**Tasks and skills**

Federico Franzi studied some aspects, not only architectonic, about the shop, the temporary stores and the production phase and analyzed some of the technologies that are being used in the retail sector.

UNDERSTANDING THE PROBLEM

It can appear like a paradox, but in a world which is characterized by globalization, where there is, still now, a progressive levelling of tastes and where it is possible to find the same things almost everywhere, it has an increasingly importance the need and the desire of being different.

This new trend has been receipt by all the most important fashion brands (from the sportswear to the luxury brands), which are offering now, in addition to the traditional collections, some items that can be personalized by their customers according to their tastes.

In addition, the role of the customer has been changing since few years: clients are no more passive subjects, they want to be part of the process, actors of the production system and, in addition, they want to live the shopping phase like an “experience”.

The experience needs, so, to be innovative in order to be recognized as interesting and in fact in our project “innovation” is one of the crucial words, in addition to “technology”, “customization” and “on site”. Our project has, indeed, like it main purpose, to design an innovative experience related to the fields of shopping and knitwear

The first part of the project was dedicated to a survey about the state-of-the-art of the fashion world and to a phase of brainstorming and of listing of keywords.

This was a very useful starting point, because it allowed us to consider every aspect of Fas.PonSite, without ruling out any idea when it was still too early to make plausible assumptions.

The starting idea of the project was, indeed, to collect design-production and selling of knitwear in a single place and to allow to the customer to co-design his own garment, which was even made to measure, exploiting the opportunities given by Shima Seiki’s technologies.

However, during the second phase of the project, a deeper analysis of the technologies involved and a better delineation of the target (men-women among 20-40 years interested in fashion, high-quality garment and new technologies) have lead us to modify the original idea, focusing more on the concepts of innovation-customization-technology and deeming the “on site” concept no more fundamental: in reason of this choice, design, production and selling are no more on the same place.

EXPLORING THE OPPORTUNITIES

The Fas.P. OnSite project had the initial idea of creating an on site production of a custom made garment where customers could experience a unique creative and innovative environment. This idea was certainly appealing and revolutionary but it soon became clear, after speaking with specialists from the machines’ manufacturer, Shima Seiki, how the times and costs of the process worked against the success of the idea. This forced the three different groups to start over with the value proposition definition: what innovative service could we offer? The solution emerged from the great load of research carried out in the first months of the project. The information gathered revealed new technologies, already available on the market, which could still allow for a service based on customization, with the only difference from the initial concept, to be “off site”, meaning a decentralized production. After gaining a better understanding of such technologies an additional constrain inhibited us from choosing this solution: the degrees of freedom available for customizing clothes had to be considerably shrunk in order for the business idea to stand on its feet. Shima Seiki software is not in fact very flexible, and, aside from minor changes such as different colors for the garment, a whole new design is required after any change in shape and size. For this reason a sort of assembling-based customization experience was designed, where customers are able to create their garment based on predetermined combination of the basic “pieces”. This allows for an entire different approach for production which lowers costs considerably. Another problem which was faced was how to provide visual feedback of the customer wearing the chosen product in order for thim to be able to make a decision before actually seeing what he will purchase. The initial idea was to use a body scanner which would create a digital avatar of the person. On this avatar a 3d version of the garment would be justaxposed. This solution, however, proved to be very costly and poor performing on the customer experience goals we had set for the business model. Seeing a digital-self wearing a dress just wouldn’t convince someone to buy something “blindly” so we had to find an alternative: our research on motion capture technologies provided the answer. A video of the person substituted the avatar and on this video a 3d version of the dress in sync thanks to motion capture with the shapes and movements of the body would be put.

It’s clear then how, starting from an initial idea, our approach was almost a trial and error one, where at each test our solutions were tested against the facts. In the end however a final business model emerged.

DEVELOPING A SOLUTION

As a result of the research phase, three different scenarios have been defined and assigned to different teams. The original and main characteristic of Fas.P.onSite project was the ambitious idea to create a new business model for the fashion / apparel industry, offering to the clients the highest level of customization / personalization of each single purchase. This aspect has been deeply developed in one scenario, starting from the consideration that clients have specific needs not properly satisfied by the actual offer of clothes. There exist only few examples of products, many of which are accessorizes and not clothes, that can be shaped and designed by the final user. So the definition of a new service, able to fill this lack in the actual fashion system, represents the core task of the project. At the end of two years of research and analysis, an innovative proposal has been formulated, in terms of retail experience, purchasing process, productive process and brand strategy. The client becomes an active part in the whole creative process, thanks to the innovative application of existing technologies. The purchasing process is no more only the simple selection of an existing item, but an incredible make-to-order experience in which the user buys a unique fashion piece designed just to satisfy his / her own requests. This innovative process is manly based on Shima Seiki Wholegarment technology and on the innovative integration of other devices to create an internet-based business. There is still the need of a flagship store to spread this new brand-concept in the fashion market and to give to the clients the possibility to experience the whole process, but there will not be opened further points of sale. Instead temporary-stores will be open in the main Italian cities. In these locations potential clients can create their own digital video, used in the following steps of the purchasing process to assure the best wearability without a physical fitting of the selected item. This digital body-print / video is the key to develop this innovative business idea and create a web fashion community based on the sharing of videos and clothes already designed / bought. The last aspect of the project is related to the productive site. Initially the production will be concentrated in a single facility, especially to take advantage of the economies of scale. Only after the analysis of the first economic results and a better comprehension of the demand will be taken into account the possibility of multiple productive facilities to reduce the costs of logistic.