



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

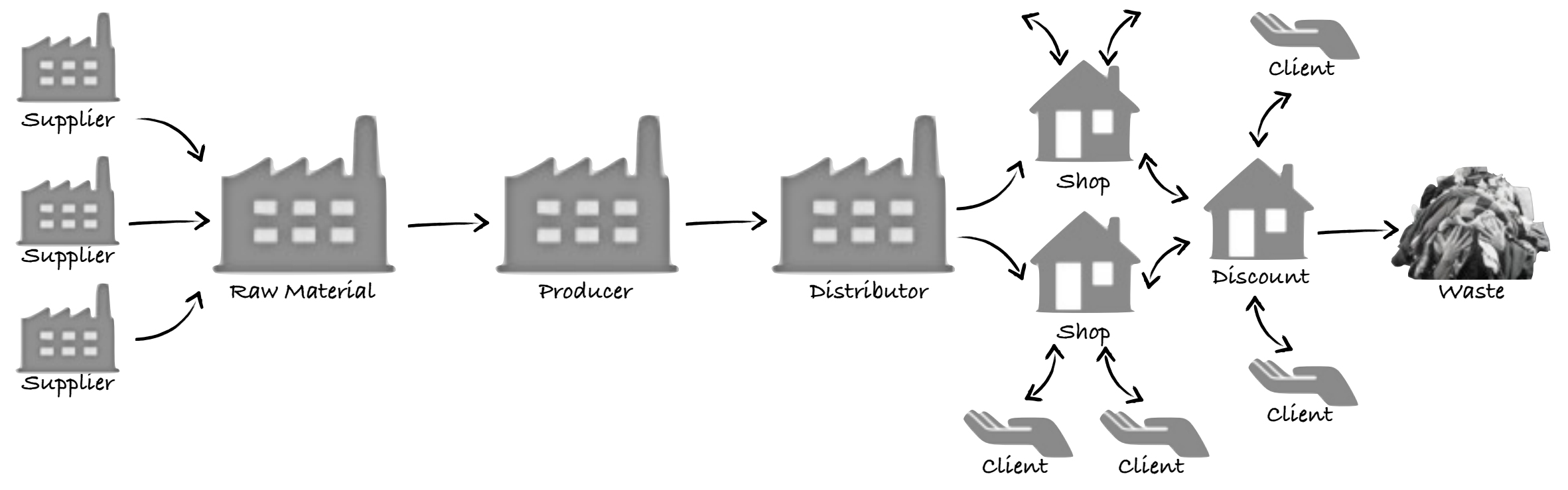
Uniqueness

Morality

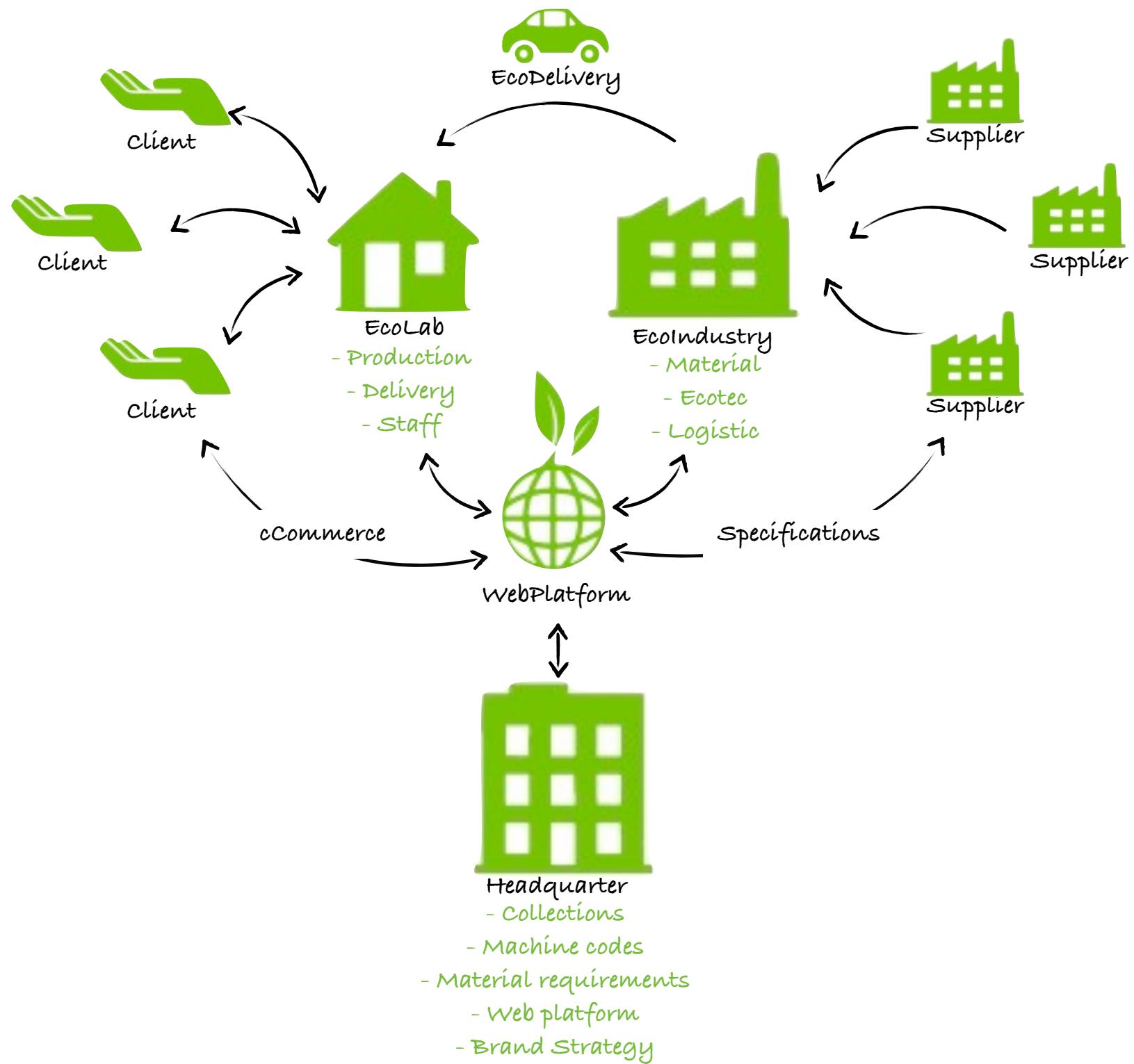
Security

Sustainability

Volume

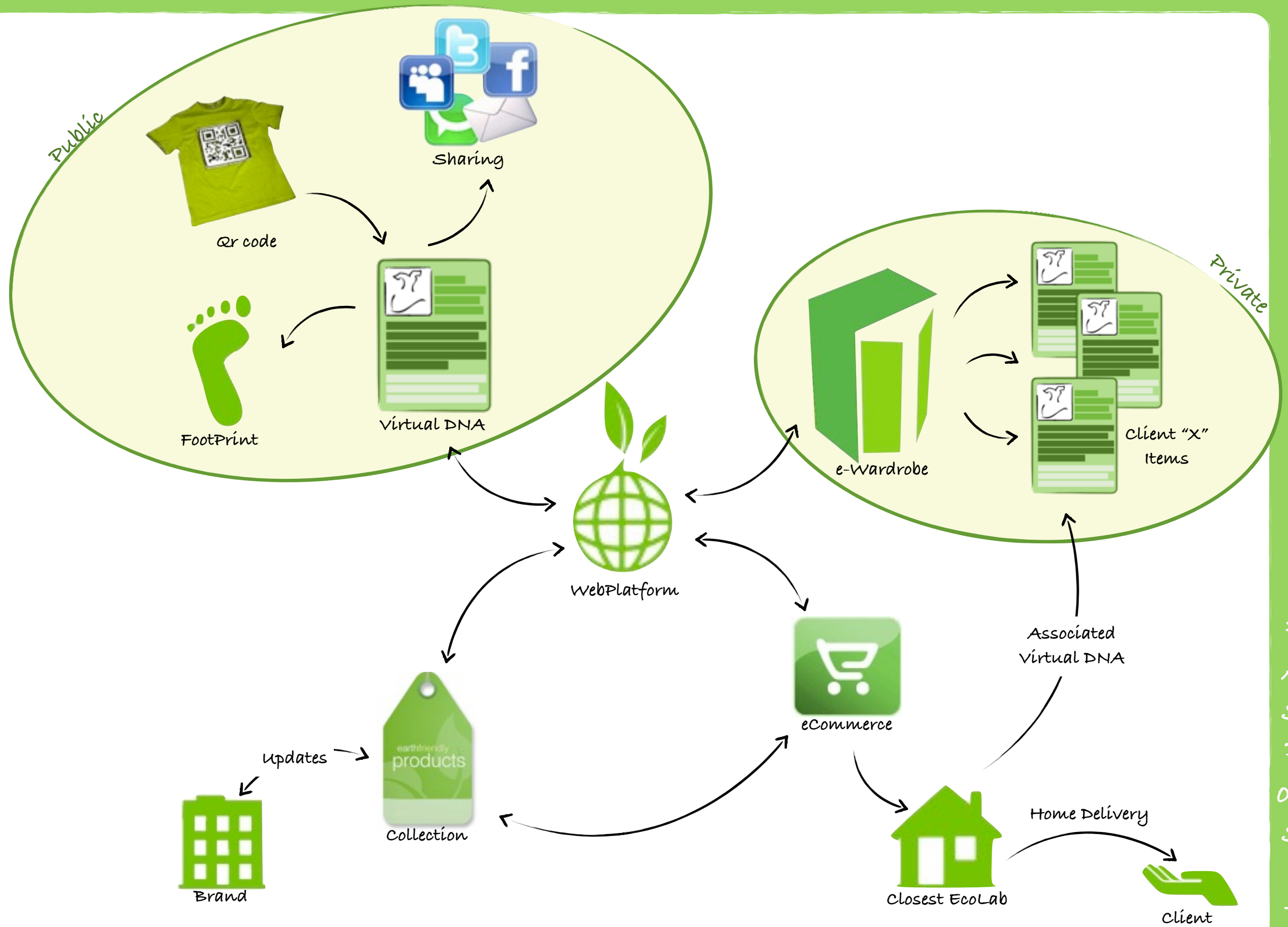


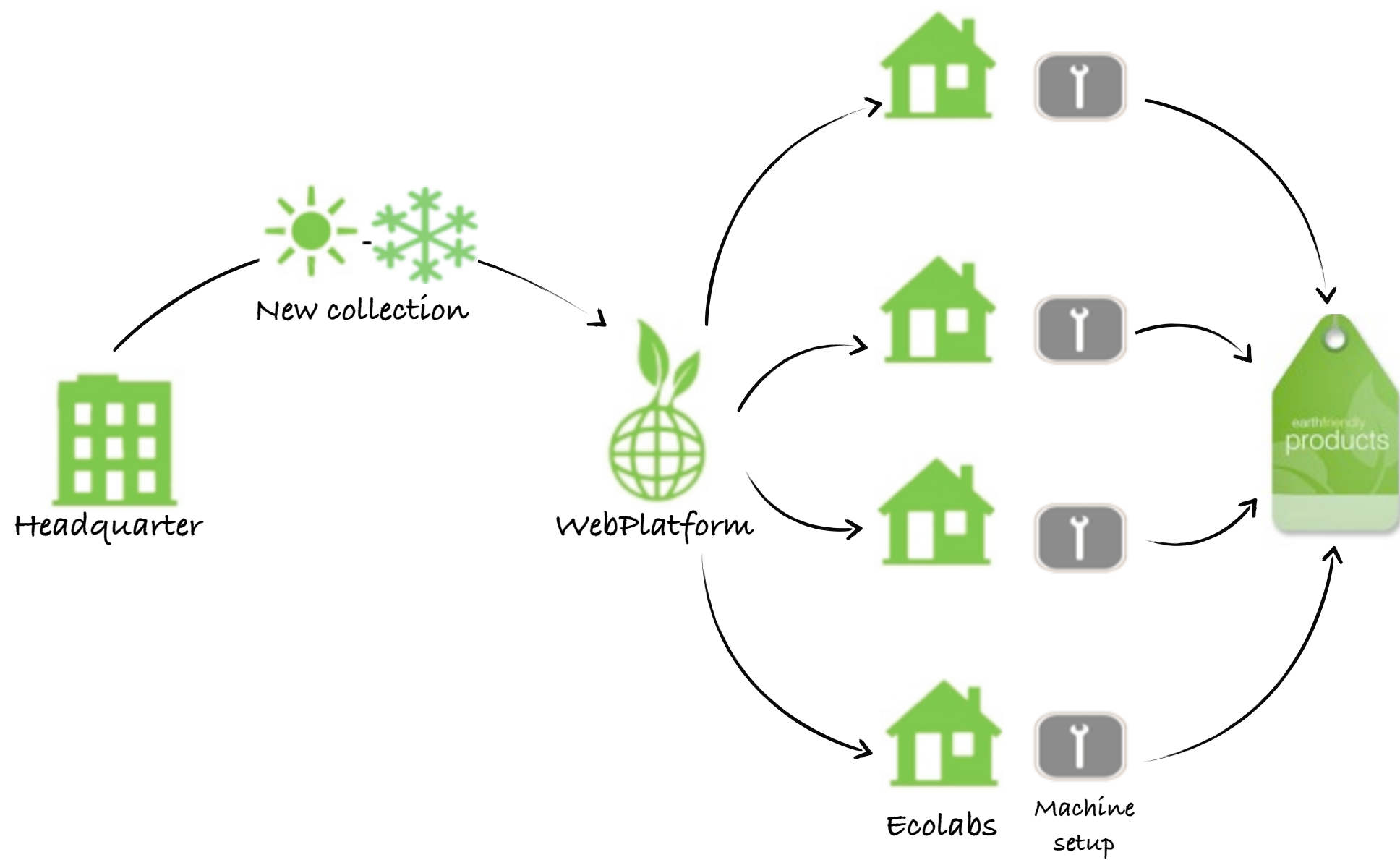
Fast Fashion

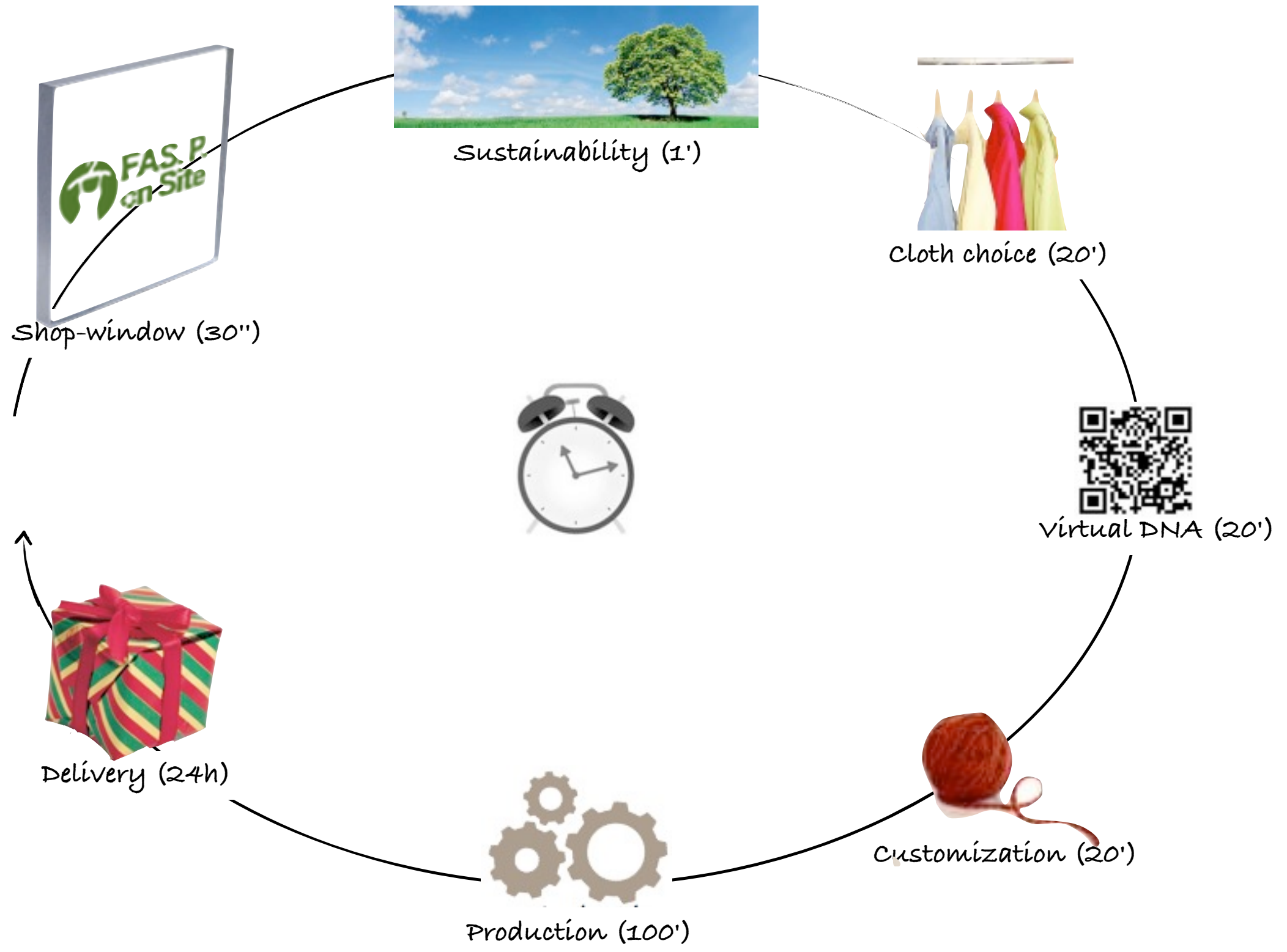


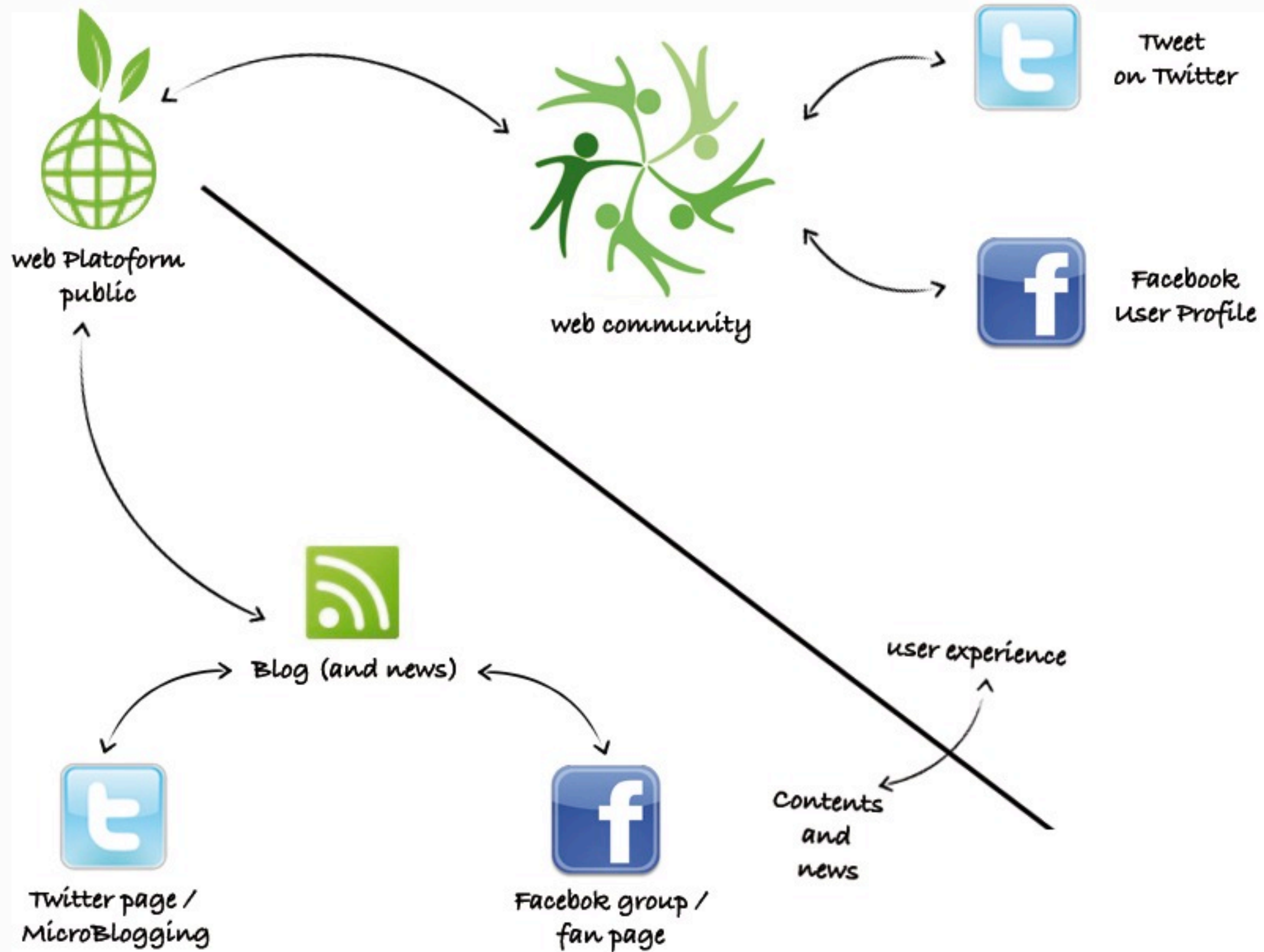
The service: One Possibility
Brand + Franchising Ecolab

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 costumer

About Fashion and Environment

Between a Forum and a Social Network

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

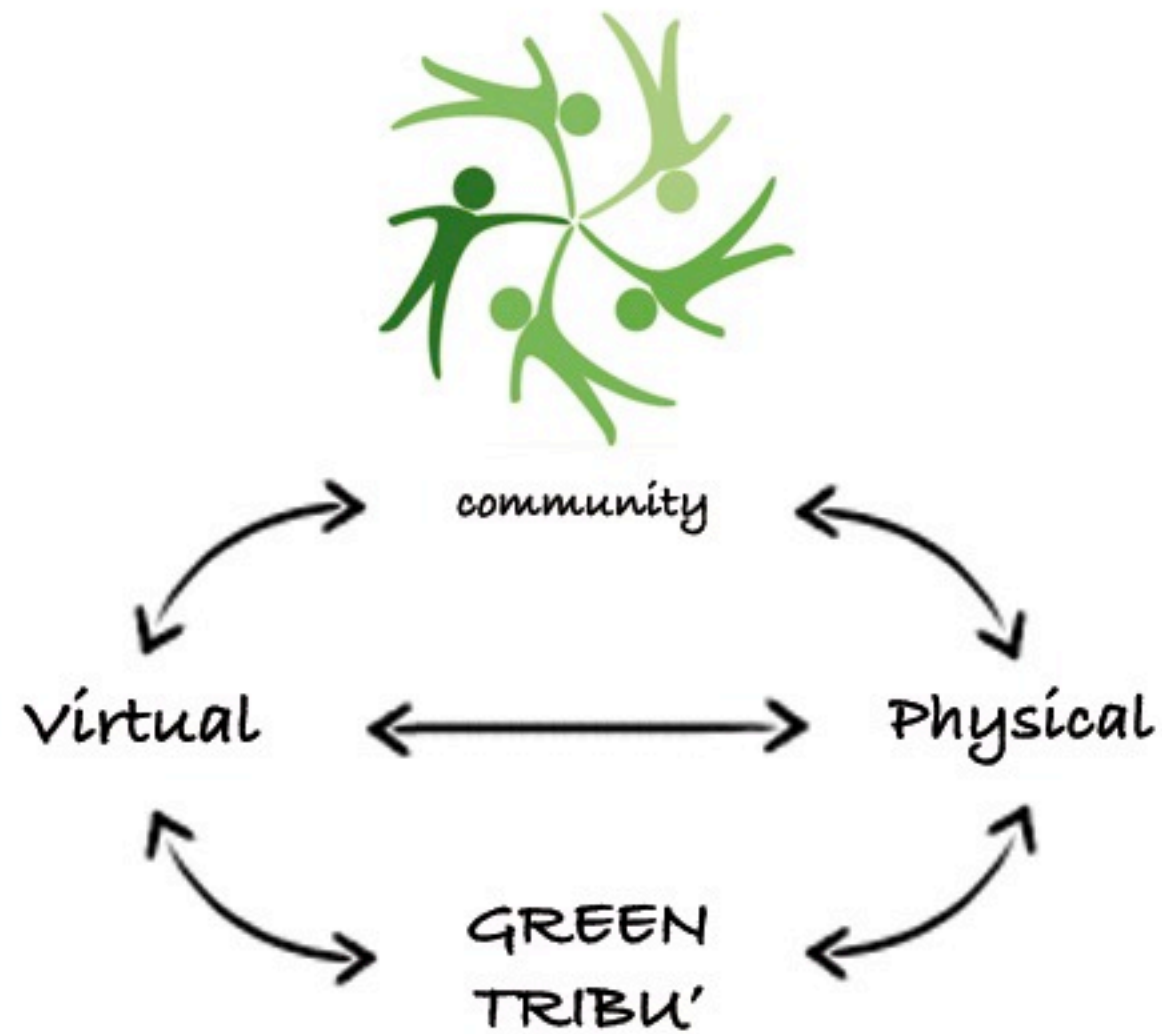
Main functionalities:

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

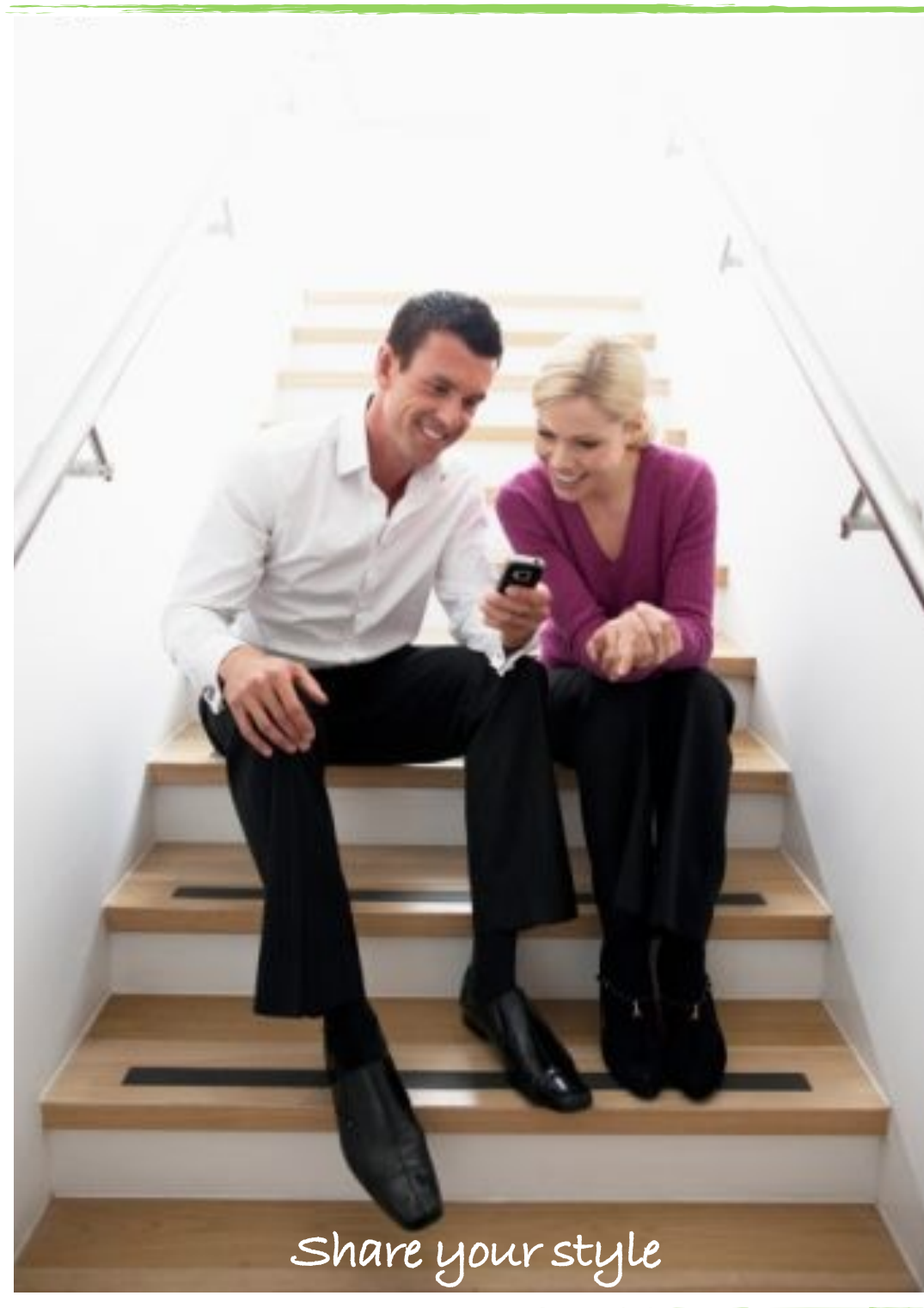


Two type of user:

- Basic Member
- Privileged Member
(our customer)



Not only virtual
Our customer share the same values





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.

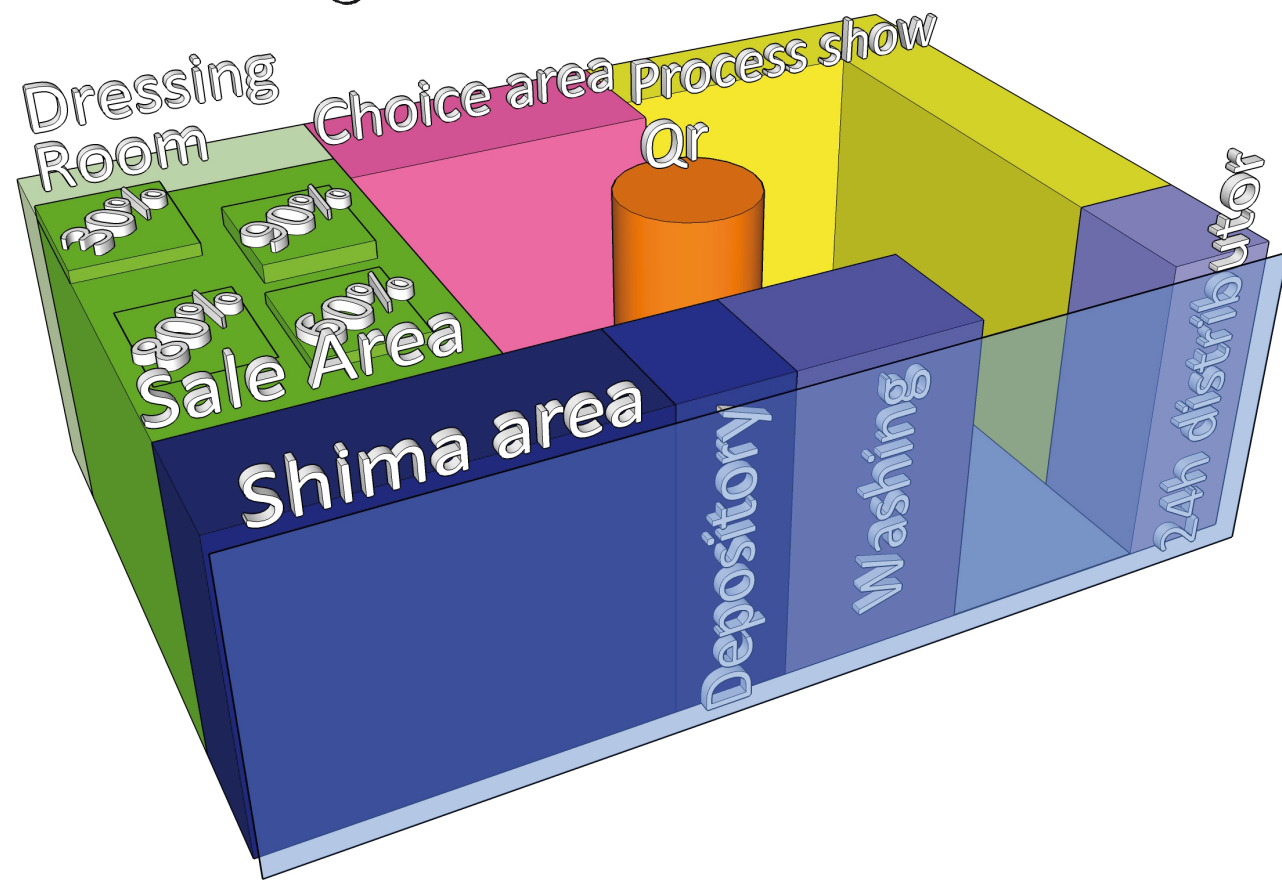
Weaknesses

Lean visibility, reachable only if known.

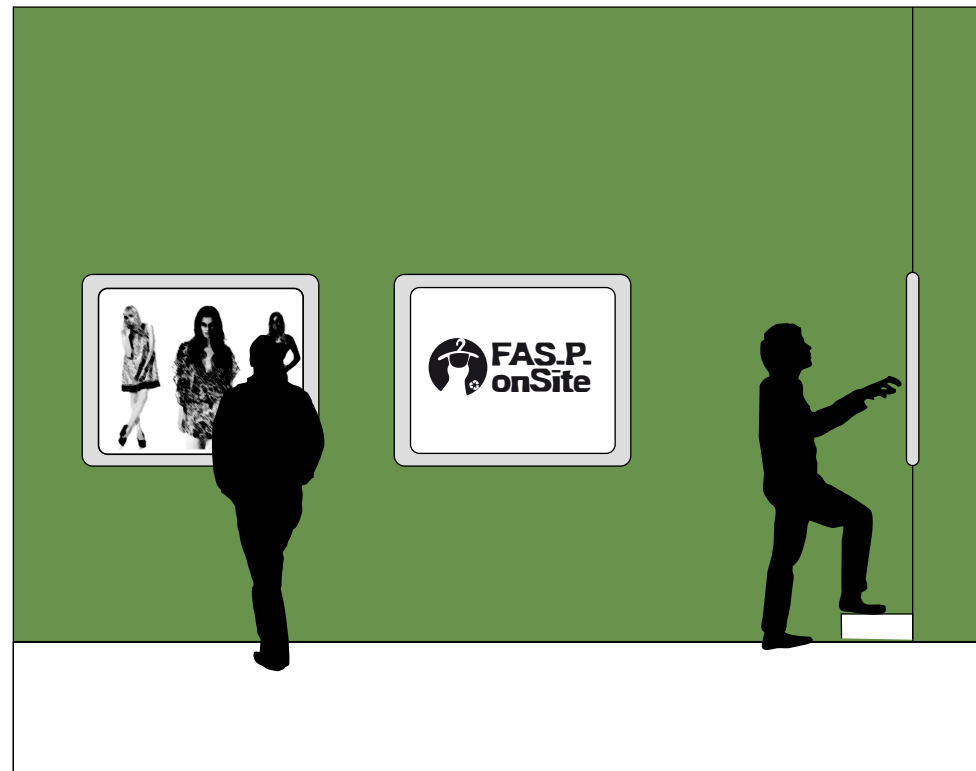
SUSTAINABILITY

- 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.

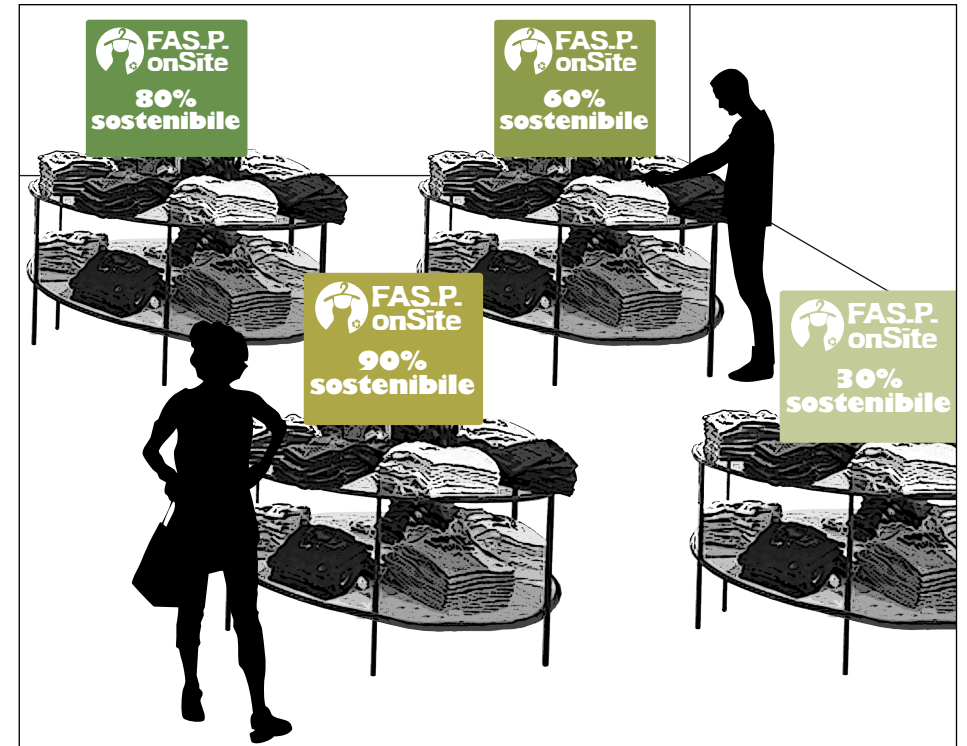
Shop layout



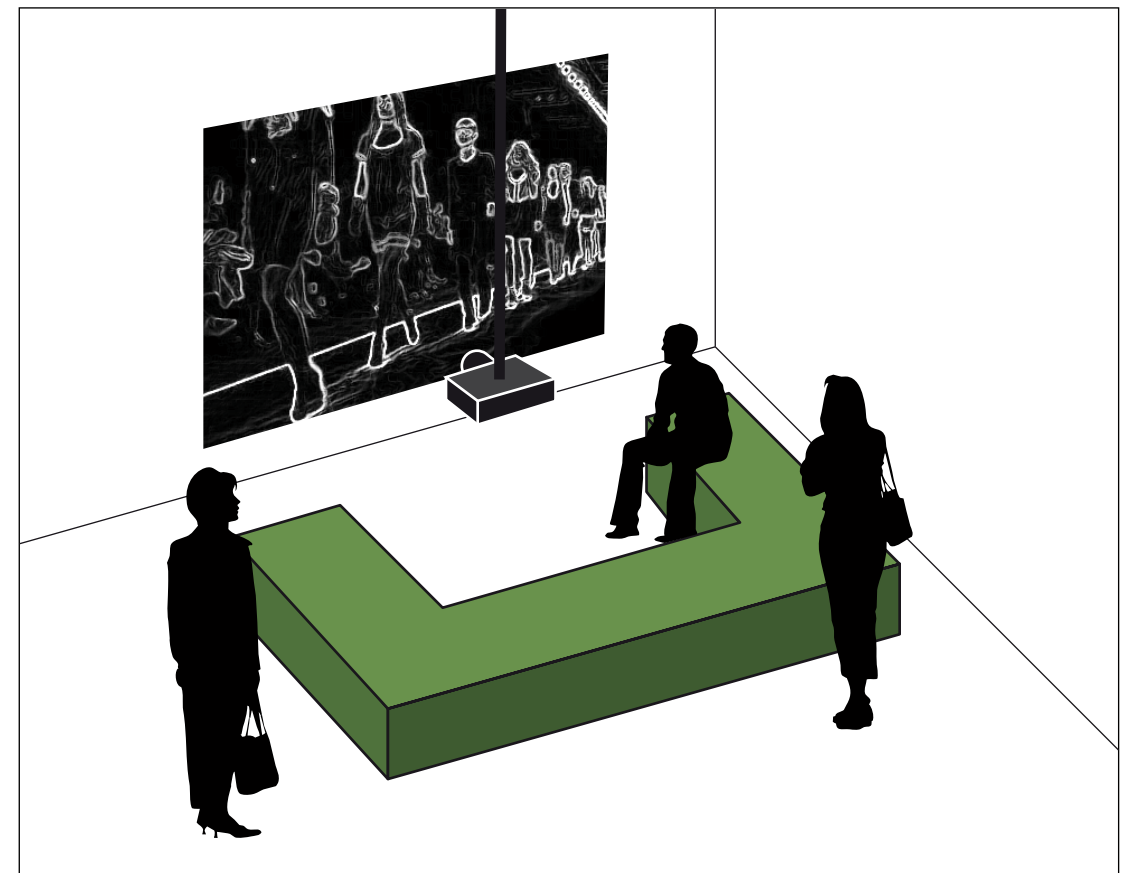
Choice Area



Sale Area



Process Show



Interior furniture



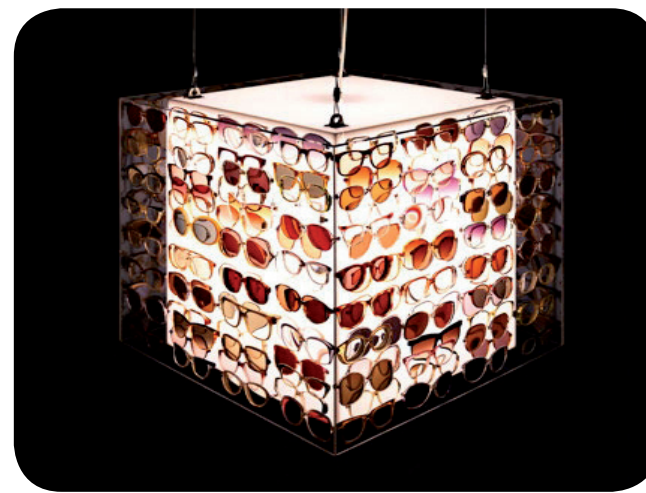
Exhibitors in recycled material or 100% recyclable

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% sostenible 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.

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



collection
style

