

FAS.P
on site

Team B

Case Studies

Area: **Service**

Keywords:

- **E-business**
- **Uniqueness**
- **Added details**
- **Home delivery**

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Michiel Schuurman

michiel@ixopusada.com

Reference: [www.frizzifrizzi.it/2009/04/01/
do-it-yourself-dresses](http://www.frizzifrizzi.it/2009/04/01/do-it-yourself-dresses)

Fas.P.onSite project focuses on the new idea that the client must be an active part of the design & productive process, in order to create a hyper-personal and customized product.

This seems to be the new tendency in fashion-industry too. There are several examples of emerging stylists who create new business based on product customization. One of these it's "*Do-it-yourself*".

Berber Soepboer, one of the two designers who created these dresses, says: "*I especially design clothing which can be worn in different ways, so the owner can make choices in how to wear the cloth*".

DO-IT-YOURSELF

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“Do-it-yourself” project stemmed out of a collaboration between two designers, Berber Soepboer and Michiel Schuurman. They created a collection of dresses where the design can be modified by users.

The “*Replacement Dresses*” exists out of three dresses attached to each other by buttons. This makes possible to combine the three different prints in a way the wearer prefers.

The “*Colour-In Dress*” is a simple dress with a black and white print, which is especially designed to fill with coloured textile markers. Because the print is so flexible you can make many different designs by colouring it.

DO-IT-YOURSELF

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Even if this case study is very different from *Fas.P.onSite* concept (*Do-it-yourself* users become designers only when the dress is already created) some aspects could be interesting:

- 1.the choose of a special textile, in order to offer a higher personalization, after production phase too;
2. the role of Internet as a channel:
 - to get more clients, thanks to web-based marketing;
 - to sell our products.



Area : **Technology**

Keywords:

- **E-business**
- **Co-creating service**
- **On-demand production**
- **Self-made design**
- **Community of final users**

Contacts: **Silvia Piantini**

Reference: **www.myspace.com/scemcreations**

Digital media presents new opportunities for people to actively engage in fashion.

“Scem Creation” is an example of this statement. It is a business based only on a MySpace profile and on the skills of a designer.

It offers to customers the opportunity to order personalized plexiglass creations.

Clients decide everything: both color and form. They have to decide the subject, send an image to the designer and wait the delivery.

FASHION & INTERNET

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onSite



“Scem Creations” deals with customization of accessories without any physical contact with clients (thanks to Internet).

These are elements that make this case study really far from *Fas.P.onSite* project, where main ideas are:

- 1.the creation of hyper-personal dresses where clients are both producer and consumer;
- 2.a new fashion experience.

However some details are interesting. First of all, the role of Internet as an important channel to reach as many clients as possible. In fact an online store is available throughout the world (recently the main fashion industries have created their own ones too). Moreover Internet is an important channel for advertising (thanks to fashion blog too).

Interesting aspects and links to *Fas.P.onSite* project

Internet allows:

1.to have higher amount of orders

(for example you could consider people who live far from a *Fas.P.onSite* store), where on-line orders are characterized by:

- a lower level of personalization
- but a more flexible production



1.to create an e-library of past models, created both by clients and *Fas.P.onSite* designers

1.to make a widespread low cost marketing campaign

Fendi DIY Kit

Team B

FAS.P
on site

Area: **Product**

Keywords: **Hyper personal, Uniqueness, Exclusive, Niche Market**

Site:

www.fashionblog.it/post/4261/anniversary-una-collezione-unica-per-festeggiare-la-baguette)

Head office/Address:

Fendi

Largo Goldoni, Rome, Italy

+39-06-334501

Related Areas: **Shoes manufacturing, car manufacturing**



To celebrate the 10th-anniversary of the famous bag called “baguette”, Fendi decided to produce and sell a special version of this bag in coated canvas, totally white.

This special bag was called DIY, Do It Yourself, to underline the high level of creativity and personalization.

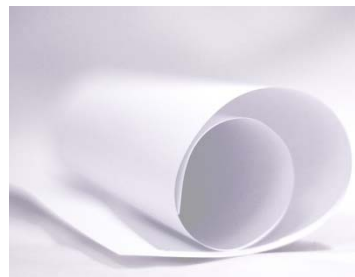
In fact, the bag is sold in a box with ten Pantone markers and the client is the artist of his own bag: he can sketch, color and draw directly on the bag, creating an unicum.

The Fendi DiY baguette didn't require innovative and expensive technologies, because , the markers were not developed by Fendi, and wasn't created a special fabric: the bag is in canvas, and you can not delete what have you drawn on by washing it..



+

=



+



The innovative aspect of this case is that the client could really personalize his own bag and own a unicum, that no one, except for the shape, could have. The customer, in fact, can decide what to draw, can decide the colors to use, and has the total control over the image of his bag.

This is different from the “standard” personalization, where the client could in general add no more than the initials or choose and change some details.

Even in this case, the tendency of “Do It Yourself” shows that fashion brands are trying to give to their client a wide possibility of choice and personalization.

The new “must” is difference, not homologation.

Interesting aspects for the FAS.P onSite projects:

1. high level of personalization
2. simplicity. It's just canvas and markers!

Could we produce t-shirts, for example, or bags that our clients could personalize like Fendi DIY Baguette?



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Armani Ginza Tower

Team B

Area: **Business**

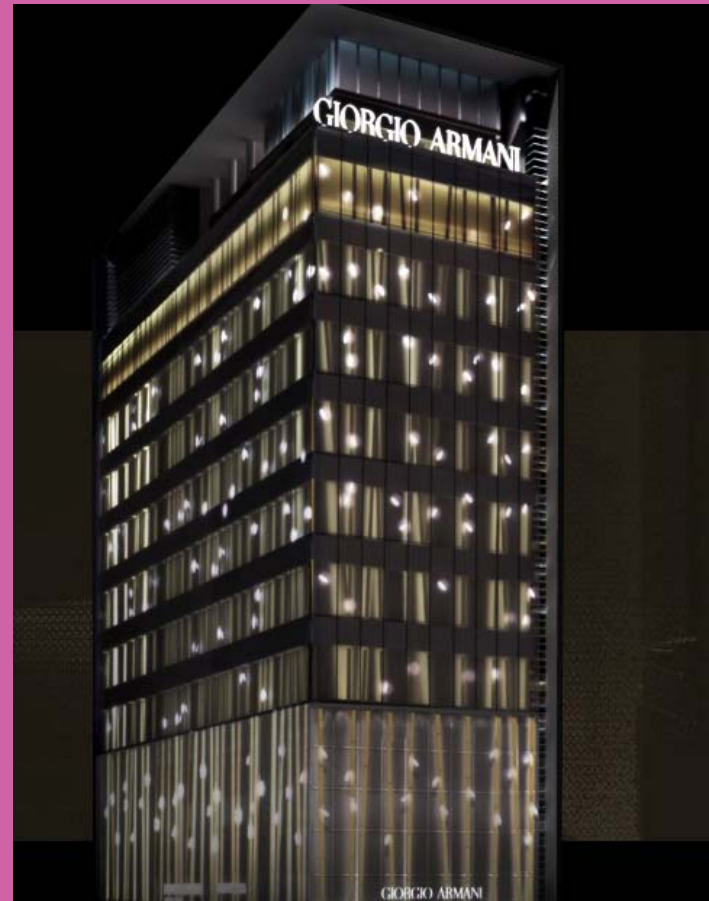
Keywords: **Urban vs Holiday store, Experience marketing, Genius Loci, Reputation**

Site: www.armaniginzatower.com

Head office/Address:
**Giorgio Armani Spa,
Milano, Via Borgonuovo 11**

Contacts: **+39.02.72318.1**

Related Areas: www.armani-viamanzoni31.it



Armani Ginza Tower

Team B

This case study is about one of the most important flagship store in the world: the Armani Tower in the fashion district of Ginza, Tokyo.

Since it is not a store, but a flagship store, in the building (eleven storeys high + two underground levels), there is not only the selling areas, but there are different services for the client: a bar, a restaurant and a SPA. In the tower there is, in addition, the headquarter of the Armani group.

This building is itself a strategy of communication: it's purpose is not primarily selling, but is showing the brand, its importance, and creating a place where the client could breathe the spirit of the maison, and could feel himself part of an exclusive life.

It's a new type of communication, of marketing.



ARMANI / RISTORANTE



ARMANI / SPA



ARMANI / PRIVE GINZA TOWER



Interesting aspects for the FAS.P onSite projects:

1. excellent design
2. multi-purpose spaces

It will be possible for us to create a store with different services for our clients, in order to convince them to spend three/four ours waiting for their clothes?



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FAS.P
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Area: **Service**

Keywords:

- **Hyper personal**
- **Uniqueness**
- **Added details**
- **Self made design**

State: **Washington D.C.**

Head office/Address:

microRevolt
PO Box 1659
Troy, NY 12181

Contacts: **query@microrevolt.org**

Related Areas: **Product**

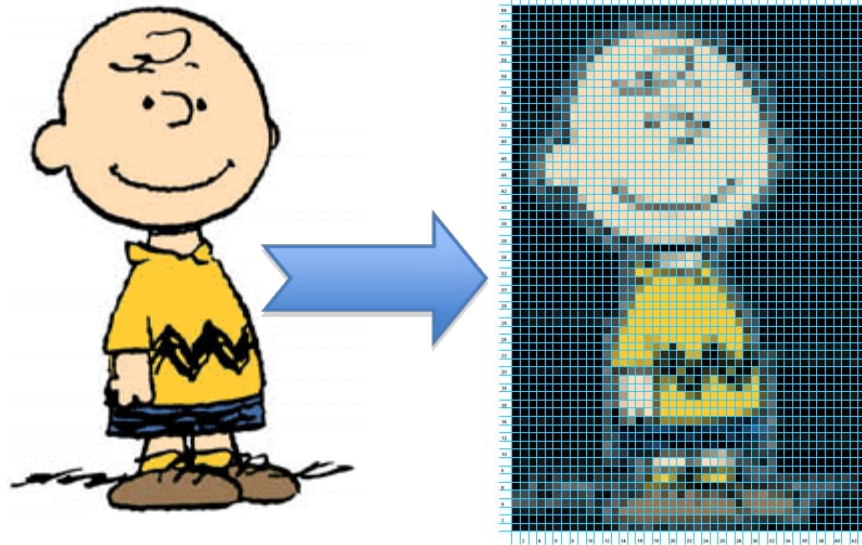
CAT MAZZA is a fashion designer who developed a software

KNITPRO

It allows translating digital images into knit, crochet, needlepoint and cross-stitch patterns.

Team B

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Useful for our “real time” production process when a customer desires a personal image to be knitted on his future dress.

Area: **Service**

Keywords:

- **Haptic interfaces**
- **Avatar**
- **Magic mirror**

State: **Switzerland**

Head office/Address:

Centre Universitaire d'Informatique
24 rue du General Dufour
CH-1211, Geneve-4 , Switzerland

Contacts: thalmann@miralab.unige.ch

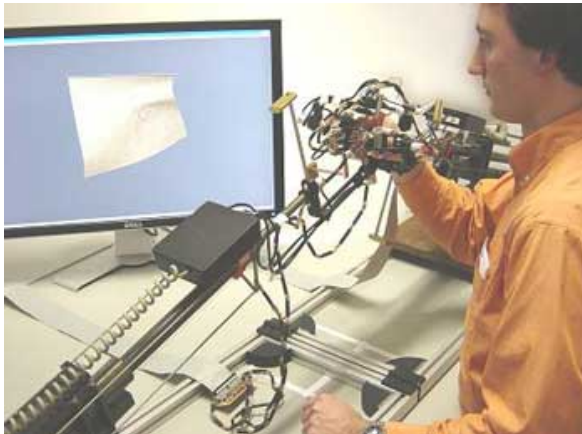
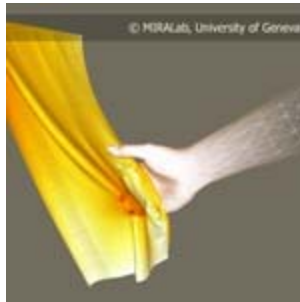
“You can choose garment styles, colors and sizes on the internet – but how do you know what the fabric feels like?”



HAPTEX

a Virtual Reality System designed for Visuo-Haptic interaction with virtual textiles





Possible use on Fas.P. Onsite:

One thing is to see an image of you with the newly designed dress, another one is to actually see how it would adapt to the uniqueness of your body structure.

If the purchase was made online, also the textile “feeling” functionality could be useful. The problem is that it would be hard to equip each home with the haptex device

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NikeiD

Team B

Area: Web service

Keywords: Added Details, Client supplier,
Home delivery

Head office/Address:
<http://nikeid.nike.com/nikeid/index.jsp>

Contacts: Section Store locator in the site

Related Areas: Shoes manufacturing, car
manufacturing

NIKE.COM myLOCKER teamLOCKER DESIGN SEARCH ORDER STATUS CART (0)

NIKEiD. MEN'S WOMEN'S COLLECTIONS STUDIOS VIEW ALL

HOME > WHAT IS NIKEiD?

WELCOME TO
NIKEiD.

▶ WATCH THE NEWEST WAY
TO BUILD YOUR OWN

YOU DESIGN IT. WE BUILD IT.
Make a statement with your colours, materials and fit. Finish it off with your own personal ID.

CUSTOMISE YOUR LOOK
Show your colors on the field and your style on the street.

- Select Materials
- Choose your colours
- Add your Personal ID

CUSTOMISE YOUR PERFORMANCE
Enhance your athletic skills with a perfect fit.

- Wide and narrow sizing
- Independent left and right sizes
- Pick your outsoles
- Large sizing
- Small sizing

Orders take up to 4 weeks for delivery. Unless otherwise noted.

STORE LOCATOR NEWSLETTER WHAT IS NIKEiD?
COUNTRY SELECTOR

HELP PRIVACY POLICY
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Justification choice:

- Active user (chosing of details)
- Saving process that permits the reproposal of the creations to other users
- Production on demand
- 4 weeks needed for producing and sending

All the biggest shoes manufacturers, but also car manufacturers, are giving a web service that permits personalization and customisation of a probable future purchase.



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Microsoft Surface

Team B

Area: **User Interface for design & “waiting for production” phase**

Keywords: **Magic Mirror, Experience Marketing, Flexibility**

Head office/Address:
<http://www.microsoft.com/surface>

Contacts: sbizdesk@microsoft.com

Related Areas:
Microsoft Surface Demo - CES 2008



Microsoft Surface turns an ordinary tabletop into a vibrant, interactive surface

Direct Interaction

Multi-Touch

Multi-User

Object Recognition

Locations:

- iBar in the Rio All Suite Hotel & Casino (Las Vegas)
- Disney Innovations House (Anaheim, California)
- Hotel 1000 (Seattle)

Cost: 12.500\$ (15.000\$ for the developer version)



Title: Freitag

Area

Product

Keywords

**One for one
Uniqueness
Added details
Industrial art
Hyper personal
Exclusive fast fashion**

Contacts

Cindy Ortlieb

press@freitag.ch

Reference

<http://www.freitag.ch>

FREITAG products are made from original recycled materials – used truck tarps, used car seat belts, used air bags, used bicycle inner tubes and other. since it is made from an original piece of tarp, every single FREITAG product has its own, individual design.



Car Seat Belts



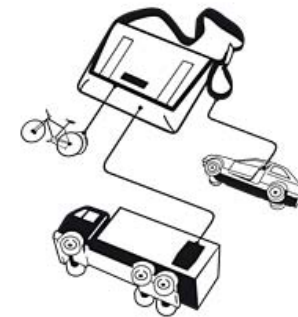
Airbag



Bicycle inner tube



Truck tarpaulins



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Team B

Title: Freitag



“Our bags are not “artificially” unique; they are that way right from the beginning on. They are truly unique items, because they are made from used truck tarps. Every tarp has its own story, its own look and its own state of use. Furthermore each bag is still cut by hand in Zurich, Switzerland, and gets its individual look depending on the color, the writing and design of the tarp. That’s why every single product will be one of a kind.

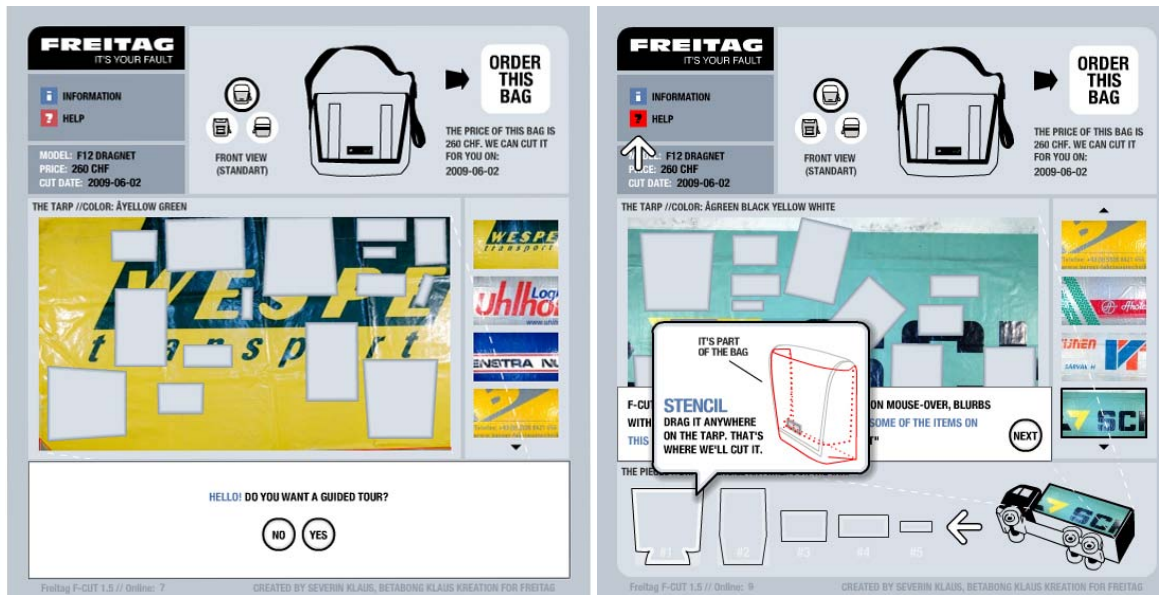


FAS.P
on site

Team B

Title: Freitag

In addition, the client can design his/her own FREITAG bag, even online.



This case study is interesting for our company in order to understand better the phase of the innovative process, in the sense that it is based on "at the moment" decision taking concerning the design of the end-product and therefore allowing the client to be part of the creative process and generating a unique product .

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Team B

Title: BoConcept

Area

Business

Bo concept is a furniture design company that offers a big range of custom made furniture.

Keywords

On appointment business model
Design to order
Reputation
Co creation of values
Experience marketing

Contacts

Tel. +45 7013 1366
Fax +45 9626 7216

boconcept@boconcept.com

Reference

<http://www.boconcept.com>

BoConcept
urban design

PRODUCTS DESIGN & IDEAS DESIGN YOUR HOME HOW TO... STORES BOCONCEPT JR

Decorate with Furnish
Room service
Customisation
Mezzo
Indivi 2
Celano
Nova
Terni
Largo
Como
Quattro
Armchairs
Coffee tables
Dining tables
Beds
Chests of drawers
Wardrobes

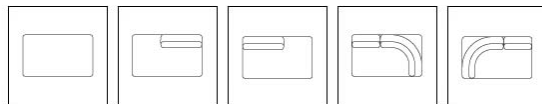
HOW TO CUSTOMISE YOUR NEW COMO SOFA

1. Seating units
Different seating units can be combined for a Como sofa of your choice.
The Como range features fully upholstered seating units that can stand alone or be combined in any way you want.

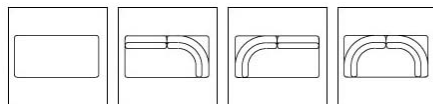
10 H32cm W65cm D95cm Footstool/Resting	15 H32cm W95cm D65cm Footstool/Resting	110 H60cm W65cm D95cm			
20 H32cm W65cm	120 H60cm W65cm	220 H60cm W65cm	225 H60cm W65cm	420 H60cm W65cm	425 H60cm W65cm

Title: BoConcept

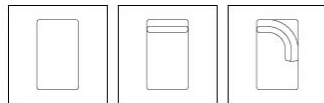
Its modularity and flexibility give you the freedom to customise your furniture in your own way. For most of the products you see, a wide selection of different materials, designs and colours to choose from are offered.



50 H32cm W160cm D95cm
440 H60cm W160cm D95cm
445 H60cm W160cm D95cm
540 H60cm W160cm D95cm
545 H60cm W160cm D95cm



80 H32cm W190cm D95cm
650 H60cm W190cm D95cm
655 H60cm W190cm D95cm
600 H60cm W190cm D95cm

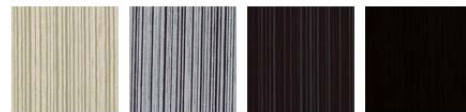


40 **130** **240**

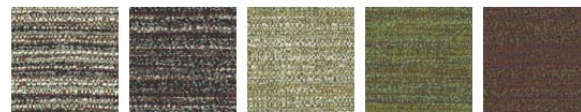
Price group 4



0320 Dark grey Costa
0321 Light grey Costa
0322 White Costa
0323 Dark brown Costa
0324 Beige Costa



0350 Beige Nano
0351 White Nano
0352 Anthracite Nano
0353 Black Nano



0620 Grey melange Forest
0621 Coal melange Forest
0622 Beige melange Forest
0623 Green melange Forest
0624 Brown melange Forest

2. Legs

Different design, colour and height will change the look of the sofa.



3000 H17cm
3300 H12cm
3700 H12cm
3710 H12cm



3. Accessories

The accessories are available for comfort and function.

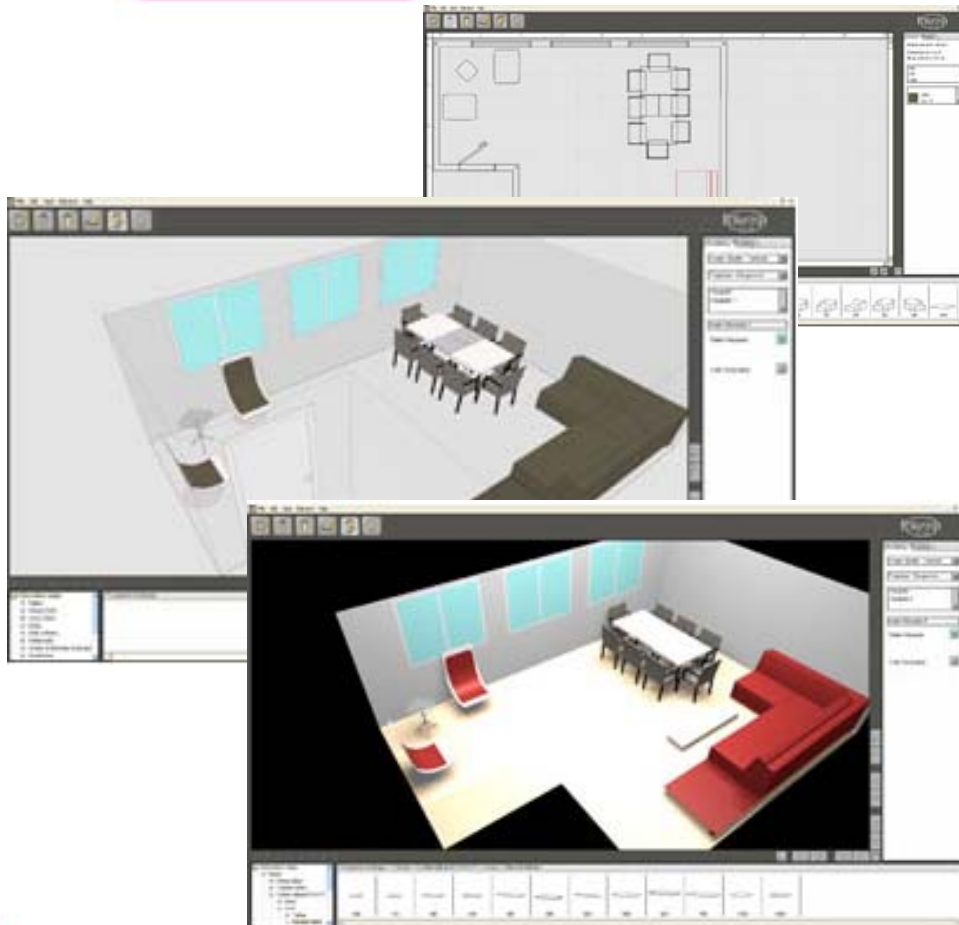


4072 H50cm W50cm
4073 H30cm W45cm
4075 H29 W65cm
5075 W64cm Ø16cm

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Team B

Title: BoConcept



In order to help their customers, Boconcept has developed a very user-friendly software that lets the client create his own piece of furniture on-screen from all the different colours, materials, fronts, armrests, leg designs, tabletops, etc...He can also see how his new piece of furniture will fit and look in his room, by simply entering the dimensions of his room and start drawing.. By studying this company's administrative system, we can learn better how the client servicing functions for custom made products, and be better prepared for this more complex organizational system.

Leu Locati: a case of excellent

Area

Business
Product

Keywords

Niche Market
Industrial Art
Uniqueness
Logo

Contacts

Leu Locati S.r.l. Via Cosimo Del Fante 13
20122 Milano (MI)
info@leulocati.com

Reference

www.leulocati.com



Leu Locati: a case of excellent

The aim of our business is to create a **unique product** for a **niche market** and Leu Locati could represent a good example of it.

It is a company that produces bags and luxury accessories. It was born in 1908 in the heart of old Milan. It is noted for their quality, design and beauty. Not only for container objects, but true **works of art**.

Leu Locati has been able to become famous in all over the world, in a niche market for customers who want something more, products designed and manufactured with love and great care for detail by Italian stylist and the masters of leather goods of the milanese school.

Leu Locati is now an excellent partner of the largest brands of the fashion system. A brand which is now trying his own adventures and lands on the market with its own identity: a collection marked by the signature Locati.



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Team B

Elephant design

Area

Business

Keywords

**Design to Order
Co-creation of Values
Hyper Personal**

Contacts

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5-25-19 Higashi-gotanda,
Shinagawa-ku,
Tokyo, Japan 141-0022
+81-3-5793-9031
+81-3-5793-9032

Reference

www.elephant-design.com

 elephant design



COMPACT IH: This is a cooking heater. If you put it vertically, you can use it as a bookend.

"Elephant design" was established in November 1997 in Japan at the Tokyo Design Center. In August 1999 DTO (Design to Order) was invented. **First on-line concept consumer-participating website:** cuusoo.com, inaugurated product development system, the basis of the cuusoo concept.

In "**cuusoo.com**" individual users, product designers, and business enterprises gather together and form an online community to discuss various proposals, designs, and products' technology in order to select popular items for manufacturing. "cuusoo.com" is a new media space which facilitates user innovation within its online activities.

Users proposed items, which have collected a large number of votes online (calculated automatically according to product type) will be selected for production at a preferred manufacturer.

Elephant design



This little teddy in the size of a palm is a remote control. You can control the channels with his right arm, and the volume control with his left. Then you twist its head to switch it On and Off.



Table chair: parents and kids sit together and meet on eye level.

Elephant design

The system calculates automatically the “break even point” to each proposed item, in which its price as well as required number user’s votes (expressing their will to buy an item) are forecasted and posted online. Once a new product is sold, royalty payment will be paid both to the products’ inventor and its designer.

Interesting aspects related to the FAS.P onSite project are that our products could be also designed from costumers ideas and this website collects **ideas and wishes of users to shape them into real products**. It is a good example of end users becoming author of the idea of a specific product that contains then all their creativity.

CUUSOO BAGS: the ultimate compact form of a bag. Fold it and carry it around on a key holder. Just like the Japanese wrapping cloth, it is multi-compatible to any luggage shape

