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In collaboration with premaccess

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PROJECT DETAILS

- **PROJECT REFERENCE:** 761122
- **START/END:** Dec 2017 – Feb 2021
- **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

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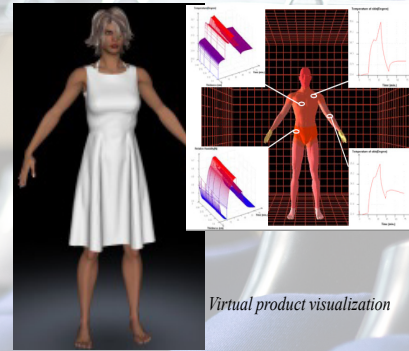
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FBD_BMODEL
FASHION BIG DATA BUSINESS MODEL

CLOUD BASED-PLATFORM

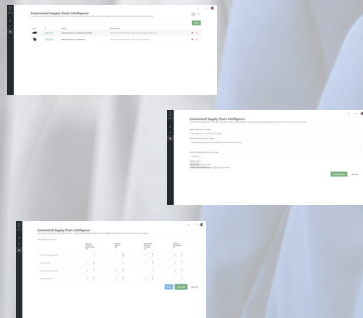
An Intermediation Platform to support data-based services, able to get results smartly & quickly. A Trustful Process for exchanging and storing data, feeding calculations and simulations. A Secure Environment with a data encryption process and an authorization process for data sharing. A Mobile WebApp for a seamless and fluid customer experience. Scalability & Automation to support innovative and flexible data services offering.



Virtual product visualization

SUPPLY CHAIN & PRODUCTION MANAGEMENT SYSTEM

New Tools for an intelligent supplier and processes selection & production planning in real time. A Smart Wizard for decision making on small-series supply network design and configuration. Users Enabled to trace materials and processes digitally throughout the supply chain and to optimize costs, environmental & social impacts.



B2B2C BUSINESS MODELS

Smart Digital Technologies & Data-based Services supporting fashion and retail businesses. Different Parts of the Supply Chain - from fibre, yarn and fabric to garment manufacturers - connected to the customers' needs. Digital Data supporting certification of functional qualities of fibre, yarn, fabric and garment. Sustainable Business Models now enabled, for retailers (B2C) and business partners (B2B). Labour Intensive Textile Supply Chains now transformed into Digital Value Chains, with networked units for personalized design and local small series production.

BENEFITS

BETTER BUSINESS



BIGGER MARKETS

GREENER PRODUCTION

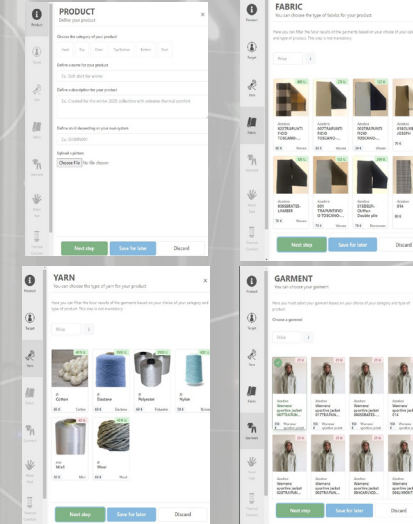


HAPPIER CUSTOMERS

MORE EMPLOYMENT

INTERACTIVE DESIGN

An Interactive Virtual Space to visually display and assess the “fashion” and “functional” performances of the products. A Recommendation System - taking account of the biometric fitting, hand feel, skin feel, & wear thermal comfort - as a virtual sales/purchasing advisor. Consumer Lifestyle & Preferences becoming parameters, and consumers now actively involved in the design process selecting fabric and garment functional and comfort requirements, & fitting and styling.



FASHION BIG DATA FOUNDATION

FBD_BModel transitioning to FBD Foundation to promote the uptake of Digitalization and Intelligentization to support Sustainable development in the Fashion and Textile Industry.