

A NEW PRODUCTION BUSINESS &
RETAIL MODEL FAS.P.ONSITE A
SERVICE DESIGN PROJECT FOR A
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Team C





Product

Interface

Co-design

Staff

Place





Product





DESIGN YOUR OWN



*"My shoes give to every man foot,
also the small and squabs,
an inimitable lissomness"*

Mr Rivolta

Atmosphere

Uniqueness

Exclusivity

Design your shoes!

Team C

FAS.P
on site



DESIGN YOUR OWN



*Pick a shoe.
Make it yours!*



Flexibility

Hyper personal

Mass Customization



DESIGN YOUR OWN



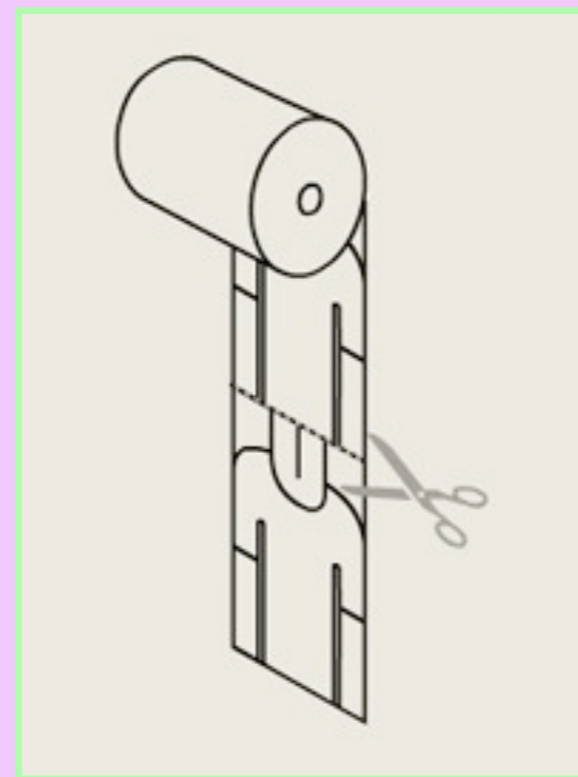
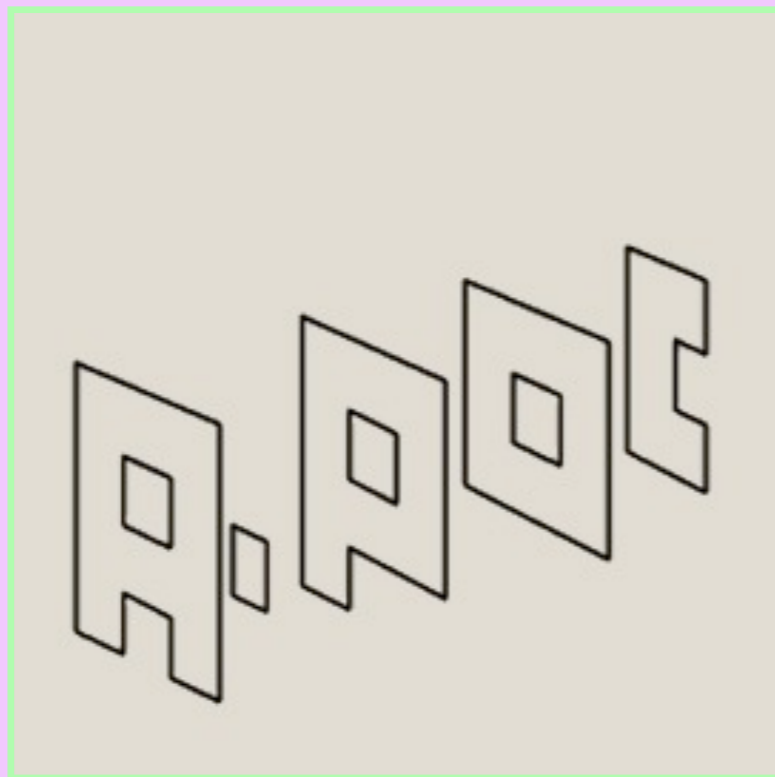
*Whatever your sport,
whatever your personal style,
the customized design and perfect
fit of miAdidas shoes can help
you run faster, react quicker and
always look you best*

One 4 One

Co-design

Integrated Process

Issey Miyake's A-POC line



A
-
Piece
Of
Cloth



line of cloth
specialized philosophy
design solution

mass production

custom - made clothing



*continuous tube of
industrial wool*

*the costumers determines the
shape, length and pattern*



design lab and not a designer label.

Innovative aspects

No sewing required

Thread goes into the loom, the dress comes out

Only cut out along the faint outline already woven

Can be used to create all kinds of goods



The new face of ready-to-wear.

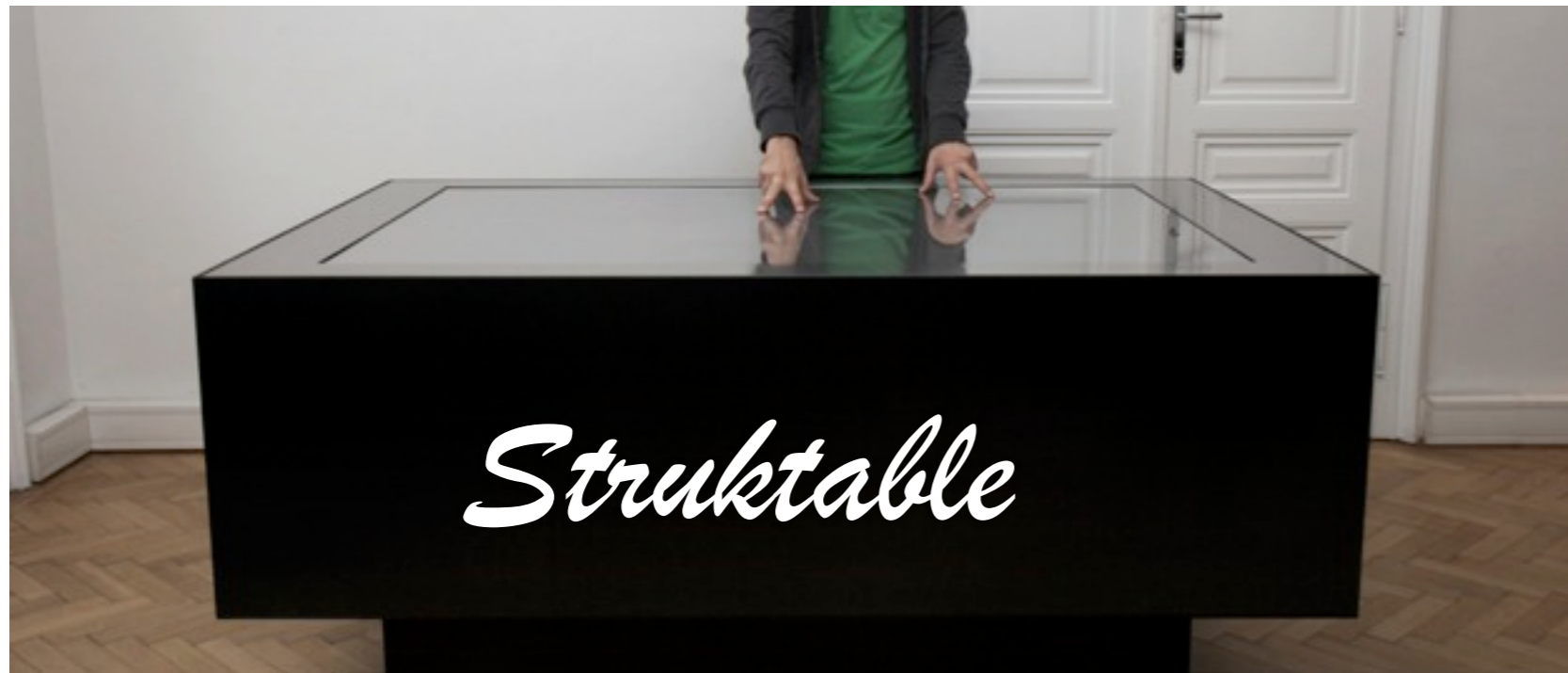
American Apparel Sustainable Edition

- Customers are involved in environmental topics.
They want to save the planet
- A sustainable edition is good also for marketing and for the firm reputation



- Production process matters
 - It is a distinctive mark, no many firms are going “green”
 - Efficiency increases
- High quality product
 - Usually sustainable materials are better
- The product has to be great, no-one will buy it just because it is “green”!

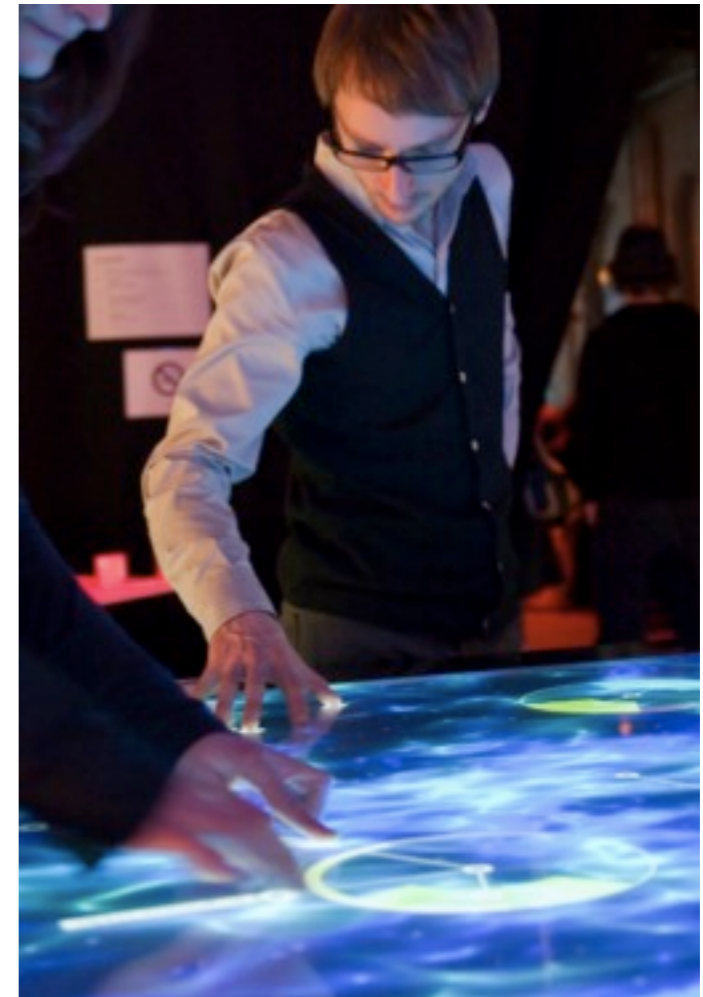




It has a touch-sensitive 70 inches display and it can manage an unlimited number of simultaneously touch even allowing simultaneous activity of several persons.

Strucktable could be the technology that permit to create an immediate confidence with the interface.

We want create a new and strong user experience: our "prosumer" in Fas.p.onSite should be able to design own clothes with a easy interface.



No mouse, no keyboard but only the immediacy of touch.

Apple Store

- More than a shop
- Activities are proposed to customers
 - Product related activities
 - Entertainment



Apple Genius Bar

- Come to shop, return to learn
 - Qualified staff in the shop
 - Users come back to learn how to work with their products
 - On appointment business model
- In our project
 - Customers helped by our shop assistants
 - Fashion courses



Apple Store @Shibuya, Tokio

- Located in a famous shopping district
- The retail site is just a part of the store
 - Sections are reserved to arts
 - Exhibits
 - Live Performances
- We should do something similar to engage users in their waiting time





Our fashion lab



Y's in Roppongi Hills!

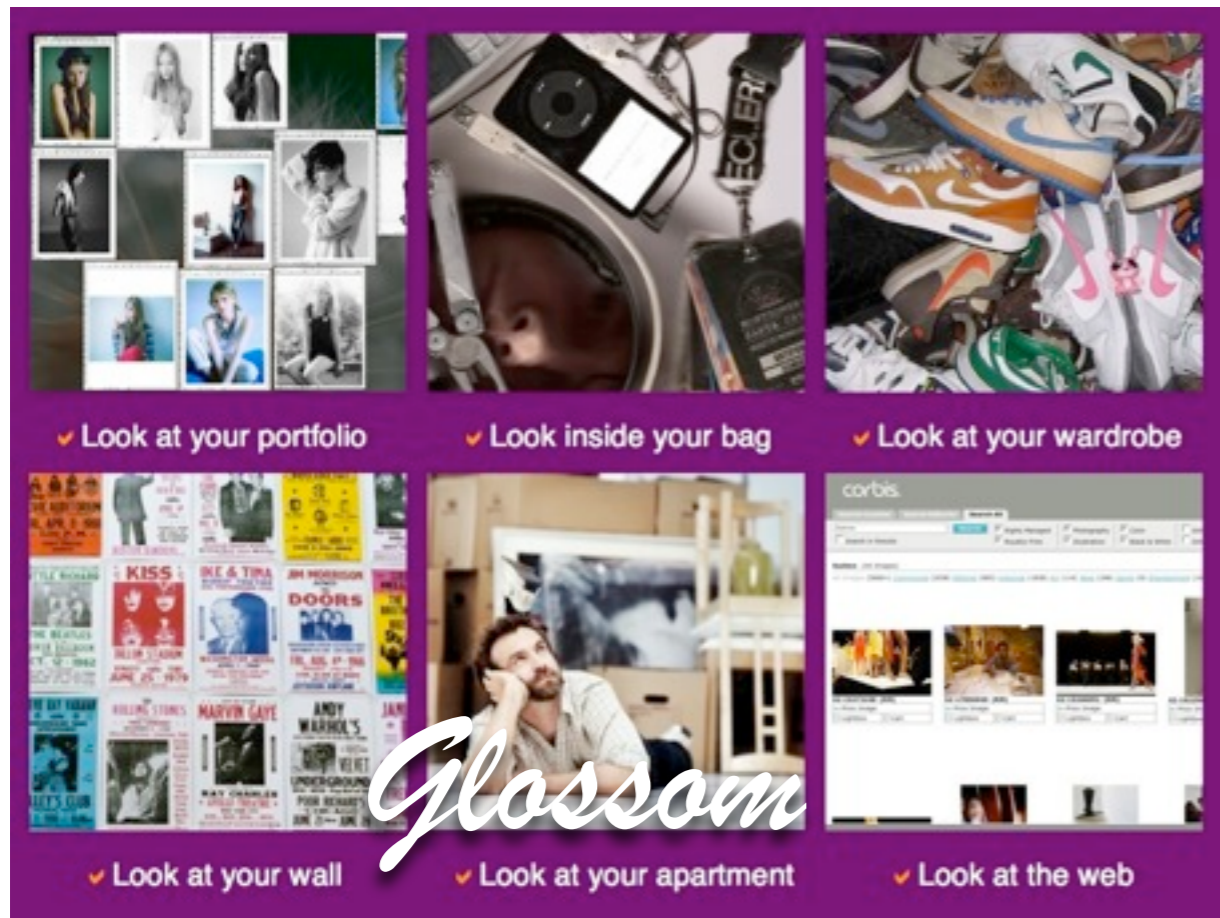
Turnable columns to bring warmth and animation the big store. The movement provides an entertaining spectacle for window-shoppers.

The store is strong and seductive and creates a real impact on visitors; this is very important because the environment contributes to create a positive experience that urge clients to come back.

Giorgio Borruoso

Where people are inside a space we've designed, they don't need to ask, they just feel!

His visionary projects have re-imagined the retail industry, inspiring the creation of coherent, intuitive environments that enhance visitors' overall experience.



Designed for Stylist, designer and artist.

The purpose of Glossom goes beyond the normal social network, its goal is to create not only contacts but real working collaborations.



Created for people who loves fashion.

In Polyvore users can choose their own style looking over a database of virtual representation clothes and accessories of famous and no famous Brands.

Glossom and Polyvore are "social object", monothematic social network

Users could create a collection and share it over many others ordinary social network (es. Twitter, facebook ecc.). User itself are the main advertising medium.



We want to create

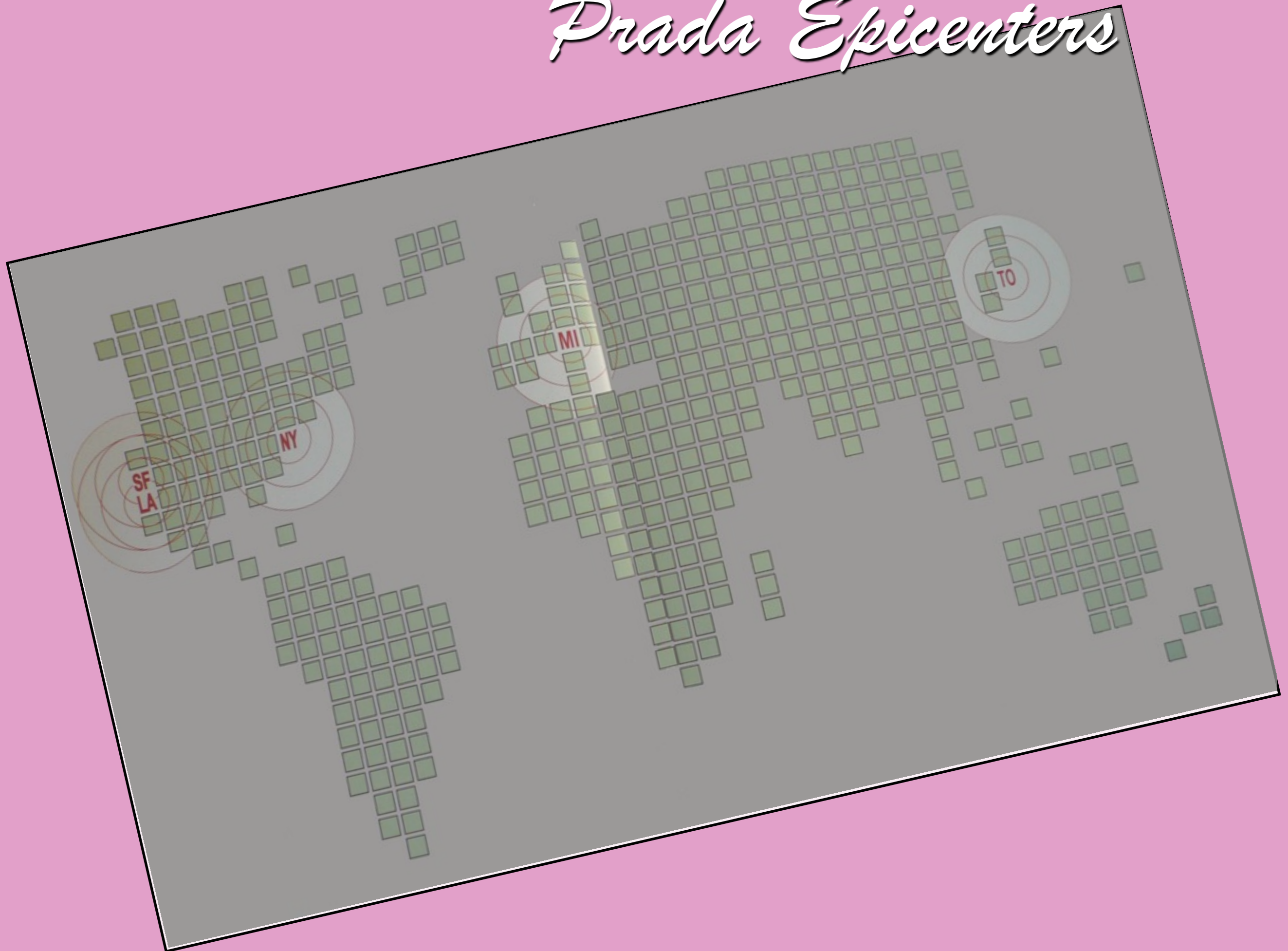
A fashion social networks

An innovative interface that permit users to build own clothes

A system that permits users to create own avatar, show own style and grow their network

A place where users can see or propose new fashion trend

Prada Epicenters



Traditional Shop

SHOPWINDOW	1.4%
SALES AREA	45.8%
CASHIER	1.8%
DRESSING	4.6%
VIP AREA	3.0%
STORAGE	23%
CIRCULATION	9.9%
STAFF	6.3%
MECHANICAL	3.7%

+

No-commercial Activity

STAGE
STREET
PROTOTYPE GALLERY
TRADING
FLOOR
LIBRARY
SHOW ROOM
LABORATORY
ARCHIVES

=



Prada Epicenter

*No a simple enlargement
It's an enrichment*

Store service



Customers relationship



Web site



Store service

TOUCH SCREEN



MAGIC MIRROR



CONTROLLABLE LIGHTING

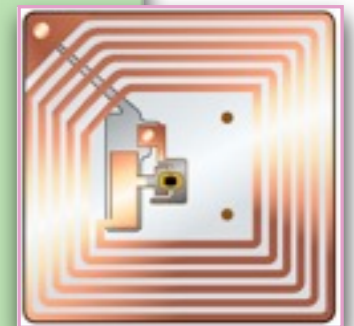


SWITCHABLE GLASS

PHONES

Customers relationship

RFID



CUSTOMERS CARD

