



**FAS.P**  
on@ite

**An innovative 'knitting workshop'**  
**Updated keywords**



# FIRST EXERCISE

The long tail model

B2C models

Pack/no Pack

## Business

## Distribution

B2B models

E-business

KM 0

Tracking

Co-production

ECO label

Virtual retail

On site production

Interface/interaction

Trends

Lifestyle

User experience

User participation

## Product

Virtual models

Co-creating service

Communication Strategy

prosumer

## Service

knitwear

Customized service

HI-tech

Accessories

Textile innovation

Recycle-Reuse

B2B models B2C models KM 0  
The long tail model ECO label E-business Pack/no Pack  
**Business** *Space* **Distribution**  
Co-production *Flexibility* *Open source* Tracking  
On site production *Knitwear factory* Virtual retail  
*Urban factory* *Original design* *Sustainability*  
*Tailor-made* *On demand production*  
Interface/interaction  
*Model making: textile/knitting* Co-creating service  
Trends Lifestyle User experience User participation *Entertainment*  
**Product** *User interface* **Service**  
*Self-made design* Virtual models prosumer *Community of Final users*  
ommunication *Target/Customer*  
*Brand* *Fashion design* *Unique experience* Recycle-Reuse  
*Fashion addicted* *Virtual dressing* *Consumer comfort*  
Accessories knitwear Customized service  
*Fashion aware* Textile innovation *Knitwear shop*  
*Yarn origin & quality*