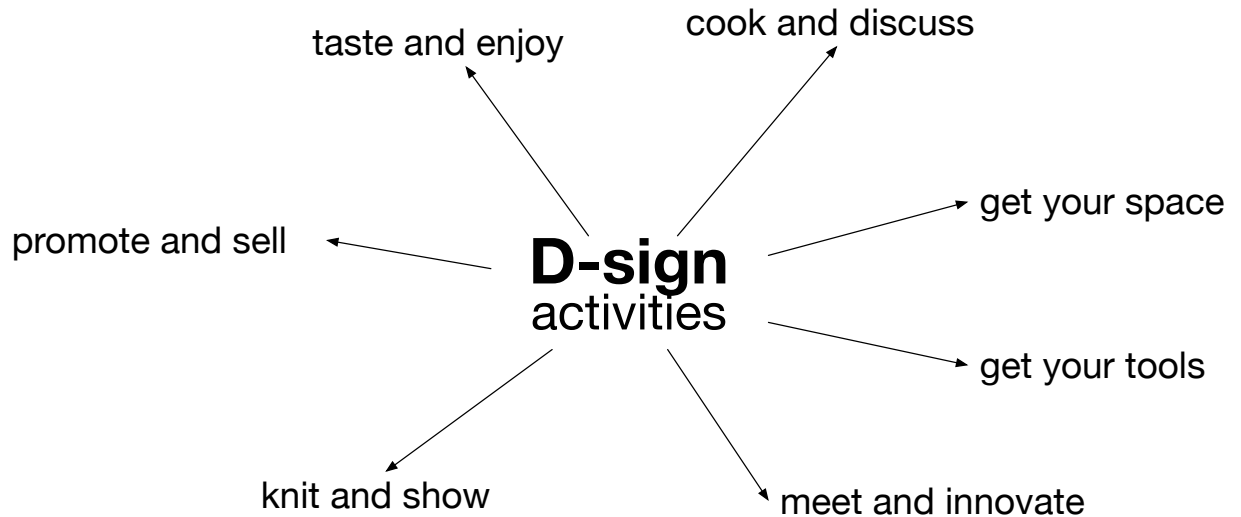


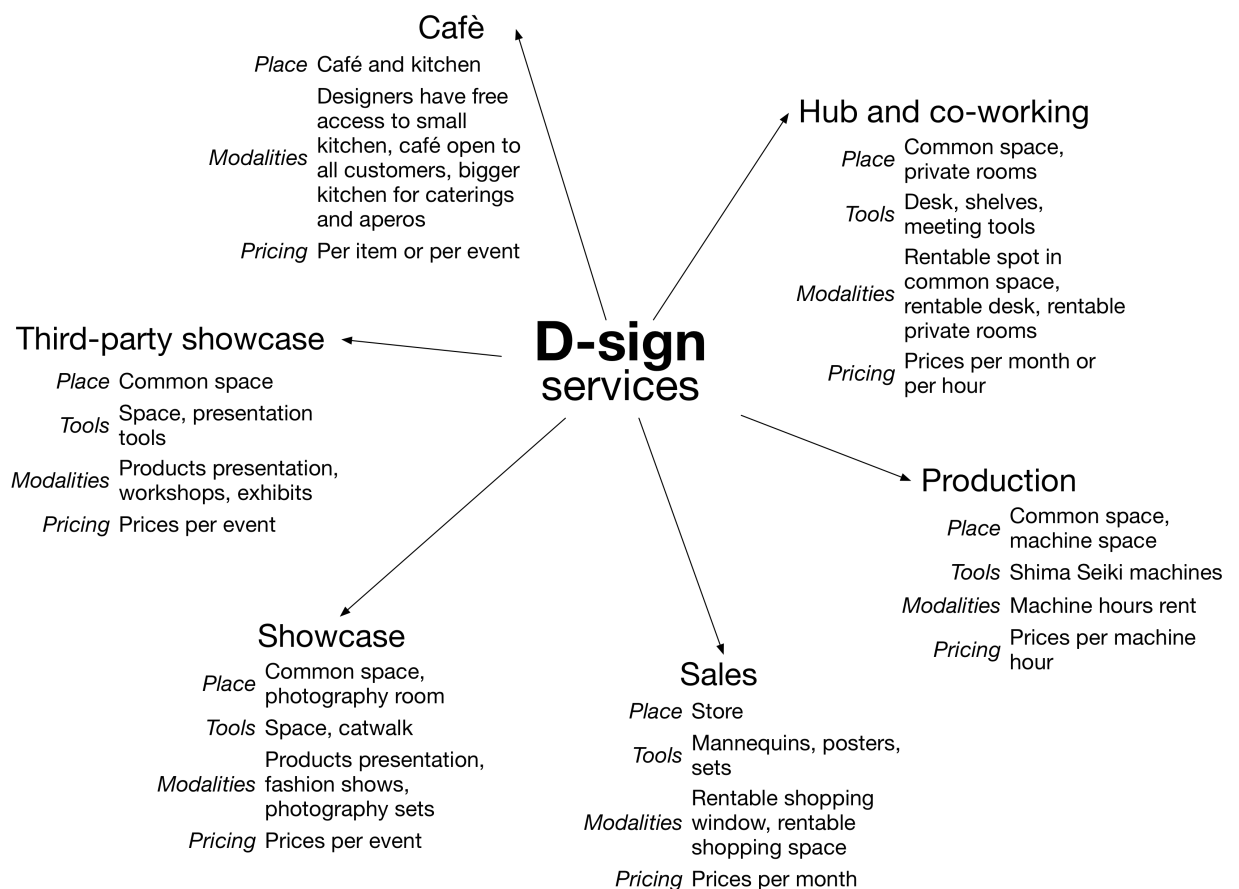
Value proposition

D-sign is a physical place that incubates emergent designers providing them with services in terms of space, tools, and visibility and where the unique products made by such thrived talents are sold. The core values of this model are social sustainability and valorization of the territorial specificities of which such uniqueness is expression.

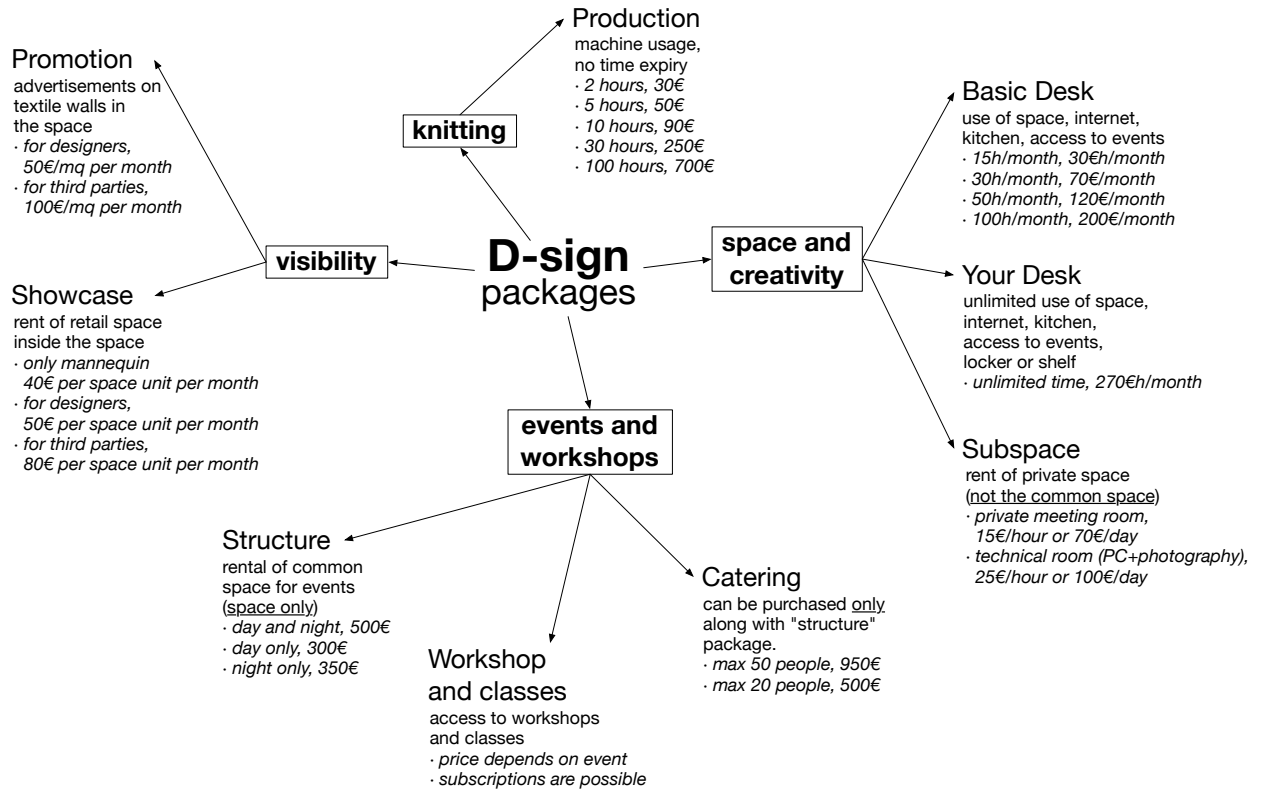
Activities map



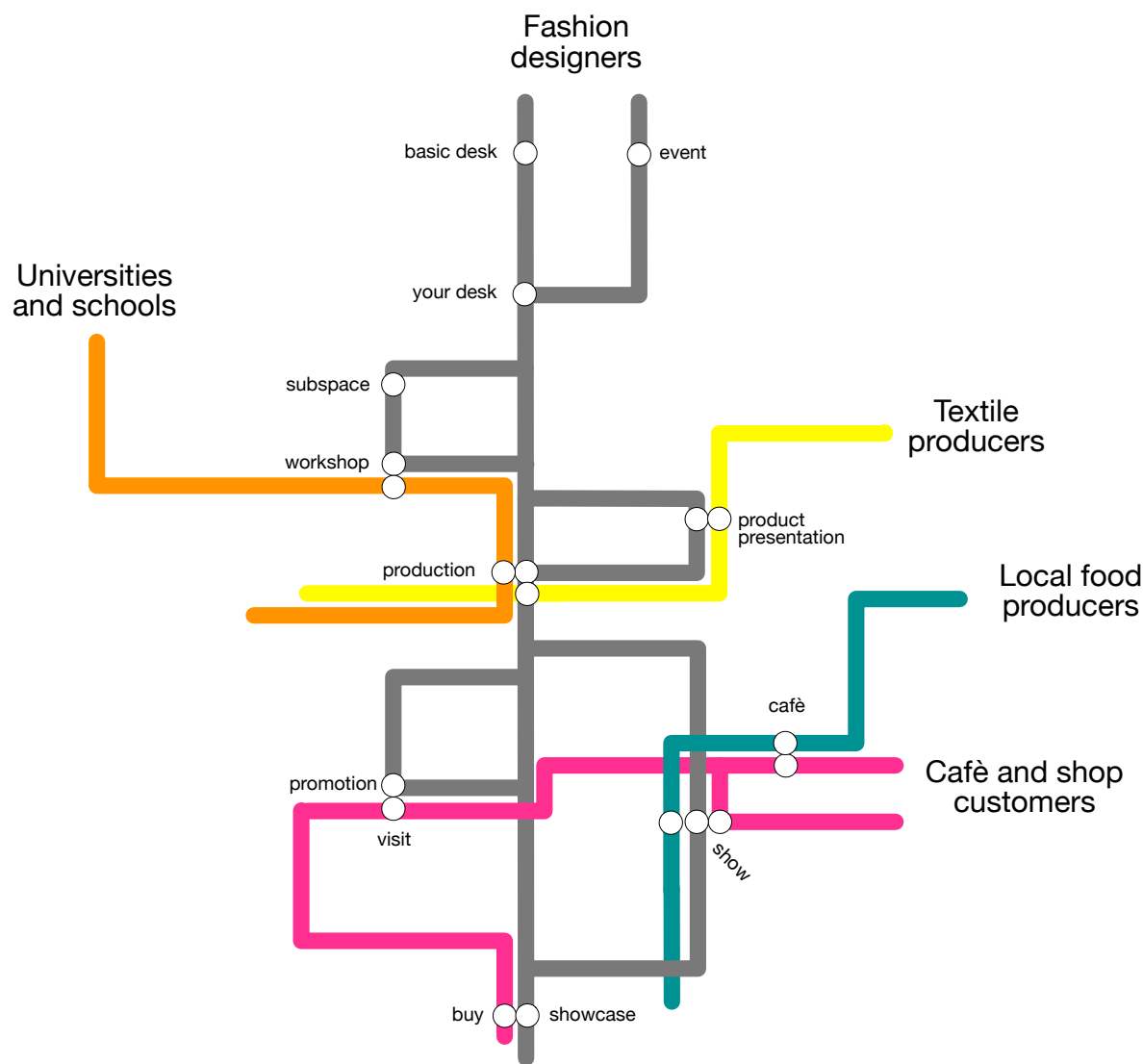
Service diagram



Packages map

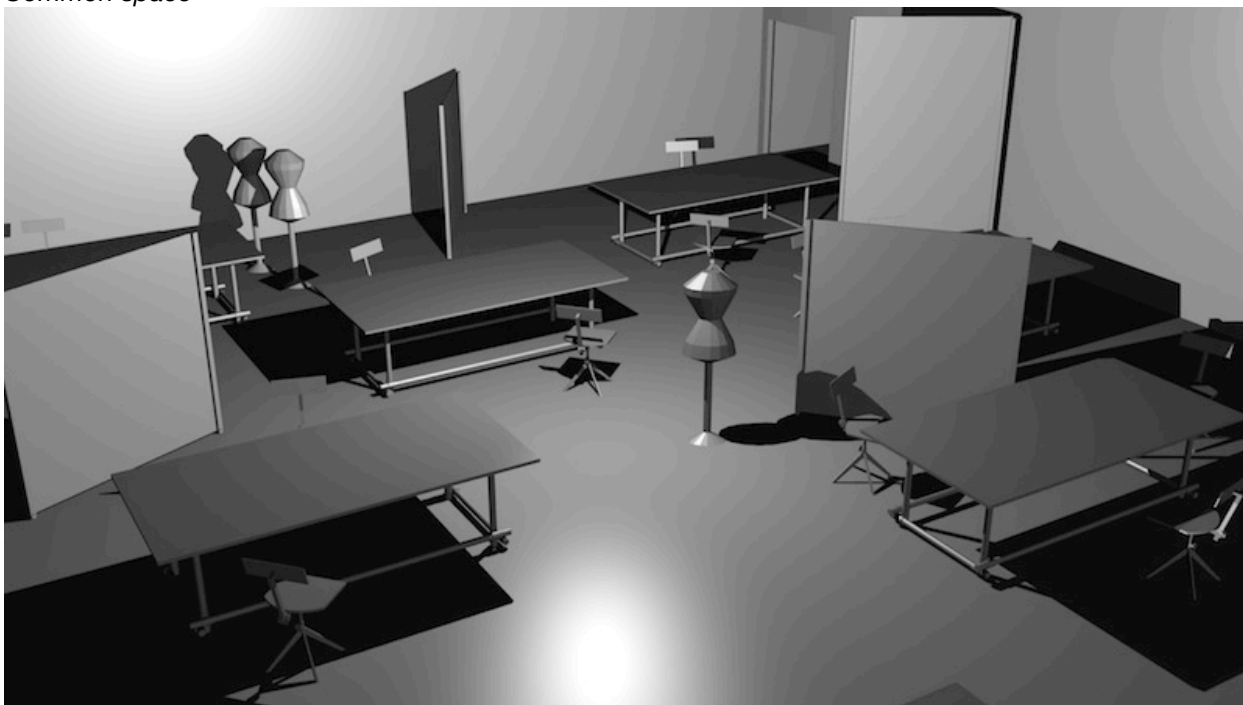


System of actors scenario

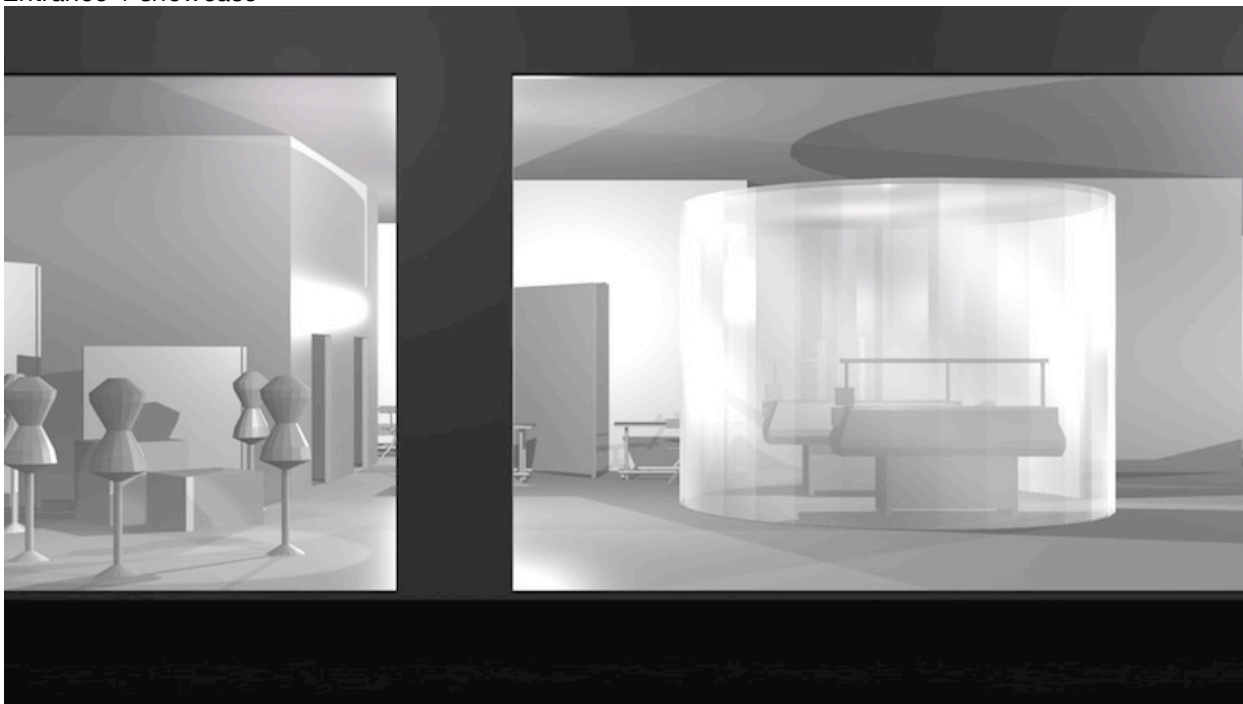


Space 3D renderings

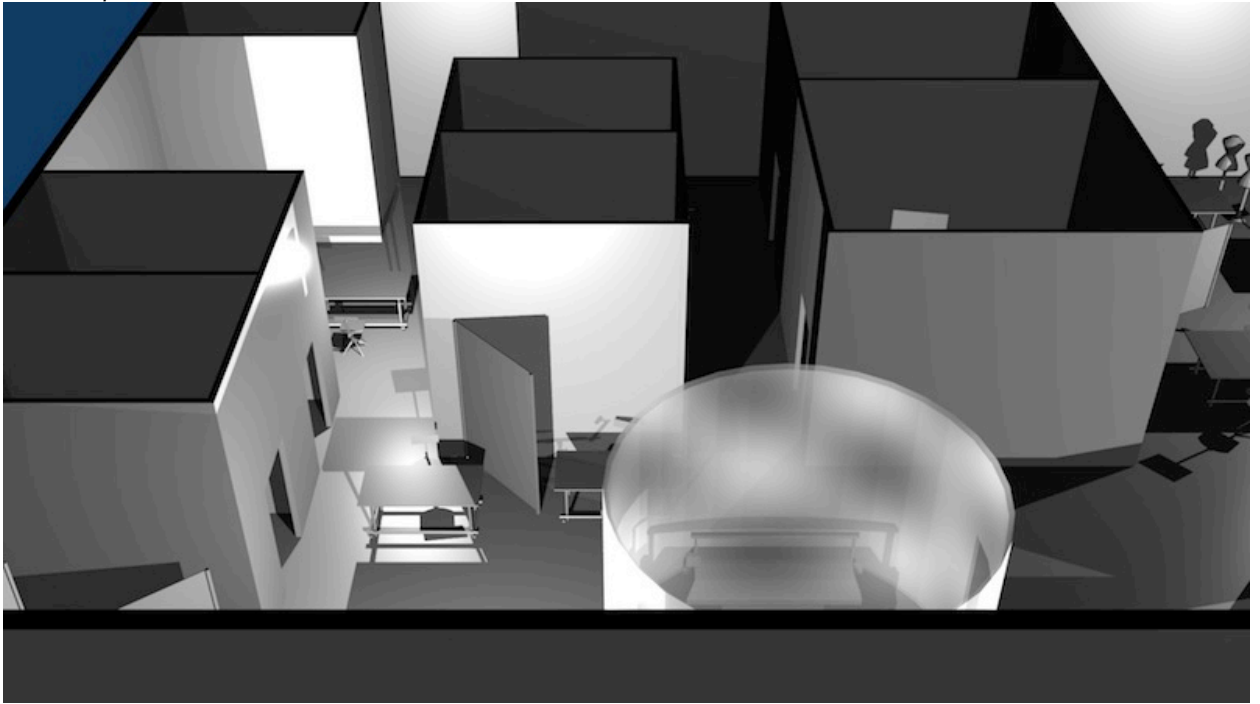
Common space



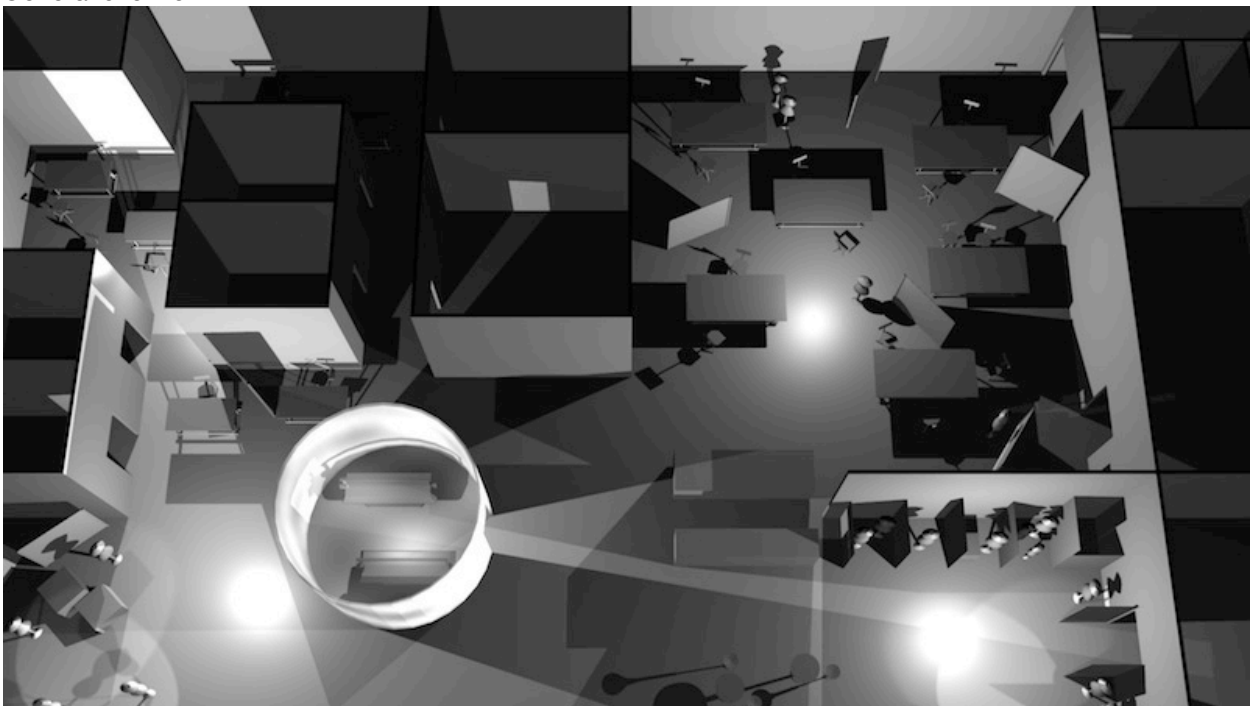
Entrance + showcase



Private spaces and «Your» Desks



General overview



Logo proposals

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18

Updated index

- Executive Summary
- PART I: Introduction
 - 1.1 Context and problem statement
 - 1.2 Stakeholders
 - 1.3 Fas.P.onSite teams
 - 1.4 Team organization and roles
 - 1.5 Research and activities
- PART II: User Requirements and State of the Art
 - 2.1 Customers: roles, needs and profiles
 - 2.2 State of the Art in the Fashion Industry
 - 2.3 New Technologies for customization
 - The Shima Seiki case study
 - Intellifit
 - Modaris
 - Threadless
 - 2.4 Shared working spaces
 - 2.4.1 The Hub
 - 2.4.2 ToolBox
 - 2.5 Business accelerators
 - 2.5.1 PoliMi and PoliTo incubators
 - 2.6 Shop cafes
 - 2.6.1 Colette
 - 2.6.2 Armani café
 - 2.7 Other case studies
 - 2.7.1 Fondazione Pistoletto
 - 2.7.2 Fabbrica del Vapore
 - 2.7.3 Material ConneXion
 - 2.8 Business Opportunities
 - 2.9 Mission and objectives
- PART III: Our solution
 - 3.1 Description of the product/service
 - 3.1.1 General description
 - 3.1.2 Core activities
 - 3.1.2.1 Machine activities
 - 3.1.2.2 Co-working
 - 3.1.2.3 Rental and consultancy
 - 3.1.2.4 Workshops and classes
 - 3.1.3 Clothes selling
 - 3.1.4 Assist activities
 - 3.1.4.1 Photography and post-production
 - 3.1.4.2 Fashion shows
 - 3.1.5 Related activities
 - 3.1.5.1 Cafè
 - 3.1.5.2 Catering
 - 3.2 Space organization
 - 3.2.1 Space philosophy
 - 3.2.2 Common space
 - 3.2.3 Co-working
 - 3.2.4 Machine room
 - 3.2.5 Cafè
 - 3.2.6 Store
 - 3.3 Customer profiles
 - 3.4 Abell's diagram
- PART IV: Business Plan
 - 4.1 Strategy
 - Mission and objectives
 - Market forces
 - Future strategy

- 4.2 Marketing plan
 - 4.2.1 Market analysis
 - 4.2.2 Marketing strategy
 - 4.3 Organization and HR
 - 4.4 Financial plan
- PART V: Conclusions