

Fas.P.onsite

An evolved “knitting workshop”

Team C: Report

Introduction

We built a rizomatic map to help us in the next steps of our work with all the keywords we think may be linked in some way to our project.

The map will help us to organize our ideas and will provide us a lot of keywords we can use to look for something similar that already exists as possible inspiration.

So we tried to put in the map all the terms directly linked to the project and we found out some words that in our opinion could describe well the concept we want to develop. After writing the map we thought it was quite important to give a little explanation of each term, by writing a glossary that could be useful both in doing the research and for an hypothetical future reader to understand the meaning of the project.

We also thought about the possible features, from which it will be possible to build a business plan structured both in the service and in the marketing strategy.

The main idea is to stress the Italian identity of the brand which will become the point of strength of every marketing aspect.

Another key factor is to develop a business in which the tradition of Italian fashion will co-exist with technology.

Finally, the importance of the customer, around whom will be defined the whole service and process.

Business

With Fas.P.OnSite we want to create a new idea of business, selling a plus value in the form of an experience. This choice involves a specific offering to a niche market. That means we should gain, from the beginning, a really good reputation among our costumers, offering them the possibility to design their own clothes and also by exploring new ideas of business such as the on-appointment model to avoid long waiting time. The idea of business continuity will be another very important goal we want to reach, avoiding the risk to be stopped by technical issues. Talking about more business related topics we should give an answer to two questions that are really meaningful for the whole project: are we going to act on an urban context or will our store be placed in Holiday locations? Will the intellectual property of the clothes be ours or the customers'?

On the marketing side we should try to exploit all the possible ways to spread our business. For example we should try to develop a kind of viral marketing passing through the construction of a web 2.0 website (youKnitIt.it) where it will be possible to show all the products designed in our stores.

We should also try to stress the Italian background of this project, focusing, stressing and communicating the well known fame of Italian fashion.

Product

The product we are developing is hyper personal, it takes the idea of product customization to its limits, mixing the roles of the consumer and the fashion designer: consumers become active actors in the design process and can express their own vision on fashion.

To make our new fashion idea possible we need to think about innovative solutions in

the production space, creating a new exclusive fast-fashion store. The co-existence of the production place together with the selling place makes it necessary to introduce aesthetics decisions which involve also the part of our business that is more production oriented.

This new idea of fashion is possible only if we'll develop some innovation in production that will make our store an exclusive fast fashion one. Due to that, the production will be the one for one type, where every item will be produced just in time in accordance with the client needs and expectations. For these reasons it is very important to be flexible and to integrate all the process in a single place. Developing an on-site production means also to reinvent the normal shops, since we are not selling just a product we should define a unique style of our store: we need to create a production space that will communicate our vision, for example by using innovative architectonic solutions like the metamorphic-space, a solution in which production, selling and entertainment will work together and will change on different occasions. This type of concept will lead us to define a cross-space both near to a concept store and to the newest museum-showroom where the best creations of our costumers will be shown.

Service

The service we are offering is probably the most important part of our project: we are working to create an innovative experience for our customers and we want to catch both their feelings and their attention in coming inside our space.

To achieve this ambitious goal we need to use innovative solutions such as magic mirror, haptic interfaces, Fem simulation of clothes, Microsoft Surface and many others technologies. The use of technology is fundamental in this project because we don't have any physical product until all the process will finish. In order to reduce the problems because of the temporary absence of a real cloth, we have to create for our customer a digital avatar that looks as much real as possible integrating, in the best way we can, the technologies mentioned before.

Another key service we should want to give our clients should be the creation of a "fashion designer course", where they will be thought by a member of our staff how to draw fashion products. If we'll choose to keep on this way we should also think to become a kind of "talent scout" institution for our most talented clients and to give them the opportunity to become a real fashion designer.

Distribution

Talking about the distribution is important to underline that we are working to create an on site business, where we want to simplify the logistic.

Producing and selling in the same place means that only primary materials will be transported. This will reduce both the overall cost of the process and the delocalization problem, very common nowadays.