



FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL

Project Full Title

A Knowledge-based business model for small series fashion products by integrating customized innovative services in big data environment (Fashion Big Data Business Model)

Project Acronym

FBD_BModel

Grant Agreement Number

761122

Topic

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

Total cost and EU contribution

EUR 3,763,474

Start date of the project

December 1st, 2017

Duration

36 months

Project Coordinator

Ecole Nationale Supérieure Arts Industries Textiles (ENSAIT)

Project Website

<http://www.fbd-bmodel.eu>

European excellence centres and industries join forces to develop a new Business Model based on Data for customised Fashion production

FBD_BModel project – started in December 2017 and spanning a three years period – funded by the **European Union** under the Horizon 2020 Programme with more than 3,7 million Euro, brings together twelve outstanding representatives from the academia and industry domain, to develop a **new knowledge-based business model** for quickly delivering **personalized products** through **local connected supply chains**. The project aims to ride the **growing market trend** for **e-shopping** for **customer-driven textiles and stylish technical garments** in small series, enhancing the competitiveness and **sustainability** of European textile companies with new market opportunities, more jobs and reduced environmental impact.

FBD_BModel aims at creating a **digital platform** for delivering **small series** of innovative **functional garment products** through a European Union-based **textile supply chain model**, meeting consumers' personalized requirements in terms of fashion and functional performances.

This new supply chain model will permit to get through the information channel **from fabric materials to consumers' requests**, via various processes, to dynamically organize **design and production in a big data environment**.

An **extended virtual space** will be created for visually displaying and evaluating fashion and functional performances of the designed products, and to more easily **integrate consumers' lifestyle into the product design** process.

The platform will innovatively provide a range of **data-driven services dedicated to consumers and connecting the professional networks** of producers, designers and retailers, thus optimizing all activities of the supply chain.

Based on this platform, a **novel B2B2C business model** will be built by establishing its economic viability performing a series of extensive pilot operations and market replication actions, with the aim of **creating customized textile productions in Europe**, promoting **material innovations of European SMEs** with connected professional networks, and preserving and updating professional knowledge within European textile stakeholders.

The Consortium is coordinated by the *Ecole Nationale Supérieure Arts Industries Textiles*, is composed of other three outstanding **research and technology centres** (*The University of Manchester*, *Hoegskolan i Borås*, *Deutsche Institute Für Textil und Faserforschung Denkendorf*), two **innovative SMEs** (*Grado Zero Espace S.r.l.* and *Premaccess SA*), two advanced **technology providers** (*Desap System Solutions Limited* and *Fitizzy*), four key **textile and clothing industries** (*Kuvera SpA* - with *Carpisa* and *Yamamay* brands, *Beste S.p.A.*, *Bivolino.com*, and *Azadora S.r.l.*), and a **professional services** provider (*BeWarrant*).



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