

GROUP 1

INNOVATION AND ENTREPRENEURSHIP

Fast fashion

FAST FASHION

Inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends. In previous years, fashion was divided into two seasons: spring and winter, and that was it; some magazines still do so; however, fashion has evolved, and now there is a different trend every week, so people can buy something from the store one week when it is "on trend," but not the next one, and they can easily get rid of it after only using it two or three times. Nowadays instead on having 2 seasons we have 52, each for every week.

THE PROBLEM





QUICK MATH

AN AVERAGE CONSUMER
THROWS AWAY 70
POUNDS(31.75 KILOGRAMS)
OF CLOTHING PER YEAR.
GLOBALLY WE PRODUCE 13
MILLION TONS OF TEXTILE
WASTE EACH YEAR 95% OF
WHICH COULD BE REUSED
OR RECYLCED

MF | F/W 2020

FLÂNER



FLÂNER

“A SECOND HAND A SECOND CHANCE AT THE BEST PRICE.”

THE SOLUTION

Designing an app where you can buy second handed clothes, with the caveat that if the quality of the clothes are low, they won't be suitable for sale, having to pass some filters in order to be candidates for a sale. Making brand clothes accessible for everyone and reduce pollution

MISSION

Our app tackles the negative social and environmental impacts of producing, consuming and wasting clothes by:

- Increasing our use of second-hand clothes.
- Providing people with reuse services to stop wearable clothes being thrown into the waste stream or left unused

Putting wearable clothes back into use in our charity shops

Running education programs and campaigns to raise awareness of the socio-environmental impacts of clothes and to persuade and inspire people, businesses and policy makers to take action to keep clothes in use for longer.

Funding, supporting and promoting global projects to establish more sustainable **production and safer fairer conditions for people working in the supply chains making our clothes**

VISION

TO CONTRIBUTE TO THE
SUSTAINABLE DEVELOPMENT
OF SOCIETY AND THAT OF THE
ENVIRONMENT WITH WHICH
WE INTERACT, GIVE
CUSTOMERS WHAT THEY WANT
WITH AFFORDABLE PRICE AND
GOOD QUALITY



VALUES

BEAUTY, QUALITY,
SIMPLICITY, AND
SUSTAINABILITY

OUR SERVICES



Low Prices



Accessible



Stylish

AUDIENCE TARGET

Our target market is young, price-conscious, and highly sensitive to the latest fashion trends. They have an advantage over traditional retailers because they do not define their target by segmenting ages and lifestyles giving them a much broader market.

Studies show that especially young people are proud to buy second-hand. This development is driven by a multitude of factors. Most of them are linked to two key drivers:

- It's cheaper.
- It's greener.

As consumers become more aware of how wasteful fast fashion is, they are increasingly looking for more sustainable alternatives.

What is the business model of fast fashion?

The business model of fast fashion is based on consumers' desire for new clothing to wear. In order to fulfill consumer's demand, fast fashion brands provide affordable prices and a wide range of clothing that reflects the latest trends.



BUSINESS STRATEGY



MANAGEMENT

The primary objective of fast fashion is to quickly produce a product in a cost-efficient manner to respond to fast-changing consumer tastes in as near real time as possible.



MARKETING

Is the key driver of fast fashion. Marketing creates the desire for consumption of new designs as close as possible to the point of creation.



PRODUCTION

The consumer in the fast fashion market thrives on constant change and the frequent availability of new products. Fast fashion is considered to be a "supermarket" segment within the larger sense of the fashion market.

BUSINESS STRATEGY

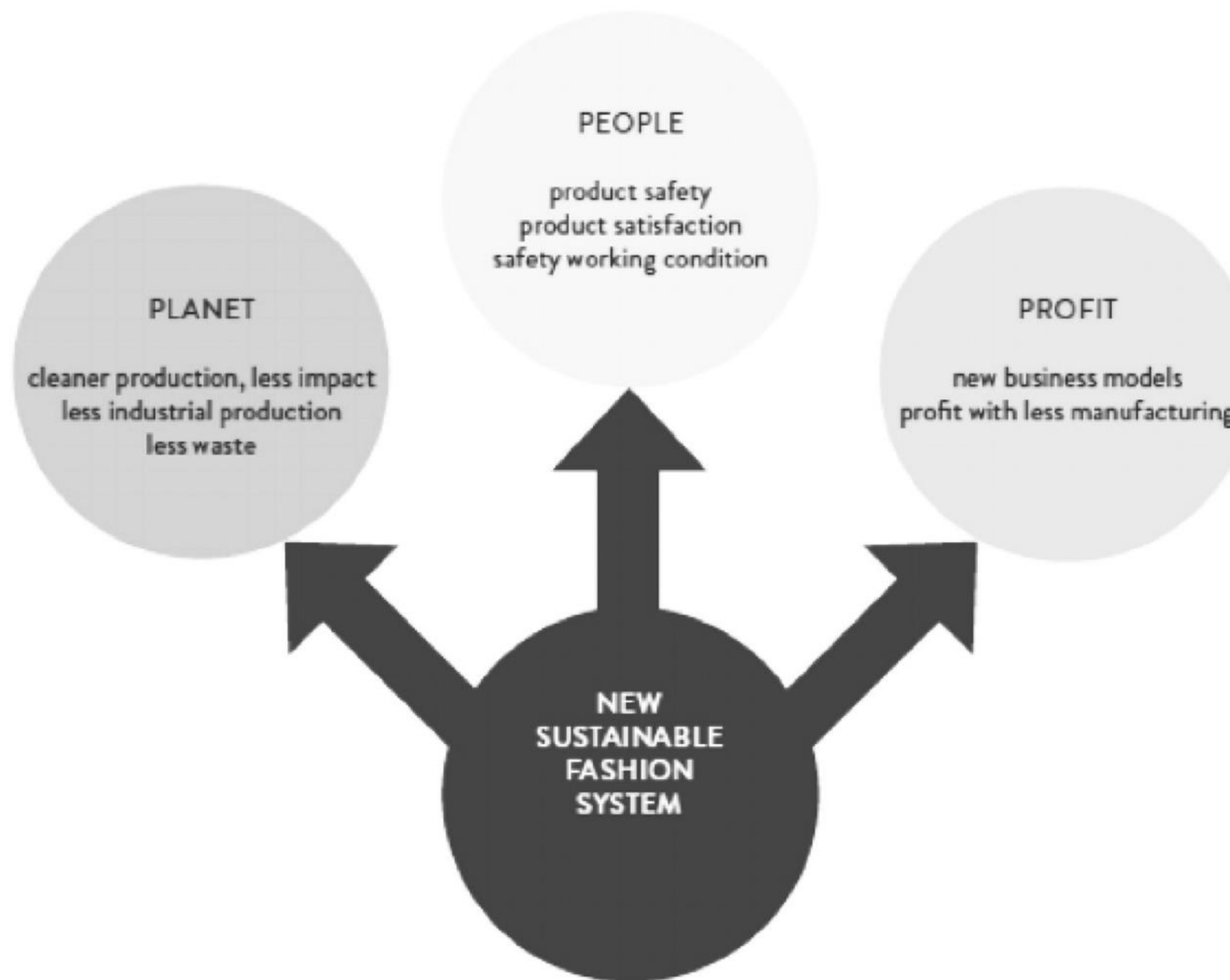
SUPPLY CHAIN

Supply chains are central to the creation of fast fashion. Supply chain systems are designed to add value and reduce cost in the process of moving goods from design concept to retail stores and finally through to consumption. Efficient supply chains are critical to delivering the retail customer promise of fast fashion.

VENDOR RELATIONSHIPS

The companies in the fast fashion market also utilize a range of relationships with the suppliers. The product is first classified as "core" or "fashion".





CONCEPT OF OUR PROJECT