

01 - Shoes: Calzoleria Rivolta vs miAdidas vs Converse Design your own

http://dellamoda.it/dizionario_della_moda/r/rivolta.php

<http://www.adidas.com>

<http://www.converse.com>

Area	Service – Personalization
Keywords	Hyper personal, Design to order, One 4 one, Flexibility
Justification choice	<p>We want to analyze how different firms faced the problem of shoes personalization.</p> <ul style="list-style-type: none"> • Calzoleria Rivolta is the traditional shoemaker workshop. • miAdidas let customers personalize, making shoes to measure and of the desired colors, existing products directly in the shop. • Converse allows user to choose a model form a lot of different shoes and customize their design in detail, on internet.
Observation/Reference	http://www.thisnext.com/tag/shoepersonalization

02 - Giorgio Borruo

http://en.wikipedia.org/wiki/Giorgio_Borruo

Area	Communication
Keywords	Shopping voyeurism, Experience marketing, Aesthetics in production spaces
Justification choice	"When people are inside a space we've designed they don't need to ask - they just feel. We design the environment as if it was an extension of the body" G. Borruo.
Observation/Reference	http://www.apple.com/business/profiles/borruo/

03 – Apple (genius bar + concept store)

<http://www.apple.com/retail/geniusbar/>

Area	Service
Keywords	Qualified staff, Workshop, Haptic interface
Justification choice	Come to shop. Return to learn.
Observation/Reference	http://www.apple.com/pr/library/2005/aug/04retail.html

04 – Prada

<http://www.fashionwindows.com/boutiques/prada/default.asp>

Area	Technology, Communication, Service
Keywords	Experience marketing, Magic mirror, Haptic interface, Innovative solutions, Aesthetic in production space
Justification choice	It's consider the best case history in luxury fashion which has brought technology into delivery, using customer experience to reach customer satisfaction.
Observation/Reference	http://www.galinsky.com/buildings/prada/index.htm http://www.oma.eu/index.php?option=com_projects&view=project&id=255&Itemid=10

05 – Y's

http://www.suzfoto.com/one/one022_english.html

Area	Technology, Communication
Keywords	Flexibility, Metamorphic space, Innovative solutions, Uniqueness
Justification choice	The Yohji Yamamoto flagship store designed by Ron Arad in Tokyo is famous because of its unique distribution of spaces which could be changeable (contracted and expanded).
Observation/Reference	http://www.asiarooms.com/travel-guide/japan/tokyo/things-to-do-in-tokyo/where-to-shop-in-tokyo/ys-roppongi-hills.html

06 – Armani

<http://www.armani.com/>

Area	Management, Service
Keywords	Loyalty identification, Experience marketing, Reputation
Justification choice	Not only clothes, for every occasion. Lifestyle Armani.
Observation/Reference	http://www.giorgioarmani.com/index.jsp?language=IT&site=AC&movieSession=armani_collezioni.swf&audio=accesso http://immagini.archinfo.it/vedimmagine.php?data=2&obj=38576&PHPSESSID=962f9555e65888321f12f923957108f4 Maura Percoco, Claudio Silvestrin Giorgio Armani Stores in Matera n°43 Aprile 2004, p 48 http://www.archinfo.it/claudio-silvestrin-negozi-giorgio-armani/0,1254,53_ART_198586,00.html http://www.archinfo.it/articoli/0,1254,53_ART_197500,00.html New store Armani Paris, Avenue Montaigne

07 – Americal Apparel<http://americanapparel.net/>

Area	Technology, management, Product
Keywords	Sustainability, Supply chain integration
Justification choice	Its line of briefs, t-shirts, casual wear and swimwear are made from organic cotton and other sustainable materials. The RFID technology allow the customer to know the history of each product in the store and share the ethical values and transparency of the brand.
Observation/Reference	http://americanapparel.net/presscenter/articles/200704fashion.html

08 – Oki – Ni<http://www.oki-ni.com/>

Area	Technology, management, Service
Keywords	Qualified staff, Exclusive fast fashion, Home delivery
Justification choice	It's an emblematic case of unique store which exists just to introduce the client to the right use of the website on which he could order. The shop doesn't contain anything: products are all virtual, exclusive and luxury.
Observation/Reference	http://blog.oki-ni.com/

09 – Struktable<http://strukt.com/>

Area	Technology
Keywords	HI-tech, Interface/interaction, On site production, Haptic interface
Justification choice	The Struktable is an interactive installation built by Strukt to develop multi-touch applications. It can be rented for events or permanent installations with custom software developed for individual needs. This very new technology could be installed in our Shop in order to improve the personal experience and the design phase.
Observation/Reference	http://vimeo.com/3601352?pg=embed&sec=

10 – Glossom vs Polyvore

Area	Communication, Service
Keywords	Avatar, Talent Scout, youknit.it, User participation
Justification choice	<p>Glossom Glossom is a Social Media Network for Fashion, Style and Creativity.</p> <p>Glossom allows people to express themselves sharing creative Collections of images, video and text. Glossom is also a place where company can find new talent.</p> <p>Polyvore is a fashion community, it lets you create sets composed of individual images using an easy to use, drag and drop editor. After you have created a set, you can publish and share it with your friends and the Polyvore community.</p> <p>With these two case studies we will be able to define better the community that we want to build upon Fas.p.Onsite.</p>
Observation/Reference	http://www.glossom.com http://www.polyvore.com

11 – Issey Miyake

<http://www.isseymiyake.co.jp/>

Area	Technology, Communication
Keywords	Industrial Art, Textile innovation, Exclusive fast fashion, Innovative solutions
Justification choice	<p>Issey Miyake is the fashion designer who has developed together design, aesthetic, technology, innovation and communication, always by keeping strong his brand Identity. With the collection A-Poc he managed to realize clothes formed just by one piece. At the same time he has created a new customer experience involving the audience in the process of cutting the piece of cloth. He has transformed the realization of clothing into an art performance.</p> <p>Miyake is also famous because of his constant collaboration with textile designers Reiko Nuno. All Miyake's innovations are possible because of Nuno's experiments on fabrics.</p>
Observation/Reference	http://www.mediaruimte.be/coco/2006/issey-miyake-dai-fujiwara-a-poc--a-piece-of-cloth-1997-%E2%80%A6/

12 - Marni and Future System	
http://www.marni.com http://www.future-systems.com	
Area	Communication, Service
Keywords	Aesthetic in production space, Metamorphic space, Reputation, Urban store
Justification choice	<p>Marni asked the architects of Future System to create an image for the company that could be implemented in various settings without costly structural changes and this concept was applied to London as well as Milan and Paris stores. Future system were able to create a metamorphic space where clothes becoming part of an overall composition, not separated from the design, but part of it.</p> <p>On the other side the internet site of Marni let people create a their own matchings and share them with their friends.</p>
Observation/Reference	http://www.designmuseum.org/design/future-systems www.sybarite-uk.com/html/docs/Interni%20Jan-Feb%202004.pdf http://www.youtube.com/watch?v=fFrHNbGwjNE Domus n° 897, Novembre 2006

13 - Stuart Weitzman and Louis Vuitton stores	
Area	Communication, Service
Keywords	Aesthetic in production space, Metamorphic space, Reputation, Urban store
Justification choice	<p>The new shop of Stuart Weitzman, on a project by Fabio Novembre, in via dei Condotti 27 in Rome is an example of the ability of a brand to create a synergy between the space's image and that of the displayed products in the hope of convincing consumers to buy. The space is invaded by a continuous, seemingly endless ribbon that seems to guide the customer embracing the space, becoming a counter, shelves and decoration at once.</p> <p>The shop of Louis Vuitton in Nagoya, Japan, project by Nagaishi Architecture, is interesting for the effort to have an envelope that emulates the style and fabrics of the items on display, an attempt to imitate the Vuitton's defining textiles.</p>
Observation/Reference	<p>Stuart Weitzman: http://www.dezeen.com/2006/11/25/fabio-novembre-store-opens-in-rome/ http://www.viewonfashion.com/it/article/126-3501/STUART-WEITZMAN http://www.novembre.it/# Andrea Branzi, The visceral revolution in Domus n°897 Novembre 2006, p.42-48 Margherita Caldi, Fabio Novembre. Stuart Weitzman shop in Matera n°61, Marzo 2009, p.126-137 http://www.domusweb.it/magazine/article.cfm?id=65294</p> <p>Louis Vuitton: http://www.nagaar.com/work02.html Daria Ricchi, Nagaishi Architecture Louis Vuitton Nagoya Midland Square in Matera n°61 Marzo 2009, p.138-147</p>