

Index

1. Executive Summary

2. Introduction: **In May** [2 pp]

- Description of the Problem: the current fashion industry with the waste of time and resources
- Requirements of the External Institution(s): Merge design, production and sale as partners request
- Specific Objectives: The Onsite/On demand production to maximize the sustainability of the fashion items
- Method of Work (team organization, subdivision of the work within the team, phases of the work, intermediate deliverables, verifications).

3. A section on Users' Requirements: **In May** [2 -3 pp]

Stakeholders identification and needs: Why they want to be sustainable?

- Brands: sustainability, revenues, production improvement, less wastes....
- Suppliers: sustainability, partnership with brands, security....
- Logistic: sustainability, simplicity, lean, efficiency....
- Clients: sustainability, quality, uniqueness, design, comfort...

Fashion sector requirements: regulations, technical, economical, safety...

4. A section on the State of the Art, listing the main classes of existing solutions: **In May** [6-7 pp]

- Introduction and tendencies of the fashion industry
Case studies of innovative brands: Flocks, Asaplab...
- Used technologies: materials, production, washing..
Case studies: Shima Seiki, Ecotec, Maclodio filati... <- **Programmare Visita**

5. Solution **From June**

Description of the concept: SMILE (Sustainable Modular Interface for Local fashion Engine)

Comparison: The Smile textile Vs the other alternatives (using the already mentioned cases)

The new brand:

- Headquarter (structure, strategy, target, advertising....)
- Collection
 - Materials definition
 - Meta-collection
 - Virtual DNA
- Webplatform
 - Open website
 - Creation of the e-wardrobe

- Online catalogue
- Shop: Ecolab
 - Layout
 - Architecture
 - Production kit (used machines)
 - Virtual DNA reader
 - Communication and Packaging
 - Sustainability information
- Logistic
 - With Suppliers -> External partners
 - Home delivery
 - 24H box
 - City transportation
 - External partners
- Feasibility analysis and concept evaluation

6. Conclusions

7. The Bibliography