

EPSRC NEMODE: case study on the fashion retail sector



New Business Models Enabled by Digital Technologies

A perspective from the fashion sector

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March 2013

1

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Objective:

To provide NEMODE with a perspective of **concrete, not speculative**, business model innovations that emerged in the fashion retail sector through developments in the digital economy.

Research questions:

- Which **business model innovations** have been emerging in the fashion retail sector more recently?
- Which **core functionalities** do the models implement to improve the customer experience?
- Which **digital technologies and platforms** enable the core functionalities of their business models?

Methodology:

Exploratory study involving environmental scanning.

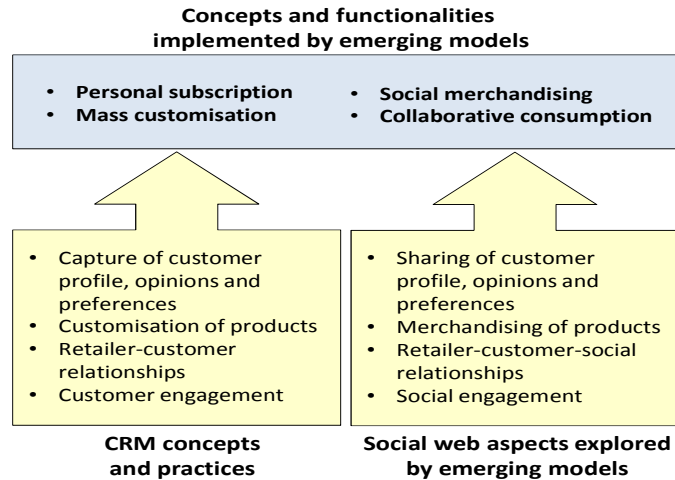
- searches on the internet
- literature review
- visits to local fashion retailers

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2

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Conceptual framework of analysis:



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3

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Main findings:

- ✓ Widespread adoption of customer-oriented and social networking concepts
- ✓ Increased complexity of customer relationships context
- ✓ Dematerialization of fitting rooms
- ✓ Materialization of customer-led designs
- ✓ Different degrees of technological densities shaping new “time-space-actor-constellations” models where digital technologies play a vital role.

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4

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Dissemination and further developments:

- ✓ nemodefashion.wordpress.com blog
- ✓ Oxford Retail Futures Conference on “New Technologies, Business Models and Customer Experience”
- ✓ European Institute of Retailing and Services Studies (EIRASS 2013) Conference
- ✓ 2013 Naples Forum Conference
- ✓ IIPSI WMG Showcase Event at University of Warwick
- ✓ NEMINDE research grant proposal

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5

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Example 1: www.shapeways.com

Join us for a 3D Printing meetup in 80 cities around the world on Thursday, February 28th!

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6

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Example 2: www.i-ella.com

March 2013 7

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Thank you

March 2013 8