



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

39 months

Project Coordinator

Ecole Nationale Supérieure Arts Industries Textiles (ENSAIT)

Project Website

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



"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No761122".

NEW DIGITAL BUSINESS MODELS FOR FASHION AND TEXTILE SUPPLY CHAINS

The horizon 2020 project, FBD_BModel ends with outstanding results

February 24th, 2021 - The project FBD_BModel, funded with a contribution by the European Union of more than 3,7 million euro, is ending with outstanding results. The project, started in December 2017, has presented its results in a virtual workshop organized by the partner beWarrant last February 19th, 2021.

The main achievement has been the development of a **digital platform** that reinvents the concepts of design, supply chain and product, and offers a way to gather and evaluate large quantities of data and carry out specific functional and biometric simulations, as well as allowing users to trace materials and processes digitally throughout the supply chain. It finally enables the **development of new business models for retailers** (B2C) and business partners in the **supply chain** (B2B), providing data-based services. With this **innovative solution**, a new business model can be changed with big data, and contribute to the discussion on hot topics and new trends: customized small series production for e-commerce, nearshoring, resilience and sustainability models, all abled by AI and big-data based services.

The system is **Cloud-based**, using state of the art technologies available on the market. It enables partners to develop **new data-driven services** for functional and personalized, tailor-made design. **Companies can interact with the platform in real time**, select suppliers and processes, plan production, optimize their products and configure their supply network.

The FBD_BModel platform includes a **recommendation system for designers** and a **graphical interface for end consumers**, so they can be involved in designing their garments, specify their had feel and skin feel preferences, wear thermal comfort requirements, as well as biometric fitting needs with opportunities to select the fabrics and fit styles. These features are the most intriguing for professionals and customers as they offer a customization possibility with superlative potential. As well as improving design and end products, our new business models offer a way to optimise production cycles and play a major role in **monitoring parameters directly linked to the environmental impact**, showing a way to **guarantee sustainability** throughout a product's life cycle.

FBD_BModel thus demonstrates the possibility to use the power of technology to innovate and improve the efficiency and impact of traditional industry.

But the project performs also another important result: the creation of a **Fashion Big Data Foundation** to promote the uptake of Digitalization to support Sustainable development in the Fashion and Textile Industry.

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More about FBD_BModel Project:

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, brought 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 aimed 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 main objective was to create 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 now allows 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** has been 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 can now 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** has been 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, 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 Entreprises Limited* and *Fitizy*), four key **textile and clothing industries** (*Kuvera SpA* - with *Carpisa* and *Yamamay* brands, *Beste S.p.A.*, *Bivolino*, and *Azadora S.r.l.*), and a **professional services provider** (*BeWarrant*).

