “knitting workshop”

*Team C: Glossary*

**Added details:** the possibility to enrich the product by adding all the details asked by the costumer. (button, zip, paillettes.... )

**Aesthetic in production space:** the concept of an atelier that can communicate an atmosphere of exclusiveness and refinement to reflect the sophisticated philosophy our business is supposed to have.

**Avatar:** it's a virtual representation of a person. In our context the avatar is the result of the body scanning and It is going to be used in the whole design process both giving a feedback to the consumer and the designer and as an input for the Shima Seiki machine. For that reason is extremely important for the avatar to be as much accurate as possible to overcome the difficulties that the lack of a physical object may bring in the design phase.

**Business continuity:** continuity is fundamental for our reputation; if something goes wrong during the production process we need to be sure that the operations don't stop.

**Client supplier:** it means that the client could be also the supplier of the activity bringing his own material to create the final product.

**Co-creation of values:** the added value in the production on site comes from different subjects: from the Shima Seiki's machine, from consumers and from professionals in the shop. The value is created together and is not "one to many" like classical production systems.

**Design (Engineer) to order:** it is a manufacturing philosophy whereby finished goods are built to unique customer specifications. Assemblies and raw materials may be stocked but are not assembled into the finished good until. When a customer order is received, the part is designed. Customers are heavily involved throughout the entire design and manufacturing process for engineer to order products.

**Exclusive fast fashion:** the production cycle has to be as fast as possible in order to provide a competitive service in few hours without underestimate the importance to obtain an exclusive article of clothing. The concept of fast creation cannot be confused with the idea of mass-production because the principal aspect is the exclusiveness of a cloth that the costumer can design by his own. In this way the uniqueness can be guaranteed.

**Experience marketing:** consumers participate to the whole marketing process, becoming an essential part of it. Consumers are not only involved in the process of designing but they can follow and understanding all the steps involved in this experience: from concept to finished product.

**Espresshion:** it is a combination of the words Espresso and Fashion, but also sounds like expression. Throughout this new word we're communicating different meanings. With the word espresso we're referring both to the Italian background (an aspect to consider in talking about fashion) and to the fast production of our own personal-designed cloth. Espresshion sounds like expression, a way to remark the new chance we're giving to people to express themselves with personal-designed clothes.

**Fem for virtual dressing:** using fem approach on the avatar we can simulate how the cloth will dress, in order to avoid the absence of matching between what the client asked and what we had produced.

**Flexibility:** it is a double idea both referring to production and business. Thinking about production it means that you can reduce (eventually eliminate) the set-up time; thinking about the business as flexible means that you can reduce the risk of failing by making changes just in time to follow the in-predictable needs of consumers.

**Genius loci:** the roman religious concept of genius loci, a supernatural entity that is linked with a place, it was nowadays apply to the architectural field to indicate a phenomenological approach to the study of the environment, interaction of places and identity. This term focused the attention to the social-cultural, architectural and language characteristic of a place, an environment and a city. The FAS.P onSite project can be seen as an idea that was develop from a genius loci and in particular from the Italian cultural and social background all over famous for its long tradition in fashion and in every handmade production.

**Haptic interface:** it is a new conception for human machine interaction, where users can communicate with a computer receiving feedbacks which involve many senses rather than the view only. A typical example of an haptic interfaces could be represented by the touch screen, but there are many different haptic interfaces such as data glove for the virtual reality. In Fas.p.onSite we have to design an innovative interface where consumer can create their clothes with simplicity and freedom: haptic interface can help us to achieve that.

**Home delivery:** it's the possibility of home delivery after designing and after defining all the details of the article of clothing in the atelier.

**Hyper personal:** it is a strong and immediate way to emphasize the importance of the subjectivity which every consumer puts inside his own personal design.

**Industrial Art:** it is a name to define both the process and the product we are going to create. The term Art refers to a unique product, excluding the possibility to find a copy and satisfying every woman wish to distinguish herself from the others. It has been associated to the adjective "industrial" because, despite of normal artistic products, our knitwear will be produced throughout an industrial process. Moreover, it is the industrial process we have thought to confer uniqueness. The contradiction in this case has been used to stress the innovative and unique idea which maintains the common industrial features of industrial design products.

**Innovative solutions:** should be used to give a better experience to the consumer. An example of this kind of solution may be the *magic mirror* that allows us to create a virtual dressing room. Another example of an innovative solution we should keep in mind may be a multi-touch interface with the software used for the design of the products. It is also important to find a way to integrate different innovative solutions in order to create an interesting and fascinating user experience.

**Integrated process:** our business will be an on site process where all the activity are made in the same place. We will develop a new concept of shop, in which the client could see all the part of the process and became the actor that gives suggestion and preferences.

**Logo:** our logo must represent the entire idea of the production process and it must be absolutely "fashion". To design a good logo is fundamental in order to create a strong

brand with a precise identity. The logo is strictly related with the concept of the brand that we want to build up.

**Low inventory cost:** producing on-demand reduces dramatically the inventory cost. We only have to maintain an inventory for the material used in the production and not to have stocks of products ready to sell as happens in traditional shops.

**Loyalty identification:** we are thinking to engage the consumer with our products and our brand. Since the consumer is also the designer of the product it should not be difficult for him to identify with our brand.

**Magic mirror:** it is a technology used to give more power to mirrors. Instead of just showing the image of the person who is wearing the clothes the magic mirror shows also other clothes and accessories that may combine well. This solution should be integrated with the avatar of the costumer to show a preview of what the product will look like and to suggest what to combine with the designed clothes. The magic mirror is already used in the Prada store in New York.

**Metamorphic space:** the concept of metamorphic refers to something that changes its state and characteristics as a consequence of an action. To apply this concept to a space it is necessary to imagine something that can be transformed in order to obtain a place different in use and dimension. This aim can be reach with simple and useful mobile divider or, by a smarter solution, with furniture, panels of different materials, technological elements and everything that can be considered as a partition and, at the same time, a device that can be able to remould the space and link different part only by modifying one of its element (position, material, transparency, color...).

**Niche market:** it refers to the kind of market we would like to have due to the target we thought. The target will be the one of the upper classes, offering a non common product and service.

**On appointment business model:** we are all used to plan our free time, but it has never been such a possibility in the fashion world .We want to develop a new business where the buying time become a planned activity between the customers and their personal designer consultant.

**One 4 One:** we create this world thinking about the production lot for lot concept. It means that during the process we can decide for each item when to schedule it in accordance with the client 's agenda.

**Qualified staff:** in our new idea of business it's really important to have qualified staff: people who will work in our shop will have a really active role, helping the costumer to design its own cloth. It is clear that the shop assistant has to do something more than just picking clothes from the shelf and help the consumer choosing what to wear, therefore a member of our staff should be more a fashion designer than a shop assistant.

**Relocalization:** the concept of locate the cycle from design to production and sale in the same place can be defined as relocalization. This in an opposite idea of delocalization interpreted as an organization of the production split in different regions or countries considered more convenient from an economical and qualitative point of view.

## Team C - Glossary

**Reputation:** being a firm that produces clothes for a niche of market is fundamental to gain a good reputation, that means to offer a high quality service to our costumers and selling them products they should be proud to wear.

**Rising star:** Bruce Sterling have defined four stages for innovation product. Rising star is the second stage and it defines the situation where an idea (or a product) at the present doesn't yet make money but probably it will do it in the future.

**Shopping voyeurism:** we are thinking about the pleasure women usually feel while dressing and looking themselves into the mirror. We're offering a service which is partially built on the use of the magic mirror device: we will use that to underline and to increase the pleasure of shopping. The mirror will become more than just a simply object that women like to use: it will become fundamental part of the process. The voyeurism will be justified.

**Supply chain integration:** building strong partnerships through collaborative technologies to reduce the time to market.

**Talent Scout:** common people will be able to design clothes. We will be able to discover and recruit talent people who have realized a very original and interesting product.

**Textile innovation:** we are looking for new yarns and fabrics. The new process of production will lead us to consider the opportunity to create new textiles more suitable for the type of machine we're using, easier to be machine-knitted, without forgetting the final prototype beauty.

**Trendsetter:** it is a common term used in fashion: a trendsetter is "someone who starts a trend, or makes one more popular". In our case this term can have two different meanings. The first is related to our idea of production, we want to create an original and an innovative system, perhaps it will be a new trend. The second is related to the product: common people, not only designers, will discover and set new trends

**Uniqueness:** unique is a perfect adjective for our product; consumers can design clothes as they want (obviously with the limit of technology) and nobody else will have the same product.

**Urban vs Holidays store:** in our opinion it is possible to make different business for different targets. First, it will be possible to create new urban place in metropolis where people can act their style. Other possibility is to create a fashion-tourism to repeat the success of enogastronomy one. (London's vs Langhe's style).

**Viral marketing:** it is a specific type of marketing in which new marketing objectives are achieved throughout "self-replicating viral process", like word-of-mouth or Internet devices. The aim is to create a "viral message" that will be easily passed and that will appeal to the "individual with high social networking potential". That means to create the message, to identify people that will replicate it, to transmit the message to them.

**youknit.it:** it is the potential name of our website that has been formed by the union of the words you (which is common used to identify famous web spaces like you-tube, but which is also the people that makes the action in our shop), knit (from the verb to knit, referring to our knitwear product) and it (which could be both the objective of the

## Team C - Glossary

sentence and the Italian end of a website). The result is a website that means also the physical action to knit something.

**Zagato model:** Zagato is a world renowned atelier as it is an expression of Italian excellence in the creation of exclusive cars in limited productions run: from 9 to 99 units. The true strength of the brand today is its ability to dialogue with its clients, who are no longer gentleman drivers but collectors and cars enthusiast.