



www.fbd-bmodel.eu



**FBD\_BModel** is 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** organizes **design and production** in the big data environment, from **fabric materials to consumers**.

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

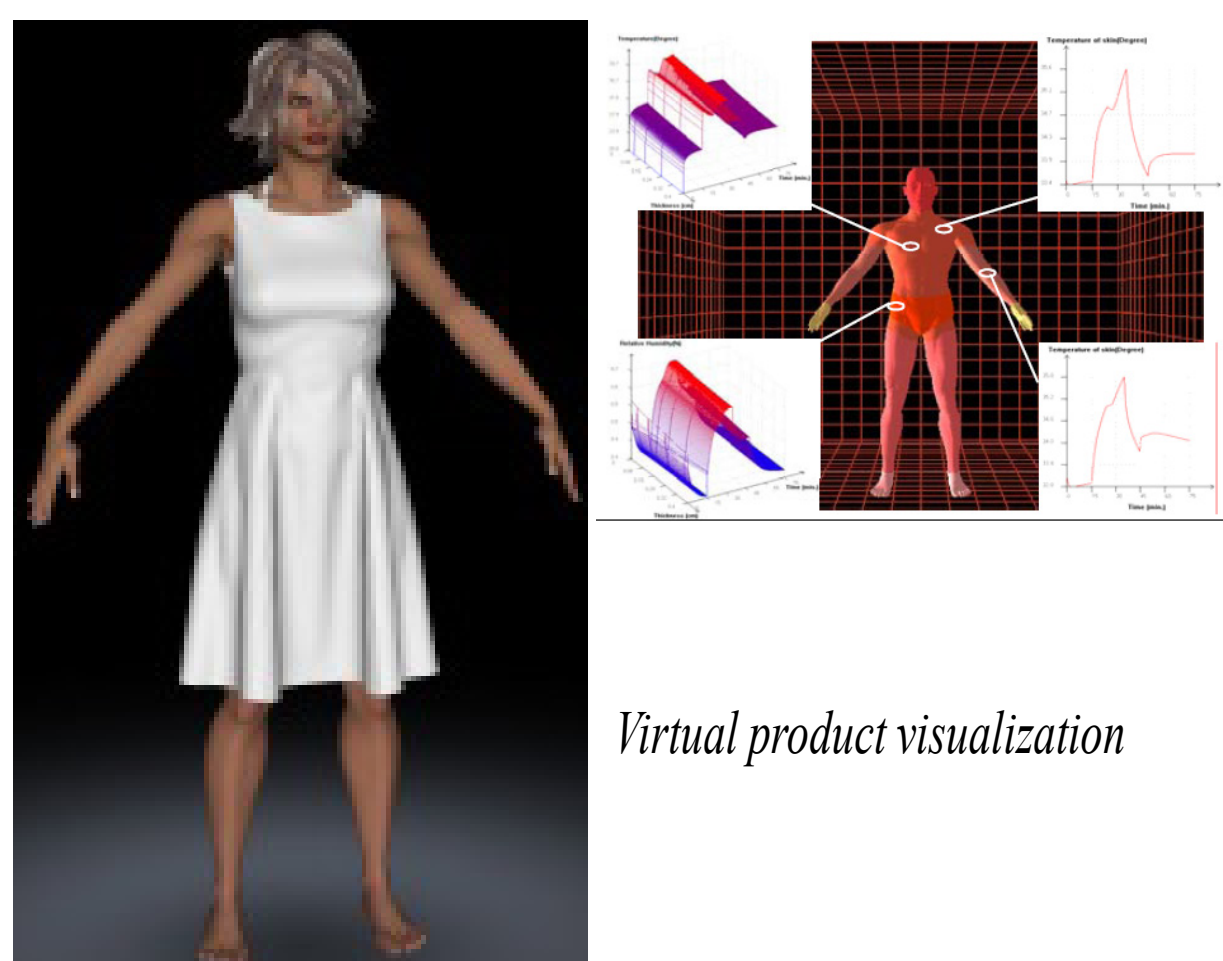
**FBD\_BModel** has created a **digital platform** for delivering small series of innovative functional garment products through a European Union-based textile **supply chain model**, meeting **consumers' personalized** requirements in terms of fashion and functional performances

## 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.

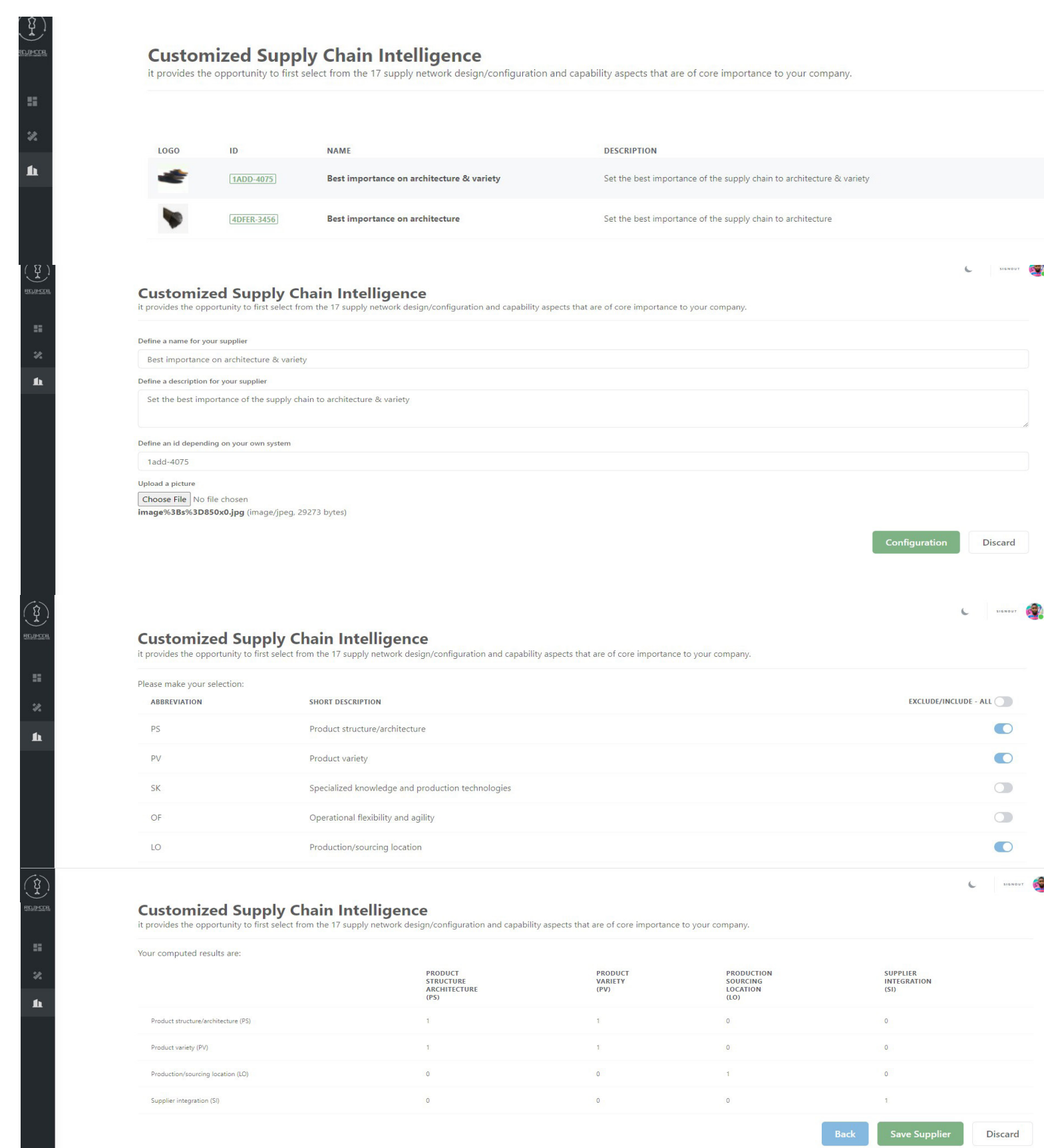
A Mobile WebApp for a seamless and fluid customer experience. Scalability & Automation to support innovative and flexible data services offering.



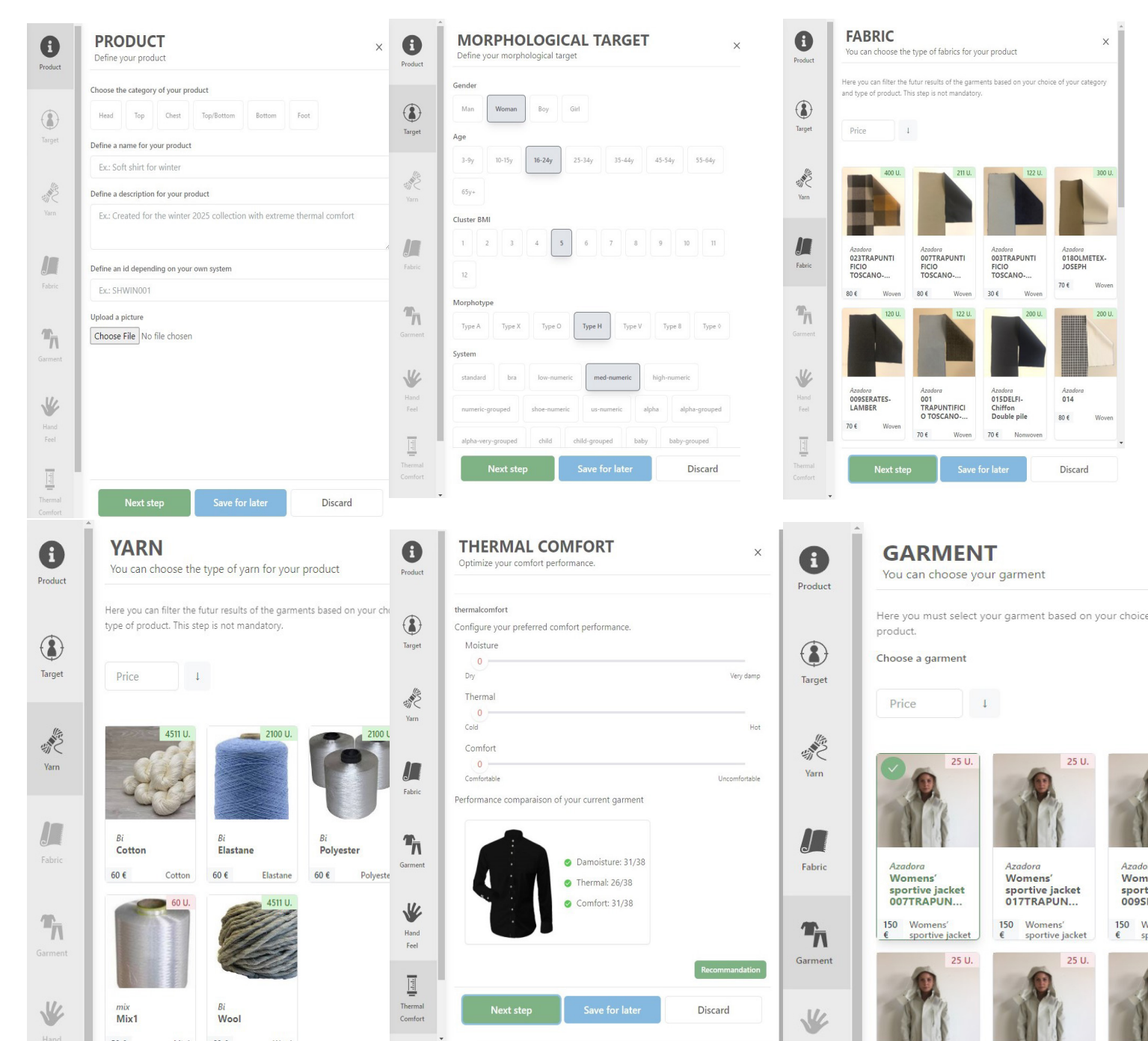
Virtual product visualization

## 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.



## 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.

## 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.

## 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.

## BENEFITS



## PARTNERS



## PROJECT DETAILS

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

- XIANYI ZENG**  
PROJECT COORDINATOR  
xianyi.zeng@ensait.fr
- ISELLA VICINI**  
DISSEMINATION MANAGER  
isella.vicini@warrantHub.it
- FRANCESCO COSTA**  
EXPLOITATION MANAGER  
f.costa@carpisa.it
- CÉLINE ROTCAJG**  
INNOVATION MANAGER  
crotcajg@premaccess.com
- CINZIA IACONO**  
PROJECT MANAGER  
cinzia.iacono@warrantHub.it