

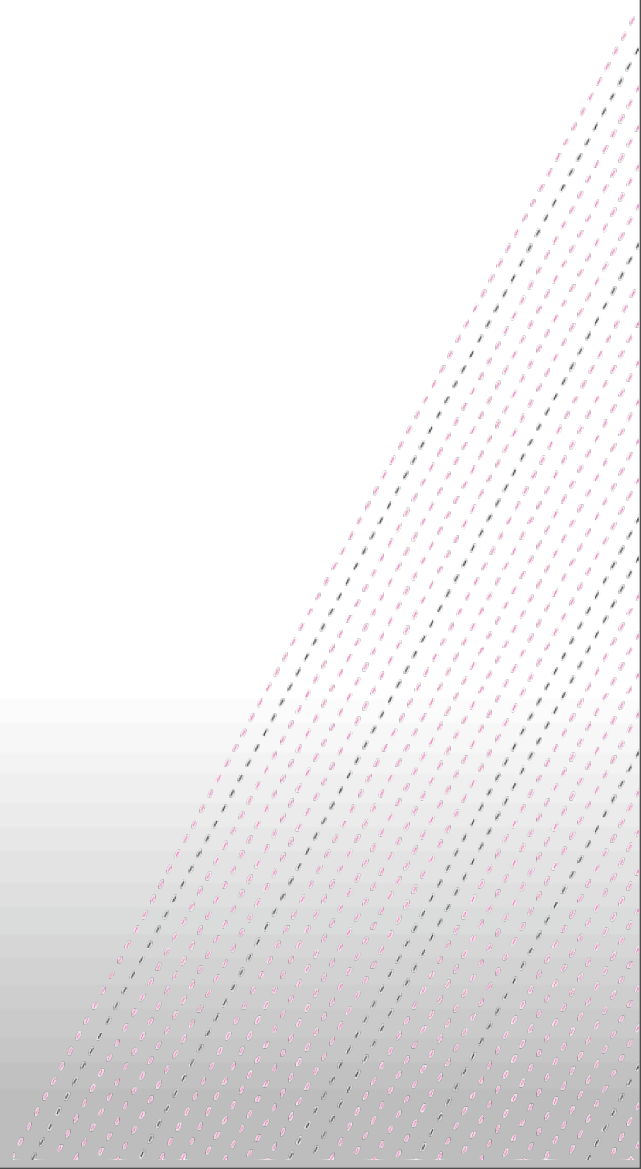


Case histories and scenarios

Team A
09.06.2009

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OptiTex

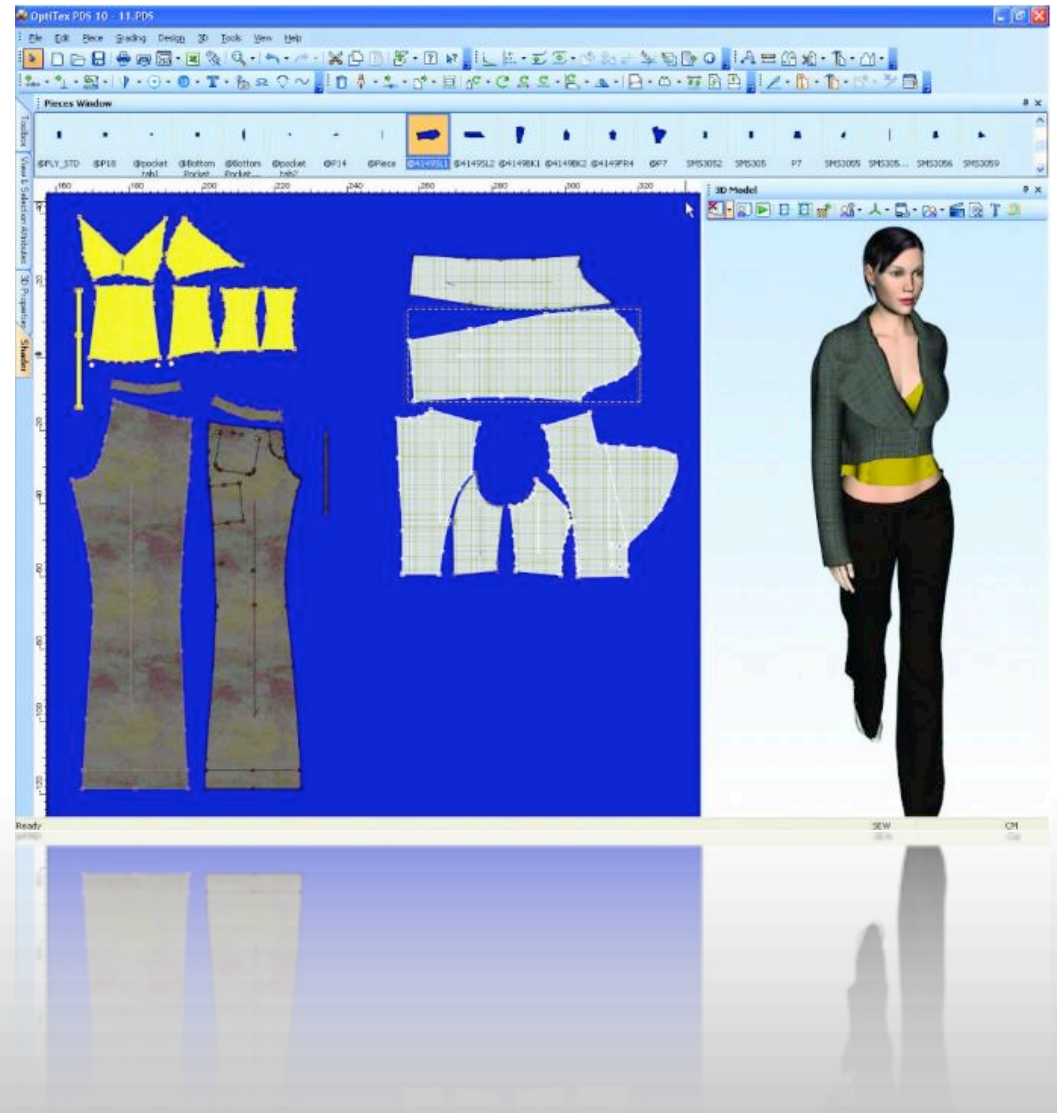
2D and 3D CAD software

Digitizing models and prototyping

Reduce time waste in
creation of seasonal collections
(from 200 days to 40)

Reduce money waste (no more
physical prototyping)

Over 20.000 worldwide installations



Modaris 3D Fit Lectra

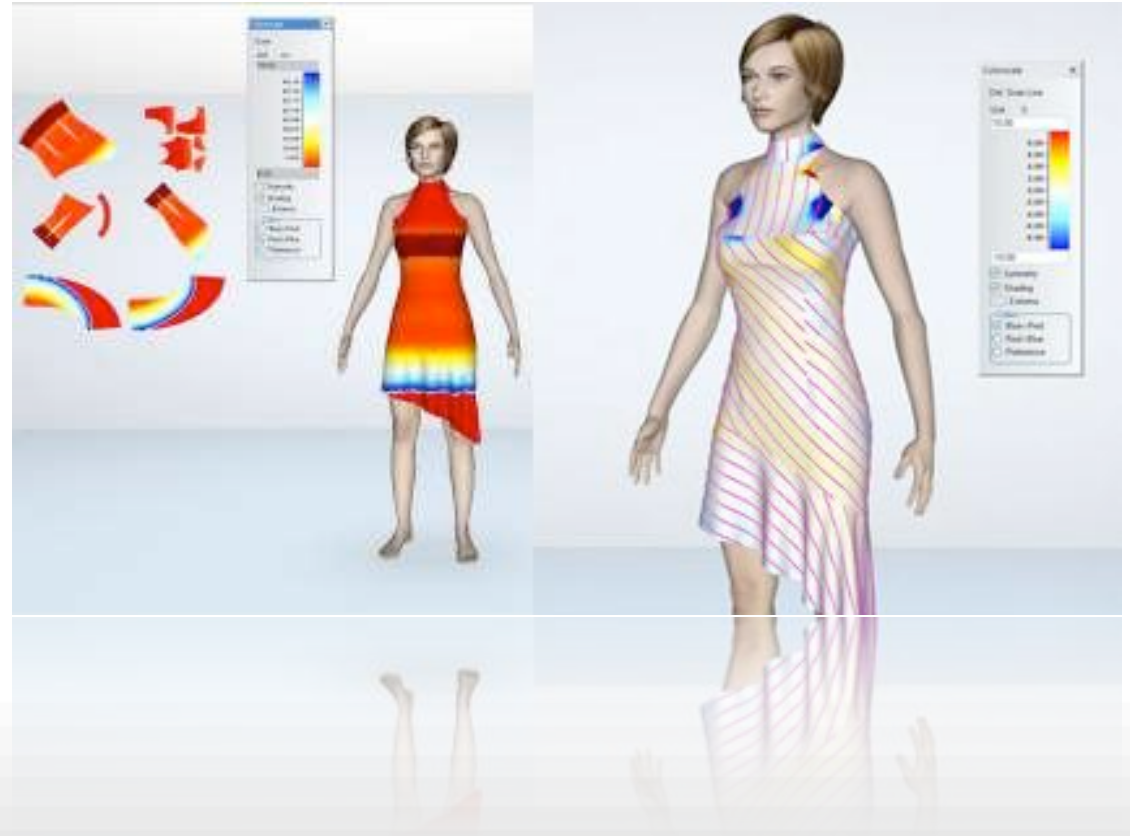
3D prototyping of 2D patterns

Validation for materials,
proportions, balance
lines, comfort distribution

Library of 140 materials

Complete integration with
other Lectra tools
(Modaris for pattern creation)

New oversized mannequins
(58 to 66 for men and
44 to 52 for women)



Shima Wholegarment



Incredible **cost**-savings can be had as a result of eliminating all post-knit labor

On-demand knitting capability shrinks production lead-time considerably

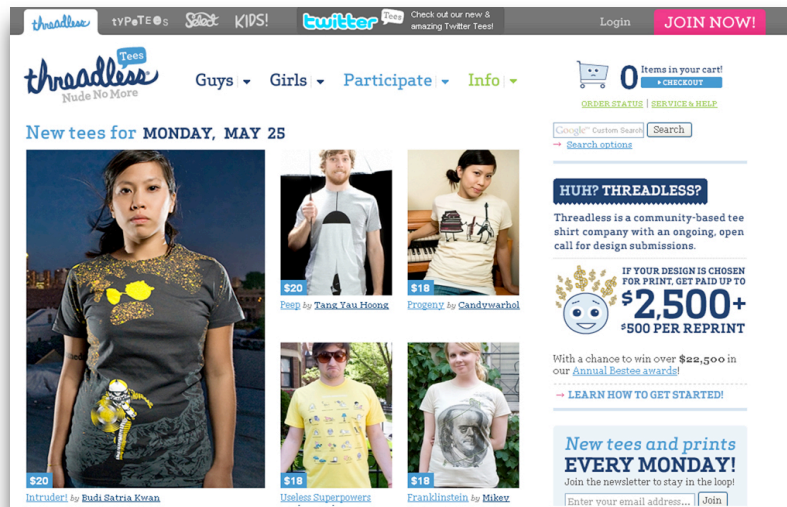
With absolutely no material waste, WHOLEGARMENT is **environmentally friendly**

And the garment itself, being seamless, is also very **comfortable** to wear, and takes advantage of the stretch-quality of knitwear to its fullest.



Threadless

"A community-based tee shirt company with an ongoing, open call for design submissions - if your design is chosen, get paid \$2500 + \$500 per reprint"



- a website where to I) propose t-shirt designs and get them printed; II) buy proposed t-shirts.
- multiple catalogs, updates by blog, re-use of usual technologies (prints on AA t-shirts)
- proposals are scored by users the selected for print: innovation by exciting a continuous contest in a *prosumer* community practicing a kind of *co-design*.
- creation of an informal, low-profile but highly creative concept generating social, rather than technological, innovation: communication strategies based on blogs and social networks.



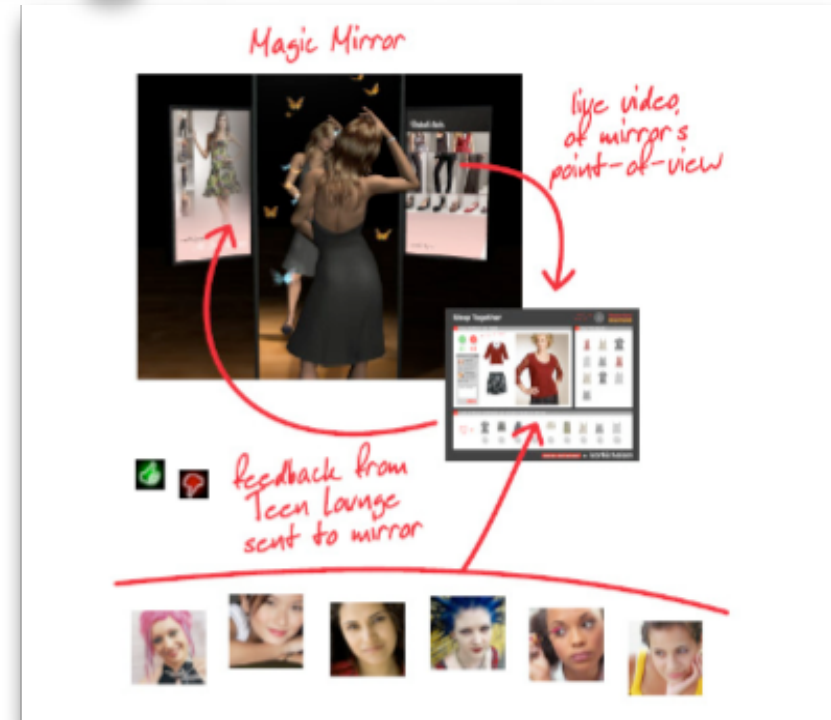
IconNicholson's Magic Mirror

"An Innovative magic mirror"

The shopper enters a dressing room equipped with the MM and begins live streaming to the Internet: friends are able to see the shopper through a social network (facebook; myspace; youtube; friendster). Further they can suggest the shopper other clothes taking a look to the on line catalogue.

The mirror is already used at **Nanette Lepore's Bloomingdales Store** in New York , and offers all the services described.

The services offered by MM enable an exciting prospective, coherent to high placement of our products, use of technologies and retail model.



This technology has to be bought from IconNicholson. As we can read on the Washington post web site one of the high-tech mirrors can cost up to \$25,000, and the entire dressing room runs in the hundreds of thousands of dollars

IntelliFit VFR

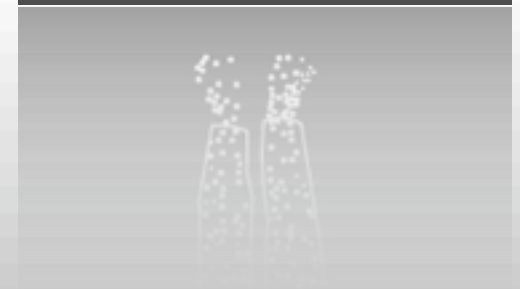
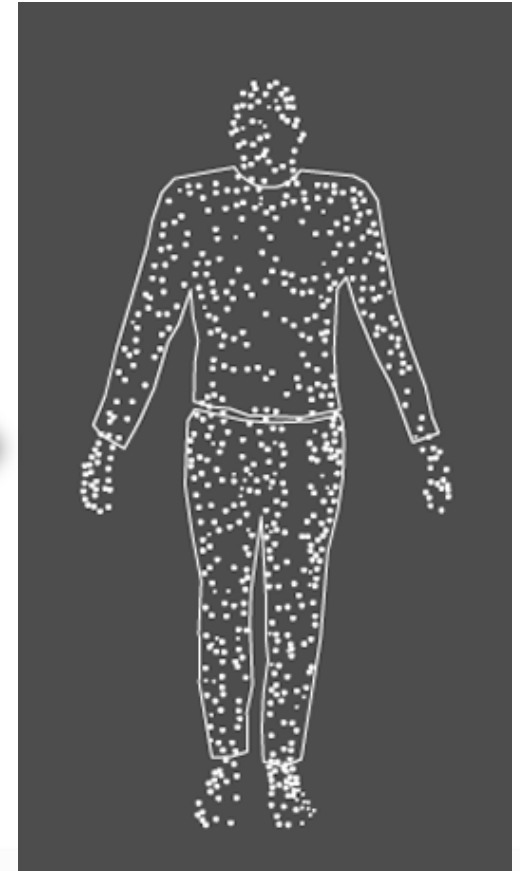
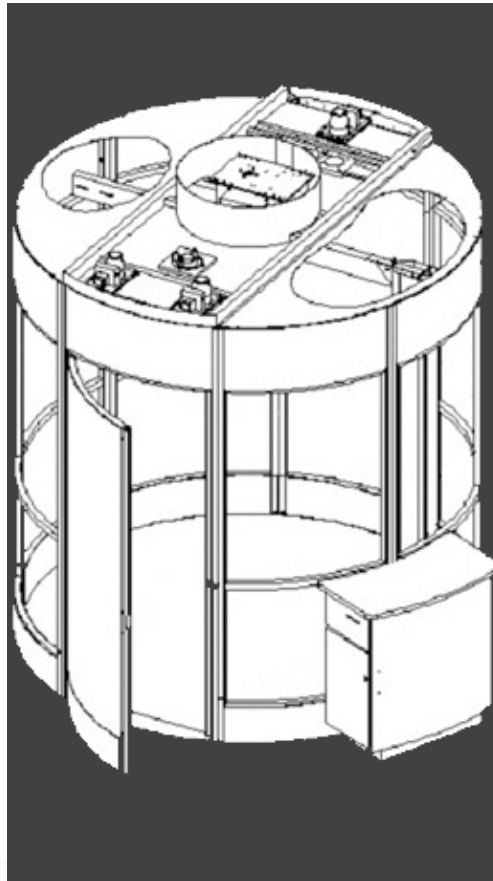
Body scanning
technology

Guarantees perfect
fitting of clothes

Characteristics:

- *fast*
- *unobstrusive*
- *safe*
- *accurate*
- *easy-to-use*

Already used in many
stores (eg: *Levi Strauss*)



Factory Boutique Shima



- First shop to integrate with Shima Seiki's machineries
- Revolution of concept of "boutique"
- Customer in the shop for 1 or 2 hours
- One-of-a-kind co-designed clothes
- Prices: around 150€
- No supporting technologies: body scanner, magic mirror,...

Armani multi-concept Boutique

- *Integrated selling fashion+services model to make people be loyal and relaxed*
- *“Clever” organized shopping place*

*“This is the Giorgio Armani multi-concept store where you can admire the Emporio Armani showrooms, Armani casa, and Armani fiori. You can also have an aperitif at the Emporio Armani **Cafè** or spend an evening at the **restaurant** Nobu, with a dinner by the best Japanese chef to emerge in the last 10 years: Nobuyuki Matsuhisa who opened this chain of restaurants together with Robert de Niro”*

*“On the ground floor of the **Armani** mini-mall, the small café is the ideal spot for an after-shopping drink. In the same premises, the Japanese Nobu is a must for after work drinks and sushi”*



**FasPonSite - time for waiting an order-
to organize this place in a more complex
way and to add there a small
café or TV or show rooms**

Adidas Innovation center Paris

“An example of a radical new retail concept based on customization”

The mIC offers consumers “mi adidas” shoes customization in a place called “CUBE”.

- First consumers run on a **computerized catwalk**: sensors, embedded in the track, record the pressure of their footfall and gauge the individual's running posture.
- Next, the consumer can customize the shoes **aesthetics** through a large flat-screen configurator by simply pointing a finger. Shoes can be worn via a virtual mirror.
- Lastly, the consumers can place an **order** and in a few weeks the shoes will be delivered to their doorstep: however *production is not done on site*



Throughout the mIC experience, customers are accompanied by specially trained “*Adidas experts*” who, like a personal trainer, advise on nutrition, exercise and products with a portable hand-held PC

Hedi Slimane Image Policy

- Fashion, interior and furniture designer
- Photographer
- Talent scout in underground music, top-model casting, from the street
- Writer
- Art director
- Artist
- Video artist
- Organizer of trendy parties
- Constant dedication to the *promotion of himself*

Ongoing work and constant review, with the central role of **communication**: the bases of his success which can be used also in our project.

New concept for our shop as *talent-scout* of some new stylists thanks to the design activity made inside.



ACNE STUDIOS

An alternative cultural system spreading from clothing to other fields like film-making, video art, photography and, most of all, editorial area.



- Clothing Collection shifting from the base of denim to accessories. Designs by Lanvin.
- World diffusion by online shop and "studios" placed in great cities
- Creation of a lifestyle system by using cultural media (directly and indirectly): magazines (AcnePaper), movies, videos, art exhibitions
- Innovation in proposing a system integrating fashion with other different fields.

New Keywords Map



Scenarios

Elements common to all scenarios but with different realizations in each scenario:

- Technology
- Concept of space

Three different scenarios based on project budget: we've not distinguished scenarios only by product price but mainly by the service level and placement we want to offer the customers!

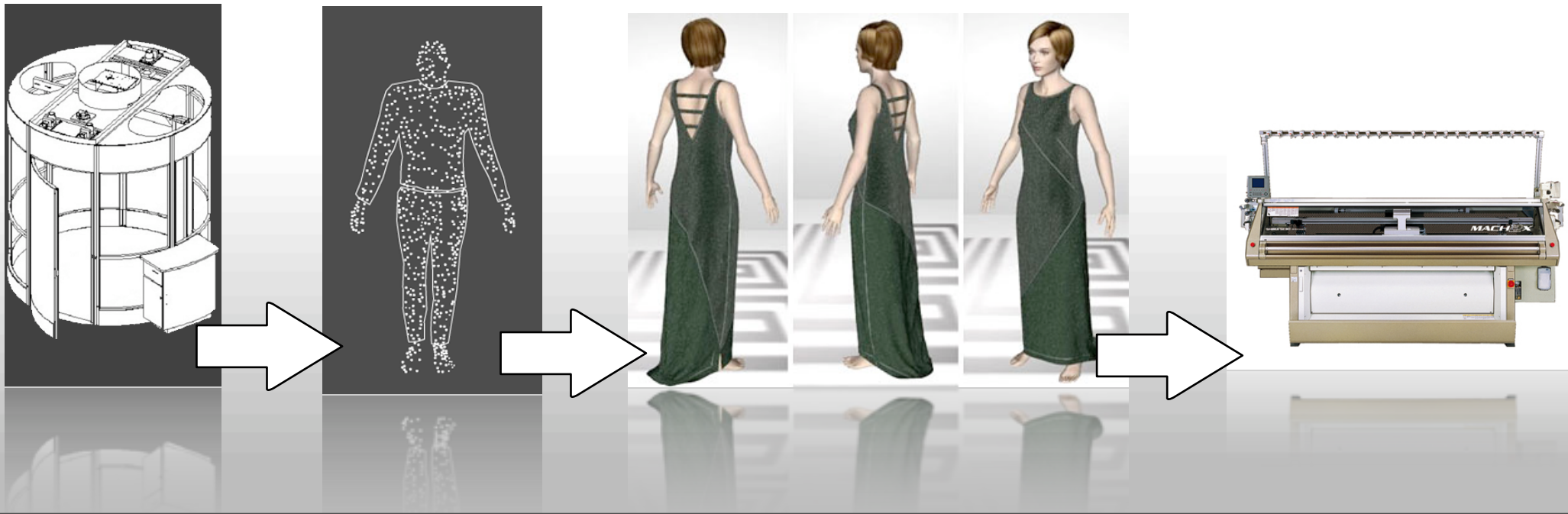
1. **Experience oriented**: easy-cost product
2. **Personalization oriented**: average-cost products
3. **Luxury oriented**: high-cost product

In every scenario would be appropriate to proceed with a thorough market analysis to determine the average prices of the products. Those provided here are only initial estimates of the group

Technology

- User scanned with *IntelliFit* VFR
- Data become input for clothes design tool (*OptiTex*, *Modaris*, etc...)
- Co-design with user
- Production with *Shima Seiki*'s machinery
- Other: *Magic Mirror*, *Microsoft Surface*, ...

Problem: integration of completely different (and proprietary) technologies



Space concept

key: typological adaptation to each scenario.

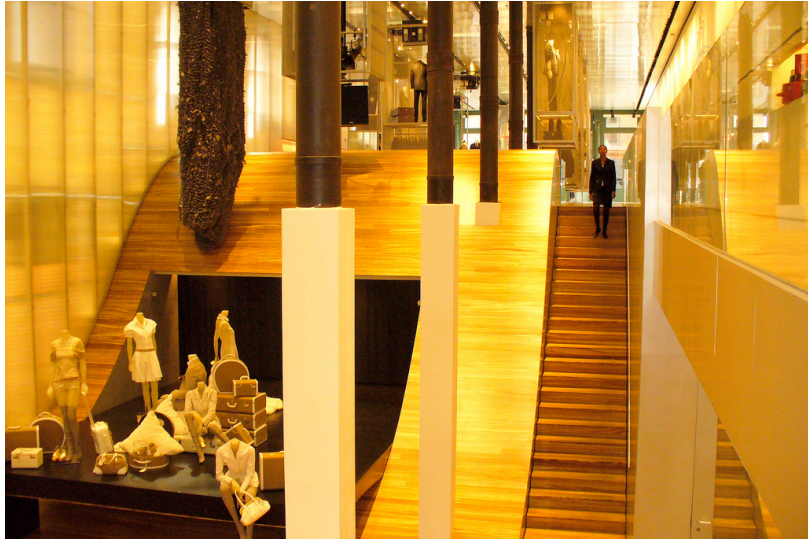
Considerations:

- Starting point: the origins of the old fashion atelier (closer to FasP than nowadays shop).
 - setting in existing building and adaptation of functions to traditional distribution (*enfilades*)
 - *concept -> design -> production (tailoring) -> final exhibition and proposal (luxury space)*



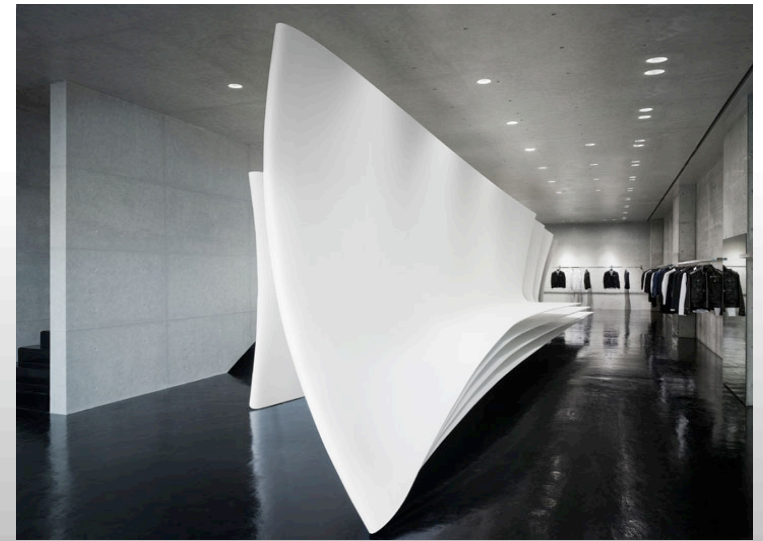
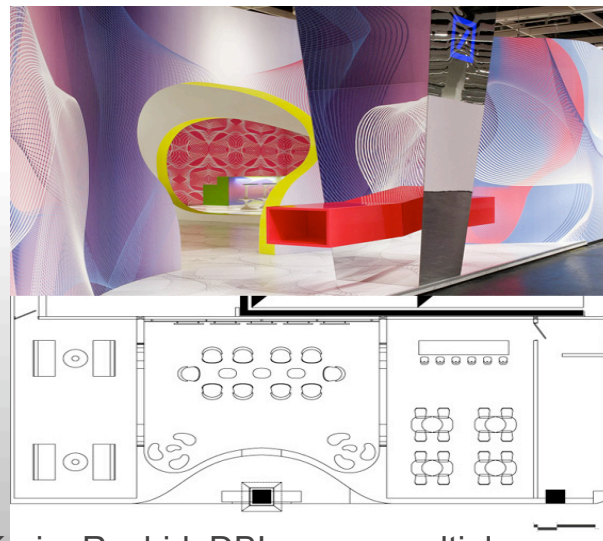
- *Nowadays: User experience has become more independent, without the need of direct interaction with personnel or production. Shops interacting with pre-existing contexts and transforming built spaces to guarantee high-level customer-like experiences to user*

FasP as a strengthening of interaction between user and production: the fashion production itself can become a leisure activity, allowing user to follow the creating process of his clothes. So the shop should have open spaces and innovative ways of dividing the different activities done inside.



Rem Koolhaas: Prada store Soho; Prada Tranformer, Seoul

Matali Crasset: scenography "Pitti Immagine"



Fabio Novembre: Weitzman store, Rome

Karim Rashid, DB Lounge, multiple spaces in conventional plan

Zaha Hadid, Neil Barrett store, Tokyo

Scenario 1: Experience oriented

The mission in this scenario is to give the customers a *different daily shopping experience*. Mainly he/she pays not for the product but for something new, that he/she contributes to create at the buying moment by choosing himself the main features.

Technology - Body scanning with IntelliFit technologies. Designing and prototyping with CAD 2D - 3D tools, such as OptiTex or Modaris 3D Fit. Shima Seiki's machineries for production

Additional services - possibility for customer to choose models or details from on-line catalog, to decide about material, size, color (from palette). At the lab-measurement, consultation. Waiting area services - coffee & plasma TV, magazines.

At a first estimate product price will include a fee for:

- materials, shop rent and other administrative costs
- amortization of the cost of purchasing equipment for the customization
- a little price premium

Estimate 50€ - 150€

Scenario 2: Personalization oriented

In this case we think our customers are interested in having a perfect personalized product. **The focus is on product personalization!!!** He/She pays for the product personalization, and “*not only to live a different experience*”. Further we believe that customers are not willing to pay a premium price for a VIP treatment.

Technology - workflow is similar to the first scenario. "Extra" technology to improve user experience: Microsoft Surface and Magic Mirror

Additional services - possibility for customer to choose models or details from a printed catalog on site together with consultant, to have a personal consultation of stylist and designer with help of magic mirror (decide and choose on site about material, size, palette and additional details. Waiting area services - small cafe'-bar.

At a first estimate product price will include a fee for:

- materials, shop rent and other administrative costs
- a not negligible fee for shop assistants pay
- amortization of the cost of purchasing equipment for the customization
- an average price premium

Estimate 150€ - 500€

Scenario 3: Luxury oriented

This scenario envisages the creation of a market niche, reserved for VIPs, sheiks, businessmen, etc. The customers in this case demand an extra treatment that includes a unique buying experience and a top product. Therefore all the elements seem to be essential: the use of innovative technologies, the creation of a unique atmosphere, a captivating location and a high-end product.

Technology - workflow is similar to the first scenario. "Extra" technology to improve user experience: Microsoft Surface, Magic Mirror, Adidas Scan Table, ...

Additional services - complete design on site from the start, totally individual and exclusive models, consultation of stylist&fashion designer. Waiting area services - a stylish small cafe'&sushi bar+show room for some fashion shows&trainings in luxury fashion and design.

At a first estimate product price will include a fee for:

- materials, shop rent and other administrative costs
- a not negligible fee for shop assistants pay
- high fee for amortization of the cost of purchasing equipment for the customization
- an high price premium

Estimate > 500€

Conclusions

- Impressive potential for innovation
- Not only technological innovation
- Need to define product placement
- Uncertainty about technology interoperability

The logo is located in the bottom right corner of the slide. It consists of a magenta rounded square containing the text 'FAS.P' in a bold, white, sans-serif font, with 'on2ite' in a smaller, white, sans-serif font below it. The '2' in 'on2ite' is stylized with a dotted pattern. The background of the slide features a light gray gradient at the bottom and a pattern of thin, parallel, dashed lines in pink and black on the right side.

FAS.P
on2ite