

B/ Suggested guidelines

Your 3D model can be made of any materials, in any forms, shapes and size. Make sure that you're able to tell your business idea (which you will develop further in assignment 2 and 3) based on this model.

- What is your business model and your focused fields (your model should somehow reflect the business model)
 - There are an endless number of choices for you, think of which field in fashion interests you can create a business model based on that.
 - Custom Tailoring and Alterations Service:
 - Offer personalized tailoring and alteration services to create custom-fitted clothing or modify existing garments to meet customers' needs.
 - Online Boutique:
 - Curate and sell a carefully selected collection of fashion items online, catering to specific niches or styles.
 - Sustainable Fashion Brand:
 - Start a fashion brand focused on sustainable and eco-friendly clothing, using recycled materials, ethical production practices, and transparent sourcing.
 - Vintage Clothing Store:
 - Open a boutique specializing in vintage and retro clothing, offering unique and nostalgic fashion pieces.
 - Fashion Subscription Box:
 - Create a subscription service that delivers curated fashion items to customers on a regular basis, allowing them to discover new styles.
 - Fashion Styling and Consulting:
 - Provide personal styling and fashion consulting services to individuals or businesses, helping clients improve their fashion choices.
 - Fashion Tech Startup:
 - Develop innovative fashion-related technology solutions, such as virtual fitting rooms, clothing rental platforms, or AI-powered fashion assistants.
 - Handmade Accessories Shop:
 - Craft and sell handmade fashion accessories like jewelry, handbags, scarves, or hats through online platforms or local markets.
 - Footwear Brand:
 - Design and sell your line of footwear, such as sneakers, sandals, or specialty shoes, targeting specific market segments.
 - Fashion Event Planning:
 - Specialize in organizing fashion events, including runway shows, pop-up shops, and fashion exhibitions for designers and brands.
 - Fashion Photography:
 - Offer professional fashion photography services to fashion brands, models, and publications.
 - Fashion Rental Service:
 - Launch a clothing and accessory rental platform, allowing customers to rent high-end fashion items for special occasions or everyday wear.
 - Online Fabric and Notions Store:

- Create an e-commerce store selling fabrics, sewing supplies, and notions to DIY fashion enthusiasts and designers.
 - Kids' Fashion Line:
 - Develop a children's clothing brand, focusing on stylish and comfortable clothing for infants, toddlers, or older kids.
 - Athleisure Brand:
 - Design and produce athleisure wear, combining fashion and comfort for activewear suitable for both exercise and daily life.
 - Upcycled Fashion Business:
 - Create fashion pieces from upcycled or repurposed materials, giving new life to discarded garments and reducing waste.
 - Bridal and Wedding Fashion:
 - Focus on designing bridal gowns, bridesmaid dresses, or wedding-related fashion items, catering to the wedding industry.
- How many main departments are there in your business?
 - Design and Creative Department
 - Production and Manufacturing Department
 - Marketing and Branding Department
 - Sales and Retail Department
 - Merchandising and Buying Department
 - Finance and Accounting Department
 - Human Resources (HR) Department
 - Supply Chain and Logistics Department
 - Research and Development (R&D)
 - Customer Service and Support
 - IT and Technology Department
 - Since you're coming up with a small-sized business idea, you don't have to include all these departments, pick the most important ones
- Which department you think is the most important and the least important and explain why, how do you show it visually?
- What is the relationship between departments, how these departments support each other to create a successful business?

Answer all these questions to prepare for your 3-min presentation!

