

# FIT

TEMPORARY TREND CLOTHES

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Service for renting clothes through a physical space

**POLITECNICO DI MILANO**

**SCUOLA DEL DESIGN**

corso di studi

**PRODUCT SERVICE  
SYSTEM DESIGN**

relatrice

**Prof.ssa BEATRICE VILLARI**

progetto di tesi di

•  
**MARCO POGGI**

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a.a. 2014/2015

*Non ci sono più barriere tra musica, arte, moda.  
La musica è anche stile, l'arte è anche design e la  
moda non è mai avulsa dal contesto. Viaggia  
tutto insieme.*

*Pharrell Williams  
produttore, cantante, fashion designer.*

#### **Servizio di noleggio abiti attraverso un luogo fisico**

*Il progetto prende spunto dal modello di affitto dei beni, in particolare nell'ambito dell'abbigliamento: un campo già esplorato in USA e UK e che sta iniziando ad espandersi anche in Italia con buoni risultati.*

*FIT propone uno shop basato sul concetto del noleggio abiti. L'idea è di adattare il modello già esistente online ad un luogo fisico, capace di amplificare l'esperienza dell'utente finale. In particolare, il concept è di utilizzare gli abiti come un canale comunicativo che rimanda ad altri mondi, come la musica o l'arte, oltre a veicolare valori, storie e informazioni in merito al campo della moda.*

*Il servizio mira a riconsiderare l'interazione tra l'utente e l'acquisto di abiti attraverso la progettazione di uno spazio in cui le persone possano accedere ai vestiti in maniera differente: il noleggio temporaneo di un abito e la relativa connessione dello stile con una serie di suggestioni musicali e artistiche.*

*L'idea è di veicolare il noleggio degli abiti non solo come un'occasione dinamica connessa esclusivamente ad eventi particolari, ma come una reale alternativa al cambio e al rinnovamento del proprio guardaroba.*

## **ABSTRACT**

# ***FIT*** **Temporary Trend Clothes**

Service for renting clothes through a physical space

*There are no more barriers between music, art and fashion. Music is also style, art is also design and fashion is never detached from the context. Everything flows together.*

*Pharrell Williams  
producer, musician, fashion designer.*

... The project is inspired by the rental model of goods, in particular in the clothing field: a trend already explored in USA and UK and that is growing in Italy, with a good response.

FIT is a service for renting clothes through a physical shop. The idea is to translate the already existing on-line model to an off-line place, amplifying the user experience. The purpose is to let clothes become a channel, that enables to enter in a bigger world, that is able to communicate values, stories and information about the fashion world, and worlds not strictly related to it, as music and art.

The project focuses on reconsidering the interaction between the user and the process of buying clothes, designing a space where people can access to clothes in a different way: renting an item and the related connection with style, music and art.

The aim is to spread the rental model of clothes not just related to a special occasion, but also as a real support in changing and renewing the closet.

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CLOTHES

Service  
for renting clothes  
through  
a physical space

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## **INTRODUCTION**

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## Renting clothes

*Renting: is an agreement where a payment is made for the temporary use of a good, service or property owned by another.*

### Reasons for renting clothes

A decade ago, formal-wear rental for women was more or less unheard of. Men's tuxedo rentals have long been commonplace, but women who didn't want to purchase an expensive dress for a one-time event were left to borrow from a friend.

In 2004, marketer Lloyd Lapidus and finance professional Greg Pippo noticed the women in their lives constantly borrowing each other's purses and jewelry for special events. Together, the two men founded Bag Borrow or Steal, one of the pioneering companies in the online fashion-rental industry.

Five years after Avelle paved the way for high-end fashion rentals, fashionistas Jennifer Hyman and Jenny Fleiss saw an opportunity to expand on this concept to include luxury-clothing items, and in 2009, Rent the Runway was born.

"I started Rent the Runway so that women can experiment with fashion, try new designer brands and then decide which pieces they want to invest in," Hyman told BusinessNewsDaily.

Rental companies like Hyman and Fleiss' business were well suited to withstand and even benefit from the economic recession of the time. While many companies selling expensive luxury items took a hit, the rental model offered women a more economical way to look fashionable.

"In a recessionary climate, women are much more conscious of price per wear for each item of clothing they own," Hyman said.

"Launching Rent the Runway during the recession has certainly benefitted us, but we've seen that, even as the economy has gotten stronger, interest in renting the runway has not faded."

# RENTAL MARKET COMPETITORS

W\_ women  
M\_ men  
L\_ luxury  
E\_ everyday  
A\_ accessories  
B\_ business  
C\_ casual  
P\_ plus-size  
K\_ kids  
Pg\_ pregnant

WL



**RENT THE RUNWAY**

*"love. wear. return"*

WE



**LE TOTE**

*"Your closet. Expanded"*

WA



**POPSUGAR  
MUSTHAVE**

*"musthave box"*

MBC



**MR. COLLECTION**

*"men's clothing service"*

WL



**BAG BORROW & STEAL**

*"borrow, collect & share luxury"*

WE



**MYDROOM**

*"il tuo guardaroba infinito"*

WE



**Rent4vous**

*"live fashion, don't own it"*

WMKE



**SWAPDOM**

*"shop without money"*

WL



**YOOGI'S CLOSET**

*"authenticated pre-owned luxury"*

WPg



**Mine for Nine**

*"You can enjoy a little retail therapy without the guilt!"*

WP



**gwynnie bee.**

*"clothing without commitment"*

ME



**ThreadTread**

*"Your personal clothing membership."*

# TEMPORARY CLOTHES, PERMANENT SUCCESS

*Clothing Rental Businesses  
Making Leasing Fashion  
Easy*

From apartments and cars to clothing and furniture, huge numbers of the "Recession Generation" (20- to 34-year-olds) are choosing to rent their possessions, according to Bloomberg. As far as clothing rentals, one of the most popular sources is Rent the Runway, a service similar to Netflix (NFLX), which allows you to rent designer outfits for 10% of their retail cost for a four-day or eight-day period. It's certainly a way to save money for a one-time event (wedding, Christmas party, fashion party, etc.).

#### **Rent - or - buy**

Owning means you sacrifice the luxury of being able to easily trade off to a brand-new, up-to-the minute item. Owning also limits the freedom that comes with not being tied down by things that are hard to sell. Ultimately, you have to decide which is more important to you - your money, or your freedom.

Budget-conscious fashion lovers are a great target market for the online rental industry, but another ideal customer base consists of individuals going through temporary stages of rapid size change. That includes pregnant women and small children. Rather than paying full price for clothing that won't fit in just a few months, these consumers can simply rent items in their current size.

Belly Bump Boutique, which debuted in 2008, rents out elegant, special-occasion dresses for women in all stages of pregnancy. Founder Julie Ann Christoi Siksa said she started the company after seeing a 7-months-pregnant friend struggle to find an affordable dress for a wedding.

"The biggest thing [in the rental business] is building consumer trust," Heidi Leiske told BusinessNewsDaily.

Avelle CEO and president Russ Blain believes renting fashion items has become more mainstream as satisfied customers have spread the word to friends. The concept, he said, is similar to that of other luxury lease items like cars and condominiums.

"The fashion rental model applies this idea to more-personal items and allows for unprecedented access to the world's most expensive fashion items and accessories — a very appealing prospect for the fashion-conscious," Blain said.

Ever since the first online clothing rental service launched a few years ago, the number of sites specializing in this kind of service has exploded, and now include offerings for both men and women. Clothing rental might not be for everyone, but it can be an affordable alternative for those wishing to add a bit of variety to their wardrobes.

#### **Rent the Runway**

Rent the Runway was the among the first clothing rental services to take off and from the beginning, this service has focused on dress and accessory rentals for women with events to attend but nothing to wear. Rent the Runway offers both traditional and plus-size dress rentals.

The rental price is individually marked on each dress so there are no surprises. Most rentals from the site are for four or eight days. Since it is impossible to try dresses on prior to renting, Rent the Runway will automatically send out two dresses with each order. One dress will be in the size you request, and the other will be in the next size up in an attempt to ensure that one of the two dresses fits.

#### **Le Tote**

While Rent the Runway focuses primarily on dresses for formal occasions, Le Tote offers clothing rental options for women to wear in daily life. Women interested in subscribing to Le Tote fill out a brief style survey and then browse the online closets where they can indicate the items they like the most. Based on those preferences, stylists will send out a new tote filled with clothing and accessories each month. Totes can be returned for new items as many times as you would like during a month.

#### **Gwynnie Bee**

Gwynnie Bee is a plus-size clothing rental service. It offers casual, business and formal attire for women wearing sizes 10 through 32. Regardless of the rental plan, items can be worn and exchanged an unlimited number of times each month and shipping is free both ways.

---

*Is Owning Overrated?  
The Rental Economy Rises*

#### **The Mr. Collection**

The Mr. Collection is the clothing rental site for men who want new items in their wardrobe but have little interest or time for going to the store on a regular basis. Men interested in this site fill out a style survey, and then stylists for The Mr. Collection put together a box of clothing based on those preferences. The recipient can enjoy those clothing items for the month, and so long as the box is returned to The Mr. Collection by the specified date, he will receive another box of clothing the following month. Options exist for keeping the same box for two months, as well as purchasing any items at a discount that he really likes.

#### **Mine for Nine**

Mine for Nine is a maternity rental service for expectant mothers. Mine for Nine carries casual, business and formal clothing, and the rental price for each individual item is clearly marked on the website. Each item can be borrowed for a total of one month.



## CASE STUDIES COMPETITORS

*traditional**rental***RENT THE RANWAY**

love. wear. return  
2009 USA  
designer dress &  
accessories rental  
luxury items  
4-8 days

put in the bag and send  
it back

50-200 \$

**GIRL MEETS DRESS**

UK  
designer dress  
occasions  
luxury items  
4-8 days

1-3 dresses  
use and send it back  
on-line + shop in London

from 29 £

**SUIT RENTAL**

possibility to buy

*monthly box*

unlimited:  
49 \$ / month

3 items - give back 1,2 or 3  
and have back the same

**LE TOTE**  
welcome to your  
dream closet  
USA  
unlimited:  
49 \$ / month

3 items + 2 accessories  
- give back what you  
don't want to keep  
and have back the same

personal profile

**POP sugar  
MUST HAVE**

USA  
1,3,6,12 months  
subscription  
every month  
different box  
Beauty & accessories

personal profile

**THEMRCOLLECTION**

style profile  
one pack per month

between 3-5 clothing  
and accessory items  
rent or buy  
return and repeat

Mr play 39 \$ / m  
Mr business 45 \$ / m  
Mr combo 85 \$ / m

*monthly rental***THREADTREAD**

rent men clothes  
monthly subscription

you can take as long  
as you want

50 \$ 4 items  
75 \$ 6 items  
100 \$ 8 items  
shirts, sweaters, ties, belts  
personal stylist

*peer-to-peer fashion rental***MINE FOR NINE**  
maternity clothes

- 1 month  
- 2 weeks  
- can keep it

*swap***GWYNNIE BEE**

size 10-30  
monthly subscription

clothing rental subscription  
catering

if you want, you  
can keep it

**MYSECRETDRESSINGROOM**

Italia, Milano  
moda & sharing economy  
piattaforma on-line

forum - commenti  
Secret Stylist  
utente crea scheda prodotto  
decide prezzo  
Secret Fan  
team si occupa di prendere  
e consegnare

**RENTEZ-VOUS**

France (in test)  
peer-to-peer fashion rental  
- affitta i tuoi vestiti  
- metti immagine, decidi prezzo  
- decidi ora e luogo con renter  
- incontro con renter (€)  
- riprendi

**SWAP-DOM**  
shop without money

free round - circle  
exchange  
men, women, kids  
different objects  
algorithm

## MARKET ANALYSIS

**NETFLIX**

Watch TV shows &  
movies anytime,  
anywhere.

**BAG BORROW OR STEAL**

borrow, collect & share  
luxury

USA  
Avelle

- borrow  
- buy  
- sell

designers handbags  
1 month  
you can keep it

**PARTY RENTAL****SHOP RENTAL****HOMES**

house rental

**SHORTPERIODRENTS**

short period

**HOMELIDAYS**

holiday  
vacation

**BOOKING**

hotel &amp; hostel

**CAR RENTAL**

Choose from a wide  
variety of rental cars  
for your next trip.  
Reserve the exact make  
and model of the vehicle  
of your choice

**SKY RENTAL**

Choose the best possible  
skis, boots, poles, look for  
the right fitting or repair  
your skis with assistance  
and professional advices  
from the experts

**HOUSE RENTAL**

Search for homes for  
rent, apartments for  
rent, houses, condos,  
and townhouses

**YOOGI'S CLOSET**

authenticated pre-owned  
luxury

- buy  
- sell

secondhand luxury items

**VINTAGE RENTAL**

buy- sell

List of competitors in rental clothes market  
First analysis about the different services:  
kind of clothes and how it works.

*in this fase what was important is to divide  
the services' offer, how the clothes are delivered,  
used and returned.*

At the same time, the analysis has been focused on  
different goods that use to be rented, like cars, house  
or objects for specific occasions (sport) or vintage.  
The purpose is to connect the type of rental to the  
different kinds of goods delivered, in order to better  
understand the reasons to rent something, and the  
value of renting.

# RENTAL MODELS

*"We're not in the fashion business. We're in the fashion-technology-engineering-supply-chain-operations-reverse logistics-dry cleaning-analytics business."*

*Rent the Runway*

It's been more than 15 years since the start of Netflix revolutionized the movie rental business. Now the same model is being applied to fashion - a monthly subscription to shake up your closet. Founded in 2004, Bag Borrow or Steal is one of the pioneering companies in the online fashion-rental industry.

*"The concept of bag borrow or steal was simple: customers could choose from designer handbags, sunglasses, jewelry and other accessories they loved, rent an item for the month at a fraction of the retail price, then return it (or, if they really loved it, pay the rest of the cost and keep it)".*

In 2009, Jennifer Hyman and Jennifer Fleiss started another rental clothes company: Rent the Runway. Speaking about their model:

*"Powering millions of luxury experiences takes a unique infrastructure and the collaboration of many agile interdisciplinary teams. And we're not stopping at special occasions. We're scaling this model for almost anything".*

Nowadays there are many companies on the market that are offering an on-line service for renting clothes. This fase of the research has the purpose to identify the different models used by them, in order to understand the company organisation related to the offer and how the different companies deliver the service.

### Pure rental

The rental price is individually marked on each dress. Most rentals from the site are for four or eight days. Since it is impossible to try dresses on prior to renting, the service will automatically send out two dresses with each order. One dress will be in the size you request, and the other will be in the next size up in an attempt to ensure that one of the two dresses fits.

### Monthly rental

It offers casual, business and formal attire. Regardless of the rental plan, items can be worn and exchanged an unlimited number of times each month and shipping is free both ways. Each item can be borrowed for a total of one month.

### Monthly box rental

The service fill out a brief style survey and then browse the online closets where they can indicate the items they like the most. Based on those preferences, stylists will send out a new box filled with clothing and accessories each month. Boxes can be returned for new items as many times as you would like during a month.

### Swap

It gives the possibility not only to rent clothes but also to give your clothes to rent. It's based on an exchange of clothes; it is possible to exchange the clothes through an on-line platform or in a peer-to-peer way.

*Dress for event*

# PURE RENTAL

*Decide - take for a month*

# MONTHLY RENTAL

*Style profile*

# MONTHLY BOX RENTAL

*Peer-to-peer rental*



# FASHION WORLD DYNAMICS

*Fast fashion:  
response to changes in the fashion industry*

Overview of the fashion apparel industry  
In the course of the last two decades, the fashion apparel industry across the globe has undergone profound transformation due to various changes in the business environment. To understand the areas for research in fast fashion for the future, it is important to consider how it has evolved. The following sections discuss the changes that have occurred in the fashion industry since the 1990s.

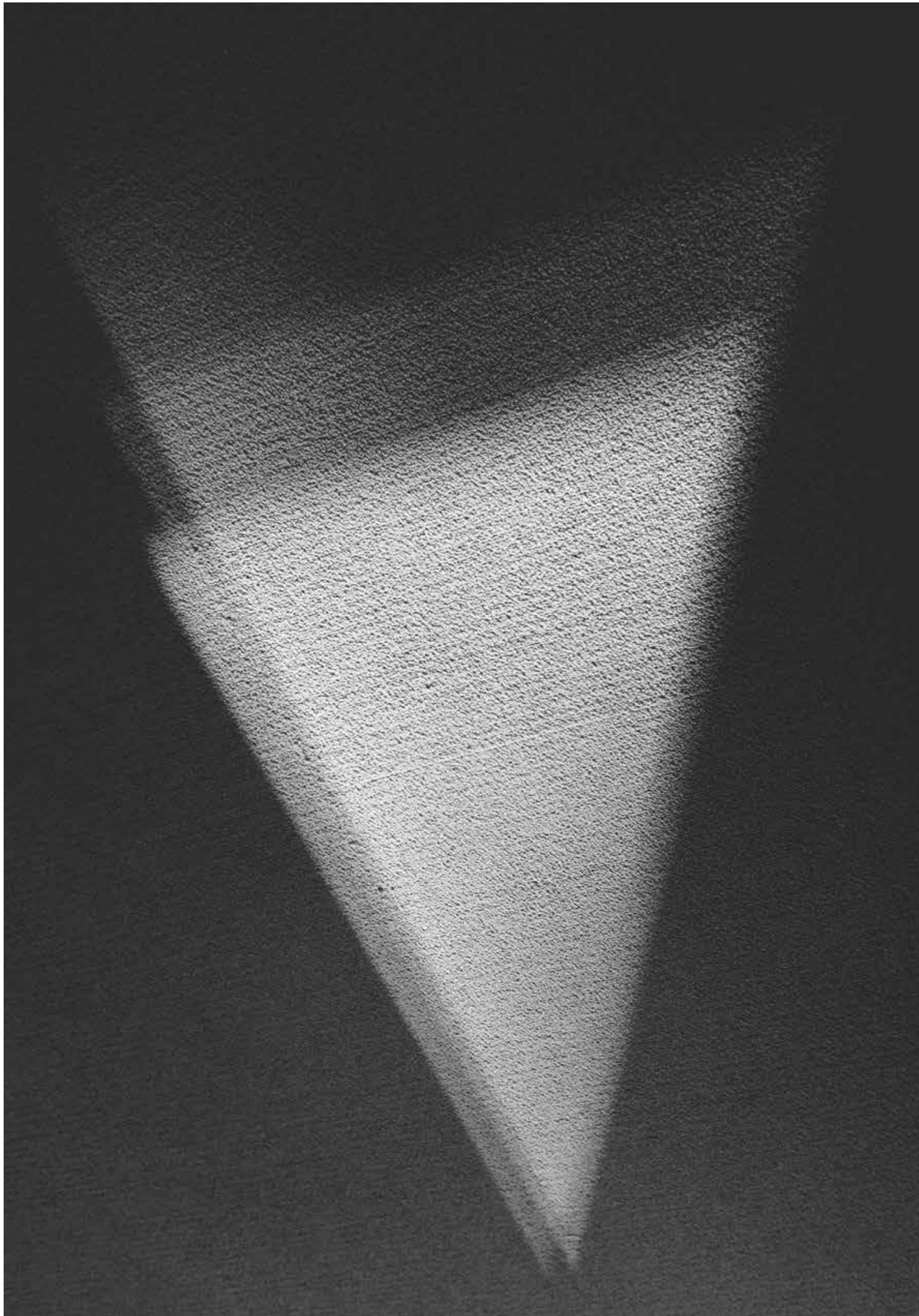
### **Fashion seasons**

As fashion is considered to be a temporary cyclical phenomena adopted by consumers for a particular time, it becomes evident that the life cycle for fashion is quite small. Since the 1980s, a typical life cycle for fashion apparel had four stages: introduction and adoption by fashion leaders, growth and increase in public acceptance;

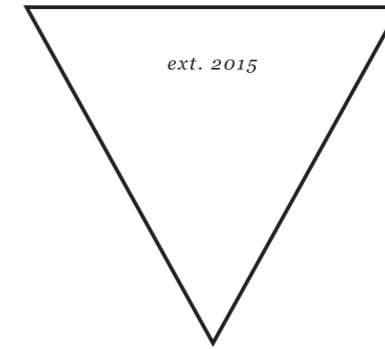
The addition of 3 to 5 mid-seasons forced immense pressure on suppliers to deliver fashion apparel in smaller batches with reduced lead time. For instance, Liz Claiborne developed six seasons instead of just two. These changes to the number of mid-seasons arose partly from the changes in consumers' lifestyles and partly from the need to satisfy consumers' demand for fashion clothing for specific occasions.

Fashion is defined as an expression that is widely accepted by a group of people overtime and has been characterized by several marketing factors such as low predictability, high impulse purchase, shorter life cycle, and high volatility of market demand. Thus, in order to be profitable in the industry, fashion apparel retailers need to take the 'speed to market' approach to capitalize on fashion that is not in the stores of their competitors. It has been further emphasized that market responsiveness and agility through rapid incorporation of consumer preferences into the design process in product development increases the profit margins for retailers. Looking at history, fashion runways and fashion shows were the biggest inspiration for the fashion industry. Along with this, these trend shows were primarily restricted to designers, buyers and other fashion managers. However from 1999 onwards, fashion shows and catwalks became a public phenomenon, where photographs of the recent fashion shows could be seen in magazines and on the web leading to demystification of the fashion process. As a result, fashion conscious consumers were exposed to exclusive designs and styles inspired from runways. Retailers such as Zara, H&M, Mango, New Look, and Top Shop were adopting such designs rapidly to attract consumers and introduce interpretations of the runway designs to the stores in a minimum of three to five weeks. Drawing on the foundations of quick responsiveness, the fashion apparel industry shifted from forecasting future trends to using real-time data to understand the needs and desires of the consumers. The inability to accurately forecast or predict future trends or failure to quickly imitate and produce fashion apparel as seen on runways can lead to risk associated with longer lead times and hence failure to attract fashion-conscious consumers. Using real-time data can eliminate this possible risk.

mass conformity (maturation); and finally the decline and obsolescence of fashion. Also, the fashion calendar during this time was primarily based on the fabric exhibitions, fashion shows and trade fairs, that consisted of the basic pattern of Spring/Summer and Autumn/Winter ranges which typically resulted in developing a seasonal range in one full year. However, towards the beginning of the 1990s, retailers started focusing on expanding their product range with updated products and faster responsiveness to the 'newness' of the fashion trends; and providing 'refreshing' products instead of only cost efficiencies for manufacturing. In order to increase the variety of fashion apparel in the market, the concept of adding more phases to the existing seasons (that is, the period of time during which fashion products are sold) in a fashion calendar came into existence.



TRY | DISCOVER | CHANGE



**FIT**

TEMPORARY TREND CLOTHES

Service for renting clothes through a physical space

## SERVICE DESCRIPTION

The project is inspired by the rental model of goods, in particular in the clothing field: a trend already explored in USA and UK and that is growing in Italy, with a good response.

FIT is a service for renting clothes through a physical shop. The idea is to translate the already existing on-line model to an off-line place, amplifying the user experience. The purpose is to let clothes become a channel, that enables to enter in a bigger world, that is able to communicate values, stories and information about the fashion world, and worlds not strictly related to it, as music and art.

The project focuses on reconsidering the interaction between the user and the process of buying clothes, designing a space where people can access to clothes in a different way:  
renting an item and the related connection with style, music and art.

The aim is to spread the rental model of clothes not just related to a special occasion, but also as a real support in changing and renewing the closet.

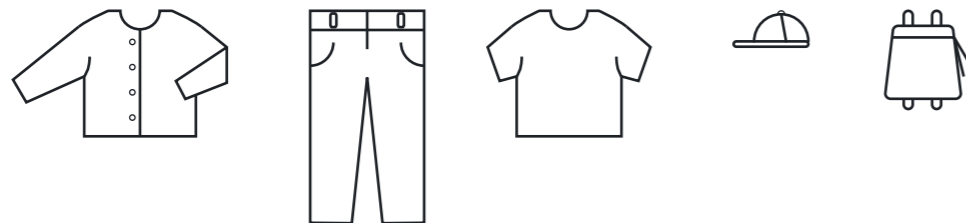
## OFFLINE-ONLINE

*WHAT IF ... FIT*

“This opportunity isn’t about simply surviving offline, it’s about thriving offline – and being perceived to be offering value in store above and beyond what can be achieved online...”  
The face of retail has changed almost beyond recognition over the past decade. The drivers behind it are diverse and many but primarily are deeply rooted in two associated places: technology and the digitally savvy consumer.  
In recent months this has begun to change, with an increasing number of online businesses investigating the potential of some form of physical presence. However, as physical retailers have begun to combine on- and offline models in more innovative ways the potential of a mixed format model has become more and more attractive.

# OFFER

OF THE SERVICE



## PRIMARY

rent clothes  
& accessories

The offer of the service is to give the possibility to rent clothes and accessories (primary), and, after that, if the user wants, to buy it with a discount (secondary). The period of time goes from 1 week or 2 weeks to 1 month or 3 months. The price is related to amount time. It is possible to rent clothes time to time or to have a monthly subscription that gives the possibility to rent two items from

## SECONDARY

buy with  
a discount

clothes and one from accessories with a monthly payment. In the first case, the price of rent include the cleaning fee and it is possible to add a payment for the insurance of clothes, in the second case is already included. The aim is to spread the rental model of clothes not just related to a special occasion, but also as a real support in changing and renewing the closet.

# USERS



## fashionSTREETstyleREFINEDr&b

change closet often, discover in different fields, try

*The users the service is thought for like to change often, discover, try something new, special. They are interested in fashion, music and art. Young people (18-30) that want to change constantly the closet's content without spending a big amount of money.*

# fashionSTREETstyleREFINEDr&b

change closet often, discover in different fields, try



**PERIODIC**  
 Trender- like to change clothes often without spending a big amount of money - cheaper then buying.

**HESITANT**  
 Like, but doesn't want to buy - test new collection, new typology of clothes.

**STREET REFINED**  
 Try something special, particular. Street style interpreted with a fashion mood, with a refined quality, riviseted with taste.

**TRY DISCOVER**  
 CHANGE

**TRY DISCOVER**  
 CHANGE



# CLOTHES

TYPOLOGIES

## MARKET SECTOR

The typology of clothes the service is focused on, is from the street style interpreted with a fashion mood, with a refined quality, and it borrows from r&b and hip-hop culture revisited with taste.

It presents a diverse set of tastes within the realm of streetwear, rooted in current culture at a taste-level from elegant, suave sibling label. The typologies of clothes are playfully sophisticated ready-to-wear, between streetwear and contemporary.

Sculptural minimalism, street fashion style that represents youth culture, art, music, and the dynamic urban landscape with a sportswear edge. The price of this kind of clothes is considerable in the middle-high range, between 300 € and 800 € in shops.

## fashionSTREETstyleREFINEDr&b

Realm clothes from r&b cultured interpreted with taste



*RaisedbyWolves fallwinter lookbook*

**OFFER OF THE SERVICE**  
DIVISION

The offer of the service is to give the possibility to rent clothes and accessories (primary), and, after that, if the user wants, to buy it with a discount (secondary). The offer is divided in two main categories: clothes & accessories. The first one includes jackets, windbrackers, sweatshirts, t-shirts, shirts, trousers; the second one necklaces, rings, swatches, backpacks, scarfs.

Both clothes and accessories are from the street style interpreted with a fashion mood, with a refined quality.



*The offer of the service is divided in clothes (jackets, windbrackers, sweatshirts, t-shirts, shirts, trousers) & accessories (necklaces, rings, swatches, backpacks, scarfs).*



# BRANDS

## CONTROL SECTOR



*diverse set of tastes within the realm of streetwear*

## OFF-WHITE



*rooted in current culture at a taste-level*

## HARMONY



*elegant, suave sibling label*

## TOYPLANE



*lightweight linen vest*

## CARVEN



*playfully sophisticated ready-to-wear*

## PUBLISH



*between streetwear and contemporary menswear*

## DAMIR DOMA



*sculptural minimalism*

## MADAME



*street fashion style*

## RAISED BY WOLVES



*brand imported direct from ottawa*

## SONS



*youth culture, art, music, and the dynamic urban landscape*

## BROWNBREATH



*existence of social hierarchy*

## BODEGA



*warm weather staples with a sportswear edge*

## LAROSE



*arrows, beauty & youth*



## RETAIL

### SPACE

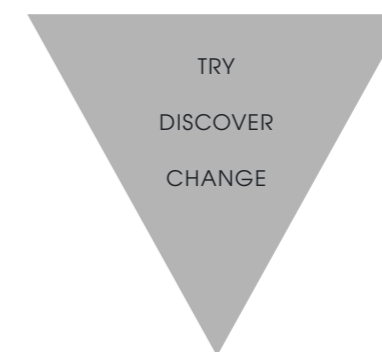
Service for renting clothes through a physical space

... Offline retail environment where to build a network of informations about fashion, music and art starting from clothes.

The shop wants to deliver the experience of shopping integrating the traditional way to the e-commerce on-line platform with technology devices.

The aim is to apply on-line mechanism and models of buying/interacting with clothes to the traditional shopping, going back to physical world.

FIT is a physical space where to try, discover, change, starting from clothes.



# STRUCTURE

PHYSICAL SPACE

## ENTRANCE AREA

showroom,  
desk, accessories exposition,  
conveyor belt

## SHOWROOM

clothes exposition,  
accessories,  
paintings,  
books, projections on  
clothes

## CHANGING ROOM

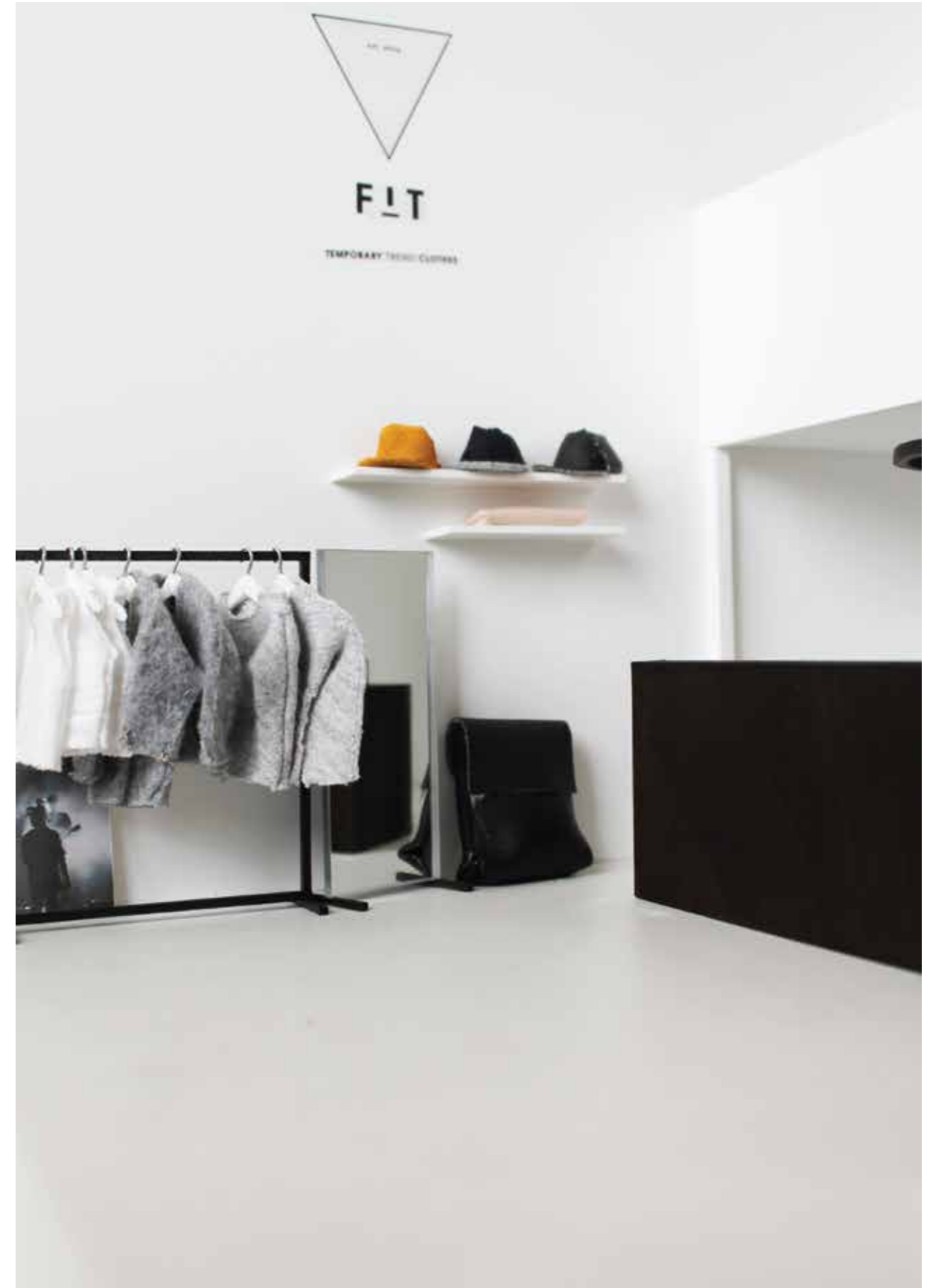
paintings  
associated with clothes,  
screens with  
images & videos  
related to clothes



The retail is structured in three main parts, consequently to the three step of buying: see, try and buy. At the entrance there is the showroom with the desk, the accessories exposition and the conveyor belt. In this area there is clothes exposition, accessories, paintings, books, projections on clothes. To suggest the user during the try there are pictures of inspiration with clothes in front of the changing room area and inside the cabin there are screens with images, video and music related to the item the user is trying. The desk where to subscribe and to pay is close to the entrance in order to make as easier to give back the clothes once the user has used them during the rent. At the desk there is also the check of clothes condition when turn back.



SHOWROOM  
clothes & accessories



# USER INTERACTION

SHOP DISPOSITION

SHOWROOM

clothes exhibition  
collections

CHANGING ROOM

try clothes  
discover

DESK

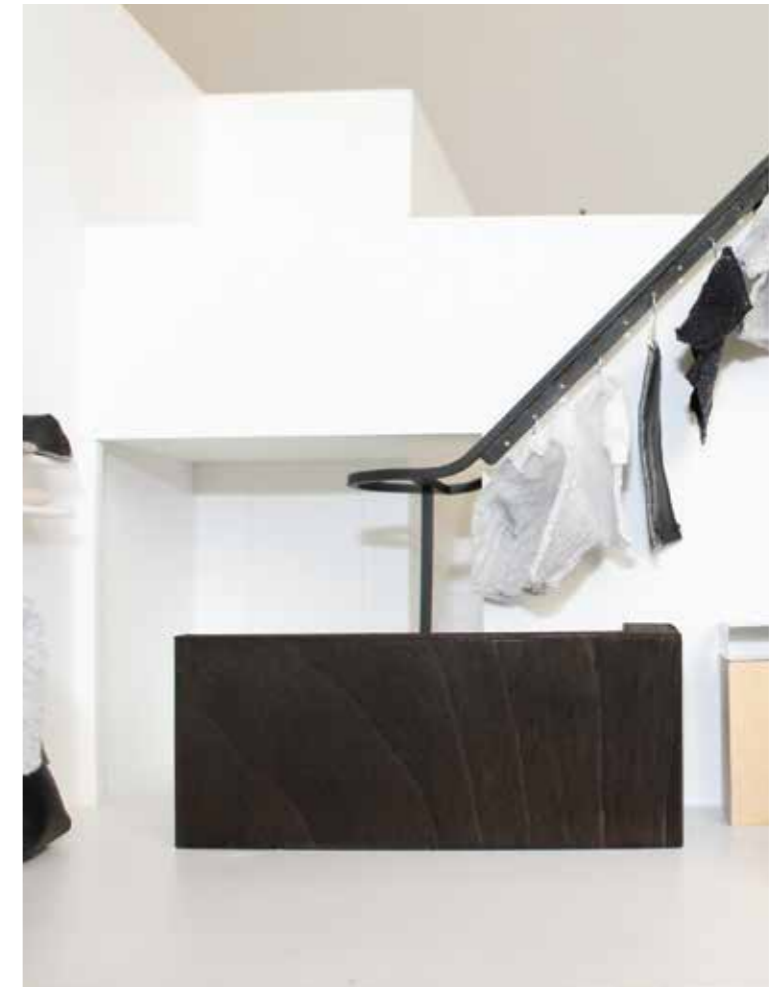
registration  
payment

DESK

give clothes back



SHOWROOM  
clothes & accessories exposition  
CHANGING ROOMS  
try, discover



DESK  
registration,  
payment when rent  
and give back



# CLOTHES AS A CHANNEL

TO COMMUNICATE WITH

FIT is a service for renting clothes through a physical shop. The idea is to translate the already existing on-line model to an off-line place, amplifying the user experience. The purpose is to let clothes become a channel, that enables to enter in a bigger world, that is able to communicate values, stories and information about the fashion world, and worlds not strictly related to it, as music and art.

## TryDiscoverChange

Realm clothes from r&b cultured interpreted with taste

*There are no more barriers between music, art and fashion. Music is also style, art is also design and fashion is never detached from the context.*

*Everything flows together.*

Pharrell Williams

### Digital & Physical

The shop wants to deliver the experience of shopping integrating the traditional way to the e-commerce on-line platform with technology devices.

The aim is to apply on-line mechanism and models of buying/interacting with clothes to the traditional shopping, going back to physical world.

FIT is a physical space where to try, discover, change, starting from clothes.

*think about clothes as music*



# TOUCHPOINTS

RELATED TO CLOTHES



## PRICE TAG

Inside the retail there are some touchpoints the user gets in touch with. The first one are the price tags: the price is related to the time of rent.

The identity is related to the offer: black for FIT, white for clothes & beige for accessories.

*Brand Identity \_ price tag*





# BROCHURE & APP

WHAT TO BRING AWAY



## BROCHURE

Related to clothes and accessories there are also some brochure, descriptive of the brand of the item. The aim is to start from clothes, go through the description of the brand and give information about fashion, art and music.



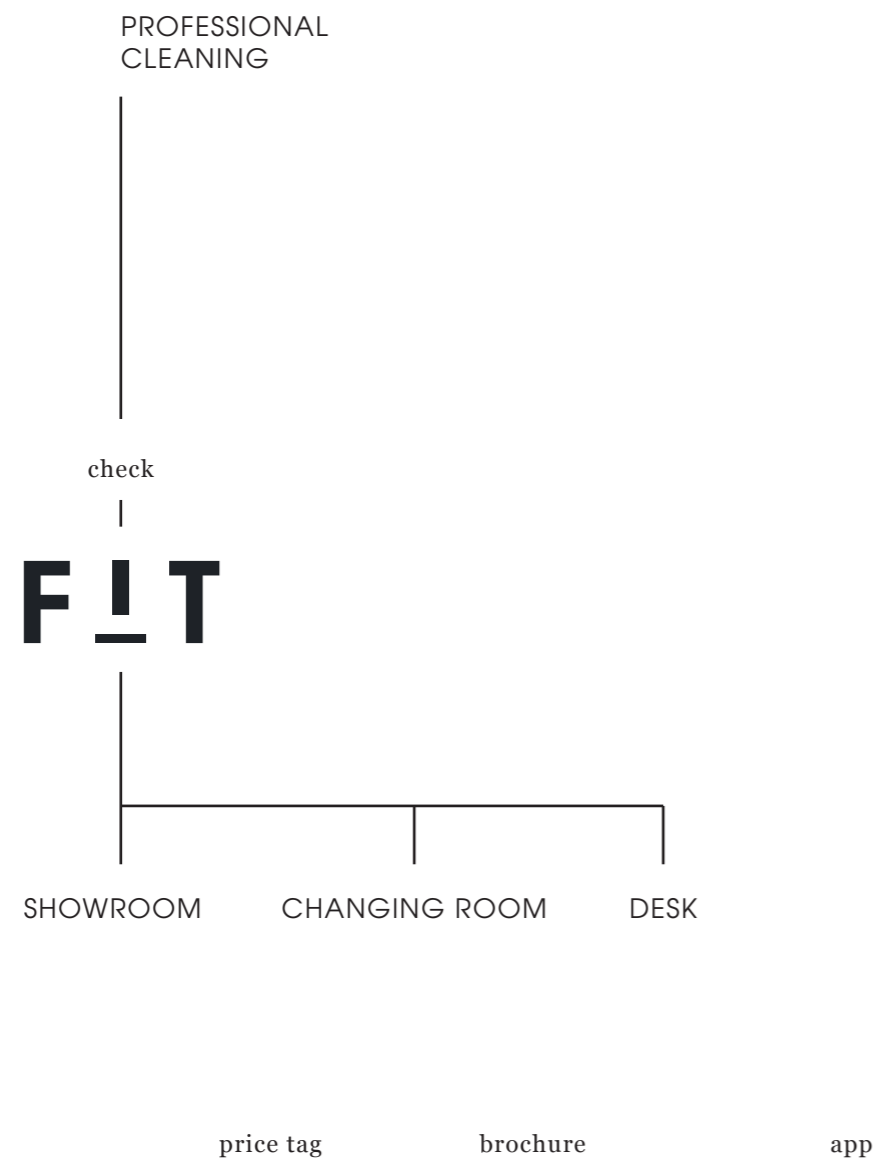
Brochure \_ related to clothes and brand

APP

The application works for checking the brands, receive link related to the item and to have a playlist of the clothes rented before. The user can also check the timing of rent and extend it.

# STRUCTURE

OF THE SERVICE



## SYSTEM MAP

The focus of the service is the retail, where people can rent clothes, try, discover and change them. All the clothes and accessories are cleaned by professional cleaners after the check of items conditions at the desk, when they are brought back.

The retail is structured in three main parts, consequently to the three step of buying: see, try and buy.

At the entrance there is the showroom with the desk, the accessories exposition and the conveyor belt.

In this area there is clothes exposition, accessories, paintings, books, projections on clothes.

To suggest the user during the try there are pictures of inspiration with clothes in front of the changing room area and inside the cabin there are screens with images, video and music related to the item the user is trying.

The desk where to subscribe and to pay is close to the entrance in order to make as easier to give back the clothes once the user has used them during the rent.

At the desk there is also the check of clothes condition when turn back.

Inside the retail there are some touchpoints the user gets in touch with.

The first one are the price tags: the price is related to the time of rent. The identity is related to the offer: black for FIT, white for clothes & beige for accessories. After the user goes to the shop, to stay in touch with the service there are the brochure and the app for checking the brands, receive link related to the item and to have a playlist of the clothes rented before.

FL\_T

TEMPORARY TREND CLOTHES

FL\_T

TEMPORARY TREND CLOTHES



Service for renting clothes through a physical space

TRY | DISCOVER | CHANGE





# WHAT FOR

USER

The user has the possibility to rent clothes, change them periodically, without spending a big amount of money.

The off-line place, amplify the user experience. The purpose is to let clothes become a channel, that enables to enter in a bigger world, that is able to communicate values, stories and information about the fashion world, and worlds not strictly related to it, as music and art.

The user can use the rental model of clothes not just related to a special occasion, but also as a real support in changing and renewing the closet.

# WHAT FOR

BRAND

The typology of clothes the service is focused on, is from the street style interpreted with a fashion mood, with a refined quality, and it borns from r&b and hip-hop culture riviseted with taste. It presents a diverse set of tastes within the realm of streetwear, rooted in current culture at a taste-level from elegant, suave sibling label. The typologies of clothes are playfully sophisticated ready-to-wear, between streetwear and contemporary.

The service promote high level and not known brands and brands can access to the amount of data of user registration of the service.

# CONCLUSIONS

ABOUT FIT

The project is inspired by the rental model of goods, in particular in the clothing field: a trend already explored in USA and UK and that is growing in Italy, with a good response.

FIT is a service for renting clothes through a physical shop. The idea is to translate the already existing on-line model to an off-line place, amplifying the user experience. The purpose is to let clothes become a channel, that enables to enter in a bigger world, that is able to communicate values, stories and information about the fashion world, and worlds not strictly related to it, as music and art.

The project focuses on reconsidering the interaction between the user and the process of buying clothes, designing a space where people can access to clothes in a different way:  
renting an item and the related connection with style, music and art.

The aim is to spread the rental model of clothes not just related to a special occasion, but also as a real support in changing and renewing the closet.

**POLITECNICO DI MILANO**

**SCUOLA DEL DESIGN**

corso di studi  
**PRODUCT SERVICE  
SYSTEM DESIGN**

relatrice  
**Prof.ssa  
BEATRICE VILLARI**

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a.a. 2014/2015

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**TEMPORARY  
TREND  
CLOTHES**

*Service  
for renting clothes  
through  
a physical space*

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PRODUCT SERVICE SYSTEM  
INDUSTRIAL  
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