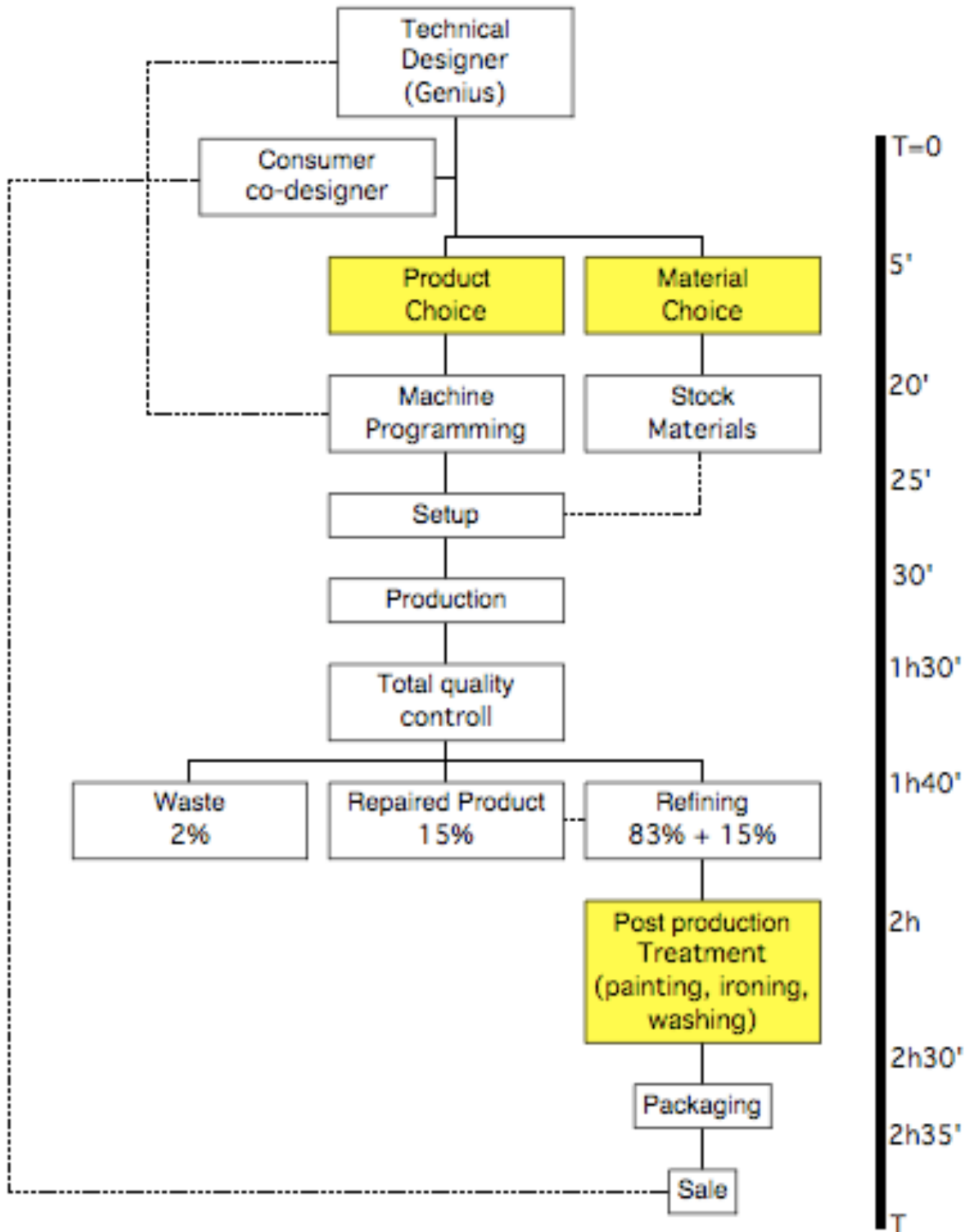


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The process

With this document we want to describe the different phases of the production of a custom fashion object, focusing on the most critical aspects (Highlighted in yellow in the chart).



For a better understanding of the issues there is the need to clarify the main aspects of the project, that are the concept of what we want to do, the possible problems and issues related to the production and the business model we would adopt.

Concept

The first thing that has to be decided in order to be able to go on with the project is what kind of product we are going to make and what is our target market.

In the team meeting we had we defined the following type of product we may manufacture:

- Pret a porter
- Casual
- Sport
- Baby collection
- Accessories
- Elegant dresses
- Home collection (Something like sofa covertures, towels, carpet...)

It is clear that the choice of a particular kind of product will heavily affect the other phases of the process and it is a key factor also for the business perspective of our project.

We can make a similar consideration also for the market segment we are aiming at, for example we may want to produce high end or cheap clothes.

This choice is strictly related to the kind of goods we are going to produce, for instance if we aim at the richest segment of the market we may think to customize standard products of well known firms, making some collaboration with them adding some value to their clothes making it unique and personal.

On the other side we may also develop a brand new line with specific item that can be customized by the customers.

If we are interested in the majority of the market it is better to produce accessories or casual clothes, to allow everybody create his own style with some customized details rather than a completely personal cloth.

It is important to notice that these two approaches are not exclusive; it is possible to have in the same place both the retail store for the expensive clothes and the cheap accessories.

Technical issues

After having defined what should be the outcome of our production we have to check if it is feasible to do that with the existing machinery.

It will be necessary to talk with the producer of the tools to know what are the materials that can be used without a massive post-production treatment that would slow down too much the realization of the product. That would impact less if we have a longer delivery time, but it is crucial if we want to produce items just in time.

Another important thing to clarify is what are the personalization grade we are able to achieve (total, small customization...). The bigger the customization the more problem we will have to face, since the production of a completely new cloth often requires some trials to setup and calibrate the machinery. With small customization this problem is avoided, since the refining job can be done just once for all the clothes.

Other constraints

To make effective our process we need to provide high qualified shop assistants (Something like the Apple genius), able to deal with the Shima-Seiki machinery and to guide the customers within the creative process.

This kind of shop assistant is not present in the work market so far, so we have to think also at some training session to create the right professional figure for our store.

Business

Once we have defined what we want to produce and who will be our customers, we are ready to discuss also the more business related topics like the shop location and size, wither or not provide some side activities, partnerships and collaborations.

At the end of this process, when we have defined all the ideas mentioned above we can start working at a first prototype of our fashion lab.

A possible business: the patches bag



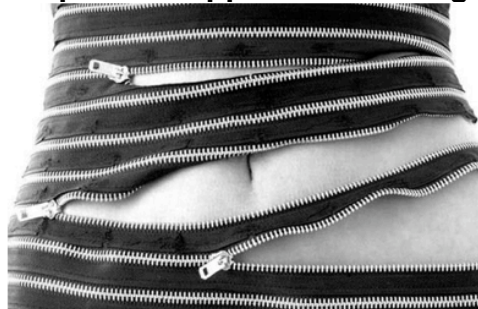
Interesting Ideas

We found these interesting concept and we want to report its here:

Colour your dress



Unique 120-Zipper Dress Design



Eco-Friendly Products in Multifunctional Packages

