# INDEX

# Part I\_framework

### 1\_Executive Summary

### 2\_Introduction

- 2.1 Initial project proposal
- 2.2 Stakeholders
- 2.3 Team objectives
- 2.4 Work schedule
- 2.5 Research, contact and exploration activities

### **3\_User's Requirements**

3.1 Users' needs into requirements

## Part II\_exploring the fashion industry and its state of art

#### 4\_Fashion Industry

- 4.1 Fashion industry: numbers and statistics
- 4.2 Productive and organizational structure of fashion industries: waste and time
- 4.3 Fashion and environment
- 4.5 notions explanation
  - 4.5.1 Sustainability
  - 4.5.2 Eco-friendly
  - 4.5.3 Reuse
  - 4.5.4 Recycle
  - 4.5.5 Footprint
- 4.4 Two trends: mass luxury and eco-sustainable fashion
- 4.4 Eco-fashion

- 4.5 Client attitude toward eco-fashion
- 4.6 Fibres
  - 4.6.1 Natural raw materials
  - 4.6.2 Organic textile
  - 4.6.3 Local yarn
  - 4.6.4 Dye
- 4.7 Quality of textile production
  - 4.7.1 Certifications, regulations,...
  - 4.7.2 Life Cycle assessment
- 5\_Sustainable approach: state of art
  - 5.1 Technologies investigations
    - 5.1.1 Materials: new fibres
      - 5.1.1.1 Maclodio
        - 5.1.1.2 Ecotec
        - 5.1.1.3....
    - 5.1.2 Production: waving and washing
  - 5.2 Planning a service
  - 5.3 Shops: Design and marketing
  - 5.4 E-commerce
  - 5.5 Eco-delivery alternatives
  - 5.4 Innovative brands: case studies
    - 5.4.1 Flocks
    - 5.4.2 Asaplab
    - 5.4.3....
  - 5.5 Fashion-bio initiatives
    - 5.5.1 B.E.S.T.

- 5.5.2....
- 5.6 Eco-friendly Artists/designers
- 5.7 The Italian companies: eco-sustainable paths

#### **6\_Feedback about exploration activities**

## Part III\_Smile

## 7\_What SMILE is

- 7.1 Sustainable modular interface for local fashion engine
- 7.2 Key values
- 7.3 Intentions
- 7.4 Target

### **8\_What SMILE offers**

- 8.1 To the costumer
- 8.1 To the partners
- 8.2 To suppliers
  - 8.2.1 Technological suppliers
  - 8.2.2 Material suppliers
- 8.3 To environment

#### 9\_How smile works

- 9.1 Eco-fashion supply chain
- 9.2 Service map
- 9.3 Service phases
  - 9.3.1 Choice phase
    - 9.3.1.1 Costumer reception
    - 9.3.1.2 Model choice
    - 9.3.1.3. Material and colour choice

- 9.3.1.4 Customization
- 9.3.1.5 Accessories choice
- 9.3.2 Order phase
  - 9.3.2.1 Payment
  - 9.3.2.2 Order management
- 9.3.3 Production phase
  - 9.3.3.1 Production time table
  - 9.3.3.2 Production plan and economics
  - 9.3.3.3 Virtual DNA creation
- 9.3.4 Delivery phase
- 9.4 Partners and staff
- 9.5 Service evidences
  - 9.5.1 Furnish kit
  - 9.5.2 Display kit
  - 9.5.3 Technological kit
  - 9.5.4 Machine kit
  - 9.5.5 Web platform
- 9.6 Communication
  - 9.6.1 Branding
    - 9.6.1.1 Research competitors
    - 9.6.1.2 Positioning on the market
    - 9.6.1.2 Create a Brand
  - 9.6.2 Communication strategy
  - 9.6.3 Graphical communication
  - 9.6.4 Vademecum for Smile affiliation
- 9.7 What SMILE strategy is

- 9.4.1 Short term strategy
- 9.4.2 Long term strategy

## 10\_Prototype

## 11\_Feasibility analysis

- 11.1 Smile possible market
- 11.2 The swot analysis
- 11.3 Business model

## Conclusion

# **Bibliography**