01-06-2010
Review

Alta Scuola Politecnica
Fas.P.onSite
Team C

Laura Lalario - Francesca Morroni - Enrico Prunotto - Elisa Ratto - Mario Sangiorgio - Luca Schiatti

what we are used to

new collection
by the 2nd polluted industry worldwide

new collection
by the 2nd polluted industry worldwide

keep in mind
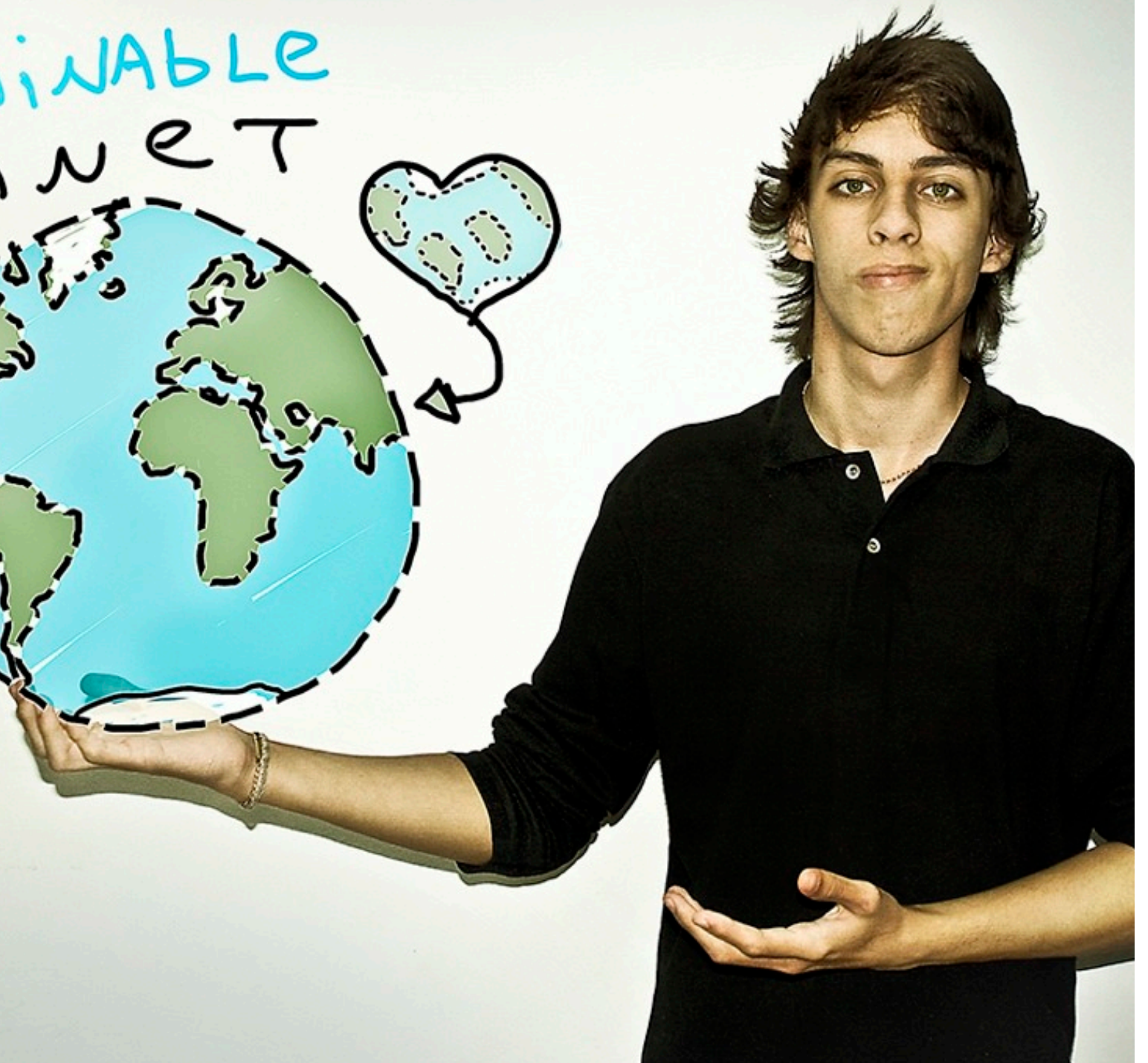every t-shirt generates
10 kg of CO₂,
as 1000 cigarette

Don't get attracted

become the change

you want to see

change your point

rethink the traditional fashion

make less
make it better

produce
what it is needed
where it is needed
when it is needed!

who we are

The Sustainable Modular Interface for Fashion Engine, simply SMILE, is a service to develop a sustainable alternative for the knitting industry, proposing best quality garments with a low environmental impact.

We are a BTB company and we will act as an hub, collecting all the best ecofriendly technologies and using them in our local fashion engines. There our partners will be able to produce what it is needed, where it is needed, when it is needed, satisfying the most exigent customers.

We will propose a modular web-based interface and great turn key fashion engine, to link designers, clients, suppliers and local producers. With that new architecture we will create a networked industry, where quick response and flexibility are the keys values.

That is SMILE: an innovative service helpful for both clients and fashion companies.

what we offer

For the company
- a turn key *ecolab* to produce the different items
- a customizable metacollection
- an ecofibers catalogue to choose from
- a lean and green logistic

For the client
- high quality product
- total traceability
- process transparence
- virtual DNA of your product
- home delivery
- ewardrobe
- on demand production

For the environment
-low environmental impact
-waste reduction
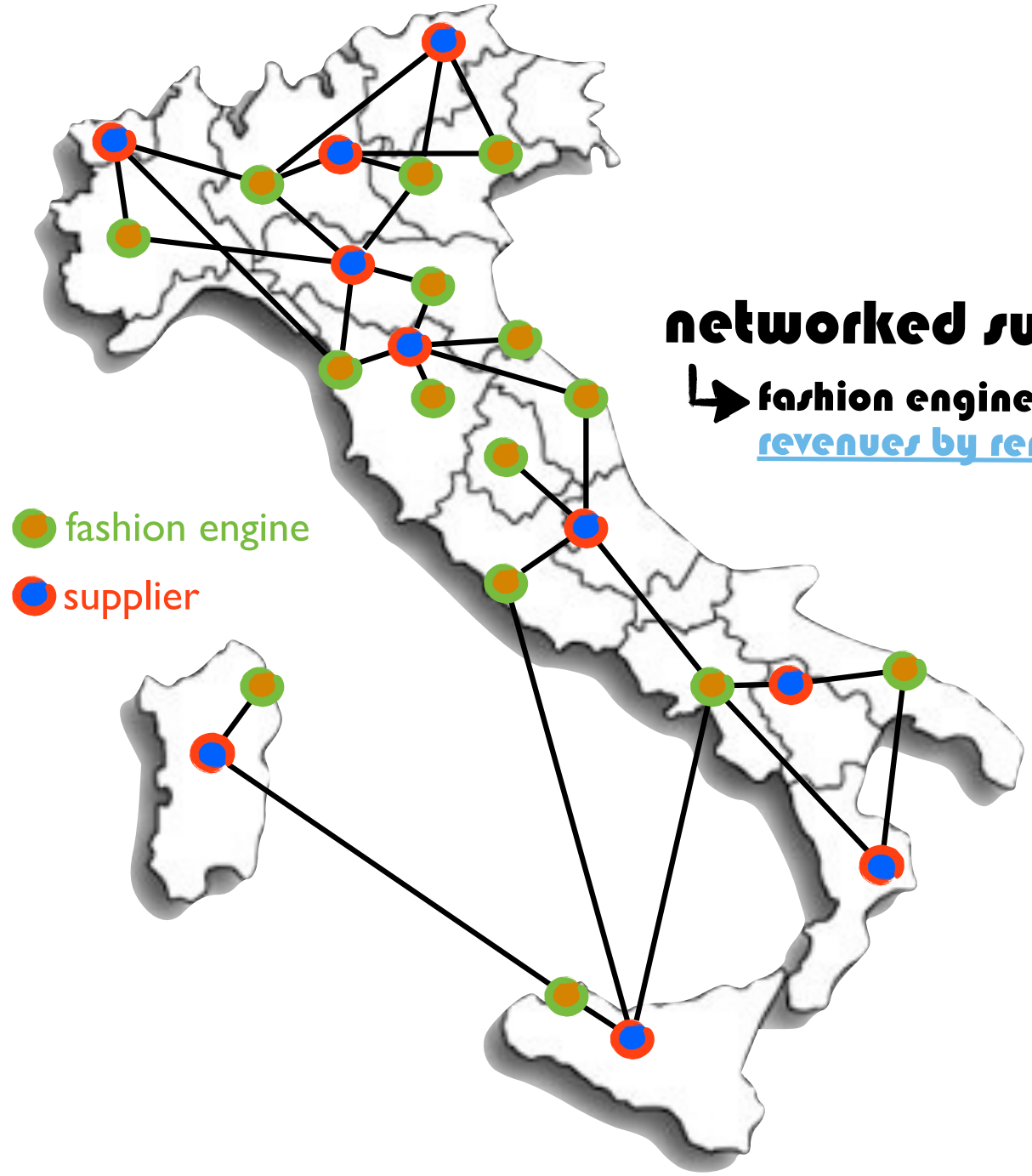-CO_2 cutdown
-km Zero
-item footprint (LCA)

ecotec

MACLODIO filati

milkofil
organic milk yarns

yourchoice
SHIMA SEIKI

Miele

Cogreen

ubm

Smile
Smile

↳ fashion engine

↳ eco quality

↳ network

long term strategy

networked supply chain
↳ **fashion engine + service**
revenues by rents & royalties

● fashion engine

● supplier

Smile

before that

one prototipe store
↳ product + fashion engine
revenues by selling garments

🟢 fashion engine

🔵 supplier

prototipe store

location

certifications

webplatform

shop layout

SWG-first -> f183 + f184

collection -> product innovation

single supplier

home delivery