

OVERVIEW

Innovation is one of the most important words that we can connect to the Fas.P onSite project.

In fact, we are talking about a new kind of fashion experience. We have to understand, before starting our work, boundaries and possibilities of this project.

As a starting point we have to consider what is really new and what already exists in the fashion system. Surely the concept of production and selling in the same place is new in this field, but the technologies involved aren't at all.

The "Magic Mirror" is, for example, a technology that you can find in Prada's flagship store in New York and in other famous stores, while "Wholegarment", produced by ShimaSeiki, is a machinery that was used for the first time in the factory boutique Shima in Wakayama, Japan, in October 1995, as an experiment shop where factory and retail boutique were combined in one facility.

However, Fas.P onSite represents a different experience for consumers that want to experiment another way of purchasing a product that is at the same time unique and different from those of a traditional tailor shop.

It's therefore important to try to explore all the ideas that we brainstormed about this new business, in order to identify those that, besides being interesting, are also sustainable.

After the brainstorm, we were able to draw a Rizomatic map, by adding new words for each area of the project (Business, Distribution, Product, Service), and to make a little glossary, enclosed to this report, in which we explain the general meaning of the words and how they are linked to the project.

This is a very useful starting point, because it allows us to consider every aspect of Fas.P onSite, without ruling out any idea when it's still too early to make plausible assumptions.

VISION

When we first thought about our project's possible outcome, we envisioned an innovative facility, located in a highly attractive, from a business point of view, urban context, where the customer's experience is not only restricted to the selection and the purchase of a product but also to the whole designing process.

We imagine that our store should be more than a conventional retail store since the estimated lead time (from concept to final product) is about 5 hours: our customers should have the possibility to spend their waiting time in a "fun" way inside the store, so we will have to design special initiatives or activities, and maybe find a way to profit from these as well.

PLAN

In order to achieve our goal there are a few steps we have to follow:

- Intelligence: gather as much information as possible by doing autonomous research on websites or literature and by interviewing both our partners and other people with experience in this field
- Accurate definition of the business idea
- Strategic Plan: we shall define what our competitive advantages will be and how the market “forces” of our business area will impact on our margins
- Operative Plan: we will start designing every single detail of our business idea (how the store will look like and where it will be located etc.) – a cost analysis will of course be made in parallel.
- Final Concept

