

# PARTNERS



# PROJECT DETAILS

PROJECT REFERENCE: 761122

START/END: Dec 2017 – Nov 2020

TOTAL COST: EUR 3,763,474.00

EU CONTRIBUTION: EUR 3,763,474.00

PROGRAMME ACRONYM: FBD\_BModel

TOPIC: NMBP-22-2017 Business models and industrial strategies supporting novel supply chains for innovative product-services

# CONTACTS

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# FBD\_BMODEL

FASHION BIG DATA BUSINESS MODEL

# OBJECTIVES



To create a Cloud Computational Interactive Design System



To create a digitalized knowledge based Supply Chain



To develop innovative data-based services



To build a novel B2B2C business model archetype

# 5 BUSINESS CASES

<p>Fashion urban wear and performing clothing for men</p> <p><b>beste</b></p>	<p>Performing Technical sportswear</p> <p><b>gze</b> AZADORA good zero espace</p>	<p>Men shirts with technical customizable features</p> <p><b>bivolino.com</b> CUSTOM MADE BOWTIE BY LILLY</p>
<p>Performing technical underwear</p> <p><b>yamamay Jaked</b></p>	<p>Customized Performing Fashion Accessories</p> <p><b>CARPISA</b></p>	

# EXPECTED IMPACTS

1. Strengthening the competitiveness and growth of industrial partners
2. Increasing growth and competitiveness of the EU textile industry and the SMEs that operate within it
3. Encouraging local (EU) aggregations to create new production networks
4. Implementing interactive and consumer-driven design and development approaches, that will create opportunities for employing high-skilled people, driving private investments, as well as research and innovation
5. Reducing the environmental footprint of the actual globalized textile productions