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## WHO'S BEHIND THE OPEN GARMENTS PROJECT?

Open Garments is an initiative of a consortium, that consists of five research organizations, five technology providers and five industrial partners, originating from nine countries.

### Research:

DITF-MR , Centexbel, TNO, KHLim, EDM

### Technology:

Bivolino.com, Androme, ErgoSoft, TXT, Boondoggle

### Industry:

ColorTextil, Fartpol II, Platico, Max Jewelier, Bivolino.com

## CONTACT



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Innovative ideas usually need some explanation before they turn into actual innovation. Open Garments is one of those innovative projects that's worth explaining. Because once people grasp the concept of Open Garments it's likely they want to be part of it. Everyone will benefit, both fashion lovers & customers as small and medium enterprises in the garment industry. And don't forget: Open Garments is funded by the *European Commission seventh framework program* as it introduces new production technologies and therefore strengthens the competitiveness of European industry.

## So what is Open Garments?

Open Garments is a research project to introduce made-to-order in the garment supply chain. It would mean a radical change of the system, giving the consumer direct influence in the way his or her garment is designed and configured. To make this possible the Open Garments project is developing a new design, production and sales process based on the internet. The overall objective of the project is to establish the perfect business model for this innovation: the *Manufacturing Service Provider Business Model*.

# How does it work?



Figure: The Manufacturing Service Provider Business Model

### THE CONSUMER POINT OF VIEW: OPEN INNOVATION

Just imagine Italian consumer Giorgio who wants to buy a shirt through Open Garments. Giorgio goes on the internet and enters the Open Garments online community. This is where he finds free tools to easily style and configure his ideal shirt. After finalizing his creation he pushes the order button and about 72 hours later Giorgio can slip into his personalized shirt and enter the Italian nightlife. And look, the shirt is a big success. Giorgio is

a proud man and decides to re-enter the Open Garments community and share his spectacular design with the other members so they can benefit from his good taste. And the other way around. The whole approach of consumers creating and sharing individual garments, thus follows the *Open Innovation concept*.

### THE PRODUCERS' POINT OF VIEW: OPEN MANUFACTURING

Just imagine Giorgio just pushed the order button. He wants his shirt to have sea green, brown and purple dots. The fabric should be identical to the fabric that is used for the kimono's sumo wrestlers wear. A garment supply chain that offers this much room for creativity and customization, needs a flexible and quick way of manufacturing. To make this possible Open Garments is developing the *Open Manufacturing network*. This is a network of micro-plants, managed by micro-enterprises, each of which has its own specific expertise: printing, cutting, sewing, et cetera. These micro-enterprises work together to produce Giorgio's shirt in time and in good quality. This calls for strict coordination.

### THE BUSINESS POINT OF VIEW: MANUFACTURING SERVICE PROVIDER

To coordinate both the open manufacturing process and open innovation community, a *Manufacturing Service Provider* is necessary. This MSP provides the knowledge, tools and services for design, production and sales of individual garments. A good business model for such an MSP is the overall objective of Open Garments.