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### Added details

MEANING: details added to clothes.

RELATION TO THE PROJECT: we have to understand if with our machinery we can create only simple clothes or if we can also produce knitwear and dresses with zippers, buttons, paillettes or embroideries



### Aesthetics in production spaces

MEANING: The importance of visual representation and perception in the production spaces

RELATION TO THE PROJECT: The perception of the space by the client. How is he introduced to it? How will he experience the different production steps? How can the space keep the image of an exclusive and unique atelier/shop in all its entities ?



## Avatar

**MEANING:** An electronic/virtual image that represents an entity and is manipulated by the computer user .

**RELATION TO THE PROJECT:** Avatar refers to the client's embodiment/virtual representation of him/herself, in the form of a three-dimensional model. The Avatar in our new fashion industry will be a key element in the body scanning sequence and therefore an integral part for the design and production process.



## Business continuity

**MEANING:** the business must go on independently of any kind of problem

**RELATION TO THE PROJECT:** our business has to continue even if, for example, the machinery is broken. So, in every FAS.P.onSite shop it is necessary that there are at least two machinery: so that if one is broken, the production can continue

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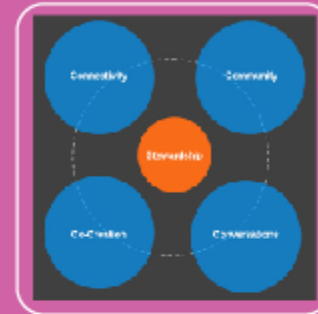
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## Client Supplier

MEANING: Is an expression that indicates the possibility for the client to be also supplier, which means that he can bring his yarn to the shop, and create his clothes with this.

RELATION TO THE PROJECT: In FAS.P onSite you can create knitwear made with yarns that are provided from the brand. Is it possible, in an evolved concept of personalization, to develop an idea that could let the client have a product made with his own and preferred yarn?



## Co-Creation of Values

MEANING: Collective creation of values

RELATION TO THE PROJECT: Users and production process will contribute together to create or redefine new values, new styles, and not only new clothes. The high personalization permits the creation of new ways of communication and distinction

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## Design to Order

MEANING: It is a design and manufacturing approach where a product is designed not from general specifications for a specific area of the market but from direct and unique specifications of the final customer.

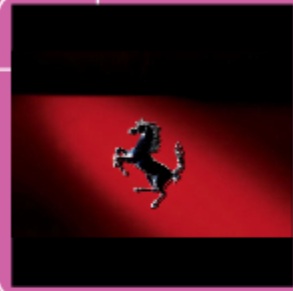
RELATION TO THE PROJECT: Once the order from a specific customer is received the product is designed and manufactured according to the specifications provided by the customer. In addition to that the customer is also involved throughout the entire design and manufacturing process to make sure to meet as much as possible his expectations and to make him feel like the author not only of the original idea but also of its realization.



## Espresshion

MEANING: Espresso + Fashion

RELATION TO THE PROJECT: it is a combination of the words Espresso and Fashion, but also sounds like expression. The choice of this word was intended to communicate different meanings. "Espresso" is a worldwide known word reminding the Italian background, something that always matches very well with fashion; in this particular context refers to the fast design and manufacturing of our knitwear. Espresshion also sounds like expression to remind the chance we are giving to our customers to develop their ideas and to put their creativity into the design of the final product.



## Exclusive

MEANING: in marketing, "exclusive" can refer to products that are only available from selected distributors or retailers, and have never been released before, or are available only at a particular event

RELATION TO THE PROJECT: Exclusive can refer to our project in different ways. Exclusive because it is a new business idea. Exclusive because it's a production on demand, so each product will be created for a specific customer (who will be an active part of the design process). And finally exclusive because it will be a high-price fashion production



## Exclusive Fast Fashion

MEANING: Fast and highly customizable process

RELATION TO THE PROJECT: Users are able to create with high personalization every kind of clothes in a time that's really uncomparable (it's much smaller) to the actual times of production, personalized or not

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## Experience Marketing

MEANING: It refers to the new frontier of a customer-centric service: it's not just a focus on customer satisfaction but also (and mainly) on the experience he has when using the product/service

RELATION TO THE PROJECT: FAS.P onSite should always be focused on the experience of its customers because it won't just sell clothes but the possibility of creating something .



## FEM for Virtual Dressing

MEANING: FEM - Finite Element Method - is a software that allows detailed visualization of where structures bend or twist, giving a better insight into critical design parameters, producing a virtual prototyping system.

RELATION TO THE PROJECT: FEM will be the technique used for visualizing accurately the product, by showing a virtual dressing of the clothing on the body, and allowing the entire designs to be constructed, refined, and optimized before being manufactured and therefore minimizing the chances of client dissatisfaction for the end product



## Flexibility

MEANING: it refers to designs that can adapt when external changes occur.

RELATION TO THE PROJECT: two of the main points of Fas.P.onSite project are that we have to develop a business model characterized by an on-demand & on site production. Because of this, we may think we will have a more agile logistic process and that our model will respond efficiently to market and demand changes



## Genius Loci

MEANING: It refers to the fact that certain ideas or businesses arise in specific areas where there is a common typical mindset or a history of excellence in a special field.

RELATION TO THE PROJECT: our business should probably start in places where people have always been interested in fashion like Paris or Milan in order to maximize the probability of initial success.



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## Haptic Interfaces

MEANING: Haptic technology refers to technology that interfaces to the user via the sense of touch by applying forces/vibrations, and/or motions to the user

RELATION TO THE PROJECT: the possibilities that these technologies enable will have to be explored in the following weeks, but it's possible to imagine a very innovative use of them in our service idea, especially in the initial design phase done by the customer: perhaps he could "feel" the dress that he's creating?



## Home delivery

MEANING: : it's the possibility to set up a delivery system that allows the customer to design his dress from home and to have the dress delivered

RELATION TO THE PROJECT: after his first Fas.P. experience, our customer's "body scan avatar" should still be in our database, so it should be possible to let the customer design his dress at home the second time he wants to buy one and have it shipped directly to his home address



## Hyper Personal

MEANING: it is something that not only matches with customers' personality but contains also their creativity

RELATION TO THE PROJECT: we will give the customers the chance to develop their own ideas, to put their personal creativity into the design and at the end to wear something that deeply represents their personality and life-style



## Industrial Art

MEANING: : it is art because the final product comes from the creativity of an individual and this art is industrial being produced through an industrial process

RELATION TO THE PROJECT: "industrial art" defines both our product and the process used to make it. "Art" refers not only to a unique product that distinguishes a woman or a man from the others, but also to the chance given to customer to put his own creativity into the design. "Industrial" instead refers to the process we are going to implement to give shape to the "art"

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## Innovative Solutions

MEANING: to create new solutions for selling and involving the clients in the process.

RELATION TO THE PROJECT: FAS.P onSite is a new shopping experience. We have to be able to involve clients during their fashion experience (TCE, Total Customer Experience), providing to develop ideas that could contribute to create this emotioning process.



## Integrated Process

MEANING: : Design/Production/Distribution all in one place

RELATION TO THE PROJECT: Every cloth is designed, produced and distributed in the same place, within few hours.



## Intellectual Property

MEANING: A product of the intellect (as an idea, invention, or process) that has a certain commercial value

RELATION TO THE PROJECT: Intellectual Property offers to the client a property right over their own personal design creation, stimulating a sort of intellectual satisfaction as “authors” and giving a sense of uniqueness to their product



## Logo

MEANING: A graphical element that forms a trademark or commercial brand. Typically, a logo's design is for immediate recognition.

RELATION TO THE PROJECT: our project is related to fashion. This is a market where the main “maisons” are identified by a logo. So everyone is able to link anything he sees to who created it (a sort of marketing). This could be considered a goal of our project, to design an innovative fashion production universally recognized just from an image or its “name”.

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## Low Inventory Cost

MEANING: cost related to purchasing and stocking of both final products to sell and materials to make the final product of.

RELATION TO THE PROJECT: producing on demand will allow reducing inventory cost related to stock of products but confining it to the raw material only needed for on demand product manufacturing



## Loyalty Identification

MEANING: : Brand identification and loyalty

RELATION TO THE PROJECT: This process will create identification and loyalty to the brand of the users, thanks to the innovative service offered to them

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## Magic Mirror

MEANING: interactive display

RELATION TO THE PROJECT: it's a display that shows in real time a computed image. It would be useful to have a preview of the cloth designed by the user, so that he/she will have an immediate feedback of his/her creation, and maybe modify it before launching the production process



## Metamorphic Space

MEANING: : it is a space that can change its state and characteristics and adapt itself to the different needs

RELATION TO THE PROJECT: our workshop will be intended to be a place that can be easily transformed to obtain different environments. This capability can be achieved by mobile dividers and panels that can be moved to create a space different in shape, dimension and use in order to host different activities and number of customers, by lights of different colours that can be changed to assign a new atmosphere to the environment, by any other simple or highly technological devices that can remodel the space in order to make it more functional to the activities carried out together with the customers and at the same time more comfortable for them.

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## Niche Market

MEANING: "it's the subset on which a specific product focuses on"

RELATION TO THE PROJECT: our service won't be available for the whole fashion market, but will be targeted at a specific segment. This targeting will be made by accurate high-pricing strategies, aimed at creating a group of "elite" customers, which we would like being not just wealthy but also very sensitive to fashion, intended as a form of art.



## On Appointment business model

MEANING: A client servicing that requires an appointment based system

RELATION TO THE PROJECT: In order to guarantee a good service to each and every client and to prevent an undesired overcrowded situation in the shop, an "on appointment" business model is proposed. (Taking into consideration the limited number and capacity of the machines in production and flow of work in such a short time period)

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### One to one

MEANING: it's not a traditional industrial production, is not serial as slot to slot, but every product can be an unicum.

RELATION TO THE PROJECT: FAS.P onSite could be considered as a new and modern kind of tailor's shop. Each product is different from the other for size, colours and design and is strictly related to his client/designer/owner and clients can be sure that they are wearing an unicum, that no-other could have.



### Qualified Staff

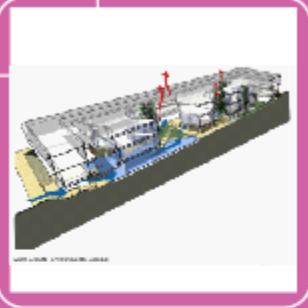
MEANING: Having the required qualities for the specific job position: competent, skilled, experienced ...

RELATION TO THE PROJECT: Given the fact that our business is not an ordinary one, the roles of employees no longer reside in being just a good salesperson or a good technician but they have to become integral and flexible parts of this new fashion industry system. They need to be both qualified in client servicing and professional along the innovative process, guaranteeing the best service to our customer.



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## Relocalization

MEANING: Processes are done in the same place

RELATION TO THE PROJECT: The whole process is done in one single place. It implies the ridefinition of costs of mantainance of stores, that will decrease significantly.



## Reputation

MEANING: is what customers think about you and your business, how much they can trust you and your products

RELATION TO THE PROJECT: we need to build a good reputation of the company and its products within the market by satisfying customer's needs, delivering high-quality products in the time scale promised to the customer.



## Rising Star

MEANING: a business area is a rising star when it's got great potential but it's still not possible to estimate how successful it will be.

RELATION TO THE PROJECT: if designed correctly our service/business idea will exactly turn out to be a rising star and hopefully, in a late stage of its "life", a cash cow.



## Shopping Voyeurism

MEANING: it's an expression that refers to the pleasure that women could have admiring at themselves in the magic mirror while shopping.

RELATION TO THE PROJECT: FAS.P onSite uses the "Magic Mirror" technology, which is very important for our clients because it enables people not only to see images of themselves wearing the clothes that they want to buy, but also information about other colours-sizes-models of the brand.

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## Supply Chain Integration

MEANING: it's the system of organizations, people, technology, activities, information and resources involved in moving a product or service from supplier to customer.

RELATION TO THE PROJECT: as the title and the image suggest, Fas.P.onSite is characterized by the integration of the supply chain. In fact design, production, purchasing and distribution happen in the same place. We have to study the best solution to implement this situation, in the economical view of minimizing costs and maximizing efficiency.



## Talent Scout

MEANING: someone employed to discover and recruit talented persons

RELATION TO THE PROJECT: we thought that our innovative idea of business, where the client is also the designer, may offer someone the opportunity to find out or to try out his design talent. So we have to analyze how, if it's possible, our business can benefit from this situation, for example having the right to employ first "an excellent designer" as stylist.



## Textile Innovation

MEANING: new materials, new knitting-machines, new textile products

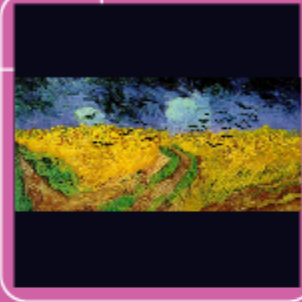
RELATION TO THE PROJECT: Shima Seiki's WHOLEGARMENT® will allow to produce knit-wear in one entire piece, three-dimensionally, seamless without requiring no postproduction labor. We need to find new textile material (fabrics, yarns, etc.) that are more suitable to this machine and assign additional value to our products



## Trendsetter

MEANING: popularizing or starting a new fashion

RELATION TO THE PROJECT: Creating an innovative fashion product/system that will develop into the most unique and latest fashion trend, and therefore setting a new benchmark in the market



## Uniqueness

MEANING: something that is not just exclusive, i.e. available just for a small group of people, but also unique, meaning that there is nothing alike anywhere else

RELATION TO THE PROJECT: more than a relation it's something that our service will allow its customers to have: something that is their own creation and thus almost impossible to replicate if not by chance by having someone illegitimately copy it (issue of intellectual property...)



## Urban vs Holidays Store

MEANING: 2 different ways of business

### RELATION TO THE PROJECT

- Urban stores: built in big cities, available to all urban users
- Holidays Store: built in cities/places with high tourism and with close connection with fashion. In holidays people have more free time, so that it will be much more probable that they would stay in our stores for some hours.

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## Viral Marketing

MEANING: an important advertising campaign

RELATION TO THE PROJECT: we are talking about a new and innovative product. It is very important that, before-during-after the launch, an important, massive and incisive advertising campaign is prepared

We have to create a new market, and this is possible by doing an appropriate marketing strategy



## Youkmit.it

MEANING: this is a neologism. It recalls a very successful idea, as youtube is.

RELATION TO THE PROJECT: first of all, our new business may use the internet as a channel to contact and attract new customers (and also to create a sort of on-line catalogue of past creations). So YouKmit.it could be the name of our site. The meaning of this neologism is: YOU = it's the client himself who creates his own product; KNIT = what we deal with; IT = this is an italian idea.



## Zagato Model

**MEANING:** Zagato is an historical Automotive and Design italian company, which collaborates with the main automotive industries to produce prestigious models in limited series.

**RELATION TO THE PROJECT:** Zagato business model is a fantastic example of an exclusive production, in which design, marketing, production are processes linked together to create a beautiful product positioned in the right segment of the market and consistent with the brand perception

So this paradigm may be a source of inspiration to develop Fas.P.onSite. Besides Zagato production is a sort of on-demand production, and this is direct connection with our project.

The logo consists of a solid purple square in the top-left corner. To its right, the text "FAS.P" is written in a bold, black, sans-serif font. Below "FAS.P", the text "on2ite" is written in a smaller, black, sans-serif font, with a stylized "2" that has a circular arrow around it.

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**thank you for your time**