**eRetail Andermatt 🡪 Fair&Wear / FairWear / WearFair🡪 NAME??**

Business Idea

* Fair produced clothes (what kind TBD; t-shirts, pullover, trousers, suits, blouse, shirt, skirts (underwear, socks (= promo material) and bathing clothes coming soon)
* Production upon order (🡪 zero waste)
* Customized
* Tailor-made (loose fit, tight fit, etc.)
* Artificial Intelligence 🡪 mobile app (will not be programmed, which is ok according to Devid) to measure one-self, use AI to improve your recommendations for future purchases (🡪 sell meta data)
* Cutting pattern will be printed automatically based on data gained in app
* Marketing tailored to your preferences and ratings of clothes bought in app; Google Analytics, Google Adwords, Insta, Facebook, Pinterest, Influencer)
* Return service available for corrections 🡪 partnerships with selected tailor shops in bigger cities (e.g. 4-5 different tailor chains within Switzerland like Stecknadel, Bernina, …) in country of deployment (e.g. Switzerland) where corrections are done for free
* Voice recognition and text based option 🡪 recommendations concerning your body type, colour combinations, style recommendations (similar to Zalon, Outfittery) 🡪 customizable
* Preview (your body / picture in the selected clothes)

TO Dos

* Draw customer journey
* Draw to-be process
* Select name
* Select logo