



- Team B

- mid-term review

- Customization

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FAS.P
on²ite

A new shopping experience to a fashion oriented community, backed up by ground-breaking technologies and the development of a fashion social network.

Concept



To couple the constraints of Shima's proprietary technologies with the aim of offering a highly customizable product.

Objective

* case history repository, pertinent to the selected keywords

* development of a project scenario, related to the issues pointed out through the case studies

* visit to Carpi: Shima Seiki office/Carpi Formazione's member factory/Sintesi Fashion Group headquarters

* report of the visits

* development of the project_research and brainstorming phase

* visit to Segrate: Shima Seiki headquarter

March/April

May/June

July

September

October/November

December

2009

* keywords individuation

* rizomatic map creation

* creation of a glossary containing all the words used for the map, describing their common meaning and their relation to the project

* report of the first phase of work

* visit to Turin: BasicNet headquarters

* research phase about the technological area

* start of the second phase of the project: each team will develop a specific, unique and independent project based on particular ideas. For our group, the task is to create a technology oriented project based on an high level of customization

- * description of the concept of our project and of the idea of service

- * sharpening and improvement of the project

January

february/march

Hints for the future

2010

- * report of the visit

- * development of the project " construction " phase

- * creation of a business plan

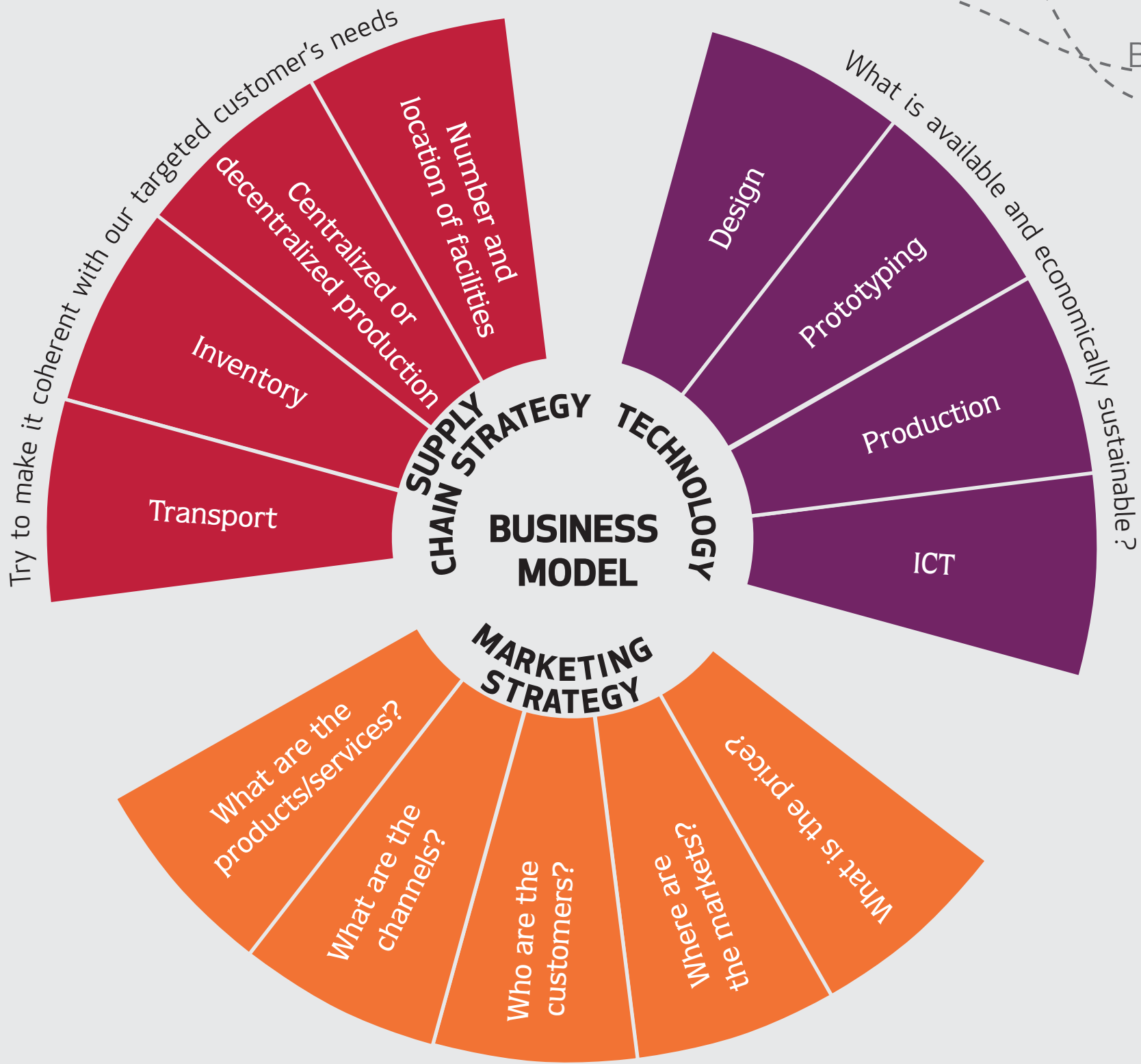
- * development of our project, in particular
 - > user's interface
 - >> temporary scanning location
 - >>> location of the production activities

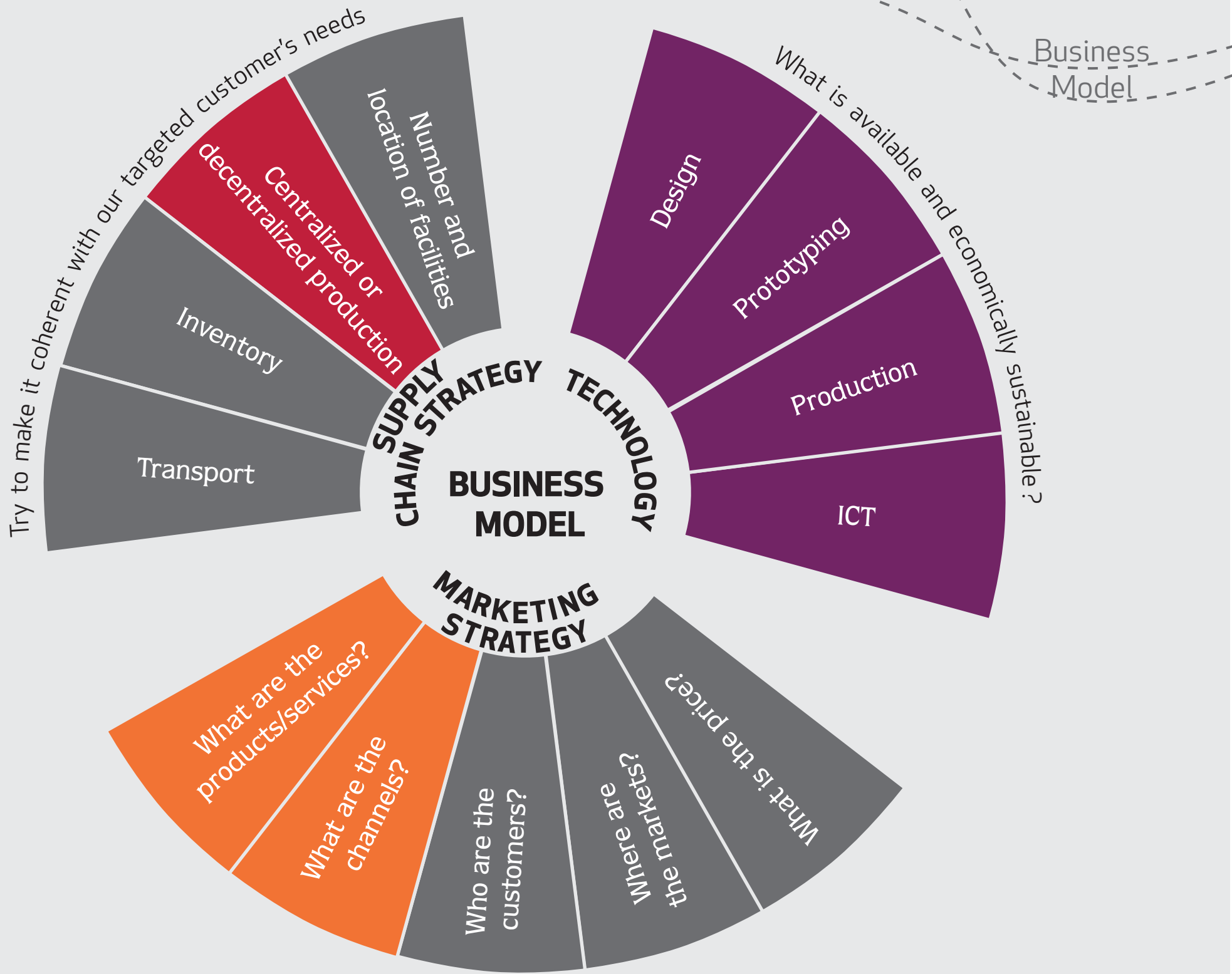
- * searching for other available technologies

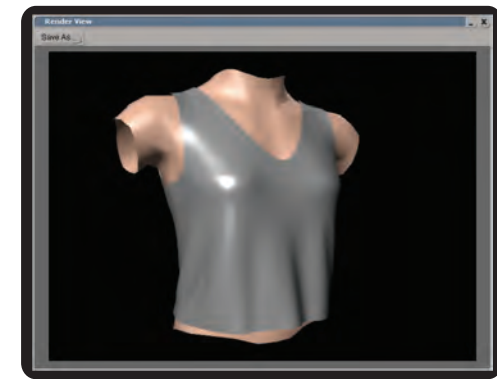
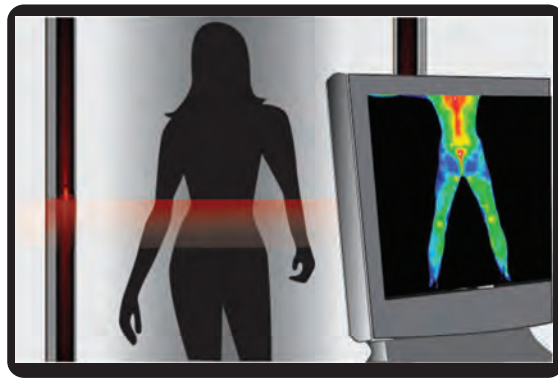
- * finding a name for our project

- * simulation >> creation of our website

- * mockup >> creation of some garments







1

goes to our flagship store

2

gets scanned

3

designs with professional assistance

4

Visualizes her design on her avatar

5

places her order



The client wants a hyper customized garment

home delivery

6



1

goes to our scanning center

2

gets scanned

3

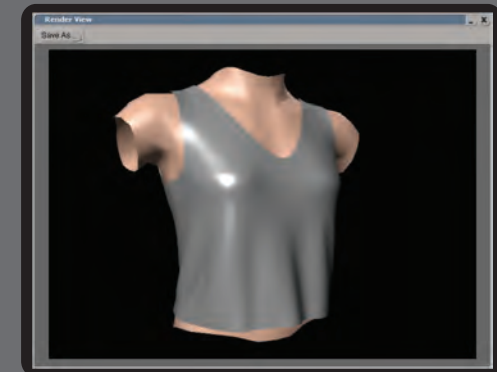
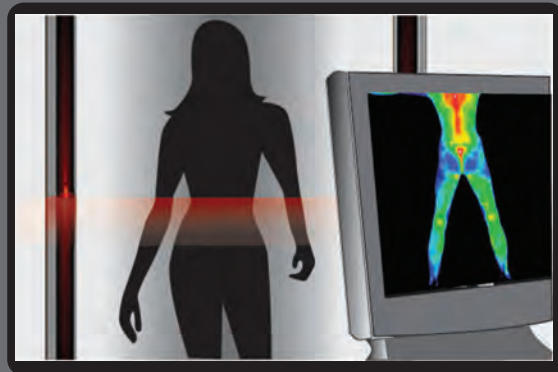
designs with professional assistance

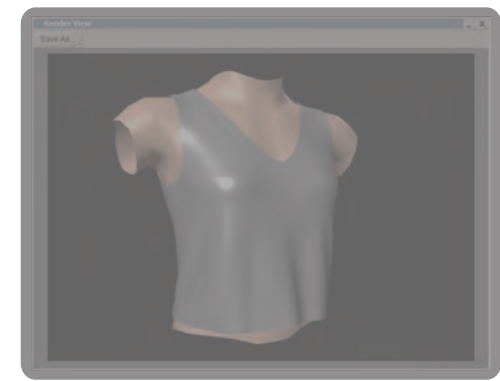
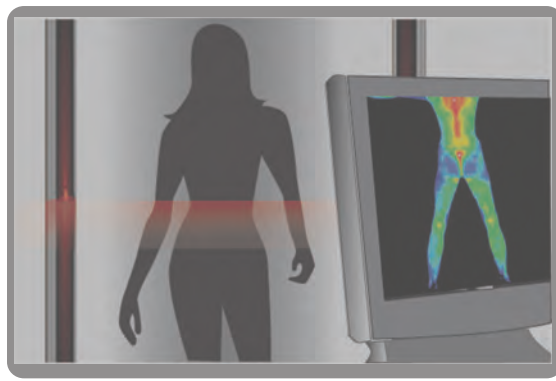
4

Visualizes her design on her avatar

5

places her order





1

2

3

4

5



• Location

• Degree of customization
• Interface with Shima's technology

• Partnership with 3PL
• Location of production facility

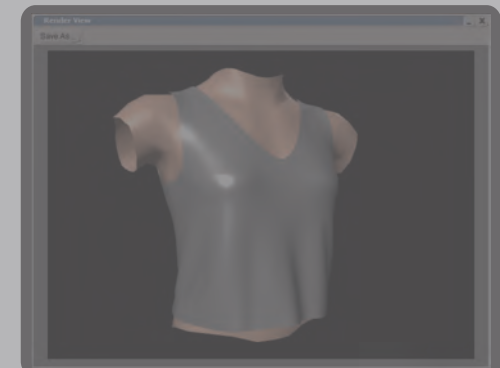
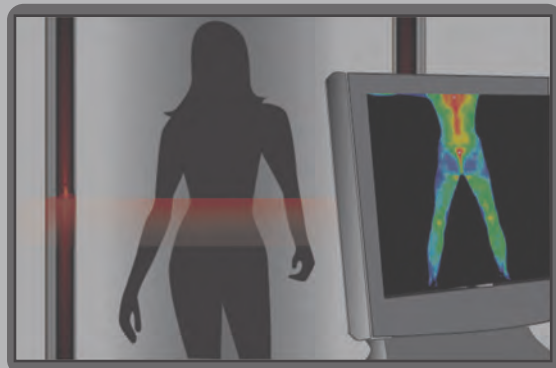
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Thank you for your time