



## Agenda:

- Our Target
- The New Business
- The Webplatform
- The Rhythm
- The community
- The Ecolab



Chiara Rancati  
Designer, 35

She searches for originality  
and creativity

Saying: "the difference  
between style and fashion  
is quality"  
(G. Armani)





higher education



environmental  
attention



Age



well-being



Target



artistic - design works



individual style



## Economic Situation:

Italian textile Market ~ 17.000 M€/y  
Wool, Cotton, linen (~60%) ~ 10.200 M€/y

Bioanalogy (~1,5%) ~ 153 M€/y

Population in Metropolitan Area ~ 24%  
(Milano, Roma, Torino, Firenze)

Potential Market ~ 37 M€/y  
(Penetration in the market ~ 0,2%)

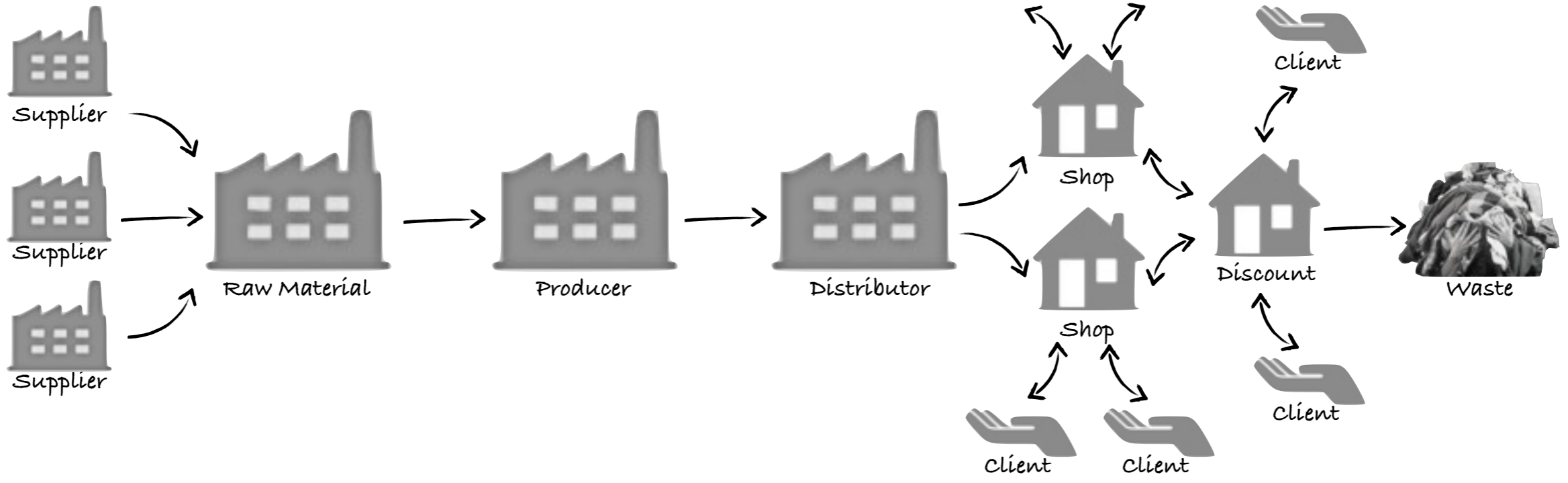
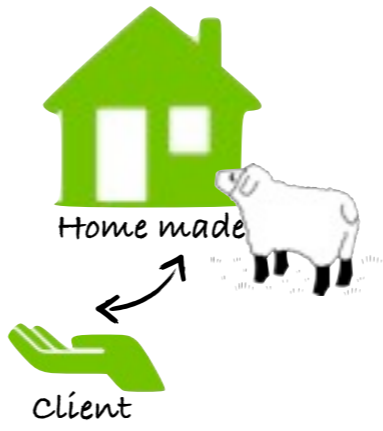
Quality

Uniqueness

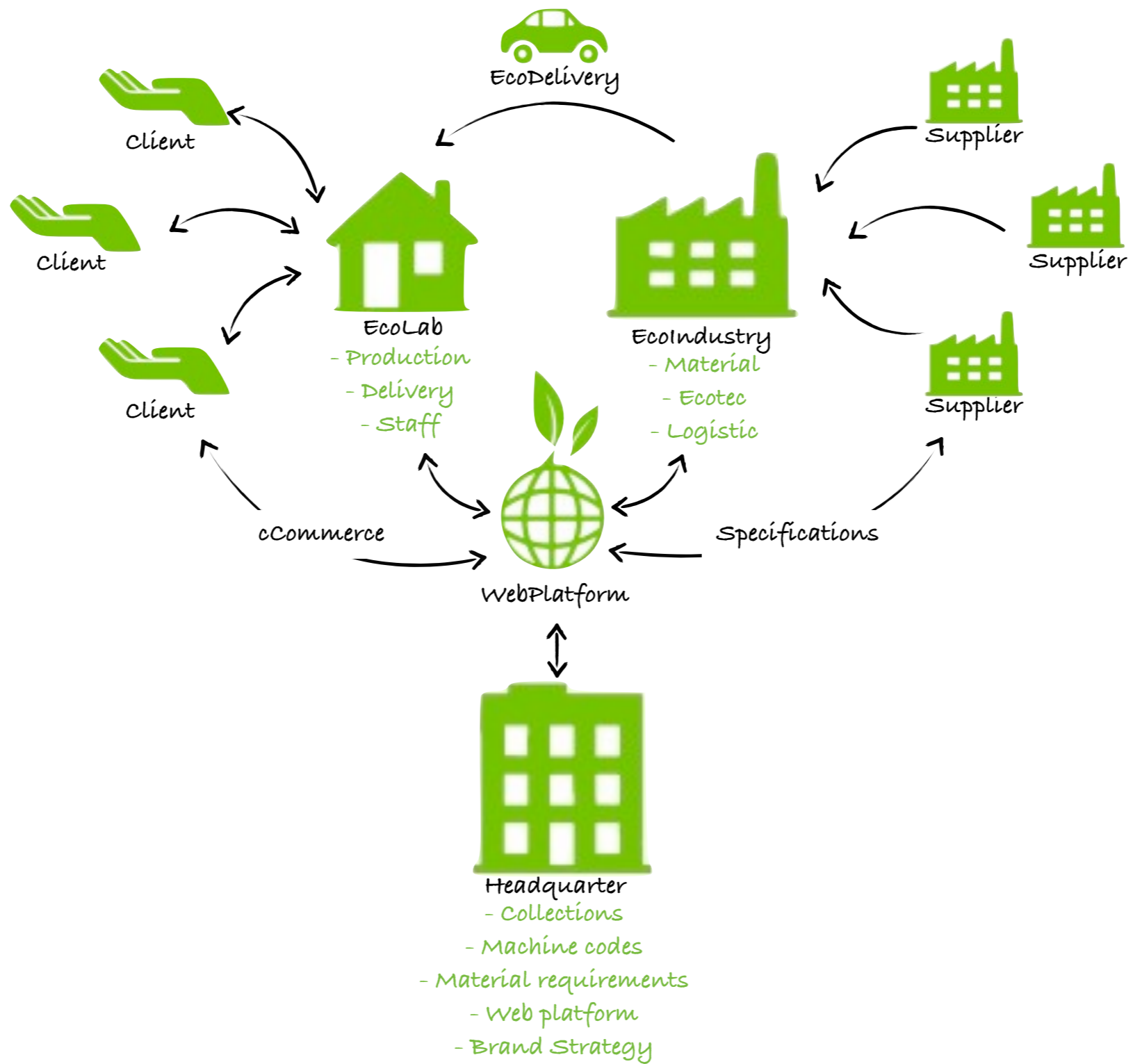
Morality

Security

Sustainability  
Volume



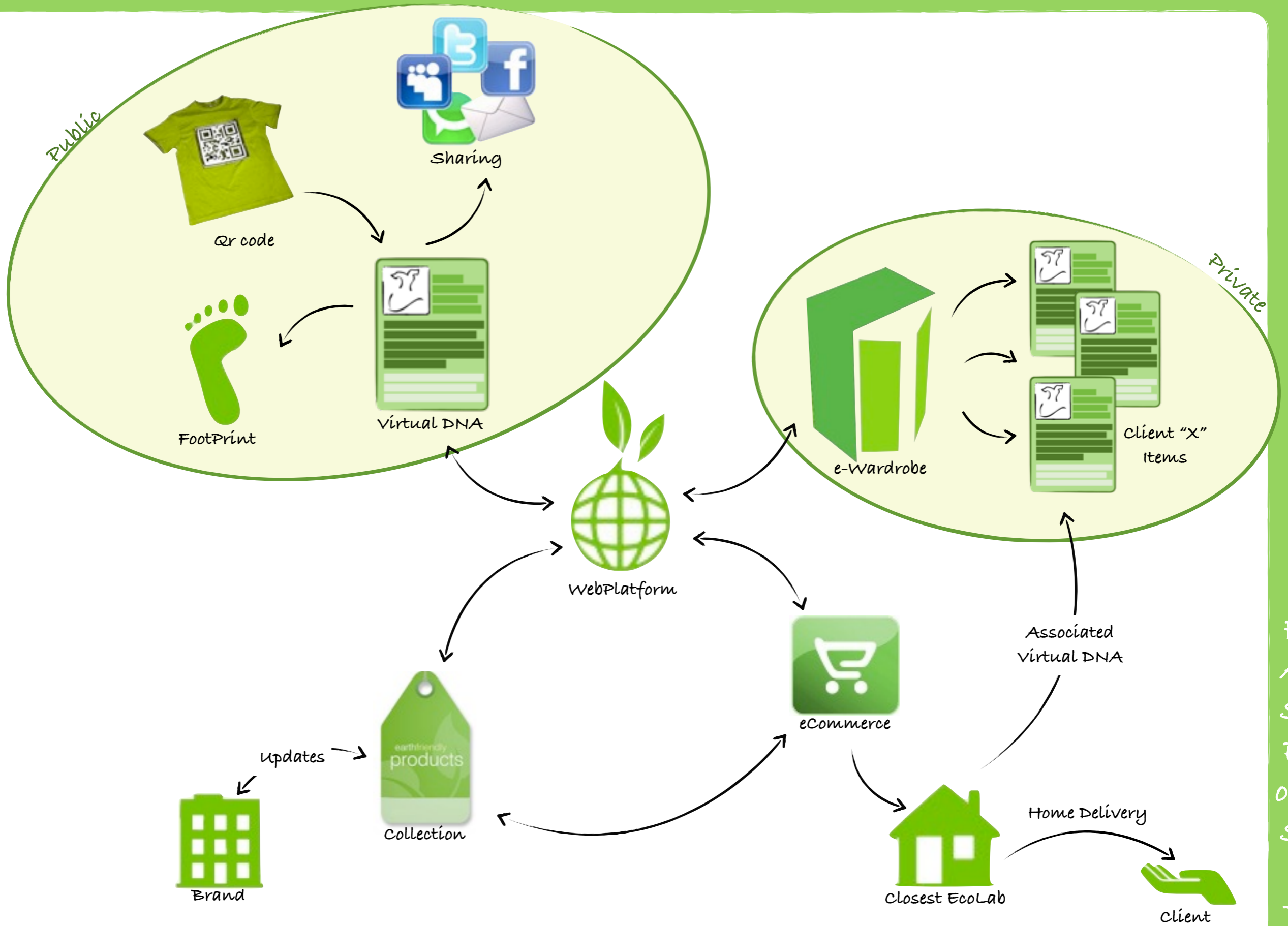
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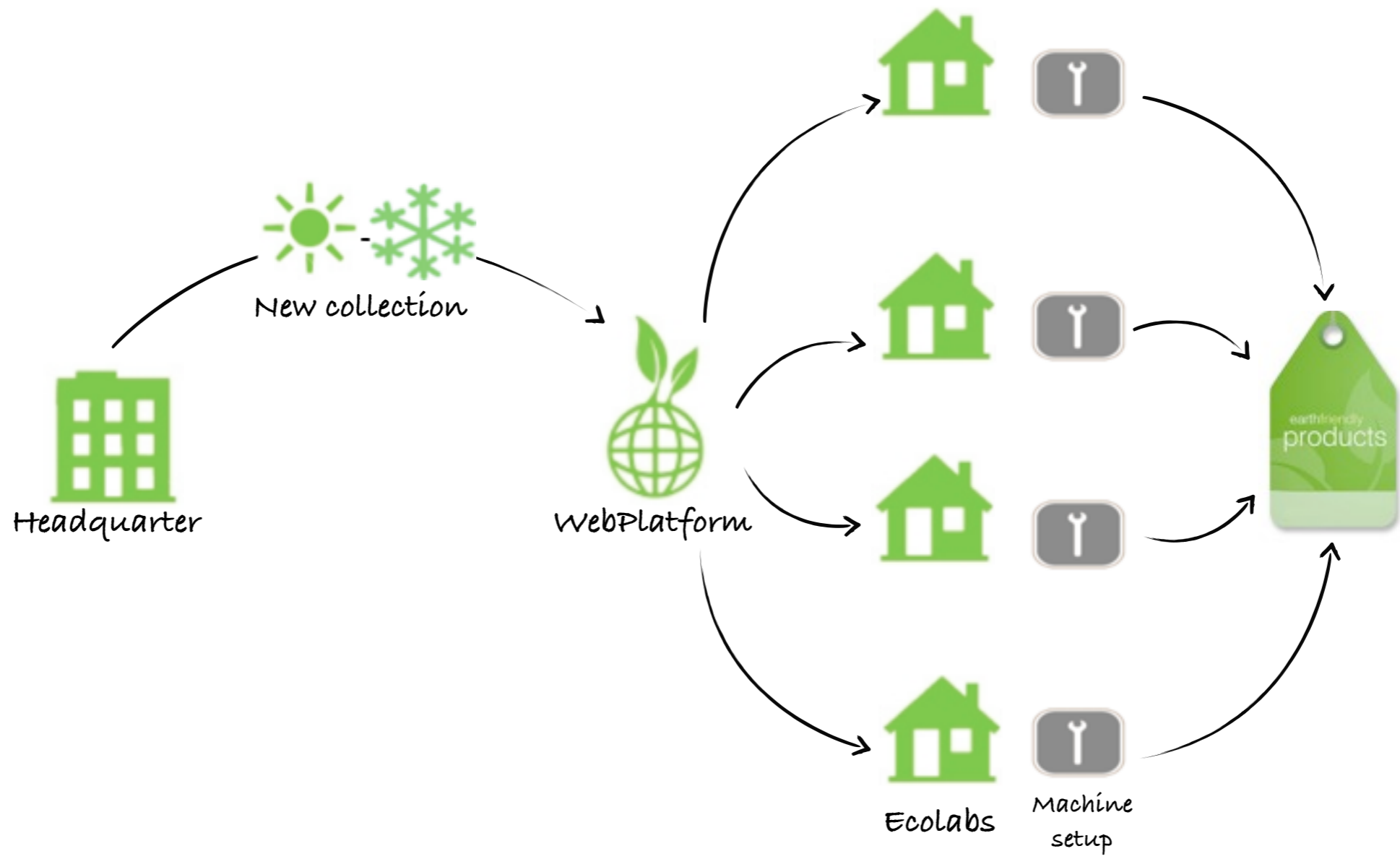


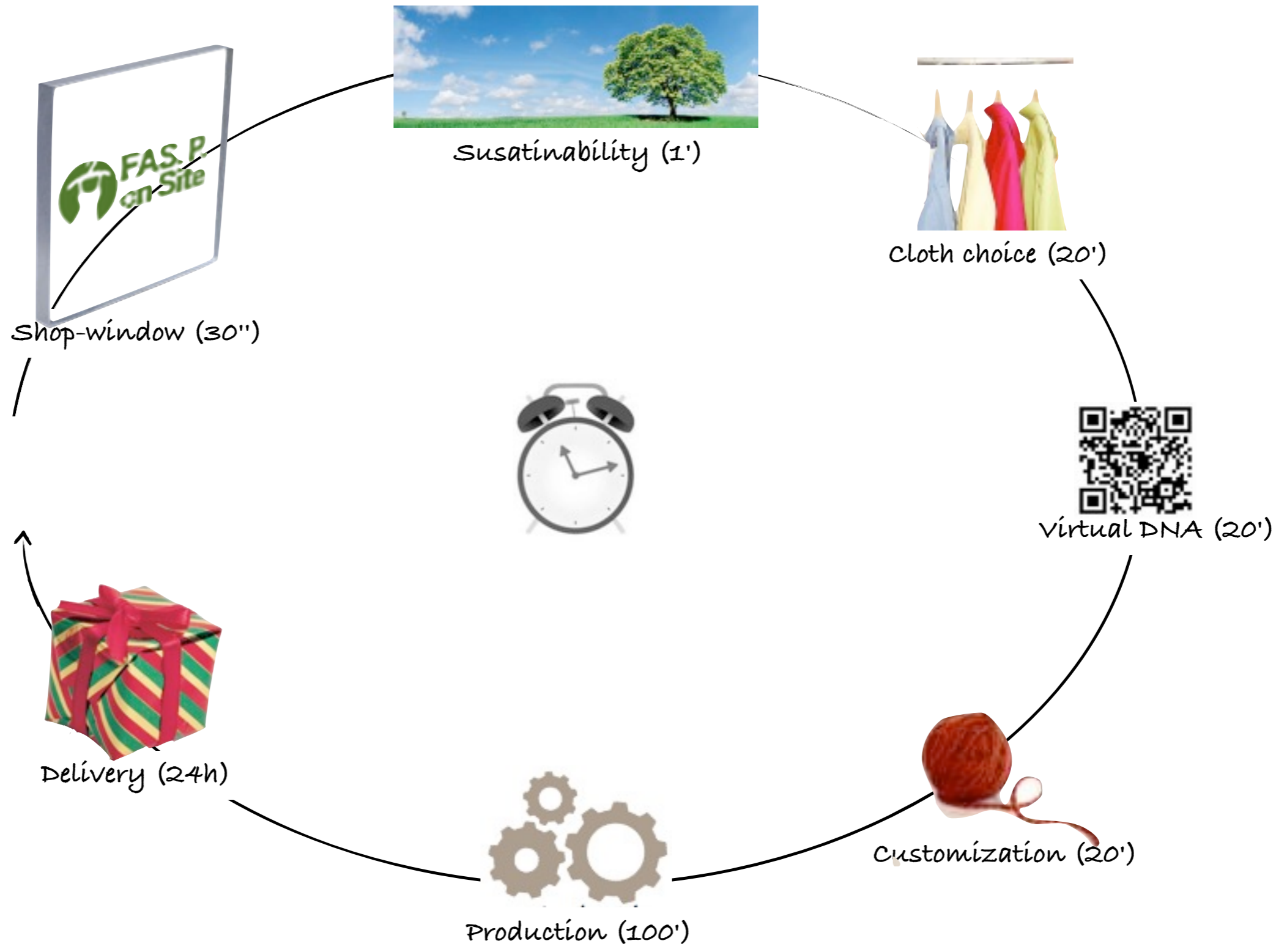


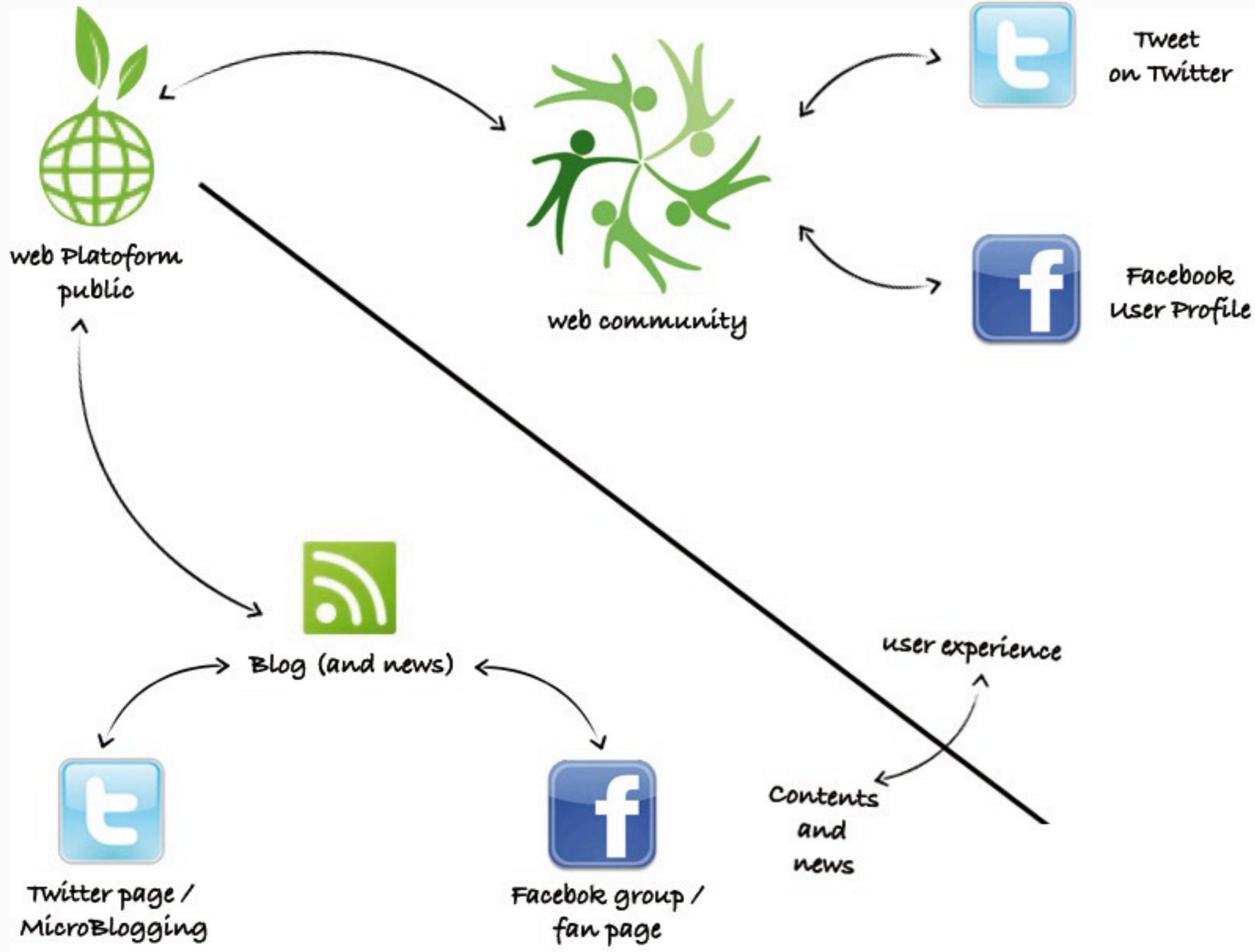
The service: One Possibility  
Brand + Franchising Ecolab

Actor	Product	Service
Brand	Global System	/
EcoLab	Flexible Kits	WebPlatform + Collection
Client	Fashion Item	Total traceability + EcoCommunity











web community

for everyone, not only for our customer

About Fashion and Environment

Between a Forum and a Social Network

- no concept public/private profile
- no "friends" concept

Main functionalities:

- Profile (like Facebook)
- Discussion about Fas.p.onsite
- Application about Fashion and environment
- Directly connected with blog and news

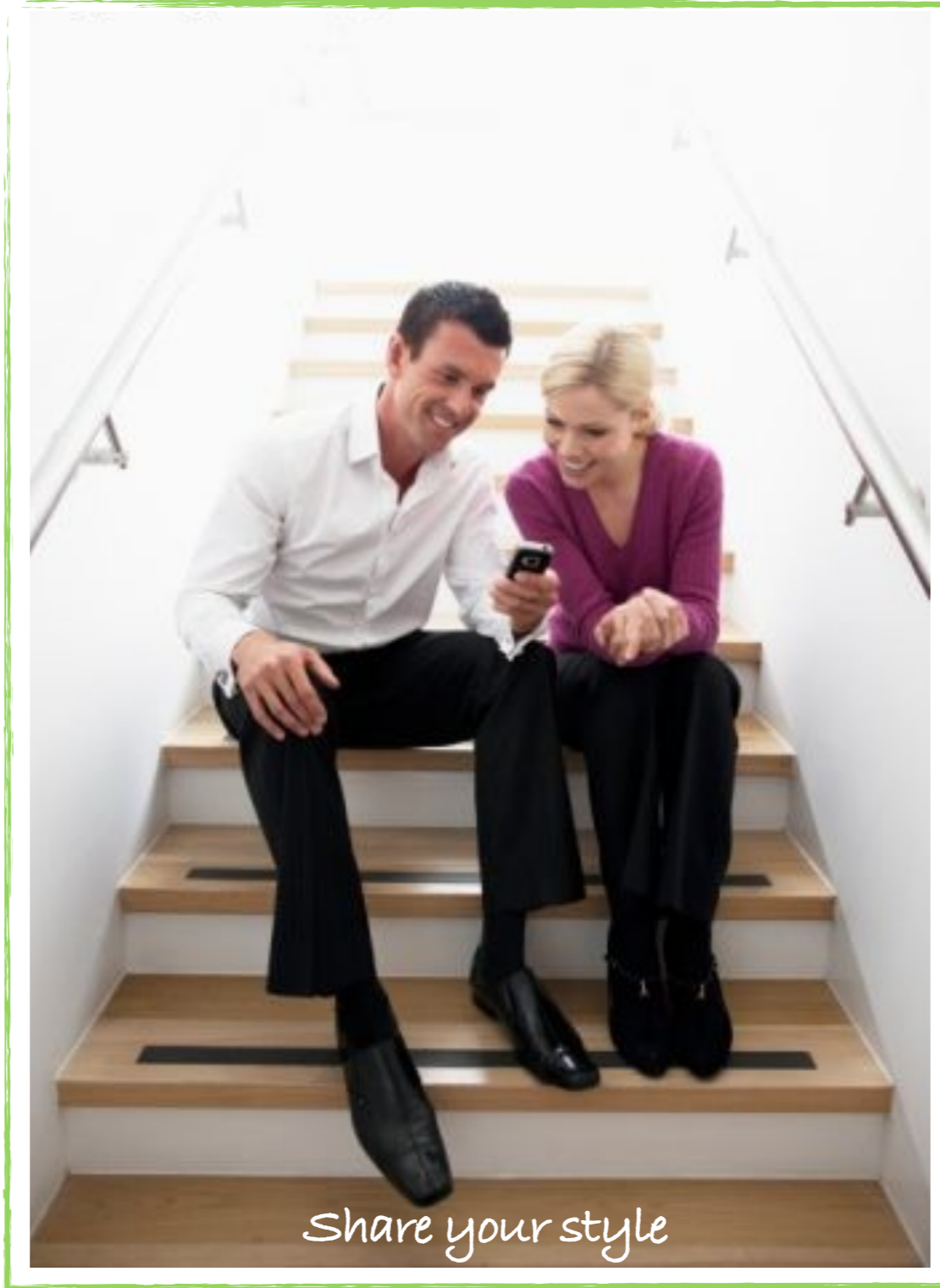


Two type of user:

- Basic Member
- Privileged Member (our customer)



Not only virtual  
Our customer share the same values







Furniture kit



Collection



WebPlatform



Production kit

Ecolab

the future fashion

# Location

City Center



## Strengths

- Excellent visibility
- Location in the places frequented by the targets

Empty Urban Space



## Strengths

- 100% sustainable shop, according to our philosophy
- Possibility to offer to the retailers the ready-to-go package: already furnished and sustainable container, including the new collection.

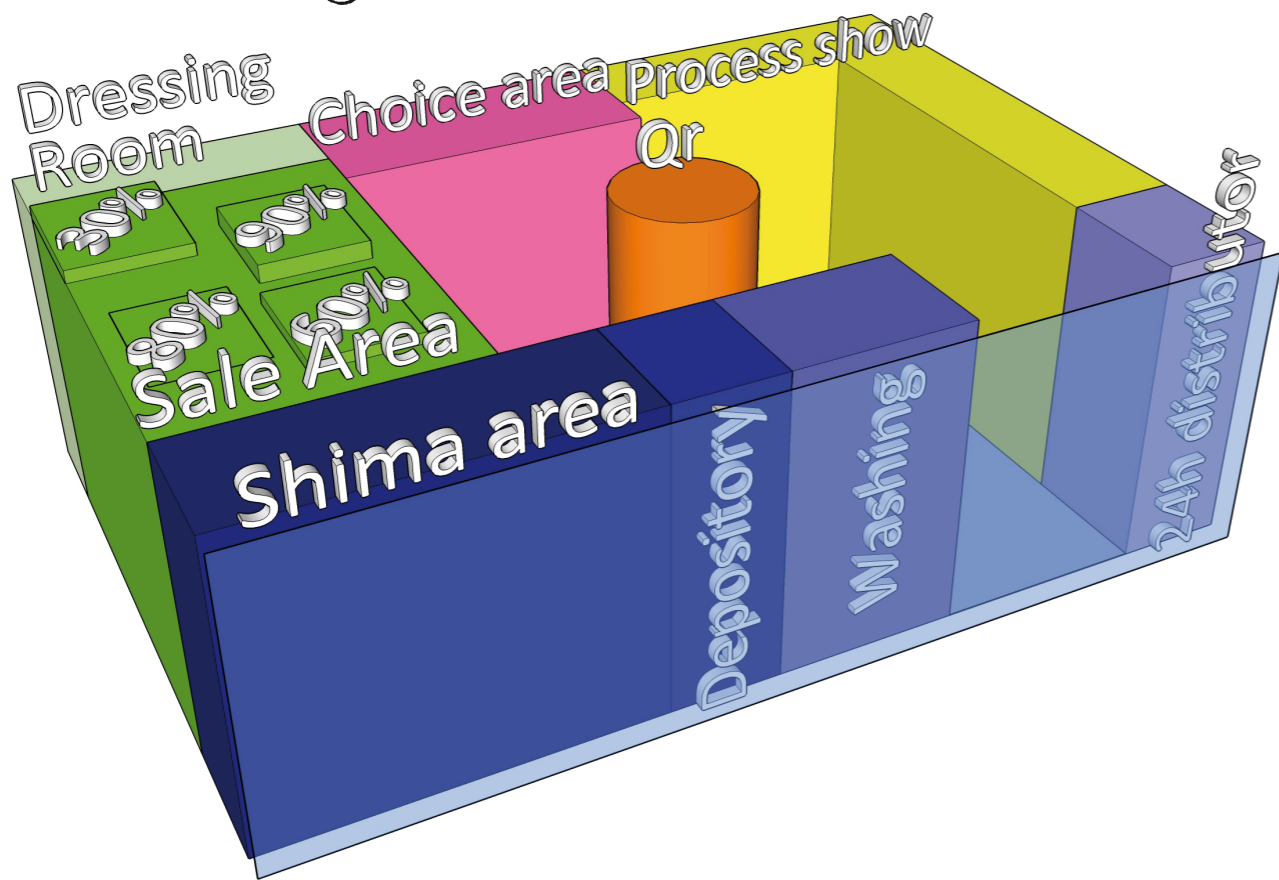
## Weaknesses

Lean visibility, reachable only if known.

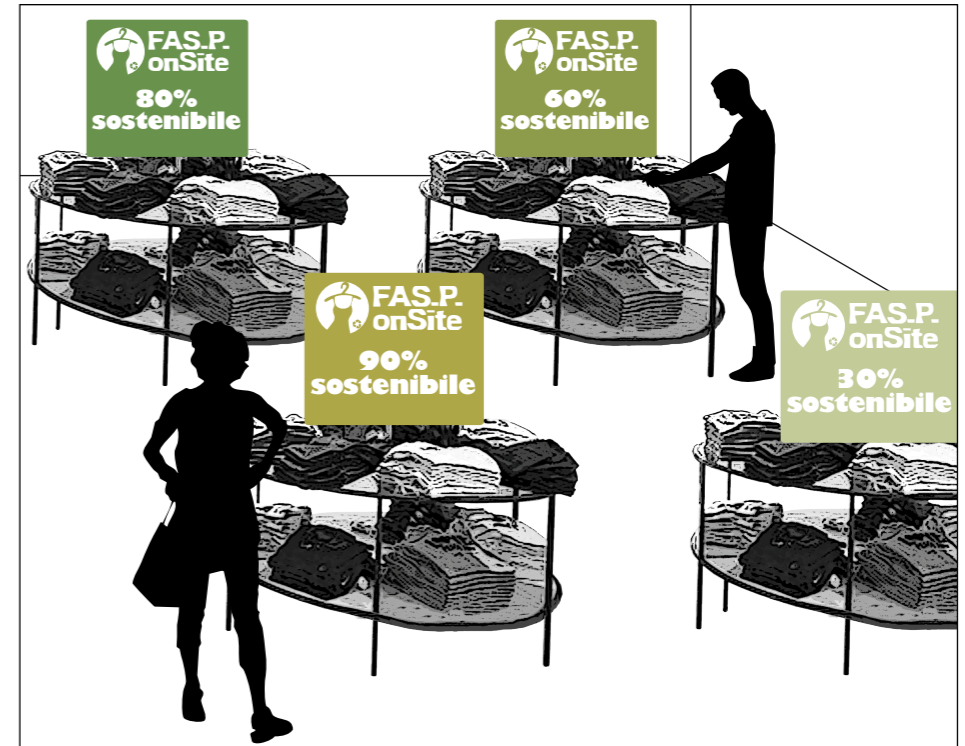
## SUSTAINABILITY

- Possibility to buy green energy or to install photovoltaic panels to yield the energy to power the shop
- 100% sustainable materials for floor, walls and internal spaces.
- Internal furniture realized in 100% recycled materials.

# Shop layout



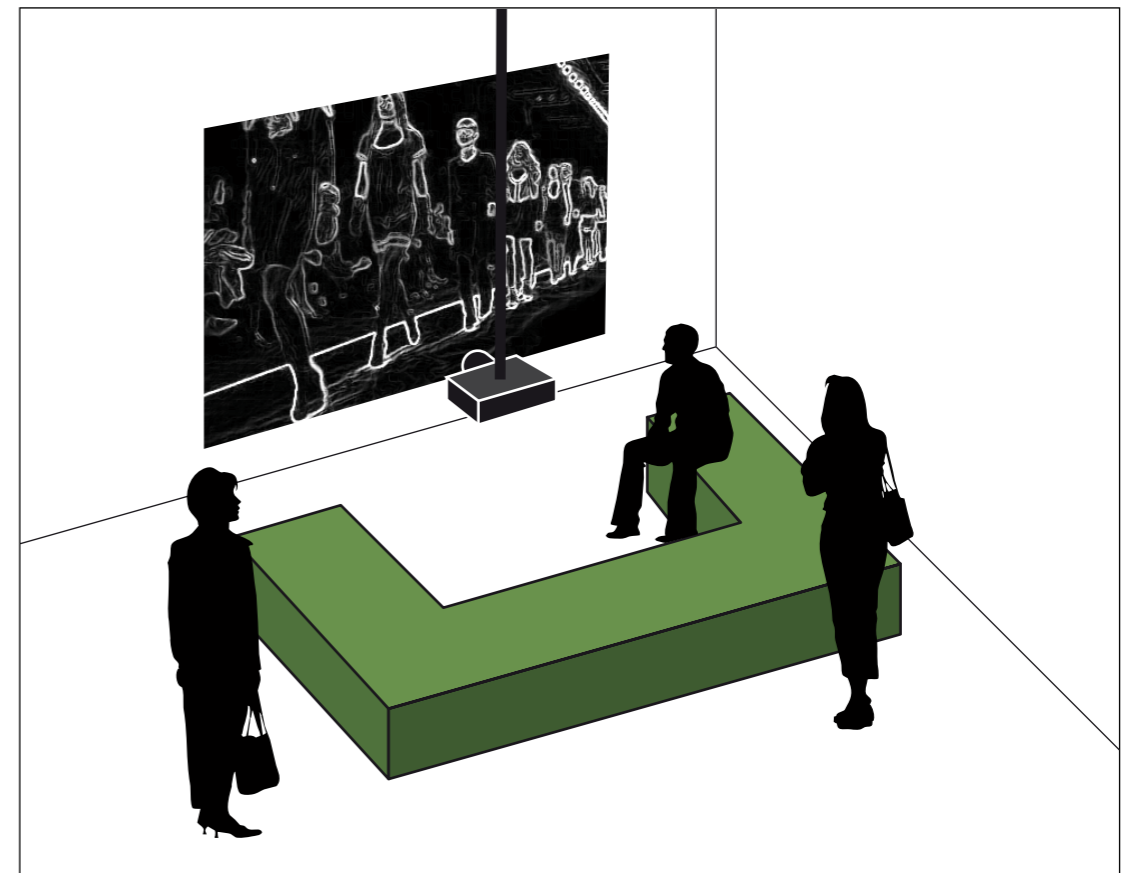
## Sale Area



## Choice Area



## Process Show



# Interior furniture



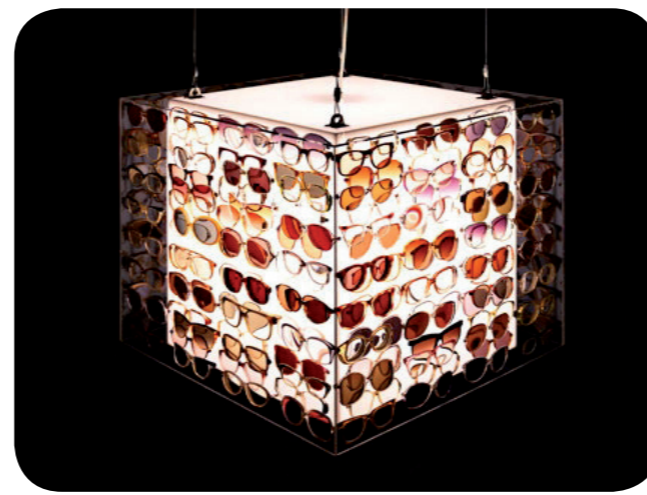
**Exhibitors** in recycled material or 100% recyclable

**Furniture:** all the pieces of furniture present in the shop (seats, pendants, etc) are **eco-friendly works of art** realized by artists or designers sensitive to the theme of sustainability. They will be pointed out the name of the artist and the data about which and how many things have been recycled to yield the object.

The internal space of the shop is meant to turn into a sort of exhibition for the artists/designers to show their committed works.



"Cabbage chair" by Nendo Design  
a 100% sustainable armchair, made from  
rolls of waste paper.



"Twenty Twenty" by Stuart Haygarth  
a chandelier made from hundreds of  
broken pairs of glasses.



"Inya chair" by Ryan Frank  
a chair made entirely from  
recycled wool cut offs lending the  
chair more warmth and comfort.

- Ecotec yarn: 90% recycled cotton and new fiber (bamboo, cotton, etc.)
- Elimination of dyeing processes
- Absence of chemical substances



## Collection style

