



# Place of Experience

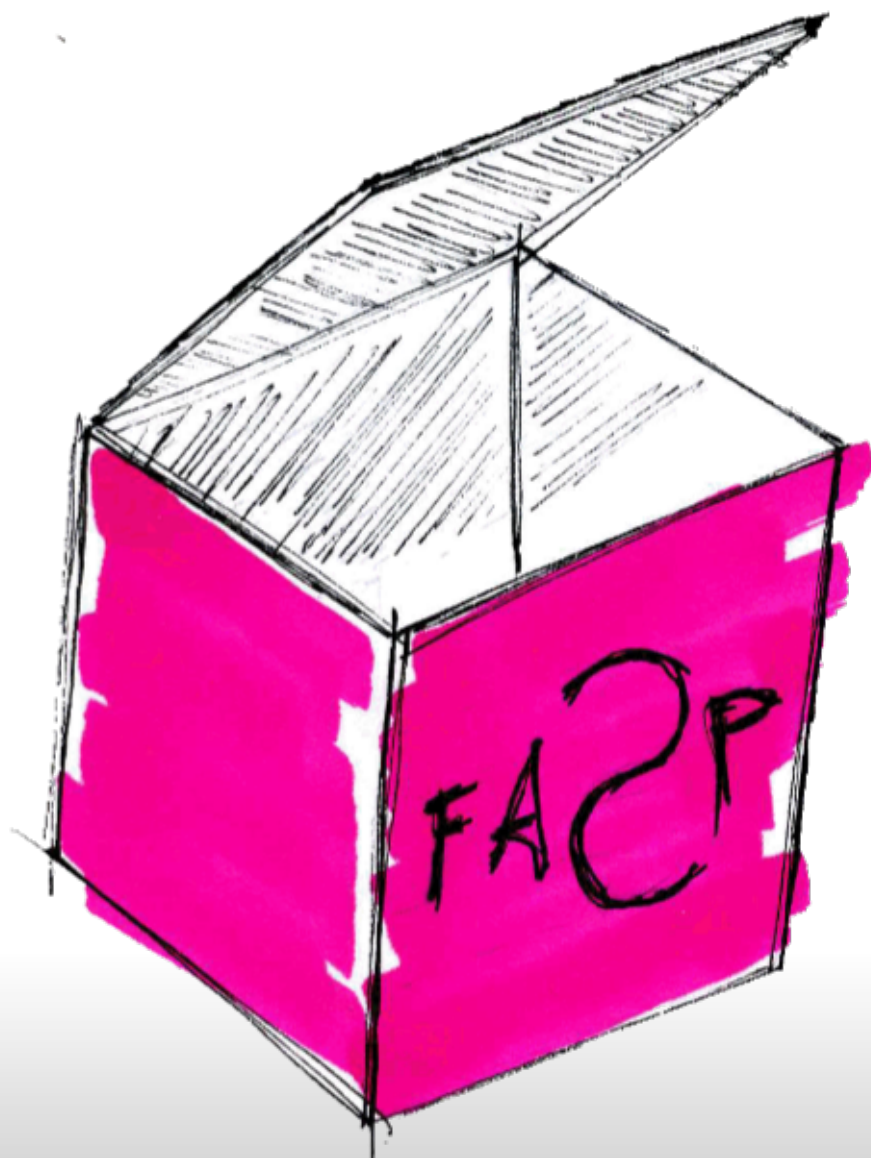
**Team A**  
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# Outline

- Introduction
- Use of creativity and knowledge
- Case studies
- Territory and events
- Case studies
- Business model
- Conclusion





# Introduction (1 of 3)

Fas.P.onSite should:

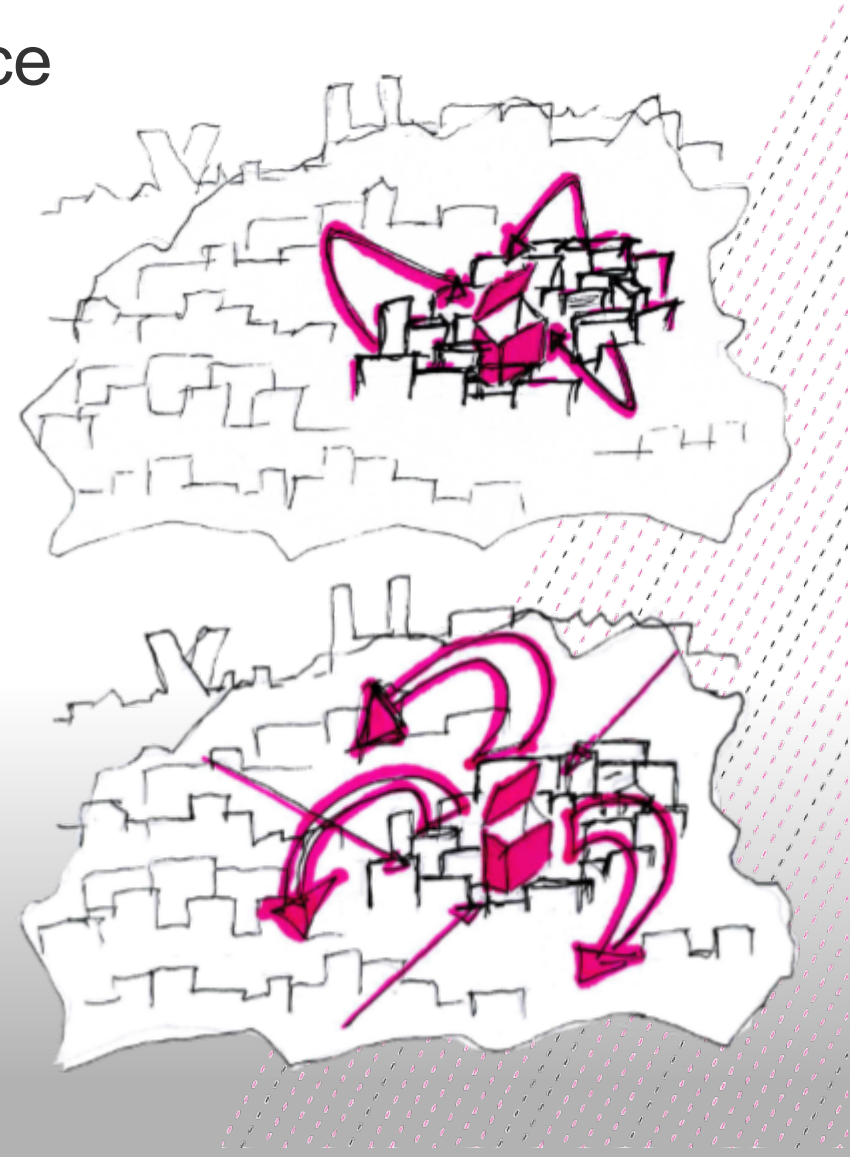
- blend with the surrounding context
- creating the best **fashion** experience

Influence from the location:

- materials
- art
- knowledge

Goals:

- extreme customer fidelization
- create a cultural center
- profits



# Introduction (2 of 3)

## Local creativity

Start from attracting local artists

Contests for *local* designers

Their art might become

Cultural (*sponsored*) events

food, photography, music, ...

Fas.P.onSite is a box that

is filled with local art,

starts from local art to propose local  
creativity to a wider scale.

...*Sell the sense of creativity*



# Introduction (3 of 3)

## **Local knowledge**

Revive old near-to-be-lost knowledge

Boost local identity

Mix of free and non-free classes

"Build" a learning center

## **Local material**

Create a km0 store

Benefit the local situation





# Core Strategy

- to launch the concept
- to grant its correct working once started

***exploitation and valorisation of  
fashion **creativity** as a major engine  
for business development***

***integration and mutual strengthening of  
different creative productions  
as a tool to link fashion production  
profits and social sustainability***

# field of **CREATIVITY**\_main

## **generating a mechanism of attraction:**

starting from local dimension to define a set of local creative values to be showed to a larger scale. (e.g. Fondazione Pistoletto, Cicar...)

## **selling different forms of creative activity:**

- **SHOW:** searching fashion design talents by contests that can be showed and advertised
- **PROMOTE:** using these "talent shows" as a possibility to make major realities in fashion production aware of the potential of young designers.
- **SELL:** the "merchandise" is not more the simple "collection of clothes", but it can be made of
  - **hours** of availability of **machinery** (chance for designers to get their ideas realized) (e.g. The Hub)
  - **talent capital** (for major producers)
  - **sense** of local creativity (for users community)
  - produced items, of course



# field of **CREATIVITY**\_side values

seeking talents starting from local dimension, by

## **establishing external collaborations:**

- music production
- publishing
- art exhibitions

## **2-level strategy**

### “upper” level

Producers, art galleries,  
publishers, working for our  
fashion production space

### “lower” level

Attraction of  
local musicians, artists and  
performers

## **events**

- as the chance for both levels to share the same place
- as a way to raise funds from advertisement given to major prods.
- as a louder declaration of our proposed values

# Integrated creativities – a case study: **Colette**



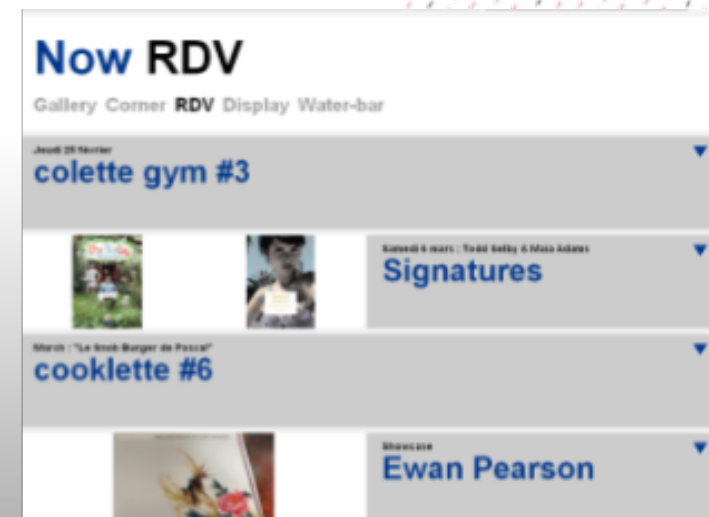
**Starting point:**  
a fashion shop in Paris  
**Development:**

- a network of producers, fashion designers, visual artists...
- working almost monthly
- to some project expressly dedicated to Colette

**Promotion tools:**

- special monthly collections
- Colette podcast
- publications
- different featurings
- EVENTS
- online presence not only to promote merchandise

**colette**   
213 RUE SAINT-HONORÉ 75001 PARIS



# field of **KNOWLEDGE**

Searching and gathering local **culture** (mainly the one brought by elder people) about knitting techniques in order to create real **data bases**.

Employment of available knowledge:

- as a tool of cultural **diffusion** (by events or publishing activities)
- as a know-how capital that can interest major brands for their production in a **b2b** context

Social values and commercial know-how – a case study:

## Pausa Café



An Italian project involving **prisoners** into the production workflow of **coffee**

Raw materials from developing countries

Refining and selling in Italy:

- dept. stores
- high level shops (Eataly, Gobino...)

An integration of *equo-solidale* model with an effective penetration in the highest levels of trade and lifestyle



# Territory and events

The need for expensive technologies and high level of customization will turn into **high prices** of the piece of garment.

**possible solution:**

**differentiate paths** where profits come from, and lower margins on final clothes.





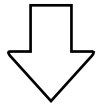
# Experience-based BM

The goal is to let people **buy** and **live**  
a **unique fashion experience**

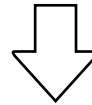
PRODUCT-BASED  
DIMENSION

+

EXPERIENCE-BASED  
DIMENSION



PURCHASE



?

We should **promote** local artists' **creativity**,  
but meanwhile **diffuse** a widespread sense of  
**connection with territory**.

That's why we need an **open space**  
available for different **events**.



# Events

## **FREE** experiences

Aiming to **provide visibility** to local producers and involving several social layers

- Food and wine tastings
- Community-oriented classes

Sponsored by local producers or municipality.



# Events

## **FEE** experiences

Represent an **alternative source of profit** that allows to lower margin on clothes

- Art-exhibits and dj-sets of local artists
- Fashion-oriented classes

Services with an **extra charge**, representing trendy socializing circumstances or technical - design lessons.



# Space and events

Some of these experiences could be joined into an unicum, as in the *Micca Market* in Rome.

In a fashion club, a local and vintage market holds, while dj-sets, art exhibits and buffets take place.

What is needed is **complete flexibility** of the open space: it must switch from a club to a class, from a gallery to a showroom.



# Business model - Infrastructure

## **Core capabilities:**

- Unique technology
- Attractive place
- Experiences
- Events (classes – community and fashion oriented, art exhibitions, concerts, wine and food tasting)

## **Partner network:**

- Local suppliers
- Events organizers
- Schools of design
- Producers of food or wine (local)
- Art people for events (local)

# Business model - Infrastructure

## Activity configuration:

- Knitwear choice
- Personalization
- Programme (SDS-ONE)
- Production
- Washing
- Styling
- Events: Community-oriented classes, Fashion-oriented classes, Art exhibits, concerts and dj-sets,  
Local wine and food tasting
- E-commerce

# Business model - Offer

## **Value proposition:**

Giving young designers and creative people the possibility of trying and experimenting with Shima Seiki Technology in an attractive location that organizes different kinds of social and local-valuing events such as:

- Community-oriented classes
- Fashion-oriented classes
- Art exhibits, concerts and dj-sets
- Local wine and food tasting



# Business model - Customer

## Relationship

- On line community
- Models and experiences sharing (elder people could share their knowledge)
- Newsletter (about new partners, events, contests, creativity etc)
- Inviting to fashion and other events (also other arts and local wine and food tasting)

# Business model - Customer

## **Distribution channel:**

- Directly in our store, after the production process
  - E-commerce
- (possibility to get clothes at home )

## **Target customers:**

- Young designers
- Creative people
- Elder people from community who want to share knowledge or teach
- Everybody wants to live in a direct fashion experience

## infrastructure

### Core capabilities:

- Unique technology
- Attractive place
- Experiences
- Events (classes – community and fashion oriented, art exhibitions, concerts, wine and food tasting)

### Partner network:

- Local suppliers
- Events organizers
- Schools of design
- Producers of food or wine (local)
- Art people for events (local)
- Municipality (?)

### Activity configuration :

- Knitwear choice
- Personalization
- Programme (SDS-ONE)
- Production
- Washing
- Styling
- Events:
- Community-oriented classes
- Fashion-oriented classes
- Art exhibits, concerts and dj-sets
- Local wine and food tasting
- E-commerce

## offer

### Value proposition:

Giving young designers and creative people the possibility of trying and experimenting with Shima Seiki

Technology in an attractive location that organizes different kinds of social and local-valuing events such as:

- Community-oriented classes
- Fashion-oriented classes
- Art exhibits, concerts and dj-sets
- Local wine and food tasting

## customer

### Distribution channel:

- Directly in our store, after the production process
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### Target customers:

- Young designers
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- Everybody wants to live in a direct fashion experience

## finance

### Cost structure:

- Shima technology
- Logistics
- A programmer (he must be in our store)
- Garment washing
- Events: probably some of them that need some costs for preparation and could be not free
- HR
- Space organization

### Revenue streams:

- Revenues from knitwear production
- Revenues from extra-service: fashion shows, some not free events, or events with sponsors (local food and wine producers, café', ...)
- Economic sustainability (big question mark now)

(Where to find initial funds for start-up (business angels, banks...??) and how to have revenues for running a business (financing from municipality, some sponsors?). The question is: what is exact mix of financing the project?

# Revenues and Costs

The main problem is...how to find our initial financial resources?

Human  
Resources

Mar  
keti  
ng

Shima Technology: 170.000€ per each machinery

**A huge  
investment**

Garment washing  
machinery

Space  
Organization

# Two types of partners/funders

## Profit

## No Profit

Business Angels

Banks

**NPV**  
  
Quantities

VC

Fashion Industry firms

Shareholders



Maybe nobody

Local Communities

Public funds

Ashoka

Sponsors

Municipalities

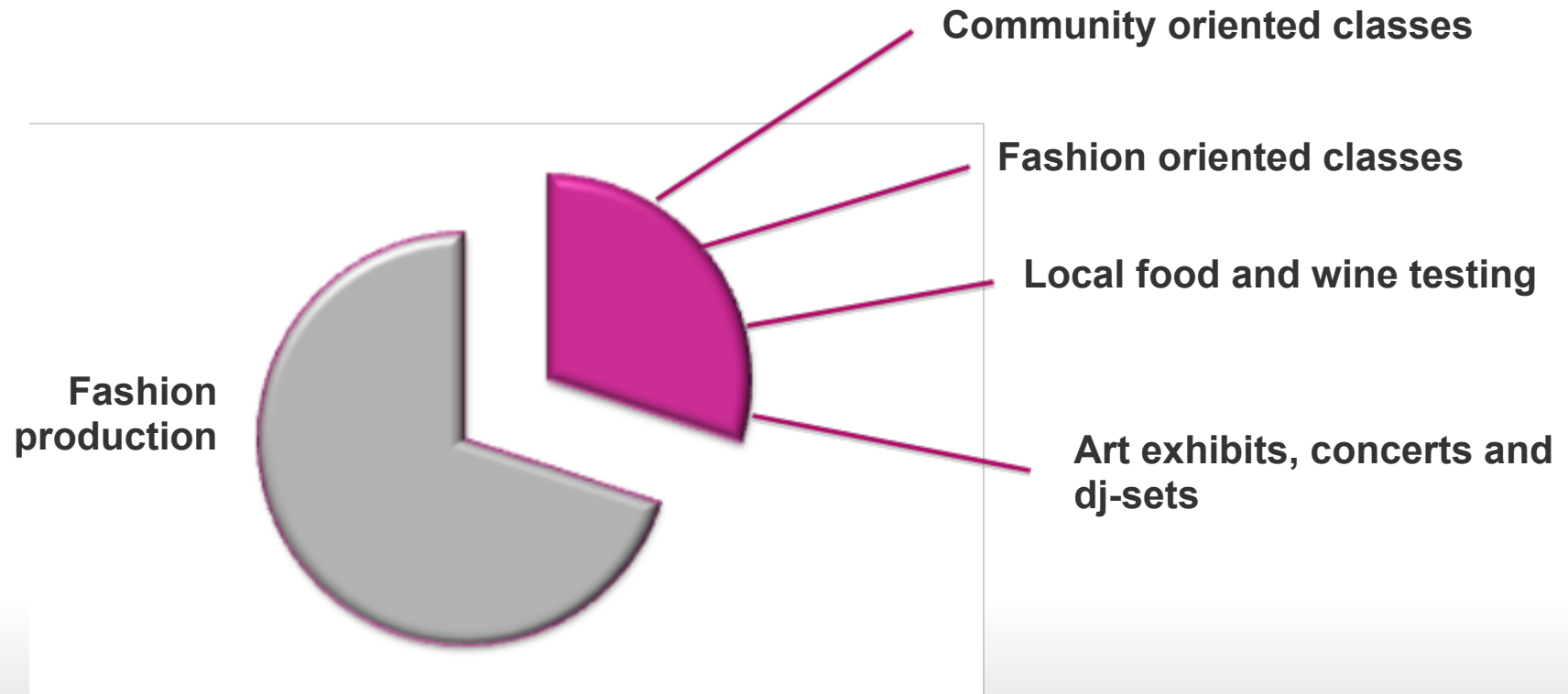


Maybe someone



# Daily cash generation

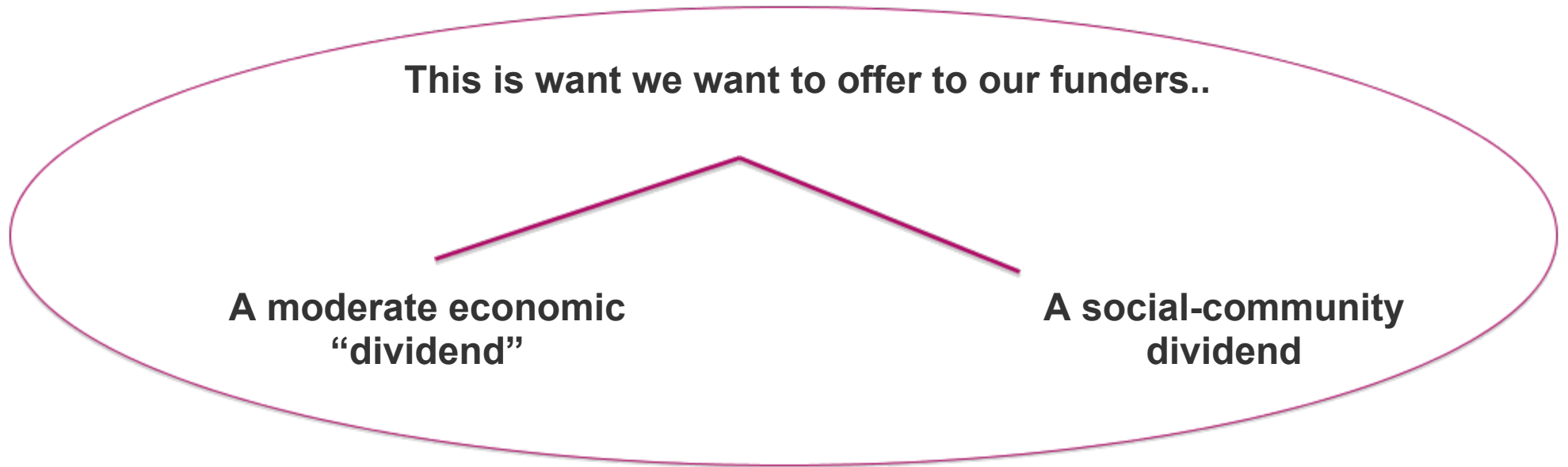
We believe our stores can produce a cash flow day by day...



probably it is not sufficient to give large return to our funders!

# The key word

In this context the key word is...***Economic Sustainability***



This makes our firm perfect for “Borsa Sociale Project”...the stock market for companies with a social purpose...