OFFER MAP

MOTION CAPTURE VIDEO

– FLAGSHIP STORE

– TEMPORARY STORES

BUY

designs

Fashion Social Network

ideas

SHARE

CUSTOMIZE

videos

Web-Cam photo
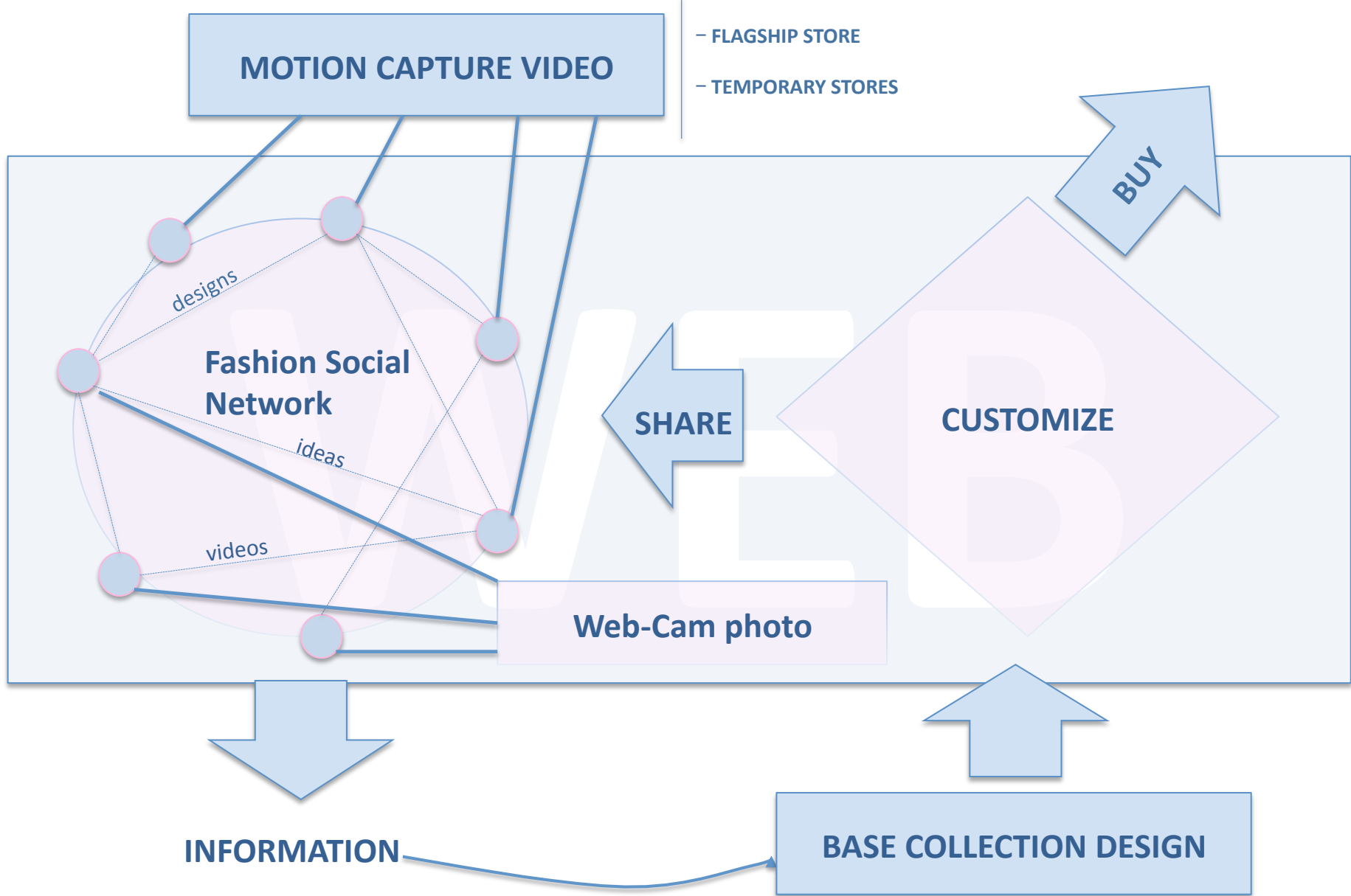
INFORMATION

BASE COLLECTION DESIGN

OFFERTA

MOTION CAPTURE VIDEO

– **FLAGSHIP STORE**

– **TEMPORARY STORES**

Allows users to:
- have visual feedback on the fit and look of the garment
- have a private modeling experience
- play around with their video and try out different styles
- play around by using our "just-for-fun" 3d masks (Dress like a Jedi?)

OFFERTA

Allows users to:
- customize our base collection designs by changing various parameters
- share their creation
- see how the garment fits
- buy the garment
- check the delivery status
- find the closest video recording location

2 versions of the app: Browser-based and iPad based

CUSTOMIZE

OFFERTA

Fashion Social Network

designs

ideas

videos

Allows users to:
- share their customizations
- share their videos
- share fashion related news
- give feedback to our design team
- give new ideas to our design team
- use their video to promote their image

Allows us to:
- understand market trends and needs
- anticipate trends in our base collections
- use trade of such information as side business

OFFERTA

Allows us to:
- create a zero collection that makes customization feasible (not too many parameters to choose from)
- manage a feasible production schedule thanks to the pre-design of every possible combination
- implement the information gathered through the social networks and the customers' feedback in new designs

BASE COLLECTION DESIGN

SWOT ANALYSIS

strenghts

-on demand production
-no stocks → costs reduction
-temporary stores allow to reach all the potential customers
-product customization
-new fashion experience and new role of the client → "prosumer"
-If fashion social network picks up its network economies will create a strong entry barrier
-highly scalable business (without massive additional costs)
-First movers

weaknesses

-brand quality / brand perception → hard to build due to the absence of the final products (client has to buy and try the clothes)
-high cost of collection design
-high initial investment (production machines, web interface, temporary stores, …)
-low defensibility

opportunities

-Competitive priced customized garments represent a great unexplored business opportunity
-Growing need for looking different
-New technologies such a motion capture are maturing rapidly

threats

-Incumbents from the fashion industry have money and brand to enter our newly created market
-Technologies are maturing rapidly but are getting more and more accessible for everyone to use (i.e. competitors)
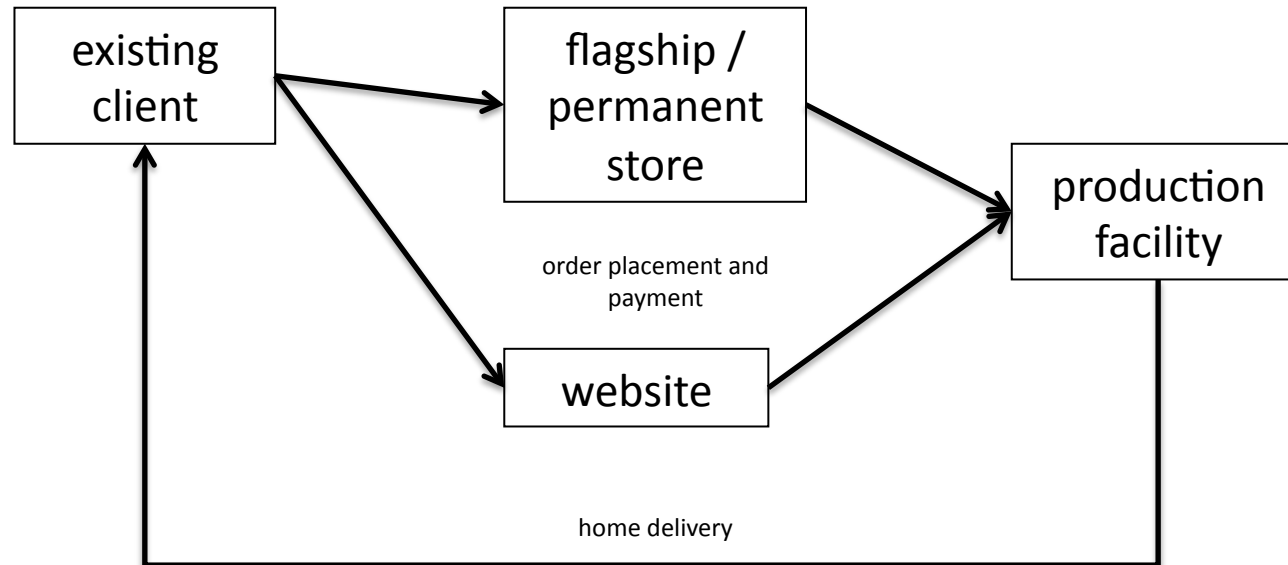-Low cost fashion might remain the key market growth driver also in the future

# SERVICE FLOW

NEW CLIENT REGISTRATION
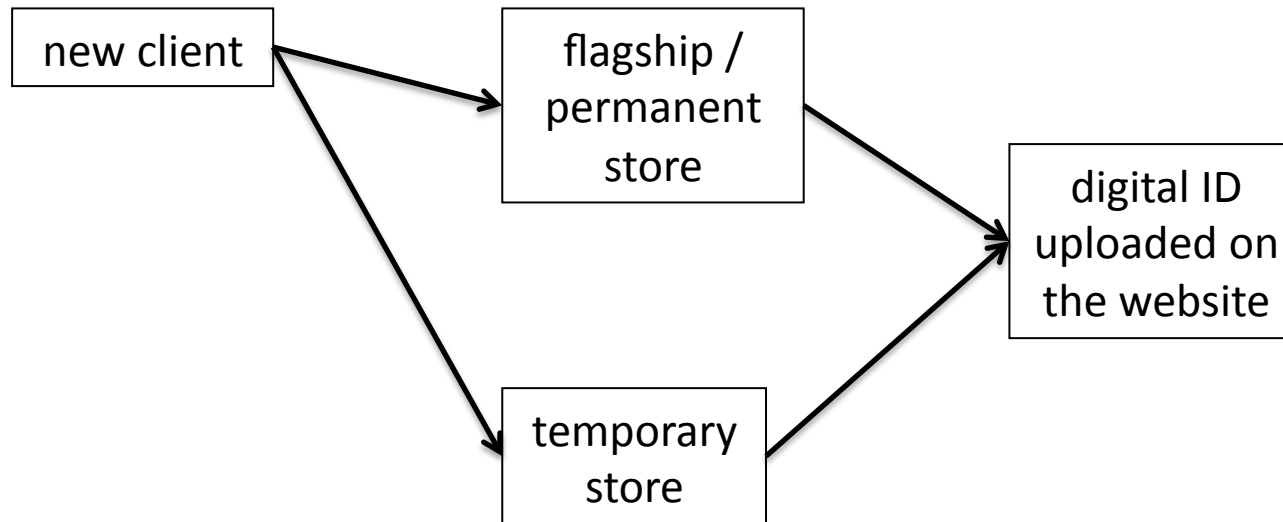
Every new client has to create his/her own digital ID in order to purchase a product. This is possibile both in the inital flagship store (and eventually in the further permanent stores) and in the temporary shops.

NEW ORDER PLACEMENT

existing client → flagship / permanent store

order placement and payment

flagship / permanent store → production facility

existing client → website

website → production facility

home delivery

production facility → existing client

Existing client has the possibility to create his/her own garment in two different ways: simply using the internet website at home or using a terminal at the flagship store with the help of skilled shop assistants (who have a better knowledge of the system and can assist client in the first purchases)

production facility	flagship / permanent store	temporary store	website	client
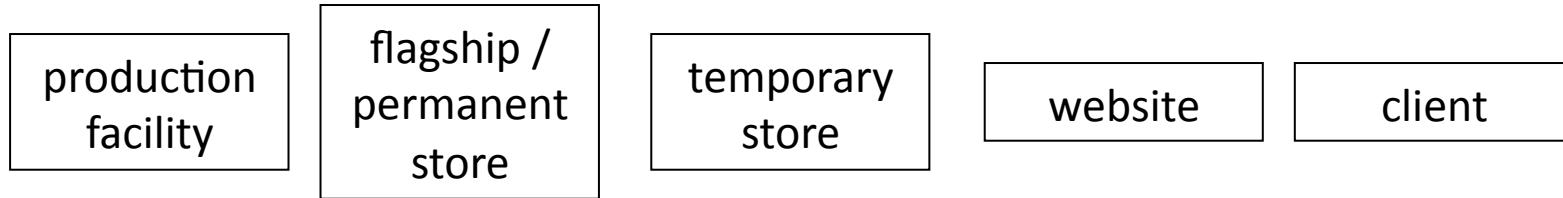
-Production machines
-Collection database
-Website (if not hosted on external server)

-Production management, website manteinance, delivery logistic, collection update