



[www.fbd-bmodel.eu](http://www.fbd-bmodel.eu)

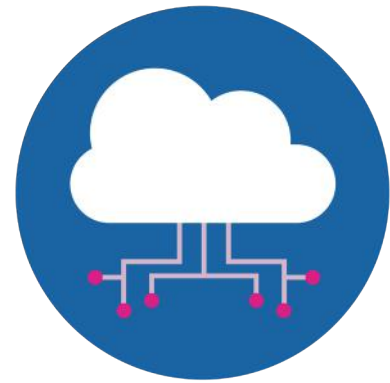


**FBD\_BModel** will be a new **knowledge-based business model** based on a **digital technology platform** for quickly delivering **personalized products** through EU-based local connected **supply chains**.

**FBD\_BModel** will dynamically organize **design and production** in the big data environment, **from fabric materials to consumers**.

**FBD\_BModel** will innovate **e-shopping for customer-driven textiles and stylish technical garments** in small series, enhancing the competitiveness and **sustainability** of European textile companies.

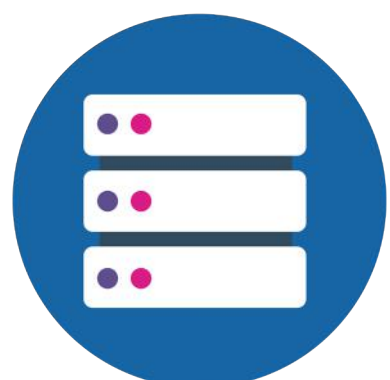
## OBJECTIVES



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

## 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

## 5 BUSINESS CASES

Fashion urban wear  
and performing  
clothing for men



Performing Technical  
sportswear



AZADORA

Men shirts with technical  
customizable features



Performing technical  
underwear



Customized Performing  
Fashion Accessories



## TARGETS

BIGGER MARKETS



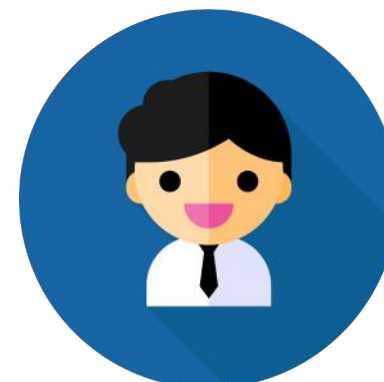
Bigger size of customised  
fashion market: +50%

MORE EMPLOYMENT



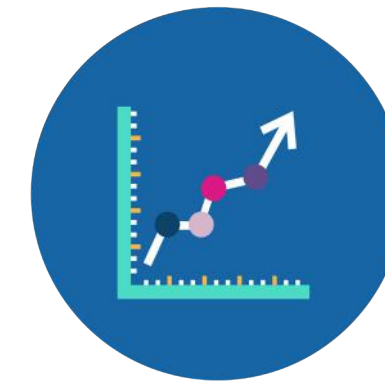
Higher specialised workers  
employment: +15%

HAPPIER CUSTOMERS



On-line returns: -25%  
On-line order conversion rates:  
+15%  
Customer satisfaction and  
loyalty: +50%

BETTER BUSINESS



Products & Materials choices: +40%  
Cost-to-market: -20%  
Time-to-market: -40%

GREENER PRODUCTION



Production environmental  
footprint: -10%

## PARTNERS



HÖGSKOLAN I BORÅS



AZADORA



In collaboration with



## PROJECT DETAILS

PROJECT REFERENCE: 761122  
START/END: Dec 2017 – Nov 2020  
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



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