LABELEDBY.

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I. Business Idea

DIGITAL driven manufacturing techniques as 3D printing and laser-cutting can be used to accelerate, personalize and automate the production processes of garments, locally and free from child labor and bad labor conditions. Therefore, it is our vision to revolutionize the fashion industry by implementing and merging these aspects in a company: LABELEDBY.

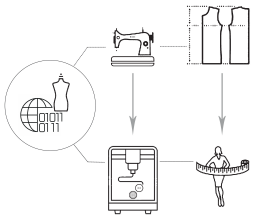

Fig. 1: LABELEDBY's Vision of Industry 4.0

A. The Problem

The fast increase in web shops and international operating fast fashion companies, have had huge impact on the fashion sector. There is a high demand for fast changing collection for a small price. The pressure on the production processes is high and the balance between People, Planet and Profit is not easy to find. Production is often based in low-wage countries in Asia. Long and expensive transport costs from Asia to Europe cannot compete anymore to high demand for fast fashion. More fashion companies who sell in Europe begin to start producing in Europe, which is in our opinion, a good development. The production is coming closer to its selling points, so why not push this and start producing locally?

Everybody, in its own shape and with its own identity, is forced to buy garments in these standard sizes, from XS to XL with prefabbed prints and details. In other words: 7,5 billion (2015) unique people have to live up to 5 standardized fixed measurements and a limited range of looks/style. Despite the scope of these limited standardized sizes and looks, the unique body has its own unique measurements and unique personality, so is there anybody who exactly fits the standards? The clothes will fit the human, but what will happen when we search for an answer where the human fits the clothes?

B. Solution

The manufacturing industry is entering this 4th Industrial revolution, that put pressure on companies to innovate and redesign their business processes. This seems to be the perfect time to respond, act and show new possibilities from an engineering point of view on the fashion industry. LABELEDBY. actively participates in Industry 4.0 with and has is an opportunity to show the added value of technology within the production of fashion and the persistent demand for garments.

C. Business Model

Initially, we are a brand that makes use of 3D body scans and digital manufacturing techniques to create mass customized garments that perfectly fit the unique body. We intend to become the pioneer in creating trendy fashion items with a perfect fit, personalized details and fairly produced. Money can be made by selling these personalized garments.

II. Market

Our initial target market are customers who feel having difficulty with finding the right size and "perfect fit" within the current garments. Our target group are people that desire high-quality garments that help them display their "true-selves".

Since we are on the intersection between digital manufacturing, mass customization and local production, we have different and multiple competitors. Our competitive advantage is our "story" and goal of simultaneously improving the quality of world living by displacing child factory workers. We know of at least four other companies, but they do not have our same image and vision.

III. Traction

A. Features

MODELAB
Ultimaker
F6S
Cursor TU/e

B. Presentation Booths

Material Xperience 2018 (Rotterdam, Netherlands)
Fashionology Summit 2018, Runway (Dhaka, Bangladesh
Dutch Design Week 2017 (Eindhoven, Netherlands)

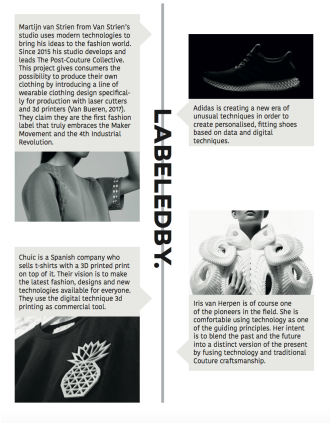

Fig. 2: LABELEDBY's Competitors and Intersection

IV. Roadmap

Within 6 months we want start selling the first ultra-personalized garments. Therefore, our tools, website and networks must be developed further in depth.
Within 12 months, we would like to collaborate with a major company, to grow and expand our vision.
Within 24 months, we would like to see some form of noticeable adoption and standardization of our products.

V. Team

A. Members

Fabienne Van Der Weiden:

Final Master student Industrial Design TU/e. Fabienne has developed skills in a new type of craftsmanship. By exploring, together with Jessica the limitations and potentials of digitally controlled manufacturing techniques (e.g. laser cutting, 3d printing, digital embroidery and 3D scanning) and combining them with expertise in textiles, she became a "textiles editor". Currently she is developing towards a business designer for the new industry. Fabienne can be considered as a designer with a business oriented mind, which is guided by an artistic process.

Jessica Joosse:

Final Master student Industrial Design TU/e. I believe technology is there to explore and form the future of the fashion industry, in anticipation of current society and its culture. Currently I am researching, together with Fabienne, what value a 3D printer can have for a fashion designer and the commercial fashion industry

Christopher Ohara:

Christopher is currently attending TU/e as a graduate student in Embedded Systems (with a minor in Innovation and Entrepreneurship) and NJIT (USA) for Mechatronics. With an "ethics without borders" mentality, he has experience with small companies for the optimization of digital manufacturing techniques and product development, including his own company (Est. 2012).

Davor Ljubenkov:

Davor is an EIT Digital Master student, studying Data Science and Entrepreneurship at TU/e. His experience includes the implementation of digital marketing techniques paired with quality visualization to improve data representation and targeted content. He has competencies in programming, data wrangling, entrepreneurship, modeling and simulation.

Vibhor Sharma:

Vibhor is masters student in Data Science at TU/e, via EIT Digital. He has experience applying design thinking, probabilistic modeling and advanced statistical methods for forecasting and analysis, that he can use for predicting successes and impacts of technology on society.

B. Potential for the Future

It is not a question of "if 3D printing will be a disruptor" for fashion and personalized products, but more of a matter of "when." Our goal is to guide the industry and world in the early adoption and standardization of digital manufactured, customizable clothing that will improve the quality of life for the end users as well as children/people that are forced into the labor force.

With our vision, experience, and dedication, we are driven to succeed in our goals. We are a flexible and adaptable team, as together we can change directions (pivot) whenever a technology cannot provide the needs to our stakeholders. We stay current on technological advancements throughout literature and by attending as many Industry 4.0 events as we can at international expos.

LABELEDBY has an international network, with curious companies through Europe, the U.S., and Asia. We believe timing is the most vital aspect of success and have consensus among ourselves (and networks) that the time to approach the market is quickly approaching, thus we are preparing ourselves and the world for this new age relating fashion, ethics, and technology.

Fig. 3: LABELEDBY at Fashionology in Bangladesh