Circular Economy and the design of luxury retail

A redesign for Stella McCartney's second-hand store in Shanghai

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Master Double Degree Thesis

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ABSTRACT

Largely affecting daily life, the fashion industry is leading life-standards more than conceivable. The importance of the textile is today even more related to a personal expression rather than the effective functionality. The relationship between the two parameters, quality and quantity, is drastically changing in a time where purchasing is getting more accessible than ever with just a click. This condition is highly identification of the contemporary Chinese retail context.
Due to the accessible achievement of the product, an entire consumer gets contact with the market thanks to the digitalisation of the purchase procedure. In the rapid implementation of the market, the productive system is generally getting faster and more prolific, which impact negatively on its production process and the quality of the final artefact. As an emerging economy, China is nowadays mainly taking part in this incessant race for the production maximisation, becoming one of the most accountable Country in the overproduction and overconsumption, with the record in the specific sector of luxury fashion. Recently, the introduction of Sharing economy models has been done in the Great fashion as a solution to the incessant overconsumption issue. Its introduction in the Chinese context has been related to many limitations, beginning with a consumer base that is still in a cultural evolution phase.
The project faces the topic with an exploration that aims to amplify user awareness on conscious fashion action, focusing on the post-items-utilisation sector. To provide a suitable answer to this topic, the author focuses on achieving an understanding of the physical shopping space and the in-depth relationship of its communicative channel value with users. The literature findings and user insights lead the author to the generation of an interior design concept on the direct intervention in a relevant retail place: Stella McCartney boutique at The Reel mall in Shanghai. The design solution has been outlined according to user data, with the aim to overcome the main cultural barriers that interact with the adoption of second-hand models, informing and stimulating user purchase behaviours.

Keywords: Chinese retail, luxury fashion, sustainable fashion, user consciousness, awareness.

ABSTRACT

Influenzando ampliamente il quotidiano, l'industria della Moda indirizza gli stili di vita, divenendo espressione del singolo più che essere realmente correlata ad uno scopo funzionale.
I parametri che intercorrono tra qualità e quantità, sono quanto mai oggi labili e mutevoli in riferimento al contesto contemporaneo all'interno del quale l'acquisto è divenuto sempre più indotto ed è effettuabile attraverso un semplice "click".
Questa condizione è quanto più identitaria se riferita al contesto contemporaneo del mondo cinese che, grazie all'incentivo della digitalizzazione dell'acquisto, ha dato accesso a beni di consumo ad un'intera nuova fascia di fruitori.
All'interno della rapida digitalizzazione del mercato, anche il sistema produttivo si è adattato, divenendo più veloce e prolifico, impattando negativamente sulla qualità dell'artefatto finale.
La Cina, un'economia emergente a livello globale, è il principale attore di questa radicale trasformazione del sistema produttivo, definendo il primato nell'incessante corsa verso la massimizzazione della produzione. Questo titolo garantisce alla Repubblica Popolare di posizionarsi come maggiore Stato coinvolto nella sovraproduzione e iperconsumo di beni tessili, con uno specifico record nel settore della Moda di lusso.
Recentemente è stata effettuata l'introduzione di modelli di Sharing economy all'interno del settore tessile e manufatturiero del Paese, come soluzione all'incessante crescita della domanda e alla correlata problematica di sovra-consumo. L'inserimento di questo modello ha affrontato non indifferenti limitazioni, iniziando con un gruppo di consumatori interamente in fase di evoluzione culturale.
Il progetto si propone di affrontare la problematica attraverso un'esplorazione incentivando una consapevolezza del concetto di Moda sostenibile. L'elaborato si concentra quindi sulla specifica area di post-consumo, cercando di fronteggiare e ridurre il grande spreco successivo all'acquisto. Per ottenere un'idonea risposta, l'autore si è focalizzato nell'ottenere una conoscenza della specifica area degli spazi retail all'interno del panorama cinese e della loro specifica relazione comunicativa con gli utenti. Le informazioni ottenute mediante l'analisi

di testi accademici e, di pari passo la ricerca utente effettuata, ha condotto l'Autore alla produzione di un concept spaziale riferito ad una specifica area di intervento a Shanghai. Uno dei maggiori palcoscenici nell'ambito del retail in Cina, lo shopping Mall The Reel a Shanghai ospita la boutique di Stella McCartney, sito di progetto scelto. La progettazione spaziale, definita attraverso la ricerca utente effettuata, si propone come possibile soluzione per oltrepassare le limitazioni culturali che intercorrono nell'adozione di servizi di rivendita di oggetti di seconda mano. Nel tentativo di fornire uno stimolo nel sovvertire i comportamenti legati al mondo dell'acquisto, il progetto si focalizza sull'aspetto informativo dell'azione progettuale, sfruttando e valorizzando il canale comunicativo dello spazio retail per sensibilizzare i consumatori cinesi.

Parole Chiave: Retail Cinese, Moda di lusso, Moda sostenibile, Consapevolezza e coscienza dell'utente.

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Chapter 1
Research introduction

1.1 Problem statement

As one of the most significant leaders in the fashion industry, China is driving the consumption trend thanks to the evolved retail system and the raising of the people average. With its production, China represents one of the most impacting nations into general consumption; it is considered the ambassador of fast fashion in the world with textile's data, able to alter the global economy. The growing Chinese middle-classes are the leading players in the process of acceleration of the fast-fashion phenomenon, becoming the more prominent apparel demanding target. The purchasing power of this user group generates the Country annual clothing sales rise about the 6,5 kg ('Case studies', n.d.). The current situation of China is representative of an enlarged global scale issue.

Even though part of the apparel industry is slowly shifting its identity, embracing a circular way of production, the grade of the intervention seams not enough to turns the high environmental impact of this corporation.
Focusing on more valuable and qualitatively product or in the utilisation of renewable resources, most of the leader company are generating brand regulation defining new ethical production chain. The intervention is incomplete if doesn't integrate at the same time the management of what has already been produced. The post-production leftover is deeply affecting environmental impact, estimating as a significative part of the chain waste. In the context of post-manufacture waste, the sensibilization on extending the lifespan is supported by the Sharing models. This system has been adopted in the Chinese context encountering many difficulties in user acceptance. One of the most significant identified obstacles into the diffusion of sustainability is a lack of consumer acceptance. Even if the consumer itself has a sustainable attitude, the translation of this ethical value into the daily consumption life is not a simple passage. The current sustainable solutions in the fashion sector are developed mostly in online platform format, does not account physical presences on the retail store local context. Due to the active social impacts that retail can enhance, this area is one of the most suitable toward a sustainable conversion and is not currently enough considered. Thanks to the sizeable communicative potential the physical boutique can influence and stimulate consumer regarding ethical practices. The potential of the retail place, like a filter between the brand and the shopper, is a mass media that interact daily within life habits.
In conclusion, due to the active role of a direct channel with the user, the current position of the offline touchpoint is nowadays only partially integrated into the sharing system model, without considering the real communicative value of enhancing sustainable awareness in user.

1.2 Research question

The focus of the research is to analyse the current Chinese retail system and understand the relationship that occurs in between the physical store and consumer in the Chinese digitalised reality. Moreover, the research aims to investigate the actual diffusion of sustainability in Chinese fashion, focusing on the criticalities that slacken its diffusion. The author organised the researched topics in order to answer the following central question:

Sustainability has mainly diffusion in fashion range within the online pla-

tform, without expanding its communicative channel significantly to the physical store. **How can retail design support fashion sharing model in order to amplify user awareness about sustainability within brick and mortar?**

Moreover, analysing specifically the relationship that glue consumers and company is possible pointing this as a critical theme that glue market and shoppers. Recognising this dualism as a suitable chore for implementation of the Retail field, **how the user-brand belonging relationship could reorient towards a sustainable transition in fashion?**

In order to define the useful role of the physical store into the changing toward a sustainable system, **how can be improved the mass media value of the retail store in user acceptance of a sustainability reality in fashion?**

Defining the central role of the shopper in the retail environment as the key to the following analysis, the research area of investigation is limited to the reality of the city of Shanghai.

The research question above will be answered during the progress of the thesis through an investigation in a different field. The data that the research base on is a selection of the current topic of the Chinese Retail market, reflecting the complexity of socio-cultural mechanism that features the commercial system.

1.3 Research hypothesis

In order to obtain information about how to turn consumer behaviour by the interaction within the physical store, the knowledge of the research is related to a different field of interest.
Primarily, the research framework will lead to an understanding of Chinese retail markets and tendency. The critical role played by shoppers within the different fashion retail sector will be considerate in all its faceted components. The general acknowledgement of the retail situation in China would be focused on the specific context of the city of Shanghai.
Moreover, the author interest in investigate the existing retail practise in the Shanghai area will help her in to evaluate the current state of the sustainability applied.
How the retail practice is taking place, and the main active target is fondants pieces of knowledge for the author in the understanding of the Chinese consumer.
As the central aspect that relates people and space, the interaction between these two poles needs to investigate thorough specific discipline.
In order to gain knowledge about the

importance of physical store in user and brand value's communication, the in-store experience would be considered as a helping parameter to determinate how possibly merge sustainability in the retail store and leads user's behaviour.

1.4 Research goals

Based on a general overview of the Chinese and global retail markets, this research found the primary purpose into an in-depth analysis of the fashion industry in the Chinese context to identify the state of art of this consumer sector and the leading purchase group involved. Doing so, the author targets to identify the relevant sector of intervention toward a more sustainable and conscious fashion, defining a restricted area of interest for further project exploration.
In order to achieve this information, research topic interrelate of the fashion current Chinese situation are investigated to identify the whole constitutive fashion frame. Specific knowledge researched are following described.

1. To shape a general consumer and retail knowledge of the situation in China.

The understanding of the general retail situation and the main buyers target inside the Country is an essential understanding for the author to achieve a background opinion. The main corps of the literature review analyse this topic in order to let the author have a clear understanding of the Chinese marketplace considering the history and the remarkable evolution happened so far. The research aims to state the Shanghainese consumer reality, correlating its position toward the more general country context.

2. To evaluate the practical relevance of the physical store in the Chinse digitalised local retail context.

Consistent knowledge to accomplish is about the real role played by the brick and mortar touchpoint in the Chinese omnichannel retail system. The user perception about the function of the offline store and the effective practices happening in the physical boutique is the central achievement for the author to state the real value and utilisation of this pace in a hyper digitalised shopping system.
This phase is conducted by the information of scholars and, contemporary, by the understanding provided by user investigation.

3. To examine the present diffusion and utilisation of sustainable fashion models in China.

This research area is focused on the understanding of the effective utilisation and knowledge of the Chinese user about sustainable models. Due to the hight user involvement in this research sector, the achievement of this topic is found conducting literature research and connecting user insights. The combined research is aimed to identify the specific sector of fashion that is more active in sustainable models utilisation.

4. To identify the motivation beyond the delay in the adoption of sustainable fashion models.

Even if the government has integrated sustainable solutions at Country levels, several are the lacks that are occurring. Those missing elements determine a slow acquisition of conscious purchases models in the user.
The Chinese perceptions about the shift is a requirement for the author to state the position the user is facing the transition to sustainability. Pieces of literature provide mostly information about the design system scale adopted and do not emphasise in the way to drive user inside these models utilisation.
The investigation of the Chinese buyers' needs is the base to get in depth in the observation of the friction in action between the perfect functional model elaborated and the reality of its utilisation. Specifically local based, these data are strictly diversified by the cultural and educational level of the user group. Due to that, comprehension of such a practice in the specific Great country context needs an in-depth understanding of the Asian environment. This phase of the investigation means for the author the main goals in order to provide a current local report to be utilised in the successive development.

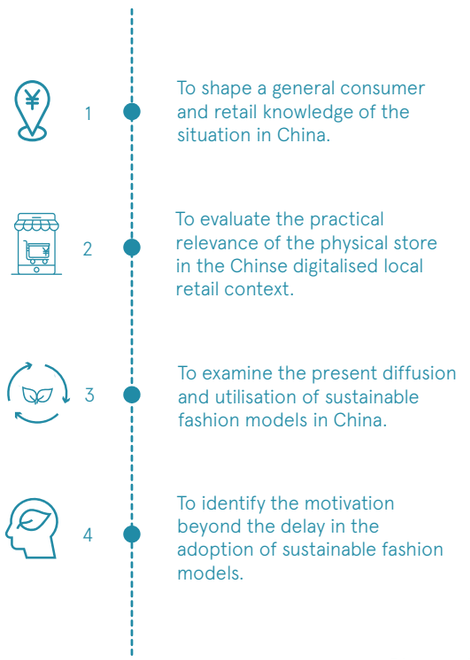

Diagram 1
Research goals diagram.

1.5 Methodology and Methods

The approach that drives the entire research is based on an interior design perspective. The previous background of the author in interior design Retail area will be considered as significative to help in the research direction and interpretation of the Chinese field of investigation.

The main body study based on desk research, required to understand the Chinese retail system and its innovation better. It is supporting the understanding of the current commercial situation and social phenomenon that are determining the nowadays shopping offer. The literature review is decisive in all contents provided during this research, leading the author to the final result of the project. Being the core of the paper, the literature review identifies topics criticalities.
Successive clusterisation and interpretations of the different areas researched findings drives the author in the goals and design direction.
Fundamentals in the investigation of the researched topics are the users understanding. The analysis of Chinese shopping behaviour and the current trend will be supported by user data collection. The author is also motivating in collecting information from Professor and Expert of the specific area of the research in order to amplify the knowledge. Linking the information provided by scholars and the insights from the users and expert, the author finalise the perception of the relevant topic.
Data and analysis presented in the literature are provided by a recognized organisation in the sector and helped the author into the comprehension of the current trend of the retail in China.

Methods

As an interior design project, the restitution of the design proposal would be generated according to the traditional Architectural tools. On-site analysis and mapping are methods that the author will use to generate information collection about the specific local context. Conceptual and spatial diagram, technical plan and sections would be applied to evaluate the architectural context and support the project visualisation. Moreover, people and working flow are utilised to identify the functional and relational association of spatial use. 3D visualisation is introduced to represent the final photorealistic spatial layout and atmosphere.

Diagram 2
Methods and methodologies applied in order to reach the two main research goals

1.6 Research gap and significance

Through the literature, the author states a presence of criticality in sustainability for fashion applied in the Chinese context that can be listed in two main topics:

1. Fashion sharing models are approaching the Chinese market but have many difficulties to take hold inside the Chinese consumer habits.

2. Chinese fashion field embraces C.E models mainly through the digital application without exploring the direct communicative channel of the physical retail store.

Significance of the study: retail design as opportunities

As mentioned, the acquisition of circular models in fashion is currently encountering many barriers and obstacle in the Chinese context. The channel utilised by the sustainable models in the fashion field is mainly related to the only online platform, does not providing a physical reference for the users.
Due to its current diffusion, the Retail industry is one of the corporate systems that impact the most in daily life. Being environmentally based in most of the cities areas, it remains a substantial component of the urban pattern all over the industrialised Chinese areas, becoming a remarkable role on its inhabitants. Composed by a multitude of physical and online touch points, the retail ecosystem is a complex net of that base its identity in direct conversation with the user.
Due to the capacity of defining trend and tendency within stores and advertisement, the retail industry sells brand ideals profoundly influencing the socio-economic sphere. Acting as a filter between the brand and the shopper, the retail system, online and offline is a mass media phenomenon that interacts daily within user life habits. China, as one of the countries living the fastest development in the world, is now one of the biggest stages for retail. The Chinese shopping practice involved people all overage thanks to one of the most advanced online systems. Due to the timeless fast shopping experience offered, it is a connecting system that allows reaching even the more isolated and remote users through a click. Thinking of the enormous audience obtained by this system, and its constant utilisation is easy to understand how the shopping action could be considered a real mass media.
Due to the active social impacts that retail can enhance, this area could play a meaningful role in a transition to a sustainable fashion. The significance of this Study lies in finding how the potential of retail on affects daily consumer's retail choices could influence and stimulate consumer regarding ethical practices.

1.7 Research structure

The author articulates the topic of the research in several chapters, in order to list down the research conducted .

Chapter2

The second chapter, introduction to the Chinse fashion context, represent for the author the necessary general information to framework the situation of fashion in China, its development during the recent years and the current central figures involved. Gathering together social and economic necessary information, the author could settle the knowledge to investigate the Chinese apparel situation.

Chapter 3

The chore of the research, the third chapter include the totality of the literature review. This section identifies the criticality of the current Chinese situation, defining the current state of the fashion industry and sustainability. This part of the research settled the information about the current situation and the already adopted strategy, finalising the already explored areas and the most suitable one for successive intervention.

Chapter 4

This section aims to investigate the current global situation of the Circular economy as one of the solutions of the overconsumption trend and issues caused by the linear economy. The chapter articulates the current adoption of sustainable models referring to the Chinese utilization of them.

Chapter 5

In this section, the author collects information about users, referring to the current adoption of sharing model and relevant case studies in the field. The utilization of such models and the capability to get in touch of these already existent platforms and retails helps the author to frame the current Chinese tendency and consumers habits.

Chapter 6

In this chapter, the author gathers different contents that additionally provide acknowledgement on the researched topics, using data collections. Critical for the author, the collection of information such as possible user investigation and expert opinion, links the literature contents to the further in-depth analysis. Moreover, the chapter leads the author to the definition of the concept generation. This section contains the comparison of the main insights and findings of the literature and secondary research, creating guidelines for further development. In this phase, the author illustrates the design challenges, defining concept pillar direction combining the user and the literature information to defines opportunity.

Chapter 7

In this chapter, the project shapes its identity, defining the design direction in ideation purpose. At this stage, the author provides a practical translation

of the researched theoretical and experiential data into the practical design product. The restitution of the interior design project related to the omnichannel system is defined in this section. Some of the proposals have been supported by user examination in order to measure the effective value of the designed product.

Chapter 8

This final part represents the conclusive assumption that the author achieves, defining the main goals obtained, and the further area of development of the project.

Diagram 3
Chapter division and contents.

Chapter 2
Introduction to the Chinese fashion context

The following chapter presents the current literature background requirements for the author to approach the vaster field of retail in China. This first general investigation of the overall Chinese context has been necessary to understand better and categorise the main dynamics and players of this vast topic.

2.1. The Chinese apparel industry

As one of the nations under faster development, Great China represents one of the most significant marketplaces. The Chinese Country, immensely implemented under the last two-decade (Ditty, 2015). is passing through a massive growth evolving interesting the overall of its country. Being increasing the infrastructure and developing the industry sector, China is reaching the top position in the marketplace in different sector of industrial production, one of those the fashion industry. As a result of fashion's growing importance to the global economy, garment manufacturing has become the world's third-biggest industry behind only automotive and electronics manufacturing, Financial Post, June 2014, (Ditty, 2015). As one of the critical Country in the Fashion world import-export in the apparel industry, China, with its production and consumption, is one of the chore Country to tip the balance in global consumption trend. Since more than a decade, Chinese presences on the fashion business is massive and continuously undergrowth, counting more than 80 million active working people in the field (Ditty, 2015).
As one of the most influential industry in the word, the apparel system change is expecting to obtain a more sustainable industry system. The position of China as one of the most prominent players in this industry is to be evaluated as fundamental (Ellen MacArthur Foundation, n.d.).

After in 1995, MFA (Multi-fibre arrangement) (1) government phased out the real revolution for Chinese apparel started, initiating a redistribution of the global fashion industry (BOF, McKinsey&company, 2018). The Great Country started to assume its power position in the manufacture and production for fashion assembling and creating the product for other industrialised countries, causing a shift in the global textile manufacture system. Thanks to this transition in the word product management, Chinese apparel industry, known for fast production with low cost, began the industrious site for low-cost labels, beginning leader in the field in between the emergent country. The dualistic alliance between the low brand and China generate, from 1995 to 2005, the boom in the fashion industry assigning to the Asian Country the management position of the global place (BOF, McKinsey&company, 2018).
This shift of the production outside the borders of the most developed country caused a relevant change in the mindset of the consumer all over the world. The new disposal of several items with a low-price market boosts the consumption of fashion, opening the epoch of unrestrainable consumption trend. "As a result of this shift, consumers have come to expect low prices and accept clothing as a more

(1)
Multi-fibre association (MFA) governed from the 1970s to 2004 the textiles trade thanks to a limitation of bilateral import of apparel and textiles.

disposable product. US consumers, for example, have seen the real price of apparel fall by 44 per cent since 1995"(BOF, McKinsey&company, 2018).
The traditional position of China into the apparel field as the "laboratory" of the entire world is now changing, shaping its production for more internal utilisation. "Made in China" labels bearing these three words are tucked discreetly inside billions of articles of clothing hanging in Western closets, a sight so common that it became a symbol for globalisation itself(...)Many of the consumers who wear these garments every day think of China simply as the low-cost factory to the world, but those assumptions are outdated" (BOF, McKinsey&company, 2018). The Chinese marketplace is assuming, during this last year, a new significant position toward its citizen. The consumption trend of production for exportation is now turning into a self-production for the country. "More of what gets made in China is now sold in China instead of being exported. In 2005, China exported 71 percent of the finished apparel goods it produced; by 2017, that share was down to just 47 percent" (BOF, McKinsey&company, 2018). No longer anymore Chinese country would be recognised as the most critical production world site of fashion thanks to a new generation of Chinese also for their consumption. The new generation of Great citizen is approaching in the last five years an even bigger slice of the consumer of fashion, beginning a relevant target on a global scale. A new peer group generated by an emerging economy, the Millennials, are boosting the internal consumption within Chinese borders and abroad. "More of what gets made in China is now sold in China instead of being exported. In 2005, China exported 71 percent of the finished apparel goods it produced"(-BOF, McKinsey&company, 2018).
Having available a more significant income, the Chinese consumer is fixing new parameter into Chinese consumption, introducing more prosperity and wellness into the Great Country. The interest of this social group into the consumption is based on the purchasing action that they perform. Moved by primary income disposal, the millennials are recreating the fast consumption phenomena happen a decade ago in the rest of the world (BOF, McKinsey&company, 2018).

2.2 Fast fashion

Moved by the need for new price affordable clothing collection, and desirous of being updated with the latest fashion, this young shopper group is boosting the consumption trend. Assisted by one of the digital e-commerce better developed in the world, the Chinese users are intensifying the purchase activity, generating a no longer sustainable process. Due to the vastity of the population

involved in this trend and the even more accessible purchase process, this fashion movement has a specific impact on the global scale, positioning "China as the largest mass fashion market in the world"(Kingdom of Netherlands, n.d.).
The accessibility in term of the prize of the items and the fast turnover suggested by the fashion industry, let the user flow in the mechanism of a short lifespan wardrobe. Led by even more specific teats mixing local and foreigner brand, this new shopper between 20-35 years old, use fashion to redefine their social images. In this process, the fast fashion gets to the Chinese consumer the opportunity to obtain a similar "***houte couture***" (2) model to affordable prices. Fast fashion is radically changing the seasonal lifetime of the apparel industry, reducing the time drastically in between the collection creation and the effective disposition of the collection in store (Segura, 2017). The Fast fashion, offering a translation in a short time of the sophisticated design of the fashion show, represents a standard version of the must-have of each seasonal trend. Foreign brand such as H&M, ZARA, Forever 21 and Uniqlo are the biggest label taking part in fast fashion. Able to embrace the interest of the mass, fast fashion boasts of a vast user claim, positioning itself in the fashion area as one of the broader marketplaces. The short-life and the precarious quality of the fabric is the price for a lower price trendy item (Kingdom of Netherlands, n.d.). The not sustainability of the majority of this mass product applied to a system that turns celebrity trend into the daily wardrobe of plenty of users is visibly a pain point of this fashion trend.

(2)
Houte couture: Franch word for "high fashion" defines the fashion sector of the exclusive costumized items. https://en.wikipedia.org/wiki/Haute_couture

2.3 Fashion field: a need for change

In an era where social media constrain tendency and more deeply the user's behaviour, fashion is daily boosted and proposed as a powerful way of representing themselves and state the social position within the society. In this system, the apparel industry gains indirectly its visibility thanks to the influencer and all the public figures, shaping an overestimating need of goods for the consumer. Within this global trend, China is shaping the record of overconsumption annually, conducting a tendency no longer sustainable (Wahnbaeck & Roloff, n.d.). Led by KOL users are stimulated to base their wardrobe related to the times they wear this on socials media, inducing to reduce the life of the apparel items basing on the mediatic importance that the outfit has. The guilty position of the user needs, although to be pigeonholed into an overall contemporaneous fallacious appeals system. "The textiles system operates in an almost completely linear way: large amounts of non-renewable resources are extracted to

produce clothes that are often used for only a short time, after which the materials are mostly sent to landfill or incinerated. More than USD 500 billion of value is lost every year due to clothing underutilisation and the lack of recycling" (Ellen MacArthur Foundation, 2017). Including the overall productive chain, the manufactory represents itself a first vast and not conscious system. From synthetic materials, the toxic product used during the production to water overconsumption and contamination, the making process today used in the apparel is reasonably addressed as the root source of the problem (Ellen MacArthur Foundation, 2017).

2.4 Retail overview in China

The incredible competition within the Chinese marketplace does not allow longer for brands to sells only the finished product. Relevant innovation is gradually engaging in a new configuration of brick and mortar stores, looking for the most efficient and meaningful way to remain relevant in the marketplace. In order to be able to face the e-commerce growth, the retailers are innovating their shops to keep looking attractive for a shifting consumer base (Mercer, Morton, Rackin, & Tier, 2018). The common goals of the brand are to integrate and develop the connection between online shopping world with the offline. "Starting from the moment a shopper walks past a store window, industry leaders are developing interactive and immersive marketing strategies to capture and hold the shopper's attention. From tailored promotions to mobile experiences to analogue activations, retailers and brands are finding innovative ways to use content to engage shoppers in their physical stores" (PSFK research paper, n.d.).
The relevant tendency in the contemporary shopping system is mainly focused on enhancing the brand efforts on elevating their store experiences to drive engagement. This change, stimulated by the needs of retail space that fallow shopper evolution, integrate the customer journey as the core of its challenge into the physical store.

Current Circular Economy application in the Chinese fashion field

New contents are additionally correlated toward this transition of retail. Sustainability shifting introduces the need to integrate the second, and possible third life of the goods in the overall concept sold by the brick and mortar store. In this transitory scenario affecting the overall fashion system, a key role could be played by China.
The current position of the Great country toward Circular Economy is expressed since 1990 when the economic model came as a solution for a more sustainable future off Great country. Today the Circular Economy is included in the last three Five Year Plans, beginning part of the national economic strategy (Ellen MacArthur Foundation, n.d.).
Thanks to the digital innovation of the country, the possibility to develop a Circular Economy business model for sharing system are more reliable in China than the application of this system for other countries (Hallgren, 2017). Nowadays, an even more significant number of services for the second hand started to appear in the Chinese retail stage. A few cases supported in the physical retail store this new sustainability tendency transition. Starting from some of the mass labels like H&M that are currently reshaping the making process of the garments, other brands producing in China, are looking forward to more sustainable production(Ellen MacArthur Foundation, n.d.).
The H&M group distinguish from other fast-fashion brands into an effective transition toward more sustainable apparel. The result and the goals of the Company are annually tracked down into sustainability reports that explain all the commitment toward a transparency fashion system (Lundvall & Söderlund, 2019).
Listing out all the manufacture and the stakeholders involved in the realisation of their product, mass brand as H&M identify themselves for an essential step toward a transparency trend. This aim is perceived, for example, through a compendium list of all the manufactory that H&M group has in different countries (H&M group, n.d.).
To contrast the dismission of what is already produced and bought, some association are responsible for sustainable initiatives collecting cast-off items. Mayi 飞蚂蚁 (3) is an example of a locally gathering dismissed garment. They proceed with an evaluation of what can be donated for the charity and what can be recycled for its material composition. In the same way also "Idle Fish" (4) digital platform, collect and dismiss used items allowing the single user to show and sell autonomous the own objects. Toward the extension of the utilisation of the fashion product, China has a multitude of second had a platform that supports the secure collection and shipment of used items. Some of them, like Share2, Plum 红布林(5), Secoo (6), are emerging digital application of reselling of second-hand items (Forslund, 2019). Differentiating their target and items collected are some of the most popular interaction of C.E into the fashion field. Plum and Secoo are examples of luxury resellers, mainly based on the first-second tier cities, with a consistent presence into the Great Country. They integrate physical retail to the online platform into an O2O system they retail placement, letting the users experiencing and getting closer to sustainability attitude even if referring they items

(3) Mayi飞蚂蚁, platform to collect ad donate used items for charity and recliclying purpose.

(4) Xianyu, "Idle Fish", platform to collect and share used items, part of taobao company, https://2.taobao.com/

(5) Plum, second hand luxury fashion resale, Plum 红布林-一个超时髦的正品高端闲置交易平台.html

(6) Scoo, second hand luxury fashion resale, https://www.secoo.com/

only to a high-end fashion brand (Fung Business intelligence, 2018a).
Moved by the needs of an even changeable and updated wardrobe, the Chinese yang professional (7) are now boosting the renting clothes approach. YCLOSET (8) , Ms PARIS (9) and Miao hui shou are only a few of the Chinese service renting clothes. With a monthly fee, these platforms offer a considerable amount of choices in the virtual wardrobe that is easily shipped directly to the numerous users (Forslund, 2019). Example of how the owning process can be shifted with a change of mentality, this current application of Sharing economy is approaching, after the transportation field, also to the personal area.

(7)
Yang professional is a target of18s and 34s who are employed in a profession or white-collar occupation. It de-fine the new entry-level position in professional fields. From: https://en.wikipedia.org/wiki/Young_professional

(8)
Ycloset, renting cloth platform, https://www.yi23.net/

(9)
MsParis, renting clothes platform, https://www.msparis.com/

Chapter 3
Fashion industry in the Chine-se context 1980-today

3.1 Fragmented Chinese market: the tier-system of the cities

Due to its reasonably latest country development, the Great territory is not considered as an equally industrialised nation. The current geography of the Country explains, within its population distribution, where the industrialised areas are located. The tier classificatory criteria reflect the vast differences in the economic and social aspect in China, remarking how the Great country is different (Savills Research, n.d., p. 20).
As a large consumer base, China is constituted by a multitude of different user-types determinate by the different areas of belongings. This internal multiethnicity is reflecting in the retail ecosystem, highlighting a fragmented and differentiated catchment area.

Sometimes people think of Greater China as one business, [but] actually, in my view, you have different cities and different provinces across a very large geography, so if you handle China it is not only handling one market region. You also handle different cultures, different demands on the system, different tiers of cities" (BOF, McKinsey&company, 2018).
Belonging to a unique system base, the Chinese market is considered as a fragmented composition of the different internal market. As the market, also the consumer is different, being dissimilar in practice and taste. This fragmentation has been collected in a list of the most important city of China, clustered by income, consumer behaviour and sophistication, infrastructure and business opportunity.

This classification is organized in four tiers defining the percentage of development of the 613 cities of China. With the first-tier city are indicated the most urbanised areas of Beijing, Shanghai, Guangzhou, and Shenzhen, the city with the most density of population and with a substantial economic and cultural impacts (Kingdom of Netherlands, n.d.).
This subdivision is strictly defined boundaries between the identity of such vast market determining the most florid city on the Eastern coastal areas.

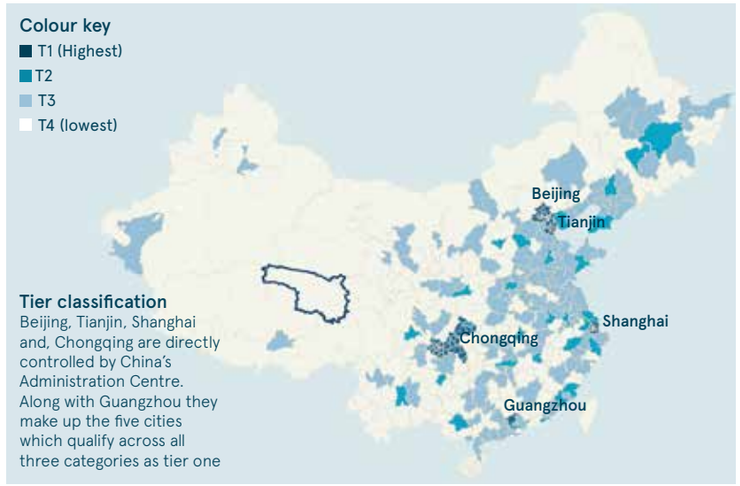

Figure 1
Tier system classification of Chinese cities. Source: http://multimedia.scmp.com/2016/cities/

The tier system organisation defines and clusters similar social-economical area of the Country. The parameter of the classification enables to consumer behaviour and tendency, offering information about the commercial system of the geography analysed. The difference that elapses in between the different tier, disabled to consider the Great country as a unique marketplace with a similar internal socio-economical condition. Consumer habits vary significantly between different regions or tiers of cities, making it almost impossible for any single retailer to take significant market share in the overall China market(Savills Research, n.d.). The complexity of the relationship between the different areas' determinates a visible distinction of maturity of the retail market and consequent shoppers' preferences and behaviour.

3.1.1 The digitalisation of Chinese rural area

The disposal of digital connection is today easy to be paired to the Great citizen but, even ten years ago, this was not a realistic paradigm. The fast development of the industrialisation that the Chinese country approached has seen in digital development, a valuable tool to overcome lack and isolation in rural and less advanced areas.
The inhabitant of rural and not well-developed areas, thanks to e-commerce diffusion had seen the very first concrete opportunity to obtain a new relationship and financial connection with the urban parts (Phoenix Kwong, 2016). China reached the 57%4 urbanisation rates in 2016, boosting the cities middle-class income levels (Ellen MacArthur Foundation, n.d.). The digital connection and offered by this technological enhancement acted as a bridge between more and remote areas (Phoenix Kwong, 2016).
E-commerce is not only helping to revitalise rural Chinese villages, home to half the population but also opening the doors to a massive market for companies. Alibaba, which started its Rural Taobao strategy in late 2014 has set up 16,000 village-level and 380 county-level service centres to support its e-commerce activities and provide delivery services in rural areas (Phoenix Kwong, 2016).
The digitalisation that Chinese user is exposed to is something that is deeply related to the daily gesture for both rural and city habitats. The services provided by e-commerce make the brand possible to integrate their identity closer to user needs.

3.1.2 Chinese consumer in 1st tier cities

During the last fifteen years of development and innovation, China has seen the rise of some symbolic nucleus within its borders. The first city, emblematic of China's global growth, is the pulsing urbanistic centre of this development. Within this area, social prosperity is exponentially higher of other Chinese zones; the 1st tier citizen is part of the Chinese inhabitant with most possibility daily facing the advantages and the new paradox of the new China (Deloitte Touche Tohmatsu, n.d.). The retail market is "super powered" in these areas of China. Embedded in an evolution phase of demolition of the historical heritage for prioritising new commercial or residential area, the city as Shanghai, Beijing, Guangzhou, Shenzhen counts their retail marketplace as most of their urban area.
Inhabitants of the first-tier city evolved contemporary with the urban construction, representing a demanding consumer group, accustomed to the vast retail choices provided (Deloitte Touche Tohmatsu, n.d.).

Via "first-tier cities" phenomenon

The first tiers cities offer a multitude of different retail categories, providing a mixture of international and Chinese label. Across the tiers and the diversity represented, the foreign brand joined the Great Country, focusing their presence on the first-tier cities. Approaching the higher-tier cities, the overseas company started with Chinese consumer of this area to start to get in touch with the Chinese shopping habits. More open to the international market, the first-tier citizens were the first to embrace the international brand in their shopping habits(Savills Research, n.d., p. 20).
For premium brands, a definite "halo effect" results from market penetration in the first-tier cities (Deloitte Touche Tohmatsu, n.d.).
The phenomenon of entering the marketplace "via tier-one cities" is a parameter that explains how the major cities have a knock-on effect drawn on the consumption choices of secondary cities.
It implies that fashion brands and enterprises should attach more importance to product differentiation and brand positioning to further enhance brand identity and customer loyalty.
For cities among the lower three tiers, the high preference for the brand "seen in big cities" indicates the desire of those shoppers to emulate the First-tier city lifestyle(Deloitte Touche Tohmatsu, n.d.).

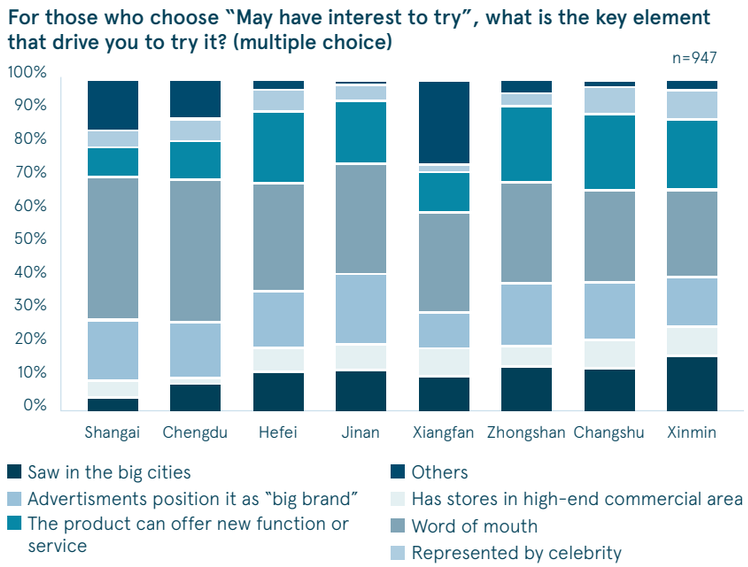

Figure 2
Preferences in purchase items seen in tier one city.
Source: Winning the Wallet of Today's Chinese Consumers- A look at consumer buying preferences.

As the trendsetters of the overall nation, the first-tier cities state the influencing socio-economical lifestyle to be emulated and replicated by the rest of the cities. "Above 45% of the people in the cities Beijing, Shanghai and Guangzhou consider themselves to have their style and not just follow the trend" (Kingdom of Netherlands, n.d.).
The prosperity of the commercial area of the primary cities characterises these as forerunners in the trends. The openness toward foreign trade as toward new types of retail solutions are taking place in these areas, determination it as a tester marketplace. Due to the suitability to innovation, the first-tier cities are the field that the other would focus on in the following area of research. The first-tier cities with the nationwide impact provided are currently the selected investigation range, being an incubator of the following market trend.

Urban geography changes

The development of the marketplace in this area is visible also in the urban geography of those cities. The increasing urbanisation process is interacting with the current urban

composition, incrementing consumer market (Atsmon, Magni, & Li, 2012). Due to the contemporary transformation in civic to consumer spaces, the subsequent loss of real "public" space (G a u b a t z, n.d.), has defined new urban scenarios.
The need for the rise of commercial areas defined a consequent reorganisation of the urban pattern of the Chinese city.
During this process has seen the proliferation of a wild amount of new commercial typology for the Chinese market category. Due to the significant adoption of retail typology in China, 6 of the 25 largest enclosed malls in the world has been raised in the Country(G a u b a t z, n.d.). The Mall retailing was introduced into the Chinese shopping field during the adoption of the foreign brand into the Great trade overseas. As one of the emblematic innovations of this commercial purpose transformation, the shopping malls, is one of the greater typologies in charge of the profound conversion of the city's shape. As an emerging multi-function aggregator, the mall shaped in the Chinese not only a new architectural landscape but also a new social common factor.
The traditional asset of the city disposition has changed during the year to build on a real commercial empire within this metropolis. The commercial reshape of the city of Beijing has been commented as "sprouting up across town like spring bamboo,"(G a u b a t z, n.d.) referring to the inclusion of shopping centre into the original urban asset.

3.1.3 Middle-class rise, Millennials and Generation Z: a new generation of retail addicted

The considerable growth and industrialisation that Great China lives since the last decade have generated a new social-cultural age of prosperity for the country, focusing on specific geographical areas(Deloitte Touche Tohmatsu, n.d.). Due to the several changes that happened in the country, the Chinese citizen took part in the transition from investment-led to consumption-led growth. The new demographical consumer class affirmed itself thanks to relevant cultural factor as continuous rapid urbanisation, government measures to improve social security and boost private consumption (Atsmon et al., 2012). Additional financial and industrial reforms have risen the service sector employment and increase incomes(Atsmon et al., 2012). Children of an evolution toward a super-power nation position (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.), millennials group, are the Chinese citizen that first-hand

experienced the transition of China. Newly-discovered the spending power of a new rising middle class is one of the factors that today boost the world's fastest consumer market(Wahnbaeck & Roloff, n.d.). This phenomenon, typically of the emerging country facing fast industrialisation process, is primarily supported by Great China. The demographic boom in the 90' has created a boost in gender demography(Atsmon et al., 2012). The multitude of those born in that years is today directing the consumer sector.

The Millennials

Most of the Chinese citizens crossing this transition are now controlling the consuming by their needs(BOF, McKinsey&company, 2018). Mostly grown up in the modern first-tier cities, the demographic group that drives today consume widely comprehend generation after the '90s living in person the changing of a new Country. Experiencing the fast change of the city they lived in this is the first target that overtakes the purchase threshold for basic needs.
Managing high-income disposal, the more than 16 per cent of Chinese consumer (Baan, Luan, Poh, & Zipser, 2017) are obtaining a free range of choices; due to that, Chinese purchasers are obtaining a consequent significant possibility for defining their opinion towards the brand, and more generally, toward a way of life. This general wellness creates new consciousness between Great citizens about a general transition to a more world-unified lifestyle(Baan et al., 2017). The foreign influences, born by the encounter of the different marketplace, drive the 90's generation toward a more visible daily match of tradition and overseas, reporting changing and new tendency. Fashion, as a personal way of communication toward externals, is a field where the general internationalisation of the '90s is glaring (Baan et al., 2017). Chinese millennial mostly differentiate themselves from the overseas homonymous for this internationalisation achievement and exposure to western culture. Distinguishing, as a social group even from post 80's native in consumer choices, they represent the buyer target that profoundly influences the consumer trend worldwide(McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

Generation Z

Part of the new young Chinese generation, the generation Z, from 1995-2000s, is seen a break-grounder social evolution (Baan et al., 2017). This 90's sub-set is intended as a test sample for setting future consumer behaviours, being a fertile ground open to culture changing. Moulded on commercial exchange culture by social media, this new Chinese consumer is well travelled and interested

in a more innovative and conscious shopping (Biondi, 2018). This shopper generation is interacting with different markets abroad, and thanks to the digital power gained is defining itself as a more complex and demanding consumer (BOF, McKinsey&company, 2018). Research demonstrates how the choices of this social group are strictly related to a more cautious choice and interest in the quality of the purchase (Baan et al., 2017). This user group developing personal taste and interest in fashion is determining new specific tend and local brand through their shopping (Fung Business intelligence, 2018b). In their fashion choices, millennials are almost twice as likely as baby boomers to prefer up-and-coming designers. These attitudes are spilling over into other generations as well, magnifying the impact of millennial preferences(BOF, McKinsey&company, 2018).
This generation is more than a present social target approaching the Chinese market.
As part of the millennial, this Chinese shopper is representative of a socio-economical phenomenon. The influence of these two emerging social group is helpful to understand brands position toward China and advice about the current aim of the Chinese consumer (Fung Business intelligence, 2018b).

3.2 Shanghainese retail market development

The pulsating city of Shanghai is a contemporary example of the mixing of Chinese and overseas retail system. The Shanghainese retail plaza offers a multitude of interesting contrasting side.

3.2.1 Shanghai: meeting point of the Eastern and Western markets

Holding at the same time the Chinese market and innovative worldwide brand, Shanghai distinguishes itself for a complex of traditional and international shopping examples(Kingdom of Netherlands, n.d.). The current retail situation in Shanghai is evolving daily, acting as a mirror of his society. Describable through its continuous changes, the citizens of Shanghai embody the new Chinese population as a melting pot outcome in constant ferment and innovation. This characteristic is visible also in retail. As a one-tier city, Shanghai is the leader in the fashion trend with a wide range in apparel retail (Savills Research, n.d.). The identification as a fashion-icon

city is related to the international jatsets that animate the city.
For this reason, Shanghai is recognized as the metropolitan fashion trendsetter in the Great country. "The rising touristic popularity of Hong Kong, Macau, and Shanghai as retail travel destinations"(Biondi, 2018) makes the City as one of the most influent Asian trendsetter markets, thanks to the gathering of a multitude of people. Due to its frenzy Shanghai, attract the glance of the tourist for its rich selection in the retail sector, supporting the claim of biggest retail destination in the world:"The 1.3 billion people-strong nation is always cited as one of the biggest retail destinations of the world, sitting in close competition with the US and European states"(Biondi, 2018). Behind the attractiveness of this Shanghainese marketplace, is hidden a high ambitious for retailers. Competition is increasingly fierce, and the ever-escalating rental and labour costs have hit many retailers over recent years. For leading retailers, average rental costs in prime locations increased by 21% year on year in 2012. Labour costs have increased by between 5% and 10% since 2012(Kingdom of Netherlands, n.d.).

A contrasting system

The Shanghainese retail market as one of the most attractive shopping "plaza" has numerous contrast within it. Remarkable in the last decade for its expansion within hundreds of shopping mall in the city, the Shanghainese retail stage has seen a drastic development within the years(The Fung Business Intelligence, n.d.). Due to the placing of the international flagship store in the most notable strategic location, the Shanghainese the market value raised. The urban distribution within the city was determining since the last 20th Century by the born of commercial area and shopping street. The current retail areas of Shanghai mixed to the residential context and are expanded toward the main central zone and a few suburbs (G a u b a t z, n.d.). The area of Xintiandi, East Nanjing Rd, West Nanjing Rd, Jing'an and Wujiaochang district are the most intense shopping location in the city.

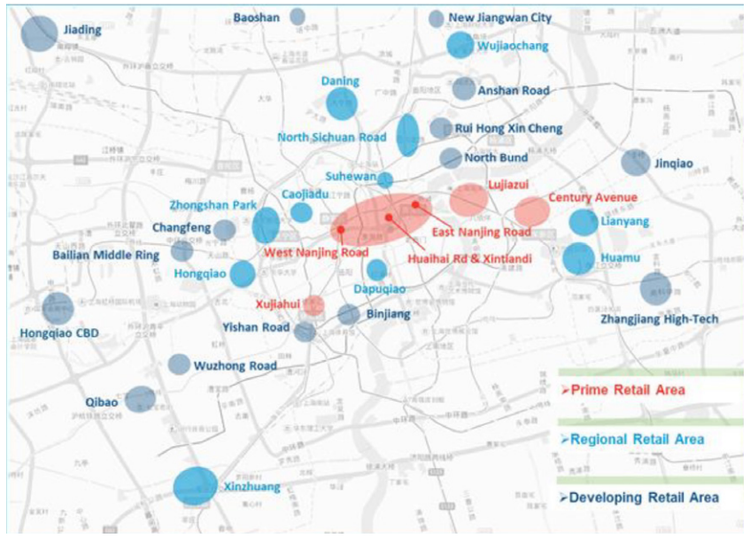

Figure 3
Shanghai maps of the key retail locations. Source: Collier internationals, Locking from above. Scouting for new opportunities in china's investment propriety market

Shopping malls

The architectural typology of the Shopping Mall is one of the most diffused retail destinations in the industrialised cities. China has done a broad introduction of this retail type within its boundaries, boosting a massive development of this sector in the last ten years(G a u b a t z, n.d.). The mall is a conglomerate of different function reunited under a unique place makes and is considered an essential place for leisure-time. Providing multiple experiences, this retailer type integrates additional services that raise the quality of the shopping experience. As the most suitable to the interaction towards different target age the shopping mall is a retail type that embraces the possible needs of all the member of the family(G a u b a t z, n.d.). Due to the different services, leisure activities and different kind of entertainment provided, this consumer destination is considered as a social point(The Fung Business Intelligence, n.d.). Included in the non-places by Marc Augè (10), this retail typology where people gather together without never really interact within a specific place identification, is currently well-diffused practice in the Chinese consumer. Although many shoppers may perceive these spaces as public, they are highly regulated, controlled, and surveilled environments(G a u b a t z,

(10)
Marc Augè, Non-Places, introduction to an Anthropology of Supermodernity, Verso Books, 1995

n.d.).
Geographer Jon Goss refers to shopping malls "[...]contrives to be a public civic place even though it is private and runs for profit; it offers a place to commune and recreates, while it seeks retail dollars...." defining them as "pseudospace" (G a u b a t z, n.d.).
Moreover, not only focus on the single retail offer, mall representing a wild possibility for user's brand comparison embracing different label in the same location.
Specifically, in the Shanghainese retail show, this is a highly diffused shopping architecture. That format is always under redesign in layout disposition, basing on consumer interaction within those places. The underground food court level of the shopping mall is the most benefitted from the users, offering an ample choice of cuisine. Therefore, developed in not only the retail typology of the mall but also the Shanghainese retail stage offer also peculiar Chinese retail.

3.2.2 Shanghai retail situation

A recent development in the Shanghainese retail is the preservation of historical building turned in a shopping store. Located mostly in prime retail areas, some example of renovation has demonstrated the appealing of the old building is an incentive factor in shopper's interest (Kingdom of Netherlands, n.d.). The Xindianti old district of traditional "***Shikumen***" is an example of shopping replacement of an existent residential area in Shanghai urban pattern. The conversion of the Xintiandi traditional Shanghainese housing into a semi-public open mall on the street offers an experience of museum-quality involvement, immersed into the Chinese historic buildings (G a u b a t z, n.d.).The potentiality of those interevent started in 2001, is to integrate commercial purpose activity with the surrounding environment and communities (Savills Research, n.d.).

3.2.3 Omni comprehensive retail channel

The daily life of Chinese consumer is defined by a massive utilisation of one of the most well-developed online system. With the leadership in online purchasing system, the Country obtains one of the most interesting scenarios related to the retail ecosystem. The development of this sector is accounting China as the e-commerce power since 2013; " The year 2013 will be remembered as the one

in which China surpassed the US as the world's largest digital retail market," Bain & Company (Kingdom of Netherlands, n.d.).
Due to this massive utilisation, the Chinese consumer is more likely to use the interaction of the two entity: offline and online. In the country's 564 million Internet users and 242 million e-shoppers; the Great country online retailing already total 6 per cent of all purchases in 2013, Bain & Company (Kingdom of Netherlands, n.d.).
The Chinese e-commerce reality is not just free digital payment, as the system now widely spread abroad with Apple-pay, but the interaction of the two systems physical and digital in a unique.
Jack Ma, owner of Alibaba Company (11) leader in the Chinese e-commerce, express how more rooted Chinese shopping habits are related with online purchase: "In other countries, e-commerce is a way to shop, in China, it is a lifestyle" (Kingdom of Netherlands, n.d.). The Chinese shopper could be addressed as "digital native shopper" (Atsmon et al., 2012), thanks to their "natural predisposition" to the digital experience. Mobile technology and the internet are foundations of the lives of the Chinese's younger generation this phenomenon is to be considered deeply rooted to the majority of the population and geographical region (Deloitte, n.d.-a), not as a characteristic of a specific age range. China, oppose to other countries that are using e-commerce recently, can boast a unique intergenerational catchment area.
Being a precursor of the digitalisation of the Chinese consumer, Alipay (12), is the main player in the Chinese marketplace affecting since a decade, the transition toward e-commerce of China (Colin Shek, 2014). After the introduction of the Alibaba digital paying system in the Chinese market, this opened the door to the e-commerce big scale diffusion. "The biggest snag holding back e-commerce for years was a lack of trust. Consumers worried quite fairly that online firms were fraudsters, or that their credit cards would be abused, or that purchases would get swapped for counterfeits during shipment. This was overcome by credit and reputation systems of Alibaba, for instance, created Alipay (13), an online arrangement that effectively worked as an escrow system" (Colin Shek, 2014). The loyalty of the Chinese consumer for Alibaba is not only gained by the quality of the services but also from the social improvement offered by it. The proof on how Chinese consumer has overtaken the lack of trust in e-commerce is today visible in the example of an Alibaba event: Single-day sails (Baan et al., 2017). Every year on 11/11, November 11, the company perform the one-day online sales, phenomena that bring together Chinese consumer annual habits. Proofing the familiarity of the Chinese user to online, data demonstrate(Ba-

(11)
Alibaba Group, multinational Chinese company based in Hangzhou, https://www.alibaba.com

(12)
Alipay, digital payment plaform lounced in China in 2004, part of Alibab Group, https://intl.alipay.com/

(13)
Alibaba digital paying system refers to Alipay platform.

an et al., 2017) that during that "Single-day" it is spent more than 40 per cent of the annual online purchasing.

Generation C, the digital native

Besides the massive diffusion of the digital in the majority of the Chinese generation (Deloitte, n.d.-a), a focus needs to be done toward the generation that starts its shopping experience with digital utilisation. The new shopper-target, specifically called Generation C, (Colin Shek, 2014) is a powerful group that is today approaching the marketplace differently. Led by the needs of an interactive purchase system that continuously shift from the online platform to brick-and-mortar, this shopper's group is dictating the new trend in the shopping experience field. "Generation C in China is very entrenched because it comes down to creation, curation, connections, and a sense of community. It is not restricted to age; they are commonly of the "digital-native". Their lives are based online, day-to-day"(Colin Shek, 2014). As a more sophisticated consumer, they expect to experience inside the shop a meaningful conversation with the brand, the parallel's online services can equally support that. Wondering to be immersed in a full experience (Fung Business intelligence, 2018b), the retail ecosystem needs to converge its components in a "bricks-to-clicks" system fast, optimising the performance of the visit. That community is continually being refreshed via a glittering stream of online content, keeping pace with which demands consumers are "always on,"(McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) immersed and engaged in a digital world that is nothing short of a way of life (Biondi, 2018). The requirement in the purchase action of this target is equally focused on the product and the experience behind it. The necessity of integration of the online and offline experience is directly related to the Great characteristic online tendency.

Retail as infrastructure: O2o

In a Chinese panorama of the online hyper-developed retail (Deloitte, n.d.-a) that links most of the current consumer base, the functionality of brick and mortar store has to be, more than in other countries, integrated and amalgamate. The current overcrowded retail presences in word town seen, especially in China, the necessity of a turnover toward a new meaningful purchase system. "Now, with the advent of an unprecedented amount of consumer choice, retailers need to rethink what their golden egg really is. That means being much more adaptable and flexible. You need to start to think about your retail brand almost as an operating system" (Mercer et al., 2018), Philip Rackin.

Animated to maintain the importance of physical touchpoint, the physical boutique and, generally, shopping malls are gradually integrating the digitalisation in the original physicality (Ram, 2017). Ending with the importance of shopping experience, the innovation that the retailers are introducing is focused on the exaltation of the user in-store interaction. The position of the users is profoundly centred in this retail system; that assumes the expected retail store/services must be sophisticated and complex as the user itself (Mercer et al., 2018).
Profoundly, the storytelling within the shop's walls is turning to centre the consumer in a spatial system of direct interaction with the users. The holistic journey of physical retail is a shared stories design, creating insights and ideology supporting the brand representation ('Retail Trends 2018', 2018).
The retail store survives to the volubility of e-commerce only basing themselves into the creation of a sense of place that the web cannot reproduce('The brands changing the London landscape', 2017).
"We have to drive the force on fast-changing social media to really integrate the multi-social [experience]. Finally,[we are focusing on] improving the brand shopping experience using O2O omnichannel", Joann Cheng (BOF, McKinsey&company, 2018).

Hybrid retail: a flexible ecosystem

The complexity of the system is the key to go beyond the already existent retail and get something that truly engages the user in the sense of belonging and, consecutively, loyalty. Hybrid retail, represented by the company that mixes the label's different nature and faces, is what is driving the consumption in an even more digitalised era (Mercer et al., 2018). The hyper-availability in all purchasing channel of the digitalised epoch is, for the current shopper, the standard baseline for their research and shopping (Angus & Westebook, n.d.). Experimental visions are created by the adoption of social media platforms well-integrated with shopping features (Fung Business intelligence, 2018b). The Chinese consumer is also currently most open to blend e-commerce with social media and internet-based entertainment services. Thanks to the multitude feature that WeChat (14) is developing, the value of the billion users application is working in Great China as a significant connector in O2O (15) process ('Kidswear Market in China', 2018). Representing the basing purchase choices on the peer's review, the social media act as a vast net of suggested opinion that brand could virtually obtain thanks to paid partnership (16) and KOL (17). "The gap between mobile and physical is starting to shrink. The idea of physically have to be close to a product to try it is no longer the barrier

(14) WeChat, communication system developed by Tecent Chinese company, https://www.wechat.com/it/

(15) O2O it is a phrase "Online to offline" in marketing referring to the interaction of digital market and physical one.

(16) Paid partnership is a collaboration between brand and influencing social people. The use of the image that users under contract posts on the social media has selling purpose.

(17) KOL abbreviation for Key Opinion Leader, social figure that work in social media as influencer, advising product and more generally life-style.

in the purchase, because it can be emulated within augmented reality" (Mercer et al., 2018), Aaron Georges. All those examples of innovation are going straightforward a reduction of friction between online and offline, creating an overall purchase experience even more interactive on both the two sides of the purchase. The growing of this integrated system is a trend that still improves its capability in the next years. Euromonitor (Angus & Westebook, n.d.) considers China, Japan, the USA, the UK and India as the countries that will generate the most revenue in internet retailing in 2022.

3.3 General Fashion consumption in China

Representatives of one of the most changeable social environments, China embrace totally the concept of "liquid modernity" (Segura, 2017). In a society led by relativity, the sudden changing in all the aspect of daily life is happening rapidly and within a flexible social structure. China can be considered one of the most critical nations toward general consumption and, the apparel sector is one of the sectors most representative of(Ellen MacArthur Foundation, n.d.). Due to the increasing power of purchase gained, the Chinese consumer is largely not moved by basic needs during the purchase. Main players in the owning "more than they need" practice, Chinese and American shoppers are overtaking, by 2030, the kilograms of personal clothing amount. They are leading the number of items owned in between two or three times the current 5kg regulation(Wahnbaeck & Roloff, n.d.).
The liquid modernity embodies by the Chinese consumer, is nowadays boosting purchasing phenomenon driven by the fast-fashion accelerated lifecycles (Segura, 2017). Fast fashion is an adopted marketing strategy implementing the user's consumption, altering the regular fashion lifecycle of 26 weeks. Shoppers largely exceed their consumption taking advantages of the reasonable prices and the frequent turn over collection proposed, behaving like "restless shopper" (Wahnbaeck & Roloff, n.d.). With the online e-commerce leading the brand inside of daily life, the measure of engagement of user and brand is even more close to a one-to-one relationship. Labels are starting a direct conversation with users breaking the scale of communication, and boosting personal consumption.
Due to the fast digitalisation that the current time is passing through, labels are radically adopting e-commerce strategy in order to keep noticeable the value of the brand and maintaining visibility. In order to obtain that, brands are enormously investing in

a multitude of digital advertisement and strategies differently used to speak directly with all the user target (Deloitte, n.d.-b).

Millennials and Overconsumption

Making the consumer not even really interested in the quality, but more in the quantity of the items, the overconsumption is changing the relationship of time and the purchase.
The overall user-centred services buying experience of how to buy things from the earliest stages of discovery and consideration, down to shopping, fulfilment, and after-sales service, is now shaping new time configuration(Mercer et al., 2018).
Thanks to the easy achievement of the online purchase it enhances, China, is living an abbreviation of the transitory situation between purchase desire, wondering and the effective buying action. If the physicality of the retail shops was a barrier toward the impulsivity of the buy action, the facility of the online is driving the consumption. As a trend that is likely induced by items of the small price range, it is affecting differently between the consumer's target.

Purchasing duration in digital natives

The duration of the purchasing action in digitals native is slightly different from other users. Absorbing all the mediatic advertisements and social influences, the acquiring decision of the younger generation is faster. Half of the post-'80s/'90s consumers
said they arrive in-store with a clear understanding of what they want to buy, as they already spend much time researching in daily life; while 60 per cent took
less than a week to make the purchase decision (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

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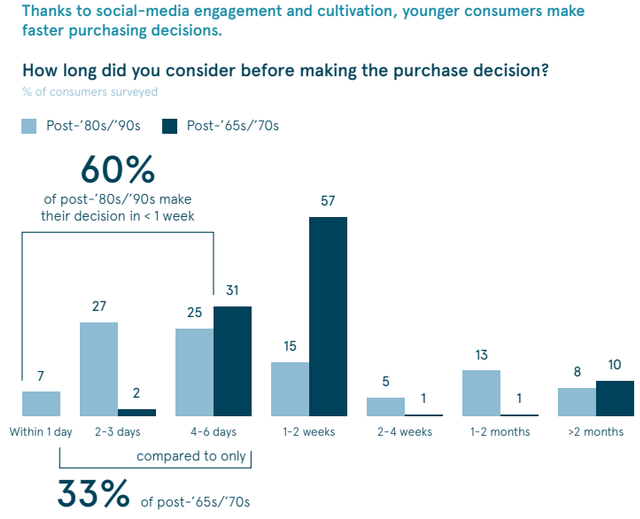


Figure 4
Purchase duration in digital native target. Source: China luxury Report 2019, How young Chinese consumers are reshaping global luxury, McKinsey Greater China's Apparel

Chinese influencer and social shopping

Millennials as more significant users of the social network are always associated with them.
Due to the daily utilisation of social, millennials, the media are the key to get a younger consumer habit pattern and to quickly get in touch with them. "[There] used to be one way of communicating such as a campaign or a window display, but now when we put something out on social media, immediately we can gauge what people like and what they don't," says Christopher Bailey, Burberry's chief creative officer and CEO (Chen, 2016).
Thanks to the utilisation of social in fashion, the brand is now "breaking the scale" and began closer to the users (Mercer et al., 2018). Linked in the chain of the retail system, users' feed in social media is powering the consuming trend, quickly referring to the shopper's action. The retail market power, assumed thanks to this shift, is comparable to create an imaginary link in between the user decision making and the brand itself (Mercer et al., 2018). If the omnichannel is the real way to the 20's shoppers, the strength of the direct communication with them is driving crazy the consumption interfering with new overconsuming tendency.

The phenomenon of wearing one time

The presences of millennials on the social network are not only limited by the absorption of advertising concepts that they have. They are also pushing in proposing their contents. Wondering to appear socially and to differentiate themselves from the coetaneous, (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) social media is even more involved in consumption. To show an even fresh and updated image of themselves, most have an accelerated wardrobe turnover tendency. After wear one or two times a single item, the outfit gets dismissed for doing not damage the personal image (Wahnbaeck & Roloff, n.d.). The influence of social media diffusion in fashion is one of the causes of this tendency to wear one time.

Influencing fashion marketing strategy

Not only through digitalisation dependence and passive advertisement, but the fashion industry is also growing its followers in many other strategic ways. The deep understanding of needs and behaviour of shoppers has produced an effective marketing strategy that brand use to gain and drive consumption.
The introduction of a fragmented capsule collection is a typical example of implementing the user's interest, presenting a restricted choice of items, all referring to a unique style tendency. Emerging during the 6-month regular apparel lifecycle, capsule collection propose fresh outfit, defining short-time tendency and relatively must-have items behaviour. (Segura, 2018). The capsule-collection creation is also a possibility for a label to introduce and teste the market an innovative line or possible collaborations. It can be intended as a test launch, producing a short asset of items. Partnership and co-creation are also a common strategy boosting consumption. The short availability of few products designed by a person of interest or famous fashion designer defines a surplus value that drastically raises the vending.

Giambattista Valli at the amfAR gala together with his muses: H.E.R, Kendall Jenner, Chiara Ferragni, Bianca Brandolini, Chris Lee and Ross Lynch. All wearing full looks from the limited edition collection, available online and in stores 25 May.

Figure 5
Collaboration collection example, The Giambattista Valli x H&M. Source: https://www2.hm.com/it_it/life/culture

In order to gain more suspense toward the collection, most of the brand release the product in "drops" time division. The differentiating channel of sales and selected stores represent by the drop's subdivision of the collation, raise the expectation in the consumer. The availability in a specific location and for a specific period create more willingness to buy items in the consumer.
Personalisation and direct co-creation with users are other powerful strategies to enhance the user consumes. Utilising the unicity concept as an extra value, the brand customises the items in order to create single pieces created by the user's interaction with the brand.
Thanks to the use of a user-centred marketing approach, the shopper's purchase behave is targeted and lead to a more frequent purchase.

Social influencer

The age of social is turning over a generation of advertising retiring television spot and traditional advertising board. The key target is Generation Z and Millennials, with a study by The MacArthur Foundation (Patrick Burgoyone, 2014) defining that the consumer aged 35 and under do not like advertising and are much more trusting of information sources that are not actively focused on selling messages. Co-created content can also persuade shoppers to make a purchase, with Olimpic's Global Consumer Report 2016 (Patrick Burgoyone, 2014) revealing that 56 % of the consumer is more likely to buy a product after seeing it featured in a relatable user-generated image. The innovation conduct by social media is the instant possibility to see how the items are rates in social life, contextualising in daily context (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.). Powering indirect advertisements, the typical characteristic of the influencer as ordinary people, differ from celebrity ambassador in the comparison on the user's eyes. Not referring to the mythicized figure of celebrity, the influencer can get the brand closer to the users; the strict relationship obtained, affect directly the user lifestyle (Mercer et al., 2018).
Chinese millennials, getting more and more international (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.), are not only focused on the Chinese influencer but are having consciousness on what is going on out of China.

The channel of Weibo (18) and WeChat are the two-platform used by the brand. As Baidu (19), Douyin (20) and Alypay also WeChat is expanding its ecosystem trough official account mini-program (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

(18) Weibo, Chinese blog and social, https://www.weibo.com/login.php

(19) Baidu network, http://www.baidu.com/

(20) Douyin, Chinese version of the social media TikTok, https://www.douyin.com/

Top celebrities and key opinion leaders (KOLs) have wider reach than brand-owned channels.

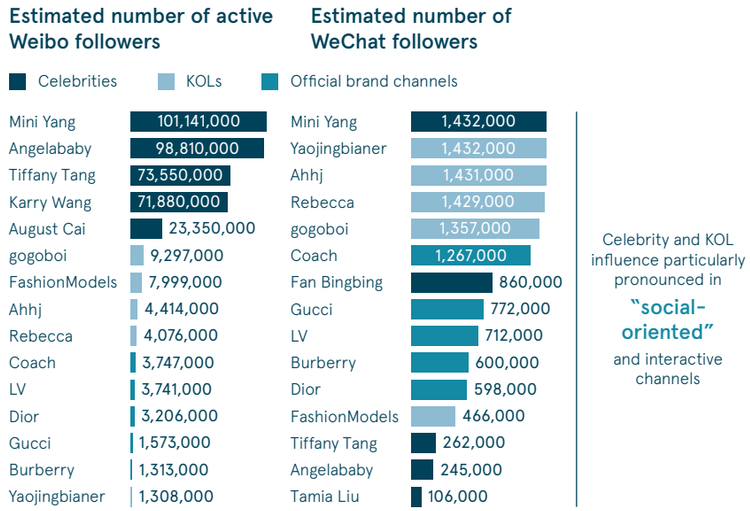


Figure 6
List of currently influencer and KOLs in China, China luxury report 2019. Source: China luxury Report 2019, How young Chinese consumers are reshaping global luxury, McKinsey Greater China's Apparel.

Celebrity and KOL influence particularly pronounced in **"social-oriented"** and interactive channels

Pears reviews

Although the seductive power of social is incredibly improving the consumption giving direct advice to the users, the community sense in social media is in parallel developing a pears influence phenomenon(Angus & Westebook, n.d.). In Chinese shopper, the peer review of items is an effective factor in sales definition. The review of another user about an item is data that, representing the shopper loyalty and the experiences, is considerate impactful on the consumer decision. The genuine authenticity of a disinterested opinion of the "word of mouth" incorporate the users in influencer figures of other pears (Angus & Westebook, n.d.).
"China is a trailblazer for this trend, as the country with the highest proportion of internet users and online shoppers. The highly saturated marketplace across all consumer goods means that consumers have always relied on peers' advice when it comes to shopping"(Angus & Westebook, n.d.). To give voice to the people' purchasing review, in China exist many applications creating a community around this topic.
The application "Little red book" Xiaohongshu (21) is currently advising in

(21) Xiaohongshu, Chinese application

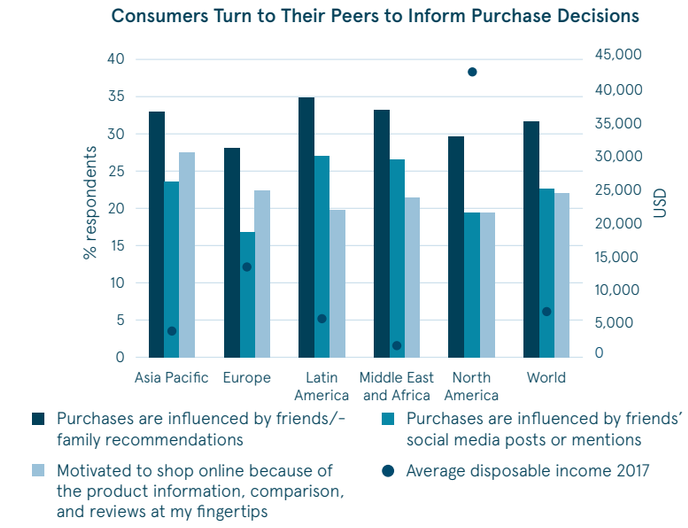


Figure 7
Principal factor influencing the purchase, Euromonitor International's Lifestyles Survey (2017)

the specific luxury field in China.

3.4 Consumption in the physical retail market in tier one city

If in one side Chinese are willing to buy online, the increasing opening of the physical store is an insight into the Chinese shoppers' habits. For mass and mid-range retailer, the incessant race in opening new store does not stop, representing 5.5 stores per retailer per city more than any other category(Savills Research, n.d.). The mass-media store in the Chinese first-tier cities represents an 11per cent expansion rate, offering the users plenty of choices between overseas and local brands. Shanghai Beijing and Shenzhen are the current cities were mass media brand are owning more territory control. With several branches in those cities, stores are reshaping their aspect and are expanding their best locations (Savills Research, n.d.). By opposite, with one of the higher rate of e-consuming, almost 60 per cent of the apparel sector consumption is strictly related to online shopping in 3 tier city and lower cities. Due to the low presences of goods distribution in that lower developed municipalities, those shoppers are the one remotely accessing the physical retail place (Ellen

MacArthur Foundation, n.d.).
Several data support the opening of physicals branches, demonstrating that the endemic request of the online purchase is correlated to the physical store one (Savills Research, n.d.). Even though the competition with e-commerce in the mid-range garment is hard, the variety of the user's request keeps consumption in both sectors driving. Users consumption in this sector is driven and divided by the request of the foreigner and local brands. The tendency toward purchasing of Chinese brand is represented the most, especially in between Millennials and 35-50 years older (Savills Research, n.d.). The Chinese brand is the most represented by the online and foreigner one has more participation in the physical retail system.

How shopping effect on the personality

The Chinese consumer is leading the trend of owning more than what they need following the general overconsumption tendency. This behaviour of an excessive purchase is carried out by more than half of the active Chinese consumer (Wahnbaeck & Roloff, n.d.), passing out the need-based activity and attaching the economic possibility of buying more than what is affordable.
The data about extreme shopping are representative of the fact: 40 per cent of Chinese shopper qualify as passive shoppers, shopping compulsively more than once a week(Wahnbaeck & Roloff, n.d.). The dualistic relationship of "more I buy more I am happy" is just the excuse behind the purchase action. Admitting owning more than they need, the 60 per cent of Chinese consumer (Ellen MacArthur Foundation, 2017) are continuing spending even if the excitement for what is wanted is outdated over less than a day. Even if the fulfilment related to the shopping experience is passed out, especially if the purchase action is digital drive, the aim of over shoppers still needs to be satisfied. In the never-ending request for more, the victims of this conflict are the items never worn. More than forty-five per cent of the Chinese consumer is estimated to own in the wardrobe at least one piece never worn(Wahnbaeck & Roloff, n.d.). Another facet afflicted the over consumer shopper is the guiltiness caused by their actions. The negative side of the shopping is not stopping the consumer from keeping buying. Caused by the wondering of looks better or the social statements given by the apparel, two-third of Chinese consumer intend shopping as a leisure activity (Wahnbaeck & Roloff, n.d.). Due to the introduction of modern retail forms in the last decade in the Chinese retail marketplace, the Great shopper has seen the shopping activity developing from a necessity to an entertainment time for all family members (Atsmon et al., 2012). In the vision of shopping as leisure activity the increasing of time

spent on it; occupies on average of three hours a day, Chinese consumer admits buying even during work time. The integration in social media on e-commerce is, in doubt, an aggravating circumstance that makes the behaviour stronger (Wahnbaeck & Roloff, n.d.). The current trend of never stopping consumption is causing a never lived before the situation of waste in the fashion industry. The number of tons of clothes only wear for a few times and consequently being dismissed plus the low-quality production of the items allowed only partially the recycling (Ellen MacArthur Foundation, 2017).

3.5 Luxury consumption sector: Chinese hungry luxury consumers

As important players in the consumption of mass fashion items, the Great consumer, are leading figure in the elitist luxury systems. Setting a new trend in the consume high-ends jewellery clothes and accessories the Chinese new Class is running one-third of the global luxury request(McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).
Reaching the forty per cent of the global luxury consumption, China interact with the high-end goods market within all its sector, specifically boosting the consumption in the fashion field(McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.). The current trend of consumption is predicted as an increasing tendency by 2025.

80's90's consumer group

The consumption of this flourishing sector is driven differently by demographic group. The leading players are recognized inside the Great country is the post 80's, generation Y, and post 90's citizen and the older 65's/70's group (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).
The Y generations, consisting of 10.2 million of luxury buyers, is the primary generation of consumer that first embraced the new lifestyle as an emerging superpower country. Account the high-end Chinese consumption for more than half of the total spenders, this consumer group is followed by new Millennial, that thanks to the devotion to street luxury and fashion addiction has seen grown for them an entire sector of the customized item on their group request (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

Brand loyalty and willingness to try a new brand

The relationship of this social group with the luxury demand is strictly related to the time they experience luxury. If for the 65's and 80's generation the purchase is driven by the loyalty and the heritage shared with the specific luxury brand, for millennial the willingness to try something new is higher (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.). If some years ago the luxury consumer in China was mainly related to specific iconic label preferences, today the predilections of Great shoppers are shifting. Drifted by a more general interest for quality and customisation, the consumer is now open toward value-added items and conscious brand (Ellen MacArthur Foundation, n.d.). In the interest to differentiate from the other peers, the millennials are more likely to be interested in less know design pieces, not avoiding the iconic one but interesting also in new designers. The market for a niche brand in China is a sector increasing in young Chinese buyers, thanks to the interest to diversify them self from what is already know in the fashion stage (Biondi, 2018).

Luxury in kids-wear

The increasing demand for luxury for the '80s and 90's generation is approaching the younger Chinese class. Celebrate on the 1st of June by the Chinese children's day, the new Chinese are currently going straightforward more relevance positions

China is winning half of the luxury world.

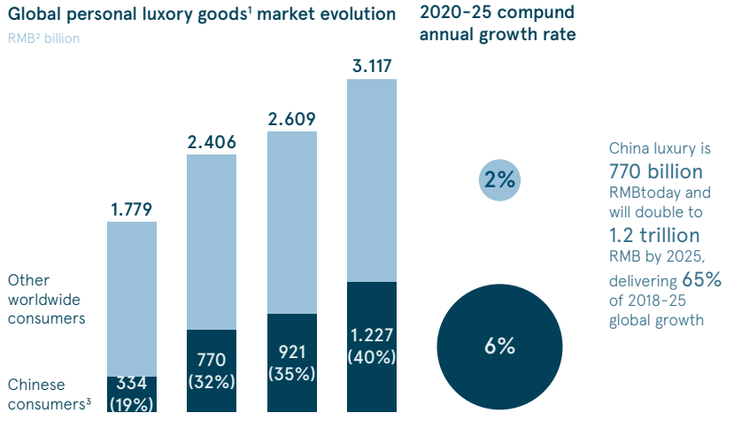


Figure 8
Global personal luxury goods market comparison, chart from China luxury report 2017. Source: China luxury Report 2019, How young Chinese consumers are reshaping global luxury, McKinsey Greater China's Apparel.

in the society. Drifted by the health attention-tendency (Wong, 2017), the adults of tomorrow are passing throw a particular period of importance. The very young Chinese generation, as children of the new Millennials consumer, is going to be a consistent shopper for more qualitative cloth items. Referring to the trust that high-end brands offer to the parents, Great country is going to see a boom in the luxury items for baby.
Through collaboration, such as Disney partnership, and personalisation program for children, the luxury challenge of +7% increase per year is gaining ground reaching 145 billion RMB ('Kidswear Market in China', 2018).

Luxury social status belonging: items as social capital

Young Chinese consumers view ownership and affiliation with designer brands as a form of social capital; not just something to wear, but a lifestyle choice that marks them as part of a distinct and exclusive community (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).
In a panorama of a growing middle class, the social affirmation is a fundamental aspect of this transition. Thanks to the power gained from the significant income disposal, owning possession of valuable goods are going to be the determining parameter for membership attachment at the social class. The intention to identify themselves into one of the most populous urban landscape is an individualistic attitude that will define the belongingness state to the middle class (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).
The development of specific taste (Baan et al., 2017), driven by an ever-growing request for quality, is another way to define the singularity of a member into the immensity of the new group.

The "social currency" items

Despite the rising diffusion of expressing a singular and not standardised idea of fashion, some items in luxury apparel are always in the top sales. Defined as "luxury staples" (Luo, 2019), some high-end products act in the social mindset as a status symbol. These iconic pieces, known explicitly as "入门款" "luxury entries" in Chinese consumers, are a tangible representation of how luxury can act as social belonging to the upper class. Louis Vuitton's iconic totes, the Chanel 2.55 (22) and Hermes products are some typical examples of the must-have into Millennial's: "These bags are a sort of social currency in the adult world"(Luo, 2019).

Factor influencing luxury purchases

In term of advertisement, the luxury brand has a significant impact on Chinese users, occupying all channels available.

(22)
Chanel 2.55 refears to a purse model of Chanel fashion brand.

Many KOLs are the faces of the different high-end label and are currently working in social media like Weibo, influencing Chinese taste (Deloitte, n.d.-b). In this jungle of collaboration between Stars and brand, the way the label approaches the Chinese market is slightly different by European Influencer.

Luxury label approaching Chinese marketplace

In order to avoid tricky spellings or mismatching in significances during the translation of foreign brand's names, some iconic nicknames are selected by luxury labels.
Not only to be closer to Great shoppers' preferences but also to be more evocative in the character translation of the brand' name, labels approach China changing the original name. As a strategy to enter the Chinese marketplace, many overseas luxuries assigned Chinese translation to the original label name, creating an advanced rate in the Chinese marketplace (Tindall, 2018).
In order to obtain a meaningful translation, the Chinese name has to be memorable and with a very positive connotation in all different dialect of China. Labels are carrying in the selected rebranding the same authentic value of the original Company name. If most of them are close to the original name just changed in a sounding easily pronunciation like Dior 迪奥 (di ao), other select to being closer to the mining of the character and the identity of the motherhouse like Chanel or 香奈儿 (xiang nai er). Not only for the legal needs of registration in the Chinese country, but the translation of a luxury brand can also interact with the only Chinese speaker users (Pan, 2017). Even if the Millennials are creating an even larger English speakers target of shoppers, for users of social media, the translation is the key research to get information and feed about the brand (Pan, 2017).

Wrong advertisement campaign: D&G and another European brand example

Although the Chinese buyers keep being one of the most suitable targets for the luxury company, some brand invests wrongly in the interaction with the Chinese market incorrectly using the social media and advertisement campaign. In order to gain the attention of the Asiatic consumers in many cases, the lack of cultural knowledge turns the investment against the company itself. The most recent case of the Italian brand Dolce and Gabbana, D&G (23), is a glaring example. An issue that big luxury company are recently facing is the cultural mistake in that social media communication; that can turn in a real label defeat (Tindall, 2018).
A clear example of it could be the Dolce and Gabbana last campaign: through a series of mistakes perpe-

(23)
Dolce&Gabbana, Italian fashion brand, https://www.dolcegabbana.it/

trated by the fashion house, Chinese consumer got irritate and offended, not longing belonging to the brand. One wrong online campaign is definitely changing the user's minds and, consequently, their position towards the brand ('Not just Dolce & Gabbana: Five other brands that riled Chinese with fashion and beauty faux pas | South China Morning Post', n.d.).
Social media power increased the storm started as a communication problem: "Brand ambassadors and models announced they would boycott the label. It had to cancel a show in Shanghai billed as one of its biggest outside Italy, and online retailers in China and worldwide. As well as Hong Kong's biggest department store operator dropped Dolce & Gabbana products from their websites and stores", ('Not just Dolce & Gabbana: Five other brands that riled Chinese with fashion and beauty faux pas | South China Morning Post', n.d.).
The multiple selling channels used by the brand have been disabled, accessing the Chinese market only through the Dolce and Gabbana physical store in the Country. The loyalty relationship that engaged users and brand is passing away. The wrong approach to the Chinese market caused the brand a losing out the Asian market ('Not just Dolce & Gabbana: Five other brands that riled Chinese with fashion and beauty faux pas | South China Morning Post', n.d.). Angelica Cheung editor-in-chief of Vogue China, explaining more about Chinese shopper behaviour.
"They are consumers. They have a voice. Moreover, they have the right to voice their views. These might be voiced in a slightly extreme way to some people, but that's another learning curve, as that's the Chinese contemporary culture, especially on the internet. You have the option of not selling in the country or you have to face it" ('Angelica Cheung on how to crack the Chinese luxury market', n.d.).
An incorrect approach to the vast Chinese market can cost more than what expected in terms of damages. As powerful collaboration and advertising systems can indeed influence consumers if they are well done, as a disruptive could be the inappropriate line to the Asian market (Pan, 2017). "It's another thing if you feel that people do not genuinely respect the Country or the people. That's when things get serious. We do have 1.4 billion people. Everything in China is big scale", Angelica Cheung ('Angelica Cheung on how to crack the Chinese luxury market', n.d.).

Other luxury brands experienced during 2018 the loosing up in Chinese consumer loyalty. The French brand Dior and other remarkable brands have wrongly interpreted the taste of the Chinese costumer, causing failure in their retail promotion. Some of the most influent luxury brands with a wrong interaction with the Chinese user are now questioning their power

in the Country ('Not just Dolce & Gabbana: Five other brands that riled Chinese with fashion and beauty faux pas | South China Morning Post', n.d.).
The fast evolution of the retail market is nowadays having in China is reflecting in the social evolution of the people of that country. "We Chinese, until 20 years ago, were very Chinese-minded. And today we are still Chinese-minded, but we also are aware of the world more. These setbacks will force [brands] to look at their structure"('Angelica Cheung on how to crack the Chinese luxury market', n.d.). The big opportunity to gain such a fast and growing market is for the foraging brand also a big challenge in the way they approach it.

Figure 9
Dolce and Gabbana "The Great Show", at the Shanghai Expo Centre delayed. Source: https://www.scmp.com/business/companies/article/2175852/dolce-gabbanas-china-faux-pas-shows-how-global-brands-must-tread.

3.6 Luxury purchase locations

In higher tier cities, despite the prevalence of e-commerce, the leading distribution channel is still shopping malls and physical stores (Ellen MacArthur Foundation, n.d.). As another sector of apparel, luxury has well developed in online placement, without

however gaining the Great consumer habits except for the smaller city.
Placing physical touchpoint in the fifteen bigger cities of China, high-end label approaching the lower-tier city through the e-commerce and remotely from tier-one location (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

The luxury purchase journey

Chinese shoppers are approaching the decision-making process toward luxury items through the integration of online and offline experiences. Guided by the multitude of the physical boutique in Chinese cities, the shopper is likely to visit the brand's store, comparing the previous online collected information. Especially in 90's generation, the tendency of being a pre-informed consumer is mostly to be connected by the constant advertisement provided by social media (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

3.6.1 The importance of physicality

An opposite tendency is visible in luxury purchasing. If in mass buyers, the current Chinese trend is to refer to the direct e-commerce purchase and only secondary refereeing to the physical store, in high-end consumer, the tendency is independent.
Although in the advertising field all channel, online and offline are an excellent network to reach the shoppers, the specific in-store touchpoint is the one that drives the sales (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).
Recently gained the online reselling in collaboration with the Alibaba Tmall (24), the boutique interaction is the most critical into influencing the luxury purchase.

The place of physicality

First-tier city, as primary advanced retail landscape, offers the users plenty of different possible location of the luxury store. In China, a luxury report (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) has defined the high-end bricks and mortar as the most visited by the Chinese consumer. The flagship store, representing the maximum aim of the brand identity, is likely to be the preferred location for purchase by post 80's generation. Differently, the appealing of the premium department store in the Chinese city is mainly frequented by 65's/70's generation of luxury shoppers. The travel tendency in 90' generation is contrarily defining the Millennials as more significant players in the duty-free store location or overseas destinations (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

(24)
Tmall, Aibabba group resale section.

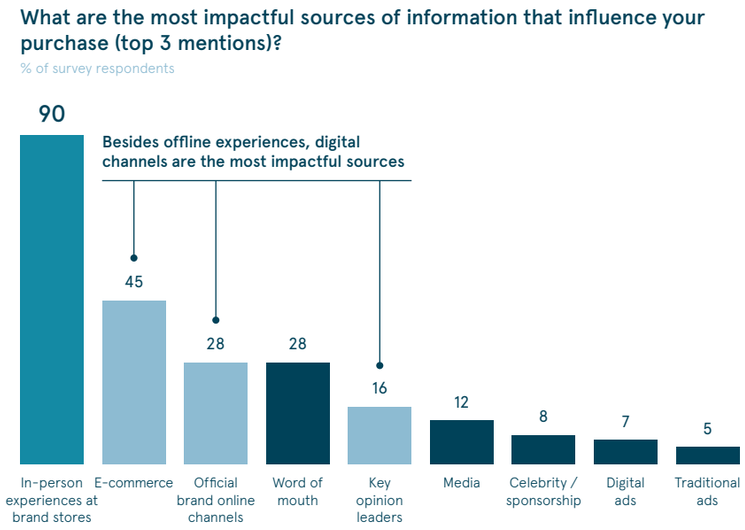


Figure 10
In store luxury purchase. Source: China Luxury report 2019, How young Chinese consumers are reshaping global luxury, McKinsey Greater China's Apparel

sellers in store establish a customised service based on shopper personality (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

3.6.2 The in-store experience

The susceptibility of the major's high-end consumers, the Millennials, is driven by an accurate interaction provided by in-store staff. Focusing on creating an intimate relationship with the users, the high number of

Derived from the personal in-store experience, the services and the environment provided by the physical boutique ensure the brand a wide margin of the conclusion of the sales. The physical quality of the space and the seller influences are the central aspects of the luxury brand, enhancing aesthetic connection within brand and users. Determining the purchase decision, experience, quality service and high personalisation are the driving factors toward in-sto-

re success in Chinese consumer, ensuring a real involvement in the brand identity during the purchase (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).
The turning point into the purchase decision, the physical interactions is an extra value that gains users satisfaction and willingness to buy.

3.6.3 Overseas luxury purchase trend

"Another factor that worked against European brands was that the Chinese often prefer to buy their luxury products from its source destination.

Young consumers are more likely to make a purchase if great personalisation service is offered.

Would this factor help you make a purchase at a store offline?

% of post-'80s and post-'90s respondents saying "yes"

Figure 11
In store luxury user purchase willingness. Source: China Luxury report 2019, How young Chinese consumers are reshaping global luxury, McKinsey Greater China's Apparel

A notion that has both- a romantic and a very logical economic reason behind it as well as a fear of buying into China's infamous fakes market"

(Biondi, 2018).
This state is expressing one of the most relevant social and purchasing Chinese tendency. The Asian consumers, the leading player luxury goods markets, prefer to buy in the brand original country or in general abroad. "A study by The Fortune Character Institute, a Shanghai-based market research unit, found that although Chinese shoppers consumed 46 per cent of luxury goods around the world, their purchases in their home market accounted for only 10 per cent of global sales"('Just why are Louis Vuitton and other high-end retailers abandoning China? | South China Morning Post', n.d.). Although Chinse consumer has available the same as the fascinating retail experience, most of the sales transaction are concluded outside the boundaries. " Chinese consumers, who are travelling overseas more often, now spend more than 70 per cent of their luxury budgets in Europe, North America, Japan and other countries where the prices are lower, options are greater, and services better" ('Just why are Louis Vuitton and other high-end retailers abandoning China? | South China Morning Post', n.d.). In order to avoid import taxations, the Chinese citizen is likely to spend more abroad than in the home Country. "The price differential on a percentage basis is much higher on accessible luxury than it is on your pure luxury brands. It means that when you travel, it makes much more sense to buy it overseas.", The Little Red Book (25) application is commonly used to suggest what and where purchase abroad, offering a trusted opinion between the consumers.

Daigou phenomena

Another tendency that is parallel to the overseas purchase of luxury items in China is the Daigou phenomenon. Daigou 代购 (26) is a practice that seen shopper buy overseas high-end luxury brand with the purpose to resell privately inside Great Country. This trade that offers first-hand western items like clothes, jewellery and accessories of the luxury brand, is inclined to be considered, by new 2019 regulation, as a fraud (Zheng, 2019). Daigou trading avoids the payment of customs duties for both sellers and buyer, causing a reduction of the purchases inside the Country. Importing external luxury goods from West, Daigou is a solution for Chinese luxury shoppers to avoid the overpricing of 30 per cent import taxes that the luxury brand has into the Great country (Luo, 2019). This phenomenon gives insights on how Luxury showroom are effectively working in China. Many Chinese shoppers still preferring the private channel offered by Daigous instead of purchase in the Brand boutiques (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).
After a National restriction toward this topic in September 2018, this

(25) Little Red Book, XiaoHongShu 小紅書, e commerce and social media application with more then 5 million active user.

(26) Daigou, 代购 Chinese name translating as "Surrogate Shopping". The term refers to a shopping practice of overseas purchasing of luxury items with the aim of resells them inside China

consumer trend in luxury shopper seams still going on, allowing new regulation and reshaping their trade (Zheng, 2019). The importance of this figure for Chinese consumer is undoubted: regular shoppers refer to them as a cheaper way to obtain certified high-end labels, trusting them as an influencer of the new overseas trend. Daigous, people involved in the trade, actually living in Europe, names on WeChat account with most remarkable Fashion city such as Milan and Paris, assuring the users a specific fashion influencer (Luo, 2019). Collecting inspiration mood-boards of celebrity's outfit on WeChat Moments (27), Daigous offer to their client the most updated choices from out of China, introducing themselves as a trusted stylist. The future of this multi-billion grey trade and the relationship with the brand in-store purchase after the new regulation is still not predictable, but the relationship of users toward Luxury label is going to change in favour of the domestic buyers.

(27)
WeChat moments: a specific feature of the social media WeChat that allowed the users to share images-video contents within other WeChat users, those caption are collected in the Moments section.

3.7 The fake item issues

China is hungry for fashion and generally admires the big luxury brand. Parallels to the request for high-end labels, the rising of the market of forgings is getting even more significant. The scale of the counterfeit luxury items in China is estimated from 300 million to 600 million dollars and is continuously increasing. Led by the globalisation trend, the counterfeit market is even more in an era of fast fashion trend representative of a real problem to deal with (Nash, Vetere, & Young, 2014).
Not only damaging the luxury brand that needs to face this growing piece of the market, the users buying this item category damaging the brand value, creating an unexpected hidden cost in the original items. In terms of quality, the false market production is getting even more specific in the distinctive connotation of the original luxury items, enough to be considered a good quality of fake items as "real fake"('The counterfeit good industry in modern China | Daxue Consulting', 2019). The oxymoron is not too far to be true. Imitation of the brand, product number, authenticity guarantee and packaging are enhancing the perception of the real items. Data support how the production in China is significative: eighty per cent of the production of counterfeit items is currently made in China, and a significant part of it is consumed by the Great citizen itself ('The counterfeit good industry in modern China | Daxue Consulting', 2019). The diffusion of this trend is to be researched in the Chinese high demand for luxury and the unequal economic disposal of incomes in the country. The financial gap between the lower incomes

holders and the higher one is recognized by the cause of the increasing demand for fake items (Jiang & Cova, n.d.). In a society driven by must-have pieces to be own as a portrait of a high society belonging, (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) the value of the luxury is going to be more valuable than the actual price of the items. Using luxury to gain a sort of social redemption (Jiang & Cova, n.d.), the counterfeit manufacturer responds to fill the void of who is unable to buy the originals pieces. If the primary function of the fake production is for the people that cannot afford the high price of the real brand, on the other hand, those are not the only counterfeit buyers. Deeply inside in the loop of apparel, fashion victims are those who are currently requesting for false items. Fallowing the seasonal tendency imposed by fashion, the "fashionistas" ('The counterfeit good industry in modern China | Daxue Consulting', 2019) are a sector of wealthy Chinese, already owning real luxury, that satisfies a purchase of short-term duration. Easily to be dismissed at the moment the tendency falls, this is a system for whom want to fallow all the trend without investing a significant capital ('The counterfeit good industry in modern China | Daxue Consulting', 2019).

3.7.1 Fake market

If the imitation of the items is well done, likewise could be considered the sale system behind it (Chen, Yue, & Zhao, 2018). Opening in the central Chinese city location, the well-known "Fake markets" (28) are the shopping areas dedicated to counterfeit. Offering a reselling of multiple brands, those places host a different kind of bogus items for many different price class ('The counterfeit good industry in modern China | Daxue Consulting', 2019). The grey area around this market, daily crowded of the consumer and tourist, is recently becoming under accuse ('A Turning Point for China's Stance on Counterfeit Luxury Goods | Global Currents | BoF', n.d.).The authentic brick and mortar of counterfeit are offering a massive selection of items, arranging the best and most qualitatively pieces in the separate secret room, accessible only through real interest of purchase and led by the seller. As the natural forms of shopping the fake trade have a particular form of online sales. Many regulations have been made in the online field: e-commerce regulation legislation in date on January 1, 2019, has changed the position of fake sellers in the principal channel of online account sales as Tao Bao and Pinduoduo ('A Turning Point for China's Stance on Counterfeit Luxury Goods | Global Currents | BoF', n.d.). The request of a significant control on the

(28)
Fake market, colloquial exoression tat ndicates black market.

authenticity has been conducted in the online, but many have to be done to recapture the credibility of Chinese consumer about real luxury.

3.7.2 Fake stores in China: Supreme and other examples

The extension of the counterfeit market in China is valuable not only by consumer data but also by the physical retail presences that exist, rise and develop within country borders. Example of fake brick and mortar store are visible in the tier one cities of China highlighting the rooting of the counterfeit market (‘The Legality of the Fake Yeezy Store in China is Not As Straightforward as You Might Think’, n.d.). A phenomenon approaching the different field of luxury, the rising of knockoff retail is entering the fashion area with the Supreme (29) label.

A Physical re-presentation

Not only using the same original font and logotype the knockoff retail is replacing in everything the aspect designed by the motherhouse. The specific case of Supreme store Shanghai is the example of it. What is more potent in the brand image than the retail physical touchpoint and their layout? Coping the communicating system applied in the interior disposition of the boutique, the fake store is literally replacing the original brand shopping channel. The megastore locates in Shanghai (‘Take A Look Inside This Fake Supreme Store In China’, 2018) is the example of this trend diffused in Great country knocking off other brands such as Nike (30) and Yeezy (31). Overcrossing the intellectual propriety disputation, the importance of the existences of this fake corners store is the proof of the development system currently going in China (‘The Legality of the Fake Yeezy Store in China is Not As Straightforward as You Might Think’, n.d.).The knockoff retail is overcrossing the real retail store managing part of the retail market, inducting in the user the doubt of the real existence even of physical brand location. The user confidence and the brand heritage are the parts that sufferers most in this not authorize the appropriation of the brand identity (‘Is that a Loius Vuitton?’, n.d.).

Figure 12
Supreme fake items’ labels. Source: https://www.highsnobiety.com/p/supreme-italia-shanghai-store/

(29)
Supreme apparel label, https://www.streetwearofficial.com/collections/supreme

(30)
Nike sport apparel brand, https://www.nike.com/

(31)
Yeezy,Adidas+Kanie West apparel brand, https://www.adidas.com/us/yeezy

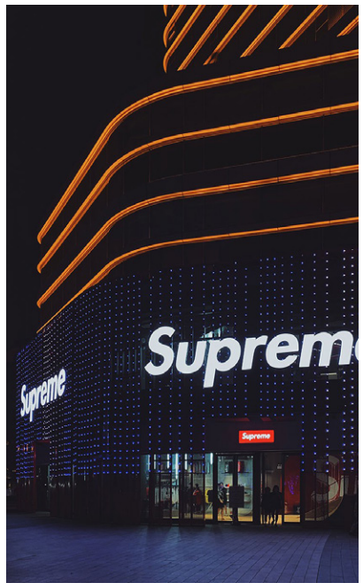


Figure 13
Supreme fake Shanghai store. Source: https://www.highsnobiety.com/p/supreme-italia-shanghai-store/

3.7.3 The authenticity platform

The widespread diffusion of this phenomenon is causing a “hard life” to the real luxury purchaser. Due to the diffusion of fake items, many services of authentication are rising, offering to the lovers of high-end shopping a safe place to refer. The authentication services aim to reassure the shoppers, offering a multitude of service within the plenty of different platforms (‘In China, Even Luxury Goods Authentication Services Are Being Faked’, n.d.). Those services are ensuring the real value of the items, trying to end the wariness widespread in the luxury field, leading the purchase of authentic luxury. Plenty platform as ***Zhiduoshao*** (32), literally translated as “how much it is worth”, offering an instant comparing services just sending an image of the items and waiting within 36 hours for the inspection feedback (‘In China, Even Luxury Goods Authentication Services Are Being Faked’, n.d.).

The necessity of action toward the authenticity is verifiable as a real plague in the high-end market, that start to be healed trough authenticity courses offering to the user and active position toward the problem, being able to judge their own purchase (‘The counterfeit good industry in modern China | Daxue Consulting’, 2019). Representatives of the significance of the problem in China is the rising of counterfeit website and application of brand authentication (‘In China, Even Luxury Goods Authentication Services Are Being Faked’, n.d.).

(32)
Zhiduoshao: applicatcion for estimating the luxury items value http://zhids.cn/

Little Red Book, or XiaoHongShu 小紅書

In order to lead the even connected Chinese consumer, the application is suggesting leading the citizen overseas. Based on the community sense, the Little red book, 小紅書, is one of the most trusted applications of e-commerce in China. Based on the user's purchase comments, the consumer can easily share and receive different feedback about an interesting item (Rapp, 2017). As a user-centric platform, this application is a form of peer to peer confirmation of opinions and user's recommendations. The dominant idea of merging social media and e-commerce is the focal point of the Little Red Book app. The app is using collaboration with VIP and KOL as other social media does, suggesting beauty and fashion trend. The nearby location tool integrated into the app is helpful, especially for Chinese purchaser abroad. With consumer suggestion, it is possible to integrate the recommendation from other users while travelling outside China (Rapp, 2017).

3.7.4 Brands role in counterfeit deterrence

A key role can also be played from the brand in order to focus the market of luxury only on the original items. Trying to deter the fake purchase, many policies adopted from the brand are currently not suitable to be applied in China. Due to the high quality that counterfeit can gain in China

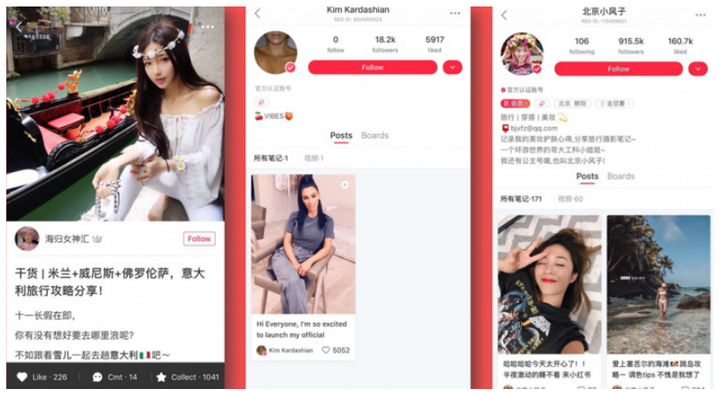


Figure 14
Little Red Book, Chinese social media platform and app used for sharing shopping recommendations for luxury goods abroad. Source: https://dragontrail.com/resources/blog/how-should-travel-brands-use-xiaohongshu

the limitation usually applied by brand warning about the low performance that the fake items can have compared to the real one, is not a good deterrent for China ('The counterfeit good industry in modern China | Daxue Consulting', 2019).

3.7.5 Research on counterfeit in China: dialogue with Professor Jan Staël von Holstein

Figure 15
Professor Jan Staël von Holstein. Source: https://cbichina-bridge.com/meet-our-new-board-advisors

In the literature review emerges the importance of counterfeit fear in consumer as one of the most critical limitations toward the adoption of the second-hand services.
In order to further investigate the critical topic of the counterfeit in Chinese culture, the author conducts a direct speech with a researcher of the topic. Through a dialogue with the Tongji visiting professor Jan Staël von Holstein, the author generally investigates the current attitude of the issue on Chinese contemporaneity with the counterfeit concept. The Professor is a relevant personality in the field research of copy, original copy and counterfeit, mainly setting his interest in the artistic field.

In order to have a general overview of the most relevant field related by counterfeit, the Professor briefly introduced the historical value of the copy in the Chinese context. The copy has been part of the educational system for years and historically has specific relevance as a didactic approach in art and craft. China has a predisposition historically toward the copy because it is chronologically related to the use of reproduction, using a "*learning by doing*" tactic as an **educational tool for arts**. The professor pointed out the differences between copy and reproduction in the arts.
Chinese region and city have been developed by the trade and the production of art and craft reproduction; due to the capillary diffusion of such a system in the specific Chinese context, the possibility to dismiss this reality is quite hard to be predicted. Its existences let reach the product to the people that cannot afford the

original pieces, considering the value of the copy as an affordable product price with seamless aesthetical or qualitative connotation.

For the Professor, a copy will keep existing as a reasonably priced and democratic representation. It is a new reality to the contemporary word reality that will keep going to fulfil the needs of who cannot indulge.

Due to this state, which is the real value of the authenticity evaluation in a capillary system as the Chinese one?

Jan Stael von Holstein affirms the importance of authentication in a reality where counterfeits are a regular purchase choice. Due to the strong relationship in the Chinese market with fake items, the value of authenticity inspection will be higher. If the copy is always existing and find its root in ancient China, the need for a system that checks the authenticity is required, since the falsification will always exist. It is a current service facing the needs of another user target. The verification will always be need since the copy is something that will keep existing for fulfilling needs of who cannot afford.
Moreover, the professor explained the differences that intercurred in the original copy and the fake items. These two different products came from, respectively, different apparel manufacture systems. Real copy goods are produced by real authentic fabric in China and are overproduced items. Those excess products generate a grey zone of original copy trade.
Another issue is the fake items; this is freely inspired by the original but can have many differences. It is in the style of the original but quite different. Twilight zone of the overproduction of the original factory is the real problematic areas of intervention since it is hard to be controlled.

The transition from "made in China" to "create in China."

Another remarkable fact is the current transition of luxury brand from overseas brand to the Chinese one, said the Professor. The real explosion of the diffusion of the local brand is getting bigger and bigger during these years. The local brand is asserting in the local Chinese scenario and is gradually getting viral in the user's preferences. The possible fall of the foreign luxury brand predominance in the Chinese panorama is leading by this new Chinese production affirmation.
The created-in China can begin a new era for Chinese; ending to considers the value of the foreign luxury brand is possible to start to drive consumption more locally, reducing the power of counterfeit items.

Chapter 4
The shift: from a linear to a circular Economy

The current situation of the fashion and, more specifically, the unstoppable demand for apparel has now reached a tipping point. The entire system of the fashion industry and consumer are both running a business that needs to be stopped and turn (Lehmann et al., n.d.). An awaking (BOF, McKinsey&company, 2018) is currently requested, from all side and is need to be done now, aware that the current rules system is fallacious and not compliant.

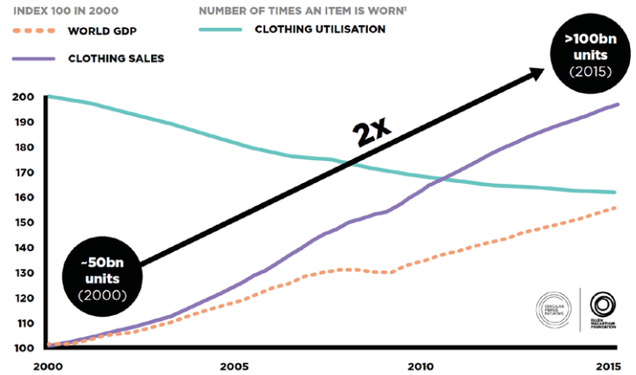
A universal call is now acting for industry and user: improve social and environmental performance are a global request ('Nike Circular Design Guide', n.d.).

Is time for acting; The industry and users need to get united together for improving social and environmental performance. The gap to fill is large and over-expanded in all the elements of the system.

The never stop demand from under-

development countries as Asia-Pacific areas is driven by 2030 to the predicted growth of 102 million tonnes volume for the footwear and apparel sector (Lehmann et al., n.d.). Due to the high request, the development possibility in such new countries is

years comparison, a garment lifetime reduction of the 70 per cent (Ellen MacArthur Foundation, 2017) demonstrating the peak of development in the run to become a superpower Nation.



1 Average number of times a garment is worn before it ceases to be used

Source: Euromonitor International Apparel & Footwear 2016 Edition (volume sales trends 2005-2015); World Bank, *World development indicators - GD* (2017)

Figure 15
Chart of growth of clothing sales and the decline of clothing utilization since 2000. Source: A new textiles economy: Redesigning fashion's future, Ellen MacArthur Foundation

impossible to imagine without a full transition of social and economic mechanism within fashion and nations.

Data demonstrate that more than half of fast fashion production is disposed within under a year; the continuous request for new apparel items reduces of the 36 per cent the life span of a garment compared to 15 years ago tendency. This aspect of overconsumption is specifically real in Chinese consumer habits. In the same fifteen

The system of linear "take-make-dispose" (Ellen MacArthur Foundation, 2017) utilised by apparel industries is daily contributing substantially to the pollution issues, contaminating water and air for millions of citizens. Representing the third more critical consumer industry (Ellen MacArthur Foundation, n.d.), fashion manufactories are consistently pressuring on Chinese natural resource. The utilisation of water of Chinese apparel sy-

stem, quoted as three to four times higher than in other states, is now facing the big environmental issue for the overall country. Scarcity of water per capita and contamination of up to 20 per cent (Ellen MacArthur Foundation, n.d.) of the Chinese water sources is to be related to the majority of the fashion industrial process. Due to this negative impact, the textile industry is currently considered the second principal players, leading contributing to chemical and product wastewater, undermining the natural resources of the Country with un-removable toxins. Due to the recently unstoppable "demand and discard "(Ellen MacArthur Foundation, n.d.) of fashion, the Great Country is currently facing an issue in the landfill stage of the product life. The absence of systemic organisation and parameter for recycling into the Country has generated an overcrowded situation in several incinerators of China (Ellen MacArthur Foundation, n.d.).
The constant demand of the Country of fast fashion is now boosting the rising of the low-mid range garment sector of China, empathising another important aspect hidden beyond the run of the superpower. "Fashion always comes at a price, but, in the 21st century, this is paid by millions of exploited textile workers, mainly in Asian countries, and the planet"(Wahnbaeck & Roloff, n.d.). The overconsumption is radically increasing the adoption of not conforms working rules, underestimating the value of people's work. In China, as in other emergent countries, the minimum wage of the manufacturing system is one-third (Ditty, 2015) of the average for essential living cost. Estimating 80 million workers and dependent by the fashion industry in China this system is one of the most labour-intensive industries. The current trend of production in the textile field is driven by the only industry profit interest, overcrossing and not included enough of the primary workers right (Ditty, 2015).
The currently fashion system is minimising the value of environment and people, reducing its system to an unsustainable sum of operation that is drastically changing the entire world ecosystem.

Possible direction: a coral action

The active role of the overall parties is at the door: an energetic position on social and environmental fact is an obligation. The power invested by some company toward sustainability is not strong enough (Lehmann et al., n.d.): the research done until now is not representative of sufficient effort. Fashion system needs to "raise the bar much higher" to counterbalance with the sustainable solutions the environmental disruption of fast growth. In order to contribute sufficiently, the apparel industry needs a systemic approach that turns the productive system into impactful final

delivered outcome (Lehmann et al., n.d.).
To scale up sustainable solution is a coral and participative action. Government and economic forces need to involve in order to lower the time frame and the effort request to settle new business trajectory.

Brand transition

The change action is requested primarily by the fashion label. The dismission of a use-and-discard economy, starting from industry systemic review and goes through an accurate analysis of the meaning of the production. The items ideation needs to be redesign in order to impact the creation into the consciousness, planning the value and the programmed end of life of the disposal. "We have an obligation to consider the complete design solution, inclusive of how we source it, make it, use it, return it, and, ultimately, how we reimagine it"('Nike Circular Design Guide', n.d.).
On the other hand, the brand needs to compete on the innovation in production and, on the other side on the communicative channel to advertise such innovation. Labels are playing hard in this communicative system, trying to catch new young consumer willingness, adopting a promotional campaign on the sensitive topic (BOF, McKinsey&company, 2018). The brands, advocating most of the common cause, are getting closer to the Millennial and the new generation of the consumer more sensible to social and environmental renovation (Wahnbaeck & Roloff, n.d.). The capability to gain loyalty in users, strictly related to the way the brand DNA has turned into a new sustainable version of the label itself, is depending on the transparency of the transition. Keeping genuine with the original essences and heritage of the label is the way that brand can use to afford the changes. "They need to take an active stance on social issues, satisfy consumer demands for ultra-transparency and sustainability, and, most importantly, have the courage to "self-disrupt" their own identity and the sources of their old success in order to realise these changes and win new generations of customers"(BOF, McKinsey&company, 2018).

It is visible, considering the overall manufacture system, that the way has been produced for several years, even if driven-by innovation, has reached an ending point.
The central paradigm of the industry has been since now focus on a wasteful production led by a use-and-discard economy. Many testimonies can be assigned to the necessity of a mindset change and a deep revolutionary direction (Ditty, 2015). Emerging the limits of a linear economy as an economic approach that exponentially raises the consumes of materials no longer available on the earth, the adoption of different methods is re-

quired to limits an minimise the new risk exposure (Ellen MacArthur Foundation, 2013).

4.1 A broken use and-discard-economy

Many aspects of the fashion industry are considerably today fallacious and responsible for waste. Low clothing utilisation and low rates of recycling after use are the most claimed causes in contemporary society consumption to be enlightened inside an entire system "accused". Many materials lose described along the value chain impacting the economy in different ways affecting diverse areas of loses. Observing the overall system from raw material to the final product ready to sell, the manufactory steps of the textile product are full of wasteful mechanism. Different phases of production are mainly distinguished in categories of the overall textile waste: pre-consumer and post-consumer (Ditty, 2015).

4.1.1 Pre-consumer waste

This area of interest is comprehensive of the leftover material into the very first part of the productive chain. This sector is representative of the majority of the material loss. Data support that raw materials stage waste is affecting 2/3 of the sustainability impact of fashion. Water consumption for the cotton field is one of the investigated agents. Before the clothes realisation from 5 per cent up to 25 per cent is the estimated annually textile waste for a single textile mill ('2018', n.d.).

Garment composition

Pressure on sources composition is also another issue affecting the first stage of production. In this phase, the amounts of non-renewable resources implied are estimating around 98 million tonnes in total per year. Those rare materials are extracted and included in the composition of items that are seldom utilized for extended periods (Ellen MacArthur Foundation, 2017). Comparing the time of garments utilizations and the rare sort of sources, the evaluation on the real significance of them is even more significant, augmenting the pressure on the resources utilisation.
In garment composition, great use of synthetic fibre and plastic are assimilable to a significative impact of the overall loss of the industry. Including many not recyclable components, fashion is boosting consumption of oil base material for the garment. Material as plastic has been defined of being one of the most crucial aspects concurring to ocean pollution (Ellen MacArthur Foundation, 2017).

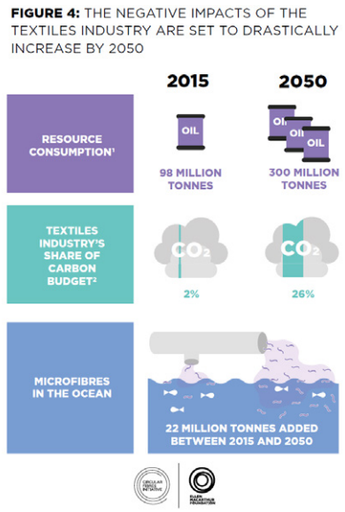


Figure 16
Chart of impacts of the textile industry. Source: A new textiles economy: Redesigning fashion's future, Ellen MacArthur Foundation

Before reaching the client, damaged textile rolls or clothes are dismissed immediately because of non-compliant. Those are remarkable as one of the very significant discarded of the textile chain.

Intellectual propriety waste

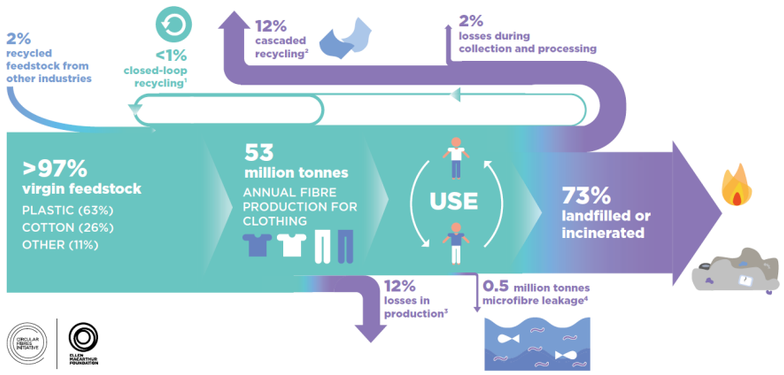
A considerable small amount of the discarded items, compared to the general fashion waste, are symbolized by the intellectual propriety of the brand. In the production of garments, the damages part of them that does not fit within the brand identity and image is currently incinerated by the label itself. Without having neither reached the sales, this new product is immediately discarded, enlarging the landfill. To protect property and high-quality standards, they deeply influx in environmental pollution (Ditty, 2015).

4.1.2 Post-consumer waste

The post users waste can be generally defined with a large amount of garment dismissed. As already mentioned, this is to be considered a substantial loss area.

Landfill cost
Inside of the vast ward of overconsumption waste, the landfill and dismission cost of clothes is part of the most remarkable aspect. Supported by a not evaluated method of recycling, 80 per cent of textile waste going to landfills can be reused (WRAP, 2015). As a value loss, only 13 per cent (Ditty, 2015) of items recycled has been maintaining in the system of apparel. Another small amount of the material has a new life in other application in different industry field. Emitting 20 tons of CO2 for every ton of discar-

ded garments, the incinerated items are a loss also in term of pollution emitted.



1 Recycling of clothing into the same or similar quality applications
2 Recycling of clothing into other, lower-value applications such as insulation material, wiping cloths, or mattress stuffing
3 Includes factory offcuts and overstock liquidation
4 Plastic microfibres shed through the washing of all textiles released into the ocean

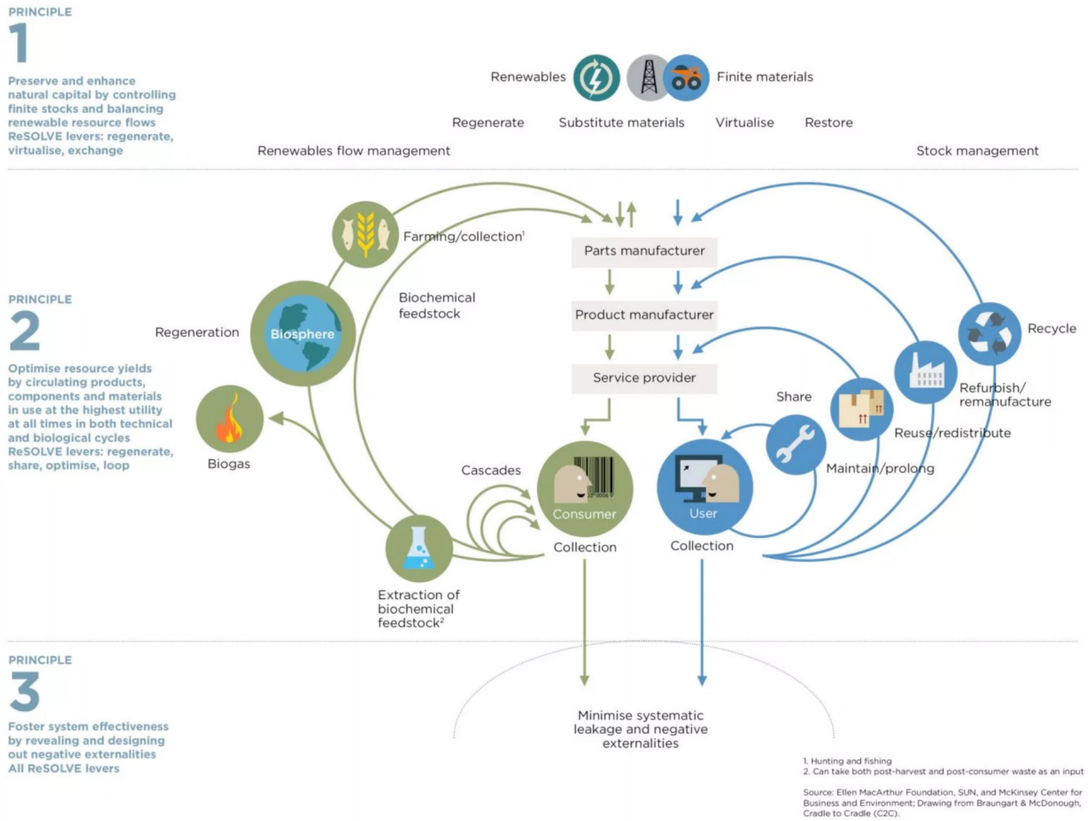
Source: Circular Fibres Initiative analysis – for details see Appendix B of the full report

Figure 17
Graphic illustration of the global material flow of textile products. Source: A new textiles economy: Redesigning fashion's future, Ellen MacArthur Foundation

4.1.3 The implementation of the Circular Economy

The model of Circular Economy is an economic model proposed by Ellen MacArthur Foundation that embraces global opportunities to shift from a linear consumption toward a more balanced use of the resource. Introducing a systemic approach, Circular Economy models would create new social outcomes, improving the economic and environmental and social changes, implementing the ongoing industrial system (Ellen MacArthur Foundation, 2017). A representative business model aimed to produce a positive society-wide benefit, the Circular Economy is redefining the growth, focusing on substitutes the take-make-waste linear industrial paradigm. Detaching the productive system from the attachment of rare natural resource, the Ellen MacArthur Foundation model states a possible way to shift towards utilisation of renewable resources. The business model is constituted by three principles: design out waste and pollution, keep products and materials in use, and regenerate natural systems (Ellen MacArthur Foundation, 2013).

The Ellen MacArthur Foundation model acts at the root of the linear industrial system problems, overcoming them.



1. Hunting and fishing
2. Can take both post-harvest and post-consumer waste as an input

Source: Ellen MacArthur Foundation, SUN, and McKinsey Center for Business and Environment; Drawing from Braungart & McDonough, Cradle to Cradle (C2C).

Figure 18
Three Circular Economy principle flows. Source: Towards the Circular Economy Vol. 2: opportunities for the consumer goods sector, Ellen MacArthur Foundation

Three phases explanation

1 "Preserve and enhance natural capital by controlling finite stocks and balancing renewable resource flows" (Ellen MacArthur Foundation, 2015).

It interacts with the current non-removable sources utilisation replacing those with renewable energy.

*2 "Optimise resource yields by circulating products, components, and materials at the highest utility at all times in both technical and biological cycles"(*Ellen MacArthur Foundation, 2015).

This second point supports practices that allows the items to have an extended lifetime. Renting or sharing system are examples of "looping" actions.

3 "Foster system effectiveness by revealing and designing out negative external-ities"(Ellen MacArthur Foundation, 2015).

It acts on restoring the industrial process cutting out of the system the sources implementing negative effects for social and environment.

The circular economy, as defined by the Ellen MacArthur Foundation, is restorative and regenerative models by design and aims to eliminate the concept of waste. These characteristics lead to new possibilities for creating economic value, along with social and environmental benefits (Ellen MacArthur Foundation, n.d.).

4.2 The application of Circular Economy in textile industry

The approach of Circular Economy models can redefine the wasting system of Fashion industry redesigning the primary principle that constitutes the textile economy so far. Due to the adoption of such a system, the textile word would redefine the value assigned to the garment, designing an overall system that keeps in outmost account the fabric in all its timeline. The new textile economy is defined by a comprehensive system considering, from the very beginning of the production of the fabric, the secondary reintegration of the garment in the circle and avoiding ending the life in loss of materials (Ellen MacArthur Foundation, n.d.). The minimisation of waste in the systems will increase regenerate natural capital reducing pollution emission of the industry. The distributive characteristic of the Ellen MacArthur Foundation approach would determinate an intervention of all sizes of the industry, restabilising the relationship of working conditions. Consequentially assuring a high-quality of life for all the parties involved in the systems, the payback of this system adoption is and economical-social and positive environmental return (Ellen MacArthur Foundation, 2017).

The adoption of such system scaled up to the fashion field has been defined by the Foundations as structured in 4 phases:

1 Phase out substances of concern and microfibre release.

2 Increase clothing utilisation.

3 Radically improve recycling.

4 Make effective use of resources and move to renewable inputs.

Those principals are core ambition for the entering of apparel industry chain toward sustainable renovation (Ellen MacArthur Foundation, 2017).

FIGURE 5: AMBITIONS FOR A NEW TEXTILES ECONOMY

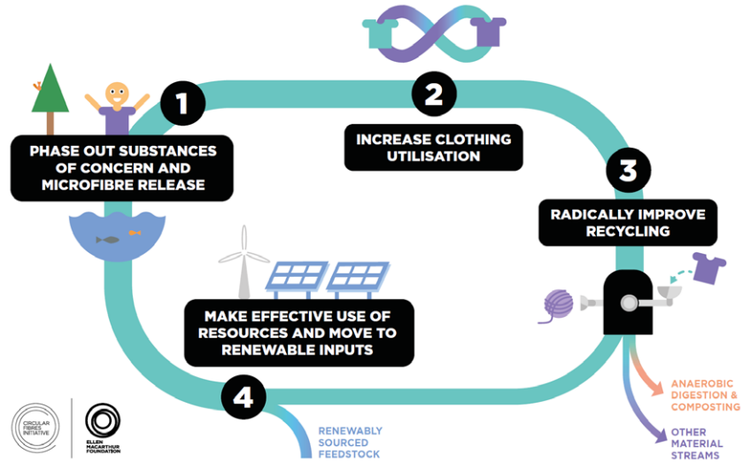


Figure 19
New textile economy flow. Source: A new textiles economy: Redesigning fashion's future, Ellen MacArthur Foundation

1 Phase out substances of concern and microfibre release

Figure 20
Phase 1 of New textile economy flow. Source: A new textiles economy: Redesigning fashion's future, Ellen MacArthur Foundation

In order to enable large-scale recycling, the materials immitted in the productive chains need to be safe and healthy, assuring the suitability to avoid negative impacts during the production, use, and after-use phases. In this first step, the goal of the manufactory chains would drastically reduce the plastic microfiber in the system.

2 Increasing clothing utilisation

Figure 21
Phase 2 of New textile economy flow. Source: A new textiles economy: Redesigning fashion's future, Ellen MacArthur Foundation

In this phase, the minimisation of waste after consuming will take place. The intensification of renting system and post-owning services will be increasingly involved in that stage. Those fashion areas would consider the quality rise of the garments and a drastically reduction of low-quality fast fashion. The introduction of collection scaled up for recycling method is also part of this transition (Ellen MacArthur Foundation, 2017).

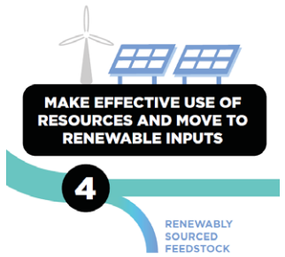
3 Radically improve recycling

Figure 22
Phase 3 of New textile economy flow. Source: A new textiles economy: Redesigning fashion's future, Ellen MacArthur Foundation

This aspect of the fashion changing models has interested the all productive system from the project ideation to the last disposal of the items. In one word to align clothing design and recycling processes. In the garment production, thanks to this assessment of the value chain would be representative of restorative but also the overall regenerative (Ellen MacArthur Foundation, 2017) process of ideation. The creation of items must be considered immersed into a general bigger system that controls and generate the entire life of the items and their multiple further utilisation.

4 Make effective use of resources and move to renewable inputs

Figure 23
Phase 4 of New textile economy flow. Source: A new textiles economy: Redesigning fashion's future, Ellen MacArthur Foundation



Thanks to the introduction of heavy recycling items, the utilisation of raw material will be decreased. The necessary introduction of new materials will require a new integration of agricultural knowledge to drive the sector to new regenerative steps (Ellen MacArthur Foundation, 2017).

After the disposal

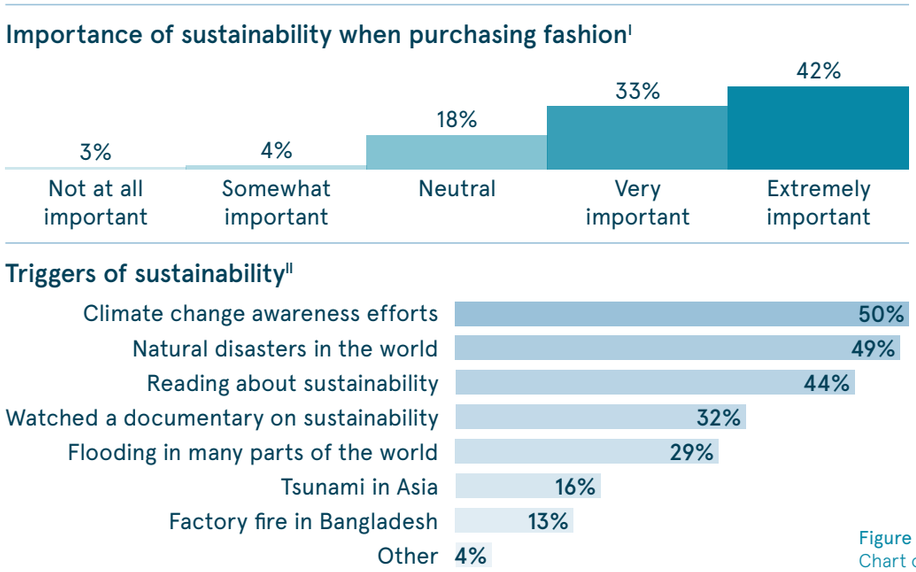
Adopting new paradigms to extend the lifespan of the items is generally a current action of many productive fields. Conscious of the fact that the old rules of production are not working anymore, the new manufacture has to fix the issue, enhancing a more extended lifetime value of the goods (BOF, McKinsey&company, 2018). "In the circular textile industry, clothes would be designed and manufactured to last, they would be tailored for the individual's needs, and new business models would be put in place to circulate garments and textiles for several use cycles" (Ellen MacArthur Foundation, n.d.). Lifetime values approach is also included in the relational approach adopted by the retailer. Not only reshaping the product potential and physical quality, but the overall system has to consider also to getting further in the service of selling. A post vending experience can obtain a virtuous circle, a full picture, that not only engage users to need at the selling point of their experience but still least later, Tom Morton in (Mercer et al., 2018).

A transitory field

Even though many measures are currently implemented, the most significant transition is still mainly in the hand of the consumers' choices. Toward an effective transition, the collaboration of the overall of the stakeholders is required to carry through the effective conversion. The effective orchestration is, likely, the most laboured conversion. The collaboration of different field involved can determinate the active reaching of the goals (Ellen MacArthur Foundation, n.d.).
The success of the system is related to habits and cultural aspects and in the capability to predict and manage the transition in advance. To obtain the visible realisation of such transition, a system-level change needs to be inclusive of the overall of the part involved (Ellen MacArthur Foundation, 2017).

Consumer concern

Awareness about sustainability is getting bigger in users' mouth. The social media involvement in such a transition is getting a significant interesting of the topic at the stage of the younger generation. It is the timing for the transition; the social signal in sustainability on decision making is slightly drifting the consciousness in the consumption. Data (Lehmann et al., n.d.) affirms that small part of the users is currently shifting their preferences from loyalty to a beloved brand toward a more conscious label.
Not only interested on how the product impact, but the users have also been seen interested in the human right beyond the production: more than 40 per cent (Ditty, 2015) of the consumer will turn purchase choices toward a brand that assure a sufficient income average for its workers.



I. Question: How important is sustainability to you when purchasing fashion products, on a scale of 1 to 4?
II. Question: Which of the following, if any, triggered you to become conscious of sustainability as an issue?

Figure 24
Chart of importance of sustainability in user.
Source: Pulse of Fashion industry 2019

4.3 The trust deficit issue: the need for transparency

Nowadays, the constant change of society is shaping different and innovative purchasing behaviours in users. The consumers are looking for alternative and deeper relationship with the brand, not being anymore related to the only loyalty relationship but demanding for more. Driven by a future-oriented attitude ('The future of...Sustainability', 2018), the exclusivity is the users' matter of belonging with the labels. In a constantly changed consumer profile, the loyalty that glue the consumer to a brand is no longer enough as is it today (Mercer et al., 2018). The loyalty of a more conscious shopper can be obtained thanks to a more transparent relationship between users and brands.

As one of the most valuable aspect in the label and consumer approach, trust has been recently entered a crisis empathised by the competitivity actions in between company (BOF, McKinsey&company, 2018). Data about manufacture field and product origin, since not long ago, was considered disadvantageous to declare freely. In the vision of a more sustainable apparel system, the information related to the environmental impact and the labour cost of the garments are the fundaments of transparency.
To face this transition, the fashion field needs to gain the attention of shoppers, openly sharing to the consumer the system and its practical impact. The attention of the younger consumer toward the real value of the purchase in the fashion field is getting incremented by the social media and the indirect form of advertising (BOF, McKinsey&company, 2018).
The overcrowded marketplace is asking an effective transition to the brand that will survive. Loyalty and transparency toward consumer are the winning aspects (Angus & Westebook, n.d.). Millennials' purchase decisions making are the most suitable to be affected by a transparency policy adoption, driving the consumption toward more conscious relationship.
Example of the brand already embracing unveiled relation with the consumer is a company like H&M group that state openly all the product location, suppliers and manufacture information (H&M group, n.d.). Exploring with the user the real environmental impact beyond the garments, Reformation (33) is another label that acts explicit toward a transparent relationship with the user.
The relationship between shoppers and company is promising to become more deeply and moving toward a reduction of the environmental footprint.
In the transition to a clearer understanding of the current retail situation more brands are opening their supplier list to the public.

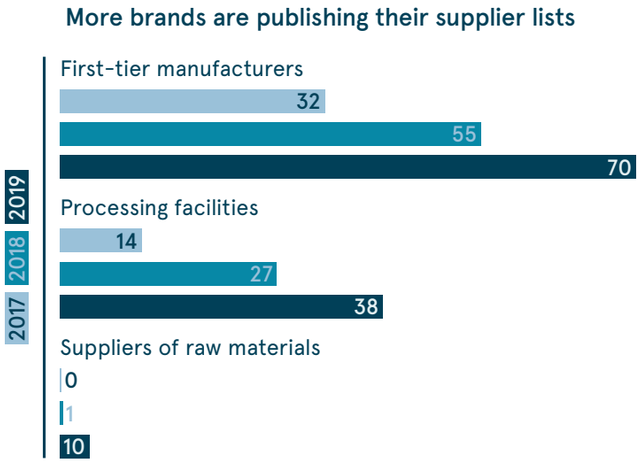


Figure 25
Fashion transparency index 2019, Fashion Revolution. Source: https://www.fashionrevolution.org/about/transparency/

(33)
Reformation clothing brand: Sustainability Report Q1 - The Sustainability Report - Reformation.html

Transparency is the beginning of the process of revolutionising fashion and is only the first step toward an effective response about consciousness. The head position of transparency is essential to lead the users to conduct an informed decision (Ditty, 2015).

Focusing on the transparency as a tool (Sarah Ditty, 2019) not as the final aim of the renovation, the clearer situation will help in definition of implantation areas. Revealing the effective connotation of the sector, the transparency will lead more information to consumer and to the further steps that could be done.
Moreover, another current trend toward transparency is leading the brand to share information about their approaches toward environment impacts. Thanks to the disclosure of specific policies and practices (Sarah Ditty, 2019), the labels are freely sharing the exact role they are plying toward social and environmental impact
The transition that is today taking place is currently referring to different kind of company. A sector of the market is today still reluctant in offering information about internal policies, thinking to be more easily subclasses by competitors. On the other hand, some of the biggest fashion brands, in the last five years, started to open to the public. The differences that intercurred in the maturity of the fashion market toward sustainability (Sarah Ditty, 2019) is one of the bigger obstacles toward the diffusion of transparency trend.

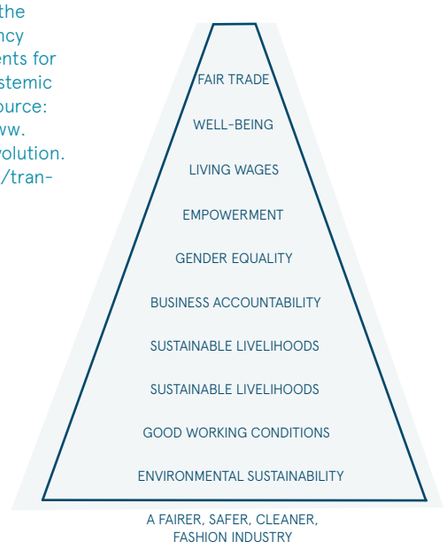


Figure 26
Figure 26 the transparency requirements for fashion systemic change. Source: https://www.fashionrevolution.org/about/transparency/

4.4 Summary of the effect of sustainable actions in the fashion field

As a mirror of the society, the main changes in the fashion system deeply involve the habits of the apparel field. Implying a deep change in daily lifestyle, such stone miles has been settled down the specific new vision and approach to the overall value chain of textile industries. Such changes as result of momentous events in the history of society and fashion, generated a ripple effect on social trends and fostered new fashion concept generation. All the main events have been defined relevant by their attribution of a deeper meaning to the fashion world, introducing a significance into the literature and in the depending social sensibilization (Brismar, n.d.).

4.5 Circular Economy in Chinese fashion industry

China is one of the most suitable countries to work forward sustainability in the fashion industry, carrying the 55 per cent (Ellen MacArthur Foundation, n.d.) of the global textile production in 2014. Being in the edge of its development, the Great Country is in a remarkable position toward

Figure 27
Collection of the global Sustainable action in fashion history
Surce: Circular fashion, https://circularfashion.com/one-integrated-vision-for-the-fashion-industry/

Key events	Social trends	Fashion concepts
Rana Plaza Tragedy 2013	Fashion Revolution Movement 2013	Compassionate Fashion
E MacArthur Foundation 2010	Circular Economy Movement 2010s	Circular Fashion 2014
Slow Food Manifesto 1989	Slow Food Movement 1990s	Slow Fashion 2007
Brundtland Report on SD 1987	Sustainable Development Movement 1980s/90s	Sustainable Fashion
R Carson's "Silent Spring" 1962	Environmental Protection Movement 1960s/70s	Fashion with a message

apparel field, owning within its borders every stage of textile production (Ellen MacArthur Foundation, n.d.). From the raw materials plantation through fabric finishing and sewing final garments, China's fashion industry is under the Five years National plans, maturing its apparel sector. Developing a more environmentally friendly productive chain, China is entering a period of change (BOF, McKinsey&company, 2018). Due to the position that China has into the acquisition of a new sustainable economy since 1990, the field of fashion, as one of the most wasteful system, is involving in policies for a change. From the early '90s (Ellen MacArthur Foundation, n.d.) China has increasingly adopted the Circular Economy business model, reaching in 2008 the position of a frontrunner in circular economy legislation Country.
Thanks to the central position into the textile production, an act of changing embraced by Great Country can be a substantial influencer of many other Countries fashion industry (Ellen MacArthur Foundation, n.d.). The position of China toward ripening is recognisable as the central fact considering the current global power of the Chinese textile market. The conversion of the most significant word textile industry, even if only at the very beginning of its history, means a specific trajectory towards the global Circularity transition, given that China is still producing a large amount of words apparel sector (BOF, McKinsey&company, 2018).

The 13th Textile Industry Five Year Plan active in the period 2016 - 2020 reflected changes profoundly in the way of garments are produced in the Great country. The plan has intensified the quality of the garment systems shifting from a low-value-added to a higher-value-added. The plan assures a more ethical distribution of the rising wages relocating some industry in the central and west areas of China. The 13th Textile Industry plan contains also approaches to gradually reduce the water and energetic consumption of the industry (Ellen MacArthur Foundation, n.d.).
The potential of China is next to the corner but need to be supported with a socio-cultural sensibilization. As an emerging economy's country, the changes that citizen lives in daily life are evident and often not supported by a correlated education, due to the fast transition. The

4.6 Sharing economy

Circular Economy led by the three principles mention above has as an extensive adoption range scaled up in six business actions (Ellen MacArthur Foundation, 2015): regenerate, share, optimise, loop, virtualise. The six areas define specific business oppor-

tunities to be considered as singles tails of the more prominent Circular Economy solve framework. Every singular area of intervention is to be intended in collaboration with the other 5 actions, to increase the life of items and to turn the consumption of the non-renewable resources in renewable one (Ellen MacArthur Foundation, 2015). Each specific sector is part of the overall pictures of the transition from the linear economy, acting singularly as propulsor for the other action.

Sharing actions

In the ambit of maximising the utilisation of the items, the sharing economy keeping items in the loop (Ellen MacArthur Foundation, 2015) as a practical extending lifespan methodology. As part of the six Circular Economy actions, the sharing system among different users enhances the value of the goods, extending its utilisation. The sharing system can be considered an action active on a different scale; from a peer-to-peer exchange of owned asset to a community sharing of a pool product. The maximisation of the lifespan of an item also comprehends the second-hand procedure: the utilisation of them into their entire technical lifetime (Ellen MacArthur Foundation, 2015). Extending and repairing the physical condition of the items this all collaborate into the prolonging of the lifetime.

Renting, leasing, post-owning and reusing are all acceptation of the share business action (Ellen MacArthur Foundation, n.d.). As common denominator in between those actions, the overcoming of the ownership is the binder elements.

4.6.1 The high impact opportunity of over ownership

"Nownership" is the result of the transition to the owning relationship of items to a different kind of acquisition. This approach goes beyond the rigid association of items to a single user, detaching the dualistic relationship of personal possession (Segura, n.d.). The utilisation of the goods, shifting from one user to another, is not anymore related to the obsolescence of the linear consumption but is re-evaluated.
Avoiding the possession behaviour at the root of the purchase action, the capability of share or reuse items of a previous owner is an active answer for the current overconsumption demand (BOF, McKinsey&company, 2018). Renting and second hand, as both different applications of the same share actions, is gradually obtaining a large diffusion scale. Substitutes of a traditional form of purchasing

the adoption of such post owned items reflect an increasing consciousness tendency in the consumer.
Moreover, the change is related to the users' term utilisation states toward the items. Users' usage intention is driving the renting trend and the transition from owning. This tendency mirrors the consumes needs, focalising in more flexible purchase actions that fit the fluidity of the nowadays society (BOF, McKinsey&company, 2018).

4.6.2 Sharing in the fashion field

Many daily utilised services in different areas are based on the ideas of offering access to products common shared-base. Didi and BlaBlaCar are famous examples of car services as Netflix is a leader in the movie rental system. Many other services in many fields can be mentioned as evidence of the shifted user behaviours preferences toward rented or renewed formula instead of the new one (BOF, McKinsey&company, 2018). The impact of developing the fashion system from a traditional consumption base to a rentable one is already a reality also in the apparel industry. The remarkable shift generated by this service can be mainly recognised with the material saving goals, generating value in items underutilised or dismissed. Adoption of such systems is also implementing an efficient solution to the current state of apparel overconsumption (Ellen MacArthur Foundation, n.d.).

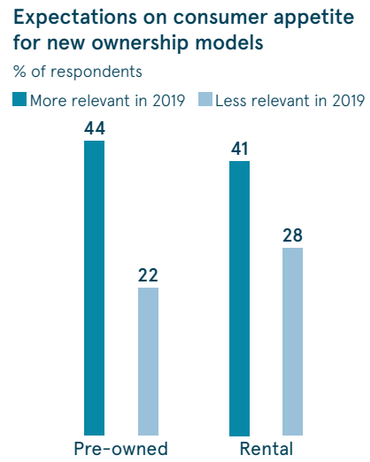


Figure 28
Comparison of pre-owned and rental sharing system expectation. Source: State of fashion 2018, BOF, McKinsey&company

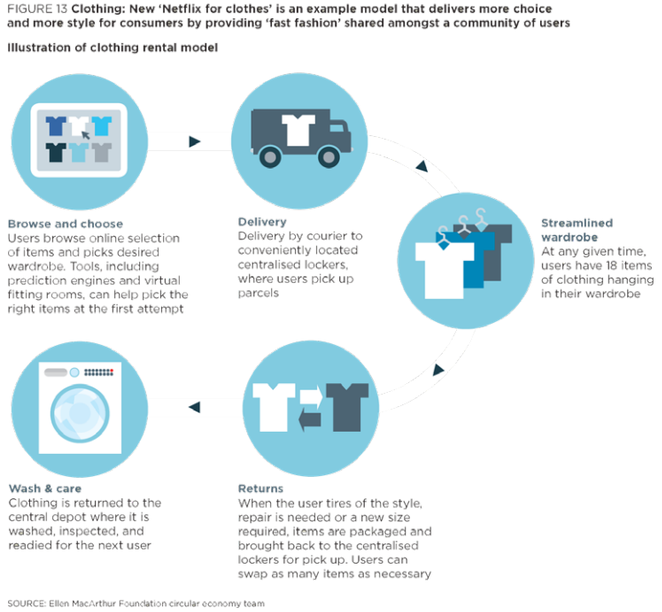
Rental natives' brand

A small part of emergent fashion label has identified interest in the business of renting based economy models. Many new brands are growing with the interest of fit inside this particular market, without approaching the traditional sale marketplace (BOF, McKinsey&company, 2018).

4.6.3 The Ellen MacArthur Foundation's sharing system

Ellen MacArthur Foundation states the action of sharing as a system supporting the model itself. The illustration explains the primary "key" passages of a general rental model from the user's selection of the items rentable to the delivery, the return and the last part of re-entering items in the circle trough cleaning care (Ellen MacArthur Foundation, 2013).
In the rental model, laundries and delivery systems would be the most increasing touchpoint trough substantial implementations of them. The adoption of such a model of the rental business as effectively reducing production actions would affect water-consumption saving an estimated 37 m3 per renter annually (Ellen MacArthur Foundation, 2013) by Ellen MacArthur Foundation. The most effective change would be the lifespan extension for the rented garments: up to 40 different consumers could access to right quality items before it gets dismissed (Ellen MacArthur Foundation, n.d.).

Figure 29
Illustration of clothing rental model. Sources: Towards the Circular Economy Vol. 2: opportunities for the consumer goods sector.



4.6.4 From use-and-discard to a reuse economy in China

Enabled by a massive utilisation of digital technology, the sharing economy is currently a considerable utilisation model in China. Supported by the last Plan (Ellen MacArthur Foundation, n.d.) in favour of Circular Economy, the shared-asset items are supporting in China the access to an underutilised item, promoting the evaluations of the goods. Since 2014, when Chinese sharing economy gains the same traction as in Western countries, the Chinese consumer has increasingly utilised the shared base models (Colin Shek, 2014). The sharing economy has recently enjoyed high utilisation in Chinese consumers and is predicted to account for over 10 per cent of Chinese GDP by 2020 (Ellen MacArthur Foundation, n.d.).
The advantages related to the adoption of the sharing system is the concrete answer toward a more flexibility Chinese user's needs. In the specific Great Country context, with a base of the utilisation, a big pool of users correspond to a high fashion demand. The overconsumption issues, that globally affects nowadays, are one of the most relevant factors toward the acquisition of sharing-asset systems. Referring to the leading players in this field, the adoption of such models in Chinese consumer is a trend that is gradually diffusing in Great country (Ellen MacArthur Foundation, n.d.). Driven by the willingness to tray even

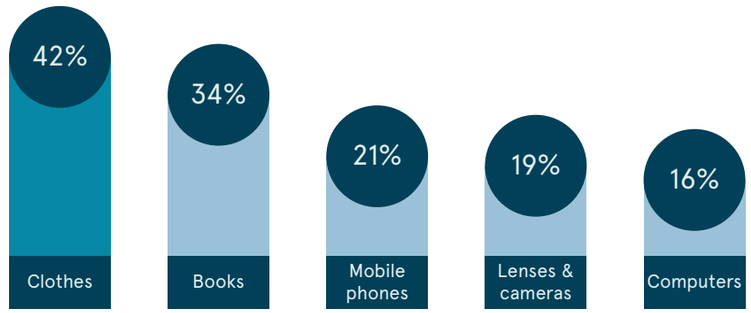


Figure 30
Classification of most five relevant rented items. Source: graphically readapted by the Author, Chinese shoppers embrace fashion's sharing economy, Vogue business: https://www.voguebusiness.com/consumers/china-sharing-economy-rental-fashion-second-hand

newest items, data of Vogue Business (Biondi, n.d.) demonstrates that the apparel sector is the most likely to be rented by Chinese Millennial's shoppers.

4.6.5 Renting, a new way to follow the fashion trends

In a Country of significant demand for fast fashion as a mirror of the fluidity beyond the social tendency (Segura, 2017), the possibility of services share-based is a solution for the never stopping user's request of being updated. Accessing an extensive wardrobes' choices, those models develop a "swipe possibility" without incrementing consumption (Ellen MacArthur Foundation, 2013).

Vogue Business (Biondi, n.d.) demonstrates how the venting system is a valuable shopping preference for Chinese consumer who wants to fill a temporary need.
Enhanced by the pressure on the fast-changing tendency that social media boost, Chinese consumers are adopting the renting models as an affordable possibility in items turn over.

4.6.6 Second-hand purchase

On the other hands, Chinese shoppers are acting slightly different, referring to the purchase of the second-hand items. The willingness for such items is to be referred in a medium-high-end apparel pool, denoting an interest for superior qualitative goods. Mainly stopped by the high price of first purchase choice, the affordability of pre-owned items assures the consumers to obtain a superior qualitative item without at a more suitable price (Biondi, n.d.).

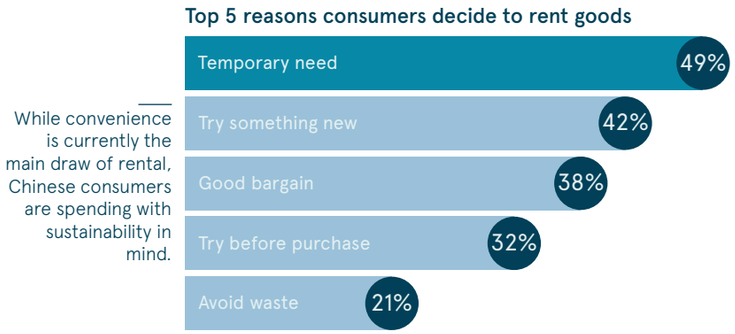


Figure 31
The main reason behind the renting decision. Sources: graphically readapted by the Author, Chinese shoppers embrace fashion's sharing economy, Vogue business: https://www.voguebusiness.com/consumers/china-sharing-economy-rental-fashion-second-hand

4.7 Sharing economy in luxury fashion: limitations and solutions

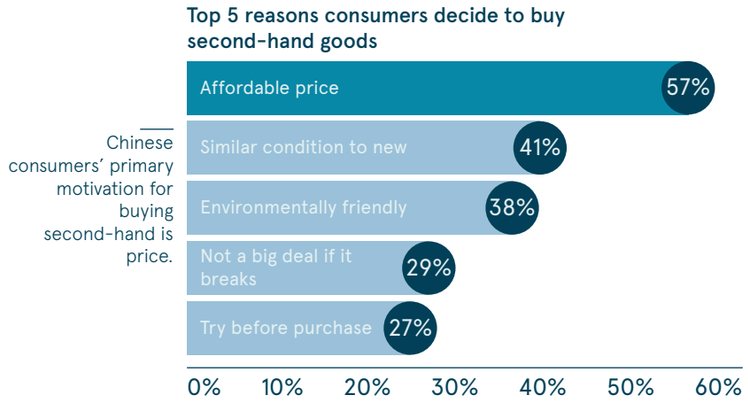


Figure 32
The main reason for buying second- hand. Sources: graphically readapted by the Author, Chinese shoppers embrace fashion's sharing economy, Vogue business: https://www.voguebusiness.com/consumers/china-sharing-economy-rental-fashion-second-hand

The Millennials as a social group of young workers sensitive to the economic aspect of the purchase are adopting this sharing models. Even though the growing green request is currently spread in Great Country (Wong, 2017), the Chinese consumer is more related to the economic convenience than the effective, sustainable value of the system (Biondi, n.d.).

The diffusion of the sharing system is prevalent in the high-end apparel items in the Chinese consumer. Particularly interested in the luxury fashion, Chinese shopper has vast choices in between online renting service (Ellen MacArthur Foundation, n.d.). Chinese preferences on renting luxury items refer to formal wear apparel as a favourite sector (Biondi, n.d.). The global traditional luxury consuming trend is nowadays shifting toward a more conscious alternative. "Customers are making purchases now, knowing that they can make a large portion of the original cost back.

They want to know the resale value before they make a purchase, so we provide recommendations based on our data. Those decisions are sustaining the marketplace" (`How New, Sustainable Retail Models Are Shifting Market Dynamics', n.d.). Embracing a higher interest for sustainability, luxury consumers are powering the resale apparel model within a growth of 7 to 10 per cent by 2020, according to Berenberg Bank report (`How New, Sustainable Retail Models Are Shifting Market Dynamics', n.d.). The rising price tendency in high-end items is a possible aggravating circumstance in the transitions: the value of jewellery and watches is almost twice the price in 2005. The consumers of luxury items are now orienting toward a different kind of acquisition (BOF, McKinsey&company, 2018). Buyers are directing their needs sensibly as a reflection of a general direction in fashion luxury. "Luxury fashion is increasingly aligned with sustainable fashion and the pre-owned luxury market is growing rapidly. It is likely to double in size to reach $51 billion over the next five years, so we wanted to test the market with this new program. Resale is an area of increasing interest for our customers," said Giorgio Belloli (`How New, Sustainable Retail Models Are Shifting Market Dynamics', n.d.).

Dampened by concerns about hygiene, (Ellen MacArthur Foundation, n.d.) the diffusion of post owned services is not a thriving adoption model as in other Country (`Why the Secondhand Luxury Market Isn't Thriving in China', 2017). The cleaning issue is for Chinese consumer a critical question, acting as a deterrent. As a culturally related aspect, concerning in both the renting and second-hand models, hygiene and care for the previous owner are slowing down the acquisition of sharing model in China (Ellen MacArthur Foundation, n.d.). Companies investing in sharing system for Great country must consider a different solution to face the hygiene problems: " for example, double-wrap garments to ensure cleanliness" (Biondi, n.d.). Sharing system has to enter solution toward such critical issue in China

Major driving problems toward the transition in second- hand goods are counterfeit and authenticity (Biondi, n.d.). As mentioned in the Luxury consumption paragraph of this text, fears for not original items are thorny issues for Great citizen. Such enlighten elements are part of the social customs barriers and users' habits that need to consider as obstacles into the transition of Circular Economy (Ellen MacArthur Foundation, n.d.).

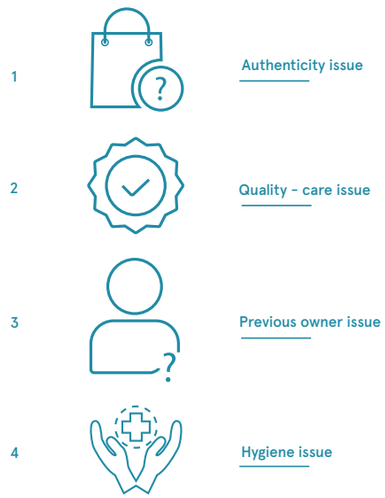


Diagram 4
The obstacles issue in the Chinese adoption of Sharing economy

particular, are often successful because of their heritage (BOF, McKinsey&company, 2018). While this state is much real for Europe that experienced since years the luxury, the presences on the market of high-end labels, for the Asian market is different. Data (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) about the diffusion of luxury confirm that most of the young Chinese consumers of the high-end sector are newly arrived in this market. This typical Asian phenomenon sees the older generations of the '80s generally more addicted to luxury items in their life, but still has a yang acquisition of luxury.

This inexperienced consumer familiarity with the high-end market can be considered a further obstacle into the acquisition of such items for a short period. As shorter arrived (Deloitte, n.d.-b), the Chinese consumer is more likely than other consumers, to willing to possess the items itself despite to rent it.

4.7.1 Young luxury culture as a limiting phenomenon in China

Fashion brands and luxury Houses, in

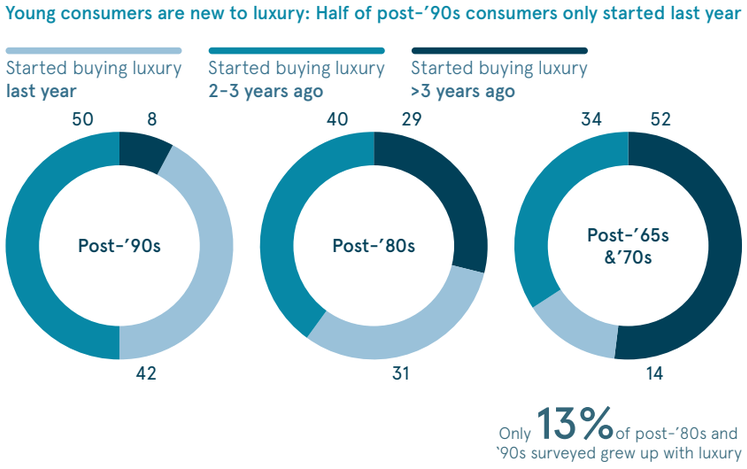


Figure 33
Data about the luxury purchase practice adoption in Chinese consumer. Source: graphically readapted by the Author, China Luxury report 2019. How young Chinese consumers are reshaping global luxury, McKinsey Greater China's Apparel

4.7.2 Consumer's trust can be lifted

Trust lack or deficit in the acquisition of systems is the element that can directly determinate the participation to a model (Ellen MacArthur Foundation, 2013). In order to intensify the transition to sharing models is possible to lead the user confidence toward pre-owned goods. Within the long term passage, the consumers' habits can be lifted into a positive view changing on re-utilised items (Ellen MacArthur Foundation, n.d.). The performance (Lehmann et al., n.d.) of the sharing model in the transition to sustainable models can be driven, focusing on consumer needs defining specific solutions to the different consumer base. The diffusion of these systems can be possible, for instances, using the relationship of belonging between users and brands.

4.7.3 The role of physical retail

The digital resale sharing platform approaches the brick and mortar physicality in order to drive the trust of users (Biondi, n.d.). A physical touchpoint is an intermediator of the brand messages, giving a tangible connection to the users. Influencing the consumers and translating the messages, the retail stores emphasise their meaning from touchpoints to *'trust points'*('The future of...Sustainability', 2018). Concerns about the trustiness and authenticity in both renting and second hand of the online services are a possible channel to integrate them in user's habits. "We consider the offline store not only as another channel to sell our goods but as a way to share the second-hand lifestyle with more consumers," said the Plum platform owner (Biondi, n.d.). The users in lack of faith for pre-owned items are more likely to source the luxury items in brick and mortar, seeing in the store a guarantee for the authenticity (Rapp, 2016).

4.8 Finding conclusions

The traditional image of China as a developing nation is nowadays getting an older representation of the Great Country. Facing new internal social middle-class rising, Chinese citizen is passing throw qualitative implementation of life standard, living wealthy realities. (Atsmon et al., 2012). With the rising incomes, the upper-middle class is asserting in the global consumer as one of the major players, defining a new paradigm in social and commercial scenarios of the emerging economy country. The relevant position of the Chinese group is defined as one of the most critical contributors in global overconsumption trend (Wahnbaeck & Roloff, n.d.); it is an even more aware consumer group, determinizing Asian taste and preferences (Baan et al., 2017). Representative peers of this new consumer power, the Millennials generation is drifting the retail tendency alternating online and offline purchasing, preferring online purchase for fast-fashion items and physical store for high-end goods (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).
The retail ecosystem, following the unstoppable request of consumers, is entering an era of changing. Increasingly narrowing the separation line between online and offline, the retail ecosystem is even more integrated entity, becoming an omni-comprehensive (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) reality.
In this digitalised Chinese contemporary retail environment, the physicality of the retail store still is a valuable touchpoint for the specific luxury consume (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.). Physical store is the sales channel trusted by the Chinese consumer as the place they refer to assure authenticity. The validity of the in-store experience and the direct approach with the product is part of the leading

reasons for the brick-and-mortar channel selection (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.).

The Millennial generation, or the generation "always-on"(McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.), is the primarily National fashion demanding group, claiming through the apparel a form of social belonging and identification from the mass. Influenced by social media viral effect, the consumes of nowadays Chinese shoppers are assuring the primary of more significant buyers in the luxury items (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.). To be always updated, Chinese consumers are even more often trying to find alternatively purchase methods that allow the flexibility compliant by the actual society (BOF, McKinsey&company, 2018). Sharing fashion systems are gradually shaping up in Chinese younger consumer behaviour (Ellen MacArthur Foundation, n.d.). Choosing both rental and second-hand items, the new Great consumers slightly prefer acquisition methods beyond the possession (BOF, McKinsey&company, 2018). This tendency toward more sustainable consciousness is mainly motivated by an economic reason rather than the active sensibility for "green" issues (Biondi, n.d.). The diffusion of such systems is delayed by some cultural barriers that interfere toward the transition in Circular Economy models (Ellen MacArthur Foundation, n.d.). The first inhibitory factor is the concern of Chinese user about hygiene and care of pre-owned and rented items. Susceptive to the psychological perception of the second-hand goods, the Chinese consumer braked in their utilisation. The invasive issues of counterfeit in China (Jiang & Cova, n.d.), further restrain the utilisation of pre-owned items, defining the importance of sharing system to answer actively ('The future of...Sustainability', 2018). The figure of the physical store is, in the traditional luxury sale, the place that the user identifies as trustable (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.). The retail store is beginning to be used by online resale services as "trusted" touchpoint (Biondi, n.d.).

Chapter 5
Circular Economy users and keys studies: a comparison of Eastern and Western realities

Up to this point the author focuses her research on the specific Chinese context. Wondering to achieve the adequate development level of the Chinese services, the author states the needs for a comparison with the Occidental one.
In order to provide a general overview of the current consumer situation out of the Chinese market, European, Great Britain and the United States buyers attitude have been researched by the Author.
Comprehensive of this section is the secondary research made by the Author that, additionally to the literature review, helps to lead further the knowledge of the research. Topics collected by recognised text, website and direct founts of examination have conducted the author through a deeper comprehension of the topic of fashion and circular economy in the specific field of the Chinese and Western sharing economy.

5.1 Shanghainese design research field: a mixed consumer group

The multiethnicity within the first-tier cities is a parameter that amplifies the different position in the tier classification. Principal destinations for also foreign workers, cities as Shanghai were the precursor for the gradual internationalisation of the shopper's trend. The mixed composition of the users of first-tier cities determinates a variety in the consumer base tendency (Baan et al., 2017). Well known touristic and business location, the tier-one cities embrace within themselves diversity in costumer target, income disposition and cultural habits. The current social composition reflects in a multitude of different retail services in addition to the tradition market asset. The traditional retail context of markets and small shops keep existing in contrast with the new primary retail location. The variety of this marketplace reflects the diversity of the consumers: different request of users is fulfilled by different shops typology. The plurality of this composition generates unique values of the tendency that state cities one-tier as the most updated scenes for retail all over the country.

Shanghainese local market

The retail system has also developed in more traditional covered Market plaza fragmented located all over the City.These traditional places are more related to the active persuading approach between the shop assistant and the users, focusing less on the store appearance. A place like Quipu market (34) is a location daily frequented by the Shanghainese people; that place truly represents a more traditional Chinese shopping routine full of colours, goods and sounds.

(34)
Quipu market, Tiantong road Metro Station, Hongkou district, Shanghai.

Figure 34
Tiantong market internal picture. Source: the author

Unique within the internal sector distribution, each of this Shanghainese market offers a wide selection of product types. This pool of choice is average based and is usually reflected in the physical disposition. The apparel goods contained in the different floor are almost the same, but they differentiate themselves on the level

of the price range. The lowest floor is related to the cheapest goods, slowly gaining value and cost in the upper level of the market. This space distribution is reflecting a "comprehensive" system typical of many Chinese markets (35).

Figure 35
Tiantong Market, waste management. Source: the author

Figure 36
Tiantong Market, main entrance. Source: the author.

5.2 Shanghai's Circular Economy action

Since 2012, the company Shanghai Yuanyuan has settled bins in the city of Shanghai for a textile recycling program. Two thousand bins (Ellen MacArthur Foundation, n.d.), made by fibreglass of recycled textile products, are located in the residential communities of the city to facilitate and enhance the collection of used items for a charity donation. The company is one of the leading players toward chemical recycling and is a partner with the city of Shanghai in the Circular Development Leadership Action Plan.

Figure 37
Panda recycling bins in Shanghai city, C.E solution. Source: Panda recycling bins in Shanghai city. https://www.dailymail.co.uk/news/peoplesdaily/article-3390652/Panda-bins-installed-Shanghai-collect-used-clothing-need.html

Lydai and Feimayi: items collection services

In the collection services of used items, the two digital platforms Feimayi and Lydai ae offering pick up services of discard textiles. The citizen can collect and package the number of used apparel pieces and the service provide the retrieving. These services donate part of the collected garments for charity reason allowing the accessing utilisable items to people less well. Part of the collected garment is dedicated to a recycle for regenerating purpose. With the collationed items, the fibre can be extracted to generate materials compost and another fibre mix.
The closeness of the services and the scheduled free pick up offered by the system are boosting the users to enlarges the basis of the citizen embracing the charity services. The collaboration of Feimayi and the Taobao section Xianyu 闲余 is an example of the fluidity within the Chinese platform that allows even major users utilization thanks to the interconnection between the digital application.

Figure 38
Feimayi pages screenshot, main flux of the service. Source: Feimayi application.

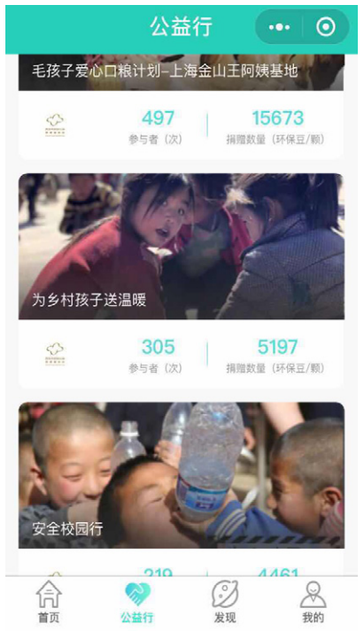


Figure 39
Feimayi pages screenshot, Charity purpose explanations. Source: Feimayi application.

5.2.1 Shanghai's physical second-hand and vintage stores: Pawnstar荡铺

In this Shanghainese scenario, the small boutique aimed by more conscious intent is stepping into the stage. Tiny showrooms for second-hand items are approaching the market. Recalling the concept of some Vintage (35) shops, they mainly sell apparel items, with specificity for purse, jewellery and cloth. Pawnstar store is an example of a local vintage store located its boutique in Jing'an area. The boutique is just a small shop that supports its biggest income to the collaboration with the digital re-selling platform. Part of this net of connection between online services and physical shops is included in the Shanghainese scene. The Secoo (36) second-hand physical store in West Nanjing Road or the wardrobe renting system of MS Paris (37) is a tangible incubator of the new suitable fashion tendency. Since 2012 and 2014, the two companies based their services corner-store in Shanghai to spread and support sharing economy fashion trend in the first-tier cities.

Pawnstar, 荡铺

Established in 2016, the second hand - vintage store in Shanghai is offering a new way to get closer to the users.
This small boutique, in the hart of Shanghai, is one of the official second-hand store that actually exist in the City.
Through the **collaboration with Mogujie social media** and **WeChat**, Pawnstar is improving the services provided an opening to a **multichannel** marketing strategy.
Located in the central area of Shanghai, the physical store is a showcase to get the user closer to the re-utilisation of items.
Mainly visited by foreigners inhabitants the shop is offering an updated online connection within the two main system for digital purchase.
This reality is on of the most interesting Vintage store, representing one of the authonomous company operating in this sector in the Shanghainese panorama.

The store recived locals awards:
Time Out`s "New Shop of the Year" for 2016 - "Best Shop of the Year" for 2017 -That's Shanghai's "Shop of the Year" in 2017.

Shop location: Pawnstar, 荡铺 is at Xiangyang North Street, Lane 34, No. 1 (襄阳北路34弄1号)

(35)
Vintage: an adjective that defines the old-fashioned object referred to a generic past time common generally recognised.

(36)
Secoo company: second-hand services, http://www.secoo.com.

(37)
MS Paris company 女神派: special occasion clothes renting system, http://www.msparis.com/indetml.

Figure 40
Pawnstar store. Source: Pawnstar store on smart Shanghai, https://www.thatsmags.com/shanghai/directory/20165/pawnstar

5.3 Online and offline Chinese fashion Circular Economy Cases studies

In order to support project development, the collection of relevant cases has led the author through the existent system and retail of pre-owned fashion items. The evaluation of existing services is necessary for the author to the understanding of the state of arts of second-hand Chinese channel. Same of the following case studies were collected through desk research, others were also experienced directly by the author.

Secoo
寺库

Plum
红布林

Miao Hui Shou
苗惠寿

Idle Fish, Xianyu
闲鱼

Figure 41
Summary of the case studies.
Source: the Author

Secoo 寺库

1

Reselling platform of second-hand luxury

Hong Kong,HK Province

2011

Services provided:

One-stop services, one-on-one customer service

Customised consultation and maintenance services

Value and authenticity quality verification

advanced logistics and delivery network nationwide coverage

Free shipping on products domestically available

Logistics centres: Beijing, Yichun, Hong Kong and Milan

Shopping stores Beijing, Shanghai, Chengdu, Hong Kong, Milan, Malaysia

Figure 42
Shanghai Secoo Store, exposition view. Source: the author.

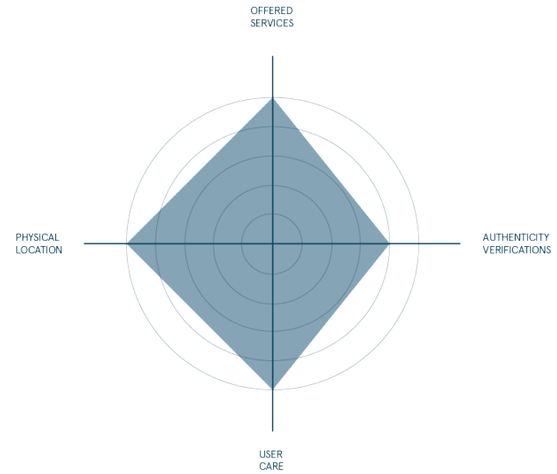
Figure 43
Shanghai Secoo Store, Authenticity and quality in-store laboratory. Source: the author

Secoo is a resale platform of second-hand luxury items comprehending apparel garments and footwear, jewellery and watches, bags and accessories, and even luxury cars and art pieces.
Since 2011, Secco offers online and offline services in an integrated luxury retail platform available in different countries as China, Malaysia, and Italia, gaining a remarkable user's utilisation, 18.7 million registered members, 2017 (Fung Business intelligence, 2018a).

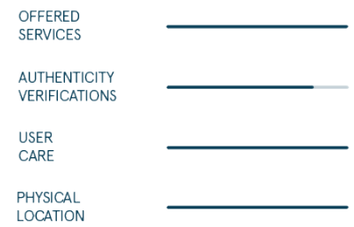
The success of the application is in the loyalty Secoo strong **membership regulation**. Defined by the user's annual purchase rates, the member can enter a different level of loyalty: regular, silver, gold, diamond and black.

Membership benefits increase the consume and define a complete high-end experience; cleaning and maintenance services post-purchase and customised ordering of brand products are in the services provided. The Secoo system is using a **mix of online e offline channel** to embrace the user in a sophisticated luxury experience. One-stop-shop services with one-on-one customer consultation service are part of the in-store authentic shopping involvement.
As remarkable services provided, the **cooperation with brand boutiques** in order to provide costumers pick up products ordered online in boutiques store, for example, with Versace.

Other collaboration with local Chinese brand and artist such as Edison Chen, generating a capsule collection of high hand specific product. The luxury e-commerce platform becomes an inclusive premium lifestyle platform offering a variety of products, embracing a multitude of customised and user-centred services.



Secoo Kiviat diagram. Source: the Author



Secoo score. Source: the Author

Plum 红布林

2

Reselling platform of second-hand luxury

Beijing, China

2015

Physical store in Beijing

Services provided:

WeChat collaboration consignmetn

Free pick up of the items in tier one and two cities

Value and authenticity quality verification

Advanced logistics and delivery network nationwide coverage

Free shipping on products domestically available

Logistics centres: Beijing

Shopping stores: Beijing, Sanlitun district

Figure 44
Plum website front pace. Source: plum website, https://wwrunchbase.com/organization/plum-8#section-overview

Figure 45
Plum website authenticity investigatin requirements and rules Source: plum website, https://wwrunchbase.com/organization/plum-8#section-overview

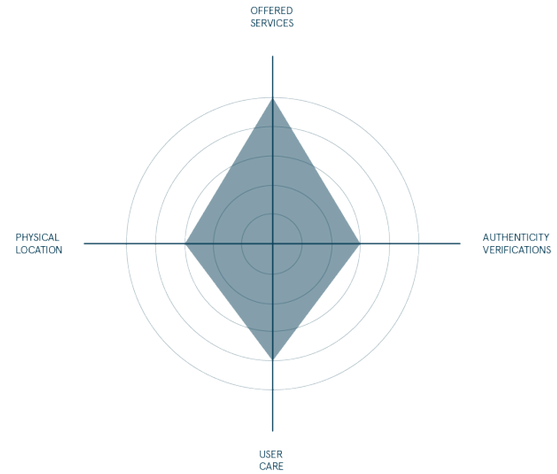
Plum high hand resale platform is an example of incremented online and offline second- hand retail. The Beijing based company since 2015 had established resale, customer services, consignment within a **collaboration with WeChat**.
The service is working in between **20 days** from the first consignment of the item to the authentication inspection and price offer, and the conclusively resell on the retail channel.

Assuring free pick up of the items in tier one and two cities is an extensive system that mix services and physical in-store presences. The store, located in Beijing Sanlitun district, is a showcase of a large number of labels, also acting as an **incubator of event.**

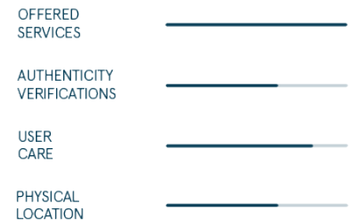
Monlthy based ativity and events create visibility and attract new client.

In-store experience is really taking into consideration by Plum. The store provide services of fitting consultance and fashion assistances, that create remarcable positive effect on the shopper.

Athenticiy check is part of the store services: the quality and theauthenticuty are inspected carrefully inside the store in front of the client. Also for online consignement the supervision of the items is really restrictive and is provided by specific collection centers.



Plum Kiviat diagram. Source: the Author



Plum score.Source: the Author

Miao Hui Shou

3

Resale platform for fashion and jewellery

Beijing, China

2015

Physical store in Beijing

Services provided:

Selling of luxury

Rentals items

Trustworthy partnership with JD.com WeChat consignment system

Free pick up of the items in tier one and two cities

Free shipping on products domestically available

Logistics centres: Beijing

Shopping stores: -

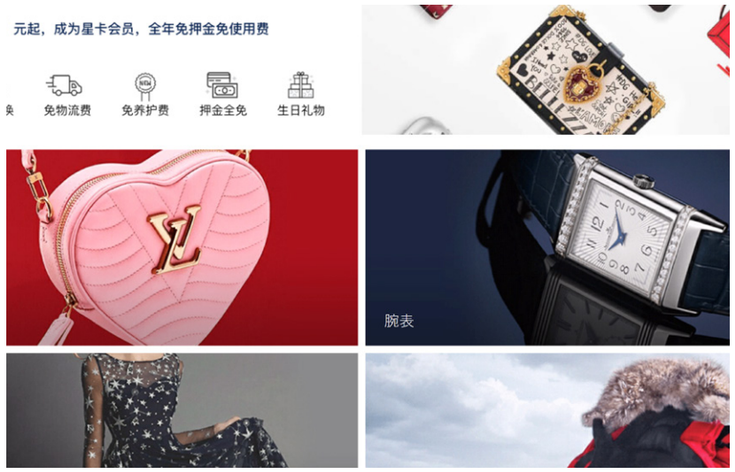


Figure 46
Miao Hui Shou website front pace. Source: / Chinese Startup Uses WeChat to Operate Second-Hand Luxury Business%20%20 Jing Daily. html

Figure 47
Miao Hui Shou items selection: Source: /Chinese Startup Uses WeChat to Operate Second-Hand Luxury Business%20%20 Jing Daily. html

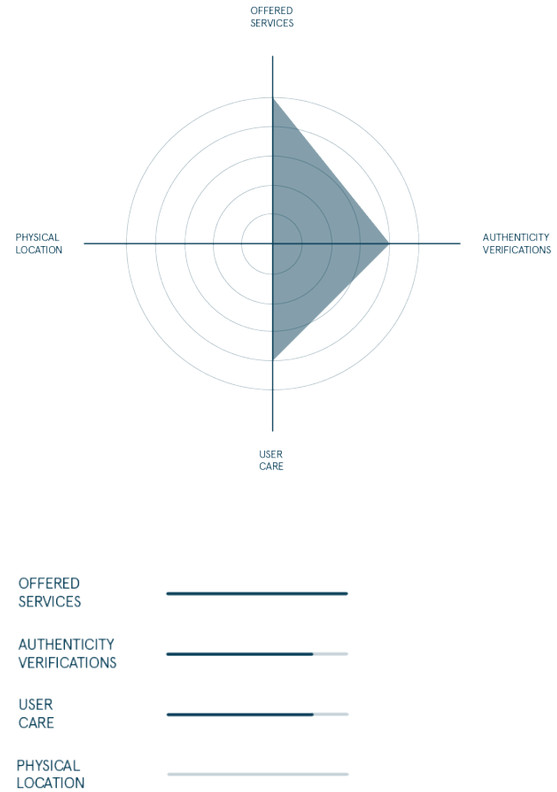
Miao Hui Shou, which literally means "instant recycling," is a Chinese based platform that, differnt from most of the services provided of single luxury items cathegory, mix the used items.

Miao Hui Shou has a selection of high brand of clothes, watches and jewellery items.
This platforms gained enought respect in the Chinese users thanks to a commercial partnership with one of the most important Chinese online resellers, JD.com (36).
As the second main online supplier of certified product, **JD collaboration** is a **trustworthy** parthernership that assure the users the authenticity of the items.

(36)
JD e-commerce platform, https://corporate.jd.com/home

Not only reselling

This platform distinguishes from the only resale services, also offering the **renting services**, amplifying the possibility of different goods extending life span action.
thanks to the collaboration with WeChat, users that want to sell an items just need to post on the company account several pictures of the items, that better depic the condition and the quality of the product.
Quality check will be done by online services that focus on specifi detail analyis to define the authenticiy. payment of the quotation offered will be done before a free-pick up of the item.



Miao Hui Shou Kiviat diagram. Source: the Author

Miao Hui Shou score.Source: the Author

Idle Fish, Xianyu 闲鱼

4

Peer-to-peer exchange of all the category of second-hand items

Beijing, China

2014

Alibaba company

Services provided:

Reselling of all kind of items

510,000 Fish Ponds:geographycal and interest users groups

Trustworthy system of Taobao purchase tracking

User shipping related to the users regulations

Logistics centres: -

Shopping stores: -

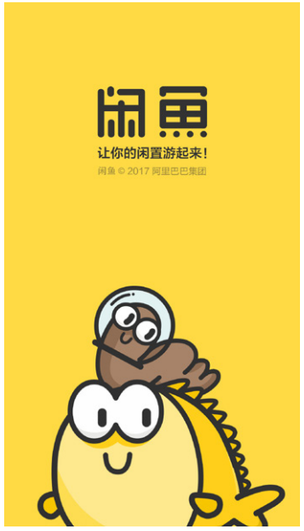


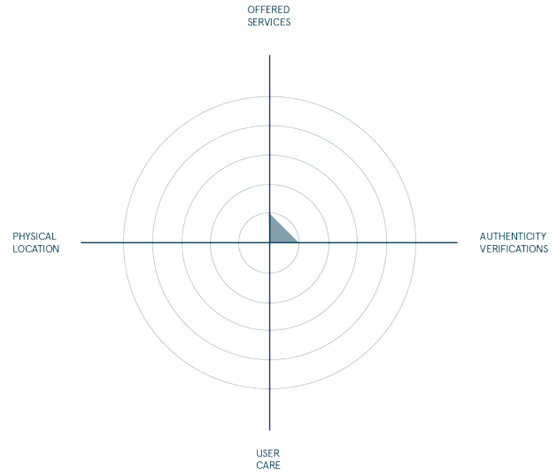
Figure 48
Xian Yu Frontal screen page
Source: https://2.taobao.

Figure 49
Xian Yu Screen page and internal typology items selection.
Source: Xian Yu app, http://www.thepixellary.com/xian-yu-app

Figure 50
Xian Yu "Fish-Ponds", local group localization, screen page
Source: Xian Yu app, http://www.thepixellary.com/xian-yu-app-

Xianyou is a Taobao section dedicated to the **peer-to-peer exchange** of all the category of second-hand items. This platform offers visibility to **private resale,** acting as an eBay-style resale channel for all items.
This service does not provide any authentication or qualitative control since the users are the direct seller who exhibits and offers the used merchandise. The only trust action that the user can do is to a**ttach the Taobao link** of the original purchase, in order to provide information about the items they resell.
The included **"Fish-Ponds"** in the application are user groups based on locality and are centre were users can register their location to the fishponds nearby.
Since **users** of the application personally **entirely manage** the **transaction**, this tool is utilised to get the possibility to have exchanged in reasonable distances between users and defines closer geographical research areas. The services also provide **charity reason collection** of items, offering as a service for donation.

This is one of the **most used second-hand reasale system**, today the Taobao service accounts 200 million registered users.

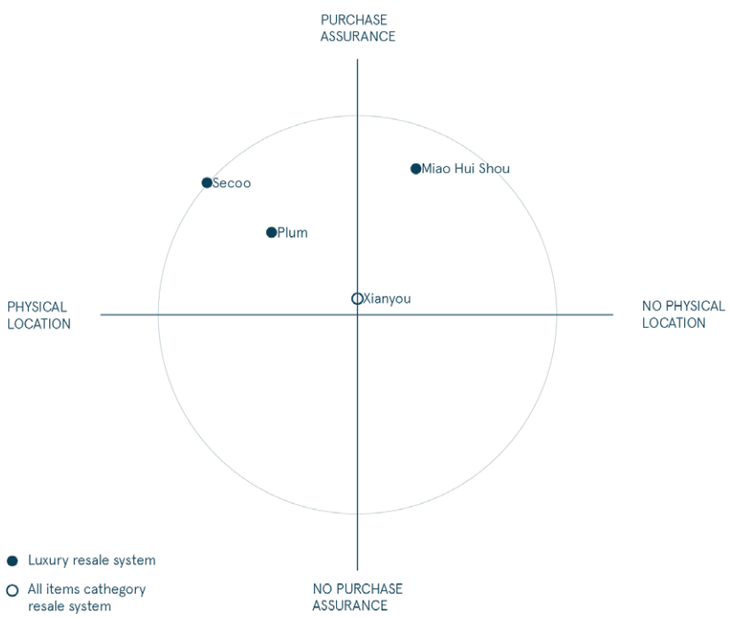


Xianyu Kiviat diagram. Source: the Author

Xianyu score. Source: the Author

5.3.1 Comparison chart of the cases studies

From the comparison, it is possible to identify Secoo second-hand company as the most developed online and offline platform that is driving the pre-owned luxury purchase as a representation of the authentic high-end purchase.
On the other hands, the Xianyu application is the one investing less in the services but one of the most popular applications for general second hand.



Positioning map of Chinese Case studies. Source; The Author

5.4 Western users and Circular Economy diffusion

Consumer group differentiates in references, behaviours and habits and originates different attitude for the retail market to turn in plenty of commercial models aimed to extend god lifespan.
As a reflection of different cultural base and national policy of sensibilization toward environmental sustainability, the typicality of different country has to be considered part of specific territorial, cultural background.

The maturity of the consumer group: a knowledgeable consumer

Policy diffusion and National information as the base of the information of each citizen acts as a background int eh different back of mind of the consumers.
Comparison of different studies demonstrate a higher consciousness toward alternative of the take,
make, dispose of' economic model in occidental consumers.
The percentage of sustainable action is directly correlated to the information of the consumer itself. Retailers act differently in order to answer the uneven consumer base.
The direction toward consciousness affects directly the way the buyers are monetized the unused wardrobe (`Millennials and Gen Z are leading the rise of resale fashion marketplace', 2019). The more efficient way to generate capital value from items not used anymore caused a slightly shifting in traditional market concept and in users itself. The raising of such tendency is enlightening the shift of the people mentality, giving insight on how behaviours, and consequently the retails, are changing, overcoming barriers of ownership relationship.

5.4.1 Data about second-hand diffusion

In the general sustainability field, one on growing habits in Occidental purchaser is the second-hand sector (ThredUp 2019 resale report, 2019) To define the second-hand area, it is intended as the overall Resale sector of used apparel included Thrift & Donation sector. This necessary definition identifies the dimension and the different connotation of the release market itself, distinguishing more relevant position on the offline touchpoint for the Thrift & Donation sector, and more significant relevance for the online in the overall Release part.

Figure 51
Chart of female shoppers who are using a resale channel. Source: the Thredup resale report 2019.

Chart of female shoppers who are using a resale channel. Source: the Thredup resale report 2019.

The dimension of this market is gradually taking place in the occidental consumer as is demonstrate (ThredUp 2019 resale report, 2019) by the rise of the Resale market, states as constantly on growth if compared to the traditional apparel sector.

Data demonstrate the robust implementation of services and players in this apparel segment that focuses on needs of the new buyers that slightly are defining a new way of acquisition, not related at the traditional long-term ownership of the items.

5.4.2 Who are the Western resale buyers?

In term of acquires the market of the resale see as the key player the younger generation, that is more likely to be flexible and adopt innovative purchasing choices and tendency defining the millennials and Generation Z as the most active in resale utilisation. The consumer base that is willing to shift to a more sustainable consumption is variegate. This demonstrates how the diffusion of such system is starting to affect different are of the retail plaza. From the luxury buyers to the mass store, there is a new per

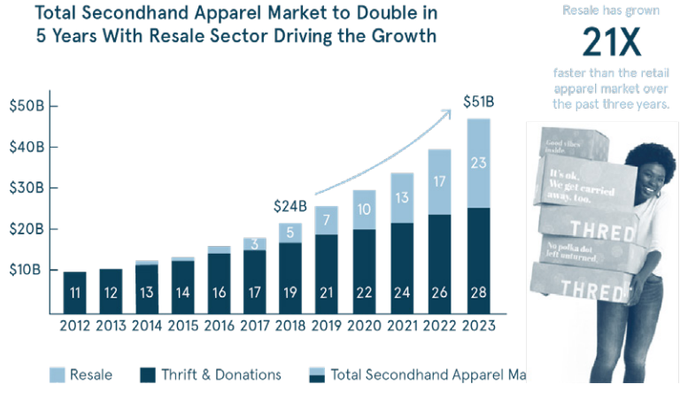


Figure 52
Chart of the resale market growth. Source: the ThredUp resale report 2019.

cent of those who are willing or are already using resale as acquisition methodology.

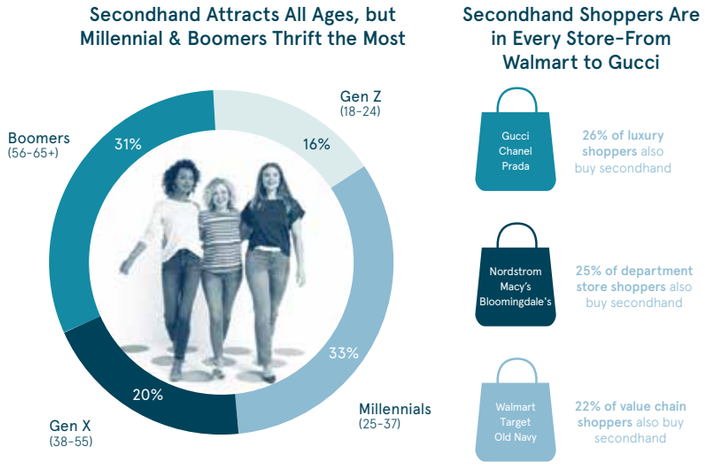


Figure 53
Second-hand users target. Source: ThredUp 2019 resale report, 2019)

5.5 The resale revolution: how it happens

Resale revolution is pushed by an integration of innovation and technologies that are merging making a new form of possession even easier for the user
Technology plays a crucial role in the diffusion of a new form of second-hand distribution accounting a significant part in reaching the user everywhere through portable application and giving access to a second-hand word never than now under qualitative and authenticity control (ThredUp 2019 resale report, 2019), also thanks to the utilisation of automation. As part of the technology implementation also the data science integration is a central transition, lowering the time for price estimation and driving the retailer's trough the most suitable
Supply chain renovation is another point that increment the revolution of the resale market, reducing the passages between the part involved and the friction within the stakeholders the flux of this services is letting the user use this service with fluidity. Compenetrating of the channel of sales such as the Instagram suggested items section, drives this phenomenon of resale closer to an even bigger user base.

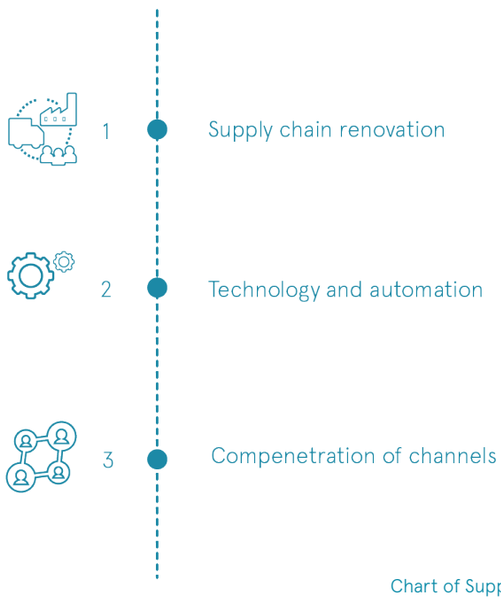


Chart of Supply chain implemntation toward fashion Revolution. Source: the Author.

Why the system is taking place within a short period?

Salient trend not only resale but also renting base the chore ideas in a new form of ownership. Far is the time when clothes were belonging to the consumer for as much as possible. The current period sees the fast fashion as new fashion criteria and the need for item easy to be a shift and dismiss. The time relationship that happens from the purchase action and the substitution and dismission of the items is drastically leading consumption levels and creating an irreparable expectation for sustainability (BOF, McKinsey&company, 2018).
This short turnover that fast fashion and social media are implementing daily in our society is generating needs for a more temporary solution in term of acquisition. Needs for changing wardrobe and get free of the unused items create a circular need for free the space in the closet.

"*I do think that the rise of the sharing economy has also helped – it's taken the stigma out of resale and removed the need to own something forever,*" Levesque, The RealReal's chief merchant in ('Millennials and Gen Z are leading the rise of resale fashion marketplace', 2019).

A different form to access the product; Overcoming owning possession and generate temporary disposal of the gods is the direction that is driving the diffusion of resale and renting solution as an answer to the irreparable relations of request and time utilisation for the item. This term of acquisition is defining sustainable solution generating an exchange condition between the user.

5.5.1 Post owning transition in Western users

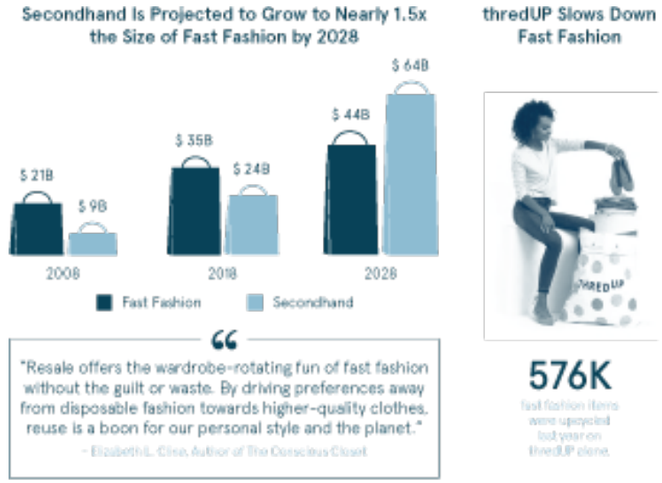


Figure 54
Fast fashion slows down adopting a sustainable solution. Source: ThredUp 2019 resale report, 2019).

Need of uniqueness

In the younger generation, the need to define themselves and affirm the personal aspect is a general consideration that can fit for those categories. In order to refresh their images, the Millennials are even more adopting the "vintage" as a solution to diversify from the fast fashion and mass offering and being more authentic (BOF, McKinsey&company, 2018). This choice can be motivated also from a need for a qualitatively higher standard that the product of the past assures compare to the cheap fabric embraced today from the cheaper labels.

5.5.2 A retail turnover

"While established brands have traditionally turned a blind or scorning eye towards second-hand retail, they are now wading into the pre-owned and rental markets. Turning to the year ahead, we expect the number of brands getting into the rental, resale, and refurbishment businesses will increase markedly,"(McKinsey x Business of Fashion, "The State of Fashion

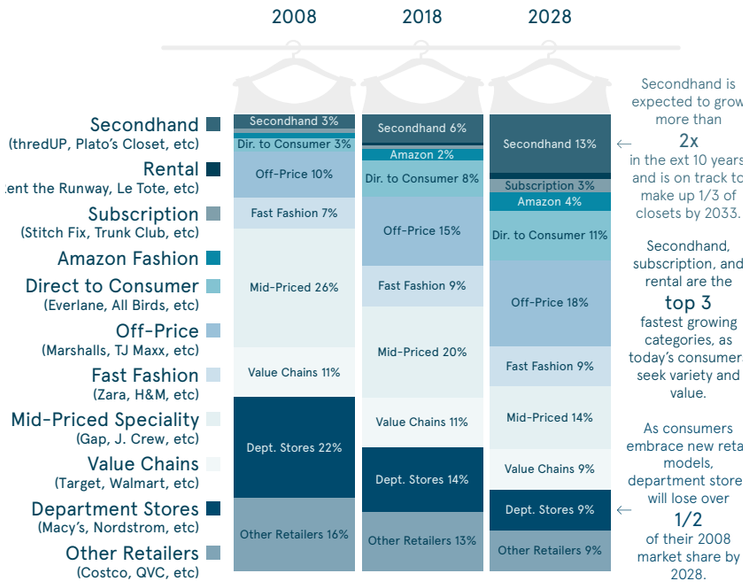


Figure 55
Suitable mix purchase retailers and solution. Source: ThredUp 2019 resale report, 2019)

2019).
Data about McKinsey are demonstrating how for the current saturated marketplace of the retail is come to a crossroad with a needed change and redefine itself.
If the traditional label so far has done a change in terms of the production system and material employed, they understand that the change requested is not only related to the new products but also they understand how to manage what is already sold.
The further motivation that retailers identify to test the form of resale is related to engaging customer loyalty on sustainable value, increasing a more sustainable consumption and moreover to rehabilitate the value of the store and site attendances.
Attracting with a more profound value the user, the store can see, in an era of deeper digitalisation of the retail, strategic relevance to keep being impressive in users.

The 96 per cent (ThredUp 2019 resale report, 2019) of the senior retail would have sustainable fashion effort toward different platform: 87 per cent are resale interested, 61 per cent define a rental approach most suitable, and in the end, 52 per cent of them select Refurbishment as a suitable possibility.
This data opens up to the possibility to redefine the traditional retail situation giving the possibility to find out the new intermediate channel, reinterpretation of the original detached channel of retail and resale(BOF, McKinsey&company, 2018).
Working on slightly crossing the boundaries, the brick and mortar concept can embrace resale giving visibility to it and creating new retail realities.
Platform retailers want to test. Source the Thredup resale report 2019.

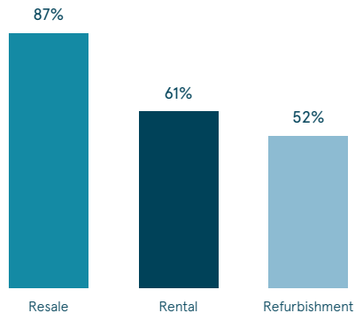


Figure 56
possible shopper behaviour toward sustainable solution tested untiil 2020 Source: ThredUp 2019 resale report, 2019)

5.6 The Western Vintage culture: consciousness of a long aquisition model

In the European and international panorama, the notion of Vintage is pretty much diffuse, defining in different culture inclination of its usage.
This main idea behind it is related to the time that this trend is established in the users' culture that changes the idea of it in the minds of the consumers. A shopper that is grown in a pro vintage culture looks at the Second-hand items, not as a second-choice product but more items that are carrying an own history. The product of the vintage is for this reason not intended as the priceless items but as a form of recognized item with its history.
In the contemporary ages the even more affluence in the vintage purchase is also to be seen as a trend ongoing.
Many re the effect of on social media see: the current love for 90's clothes are driving consumers in a wardrobe throwback, or, for whom has no closet to visit, in the race for Vintage store. Not really related to the sustainable reason behind the purchase, the trend of vintage is strong based in the European capital cities.
Diffused are The Kilo (37) shops , place where the items are divided on price for kilogram and the users can directly understand how much the shops are going to cost weighing the number of selected items.
Deeply related to the student culture this kind of shops are crowded of people during the day and defines ho the vintages culture is different inside the social mindset unlike is in the Asian one.

(37)
Example of the Kilo shops in Paris, France: http://www.kilo-shop.com/en/

Figure 57
Kilo shops concept. Source: https://www.kilo-shop.com/fr/concept/

5.7 Western fashion Circular Economy Cases studies

The key player in the resale marketplace

In the resale marketplace, online is driving user in the conscious purchase formulating **online services** that are getting close to the user's daily life. Most of them, started as a small business, thanks to the integration of channel as social media, they recently obtained high utilisation leaving an imprint, especially in younger users.
All of the reported cases started as online in order to test user's interaction and opinion with the service, and only successively move to the physical channel. The services today provided differentiate in user target and wares: from casual of Thredup (38) to luxury of The Real Real (39) and to street style of Depop (40) or the specific bag resellers of Rebag (41) . Moreover, this platform base on reseal system that engages the user directly, offering a client cares from the styling services to a community creation as Poshmark (42) services.

A specific focus is defined by the role of **key Bands** that are turning their values toward more environmentally friendly models. most of them track the environmental and social impact of their production action, enhancing a more confident and transparent relationship with the user.
In order to state the effective sustainable diffusion, the Author focuses also on the presences of relevant **tools, guide** that work with or for company and users to boost sustainability in fashion.

(38) Thredup resale application: https://www.thredup.com/

(39) The RealReal resale application: https://www.therealreal.com/

(40) Depop resale application, https://www.depop.com/about/

(41) Rebag resale application: https://rebag.com/

(42) Poshmark resale application: https://poshmark.com/

5

The RealReal

6

ThredUp

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Rebag

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Depop

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Poshmar

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H&M Group

11

Eileen Fisher

12

REI CO-OP

13

REI CO-OP

14

Fashion Revolution

15

Close the Loop

Figure 58
Summary of the Western case studies.Source: the Author

The RealReal

5

Resale platform for Luxury fashion tmes:women's, men's and kids' fashion to fine jewelry, watches, fine art and home decor

USA

2011

Services provided:

Develop Authenticate system

partnership with Ellen MacArthur Foundation-World Resources Institute-Stella McCartney

In-store Style consulence, workshop and internal Caffè

In-home free evaluation program

Free shipping 20 MEtro areas

Free Box of consignment

Logistics centres: San Francisco, US

Shopping stores: Physical store locations allover USA

Figure 59
The Real Real West Holliwod store, LA. Source: https://the-chalkboardmag.com/the-real-real-new-store-melrose-west-hollywood/

The RealReal second-hand platform is an American example of well-integrated services of second-hand luxury resale.
The platform provides several amounts of services that programmatically lead the user to facilitate from the consignment of the item to the final sale.
Started as an online platform, the RealReal service is now adopting physical location, beginning the offline expansion with two pop-up stores in New York and Los Angeles. The physical boutique is enhancing the service diffusion: "The stores have been an accelerator for our business. In addition to increasing our brand awareness, they have also increased our average order size, attracted new customers and consigners and reduced returns" ('Interview', 2019). The brick and mortar offer a direct way to get in touch with the client and show directly garment quality and details. **The system has seen the sale and subscription growth thanks also the physical presences in strategic cities**. In order to get more directly in the user needs, the company provides a service of **in-home evaluation of experts**; it reserves high consumer care and excellent transparency around the value of the product.

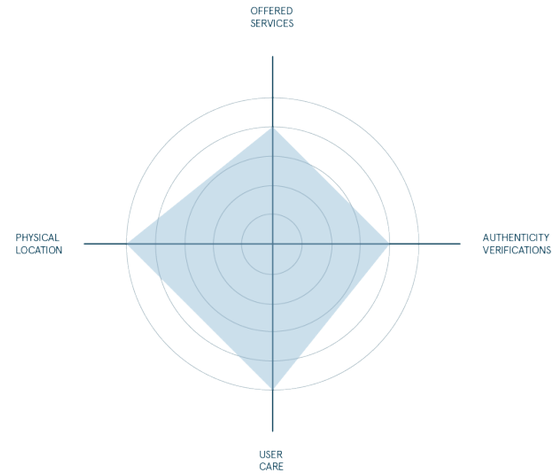
Consignment delivery system:

- Free in-home pickup in over 20 metro areas
- Free shipping the items via a pre-paid label
- Directly in a consignment store in 9 Physical shop and consignment boutique.

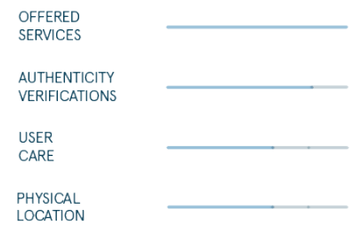
Luxury manager consulting services:

- in-home services of evaluation and pricing esteem of luxury items.

In-store consulting - workshop- Caffè lounge areas.



The RealReal Kiviat diagram. Source: the Author



The RealReal score. Source: the Author

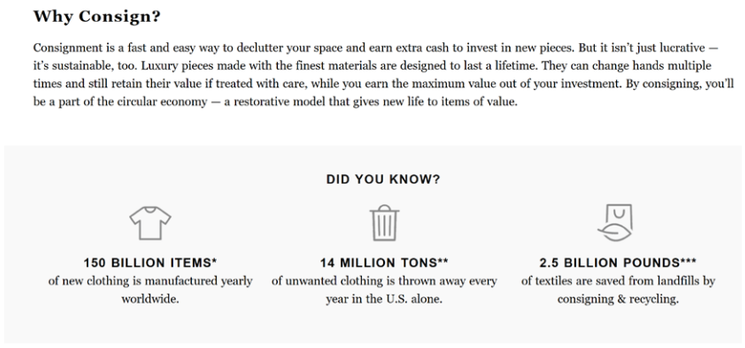


Figure 60
Sustainability impacts of The Realeal operates. Source:https://www.therealreal.com/sustainability

Figure 61
Sustainability Foundations and Brand partners of The RealReal. Source:https://www.therealreal.com/sustainability

The RealReal second hand define the **physical boutique** as a **needed touchpoint to engage new users** in the system. Primary based on **educating consumers** on the value and the quality of the second-hand items, the store associating to the platform to a place where to try on garments seen online and receiving freestyle consultancies.

"The in-store experience crystallised the entire business and brought our brand to life" ('Interview', 2019). The physical store gives to the platform an overall effect of the luxury shopping experience, raising the level of the consumer care.

Partnerhip:

As one of the services that are playing a central role in Circular economy, many are the collaboration of this system with a sustainable campaign and Association or brand involved in Circular Economy.
Remarkable in the services partnership are the postions of **Ellen MacArthur Foundation** and **World Resources Institute**. As prominent players in the Sustainable field of Research and innovation the attribution of a collaboration of the RealReal with them refears to the importance of the markets established by the platform.
relevant is aslo the partnership with the Luxury brand Stella McCartney.

Figure 62
New Yorks shop storefront. Source: TheRealReal, New York store, https://www.psfk.com/2019/02/interview-the-realreal-sustainable-circular-luxury-apparel.html

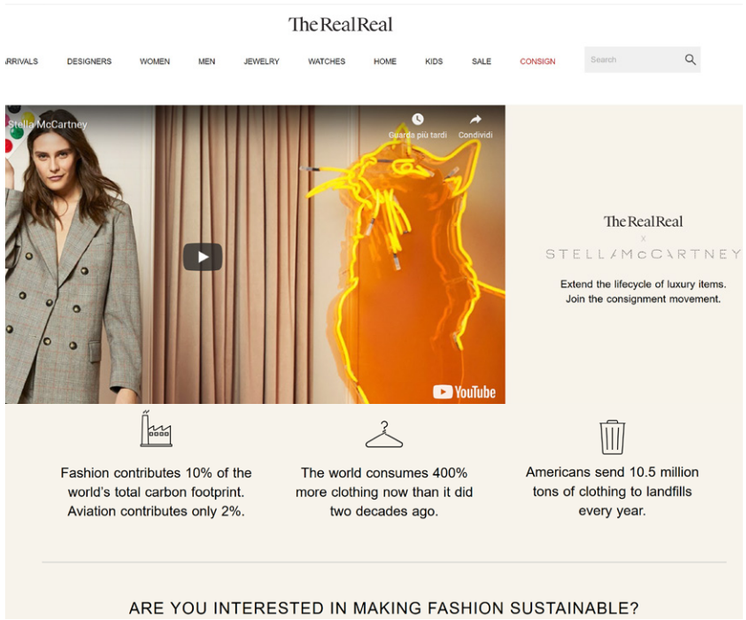


Figure 63
Stella McCartney X The RealReal collaboration, Stella Mc Cartney sustainabilityim-pacts data.Sour-ce:https://www.therealreal.com/sustainability

"Sustainability is the cornerstone of our brand, which is why we believe in the circular economy. We believe in what The RealReal is doing and are thrilled to be the first luxury brand to put together a program of sustainability initiatives with them."

— Stella McCartney

Collaboration Stella McCartney for The RealReal

In the brand involved in the Circular economy transition, one of the most relevant players is Stella McCartney. The fashion brand is actively positioning in the transition for environmental and ethical regards trough the collaboration with Ellen MacArthur Foundation (`Make Fashion Circular aims to create a thriving industry based on circular economy principles.', n.d.). The action (`Circularity', n.d.) promoted by the brand are not only related to the adoption of production enchantment but also in the conscious management of already sale items. Stella McCartney brand is making an active promotion of the value of the post-owned items of the motherhouse. The evaluation of the second-hand items of the brand is visible through a collaboration of the label with the Realreal second-hand resale platform. For all the people giving back in the Realreal platform one Stella McCartney items, the label is offering a purchase bonus of the amount of **100 US dollar voucer** to spend in McCartney selected shops in Us or online. Doing this, the brand admits the interest in the extension of the life span of its product, investing in active users sensibilization adopting money incentives.

Figure 64
Stella McCartney X The RealReal collaboration. Source:https://www.therealreal.com/sustainability

ThredUP

6

A resale platform for Men, Kids Women's garments

USA

2009

Services provided:

Peer to peer exchange

"Clean Out Bag", free collecting items box

Event and Workshop in the boutique

Research: Sustainable guides, tools and Annual Resale Reports production

Available: in USA and Canada

Shopping stores: California, US

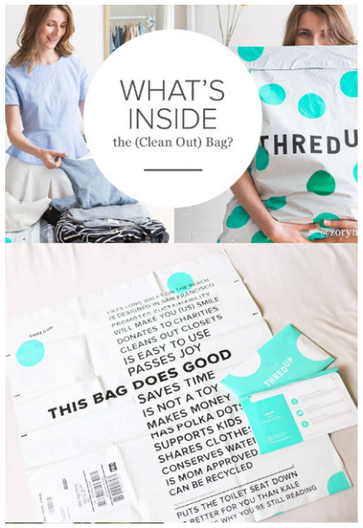
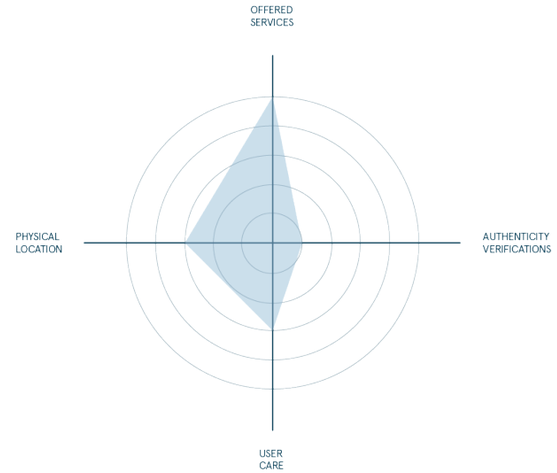


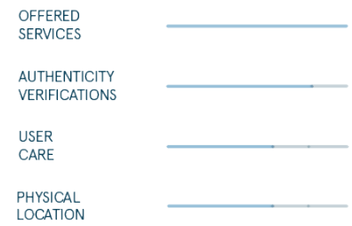
Figure 65
ThredUP Clean Out bag consignment system tool. Source: https://thredupstores.squarespace.com/in-store-payout

Figure 66
ThredUP Clean Out bag consignment system. Source: https://thredupstores.squarespace.com/in-store-payout

In the list of the most remarkable services that today are the pillar of the resale sector, one of the first to be mention is the ThredUP ('Secondhand Clothes. Firsthand Fun.', n.d.). Started in 2009 as a **peer to peer exchange** of man used clothes, is nowadays one of the most relevant US and Canada resale for all the family members. This brilliant services leader in Us is taking care of all the procedure for the consignment. The user needs to order a package box "**Clean Out Bag**" and wash the clothes before the consignment. With an enormous variety of brand, Thredup is offering second-hand clothes covering all the user's request as, for instance, the maternity items.
Recently the opened **IRL Shops** (in real life) located in California pop up store and Physical boutique that mark the presences on the territory offering event and unique services.



ThredUP Kiviat diagram. Source: the Author



ThredUP score. Source: the Author

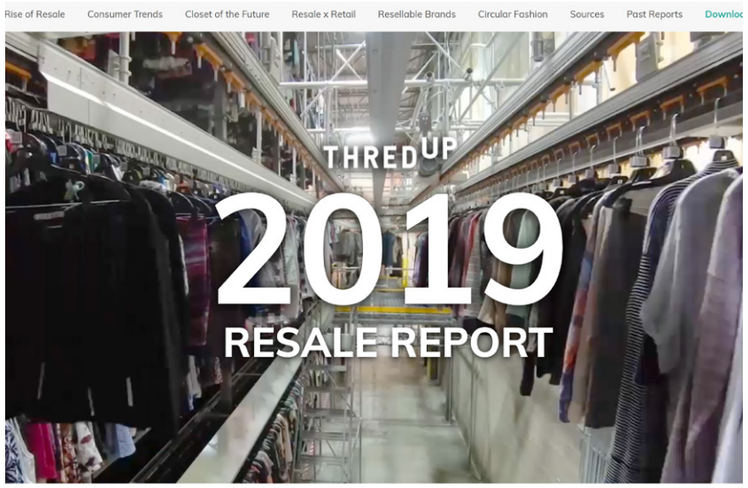


Figure 67
ThredUP Annual Resale Report. Source: https://www.thredup.com/resale

Figure 68
ThredUP tools for sustainable mantainment and cleaning of the items. Source: https://www.thredup.com/bg/p/diy-sustainable-kits

Figure 69
Thredupedia, a ThredUP tools for the Fashion Words. Source: https://www.thredup.com/bg/p/thredupedia-your-guide-to-fashion-words

Research and user sensibilization: Sustainable guides, tools and Annual Resale Reports production

The company provides a series of **informative tools** acting on consumer information and sensibilizations.

A Guide to the second-hand words in order to teach a conscious fashion dictionary or

The **annual resale Reports** are the results of the powerful action that is played by the company to generate and spread awareness in American consumers. They are keeping studying and updating tendencies (43) in order to defines improvement and environmental impact of their action and, moreover, **provide services and solutions** that are closer to the American shoppers.

(43)
Fashion trend in the American Fashion consumer: https://www.thredup.com/bg/p/fashion-trends-by-state

Figure 70
ThredUP diagram of the USA tendency. Source: https://www.thredup.com/bg/p/fashion-trends-by-state

Rebag

7

Hight-end purse resale platform

USA

2014

Services provided:

Hight authenticity check

Free pickup in the New York area

Pre-paid box and shipping label

Infinity Rebag formula: exchange purchased items within six months

Evaluation within two working ays
Hight customer care

Available: in USA and Canada

Shopping stores: New York, Florida, and California

Figure 71
Rebag store.
Source: https://rebag.com/store/

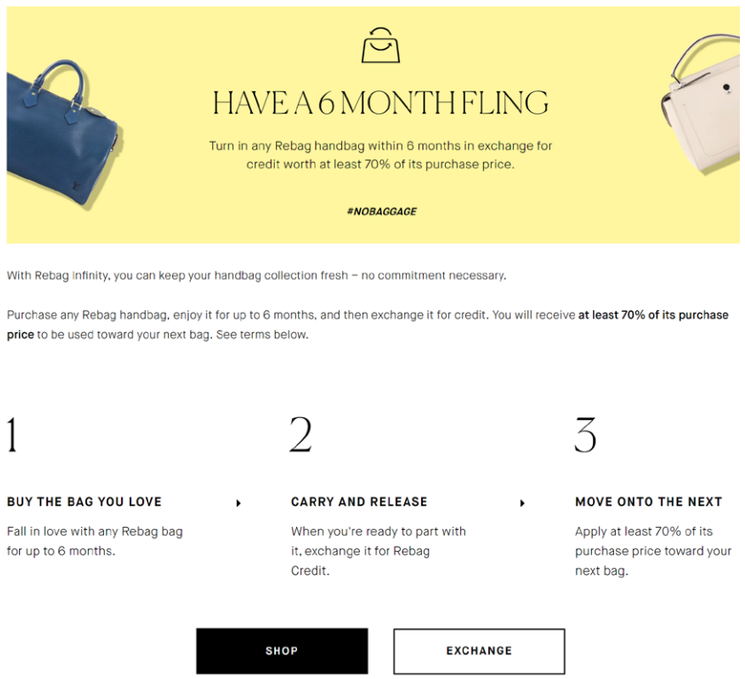


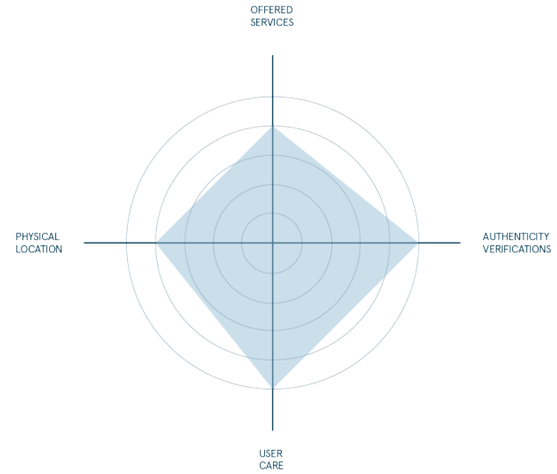
Figure 72
Infinity Rebag program. Source: Source: https://rebag.com/infinity/

An exclusive planet for purse addicted, Rebag is offering services of consignment and resale of second-hand luxury items. Carefully check on the authenticity of the product and condition, Rebag service is a real reference point for who knows very well the high-end bag sector. Started in 2014 as an online-only business its growth rapidly defining its presences on the territory with the boutique. The area of New York, Florida, and California are the key location for the physical stores. The brick and mortar space work as a showcase of a selected selection of the items that the user can try to see and directly evaluate in person.

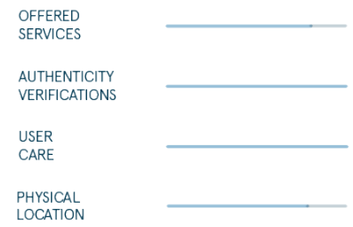
The services they offer base on the intent to **extend the lifespan** of the item as much as possible. In order to assure this to the client, they designed a specific formula to keep in the loop the items opening the possibility to **exchange purchased items within six months** of the acquisition.
The infinity Rebag program allowed to enhance the exchange process and defines new convenient regulation to overcome the ownership of the used items.

The procedure is quite simple: after receiving the evaluation price within two working days the uses can consign the item with free shipping for the NY area or with a prepaid Rebag box allover America.

The services refears to bags lovers and provide contents about history and main products of the most remarcable fashion brands, collected as a Megazine.



Rebag Kiviat diagram. Source: the Author



Rebag score.
Source: the Author

Depop

8

Streetstyle items resale platform

Italy-London

2011

Services provided:

Platform based on social network layout

Community around the physical location

Rent of the physical store for event and exhibitions

Shopping stores: Los Angeles and New York

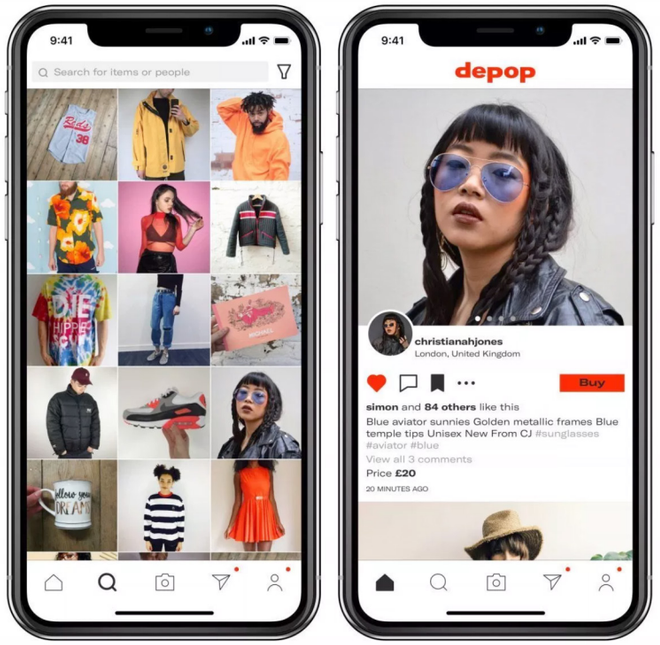
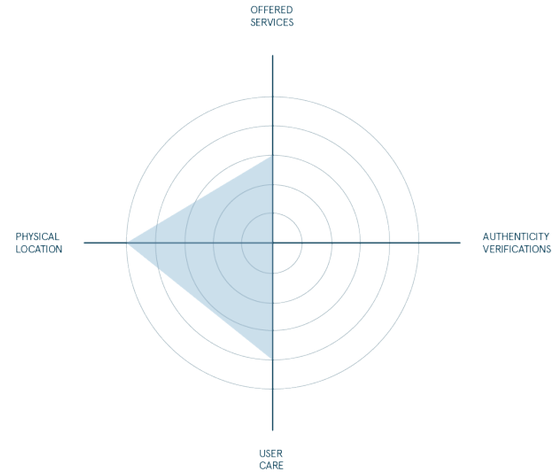


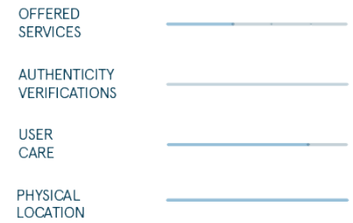
Figure 73
Depop application layout. Source: https://retaily.org/consumer-behaviour/millens-and-gen-z-are-leading-the-rise-of-resale-fashion-marketplace/

Figure 74
Los Angeles Store. Source: https://press.depop.com/

As a different style retailer, Depop works on a graphic configuration seamless to the Instagram format and is a resale point for the street-style client. The apps work on the social promotion way, referring to the capability of sellers to lets appetible the items itself.
The users just need to handle the all procedures directly from the application: selecting nice and fancy pictures the promotion of the product that needs to be sent is more related to the way the object is proposed. Promoting an **entire outfit** correlated the understanding of the quality of the item is less important than the effective way of how it matches with other clothes- accessories.
The entire global image related to the "***street style***" trend I also notable in the Depop physical touchpoint.
The stores play in the interior with references to the street word, creating a coordinate global image.
The physical location in Los Angeles and New York works as a **well-known touchpoint** for street styles offering inside their wall a series of service related to the fashion. The store for instances offers **exhibition**, **events** and photographic studio renting; This kind of activity creates a **community** sens and promotion that gain the application notoriety in the fashion resale field.



Depop Kiviat diagram. Source: the Author



Depop score. Source: the Author

Poshmark

9

A resale platform for Men, Kids Women's and sports garment

US-based

2011

Services provided:

Social media layout-based platform

Hight entertainment for users

Available in USA and Canada

Shopping stores: -

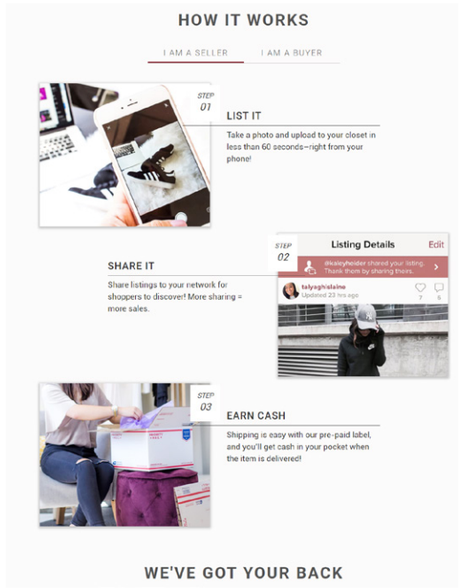


Figure 75
Poshmark application layout. Source: https://poshmark.com/

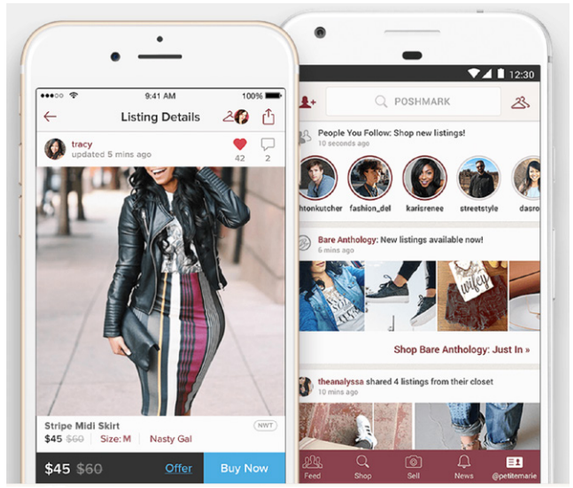
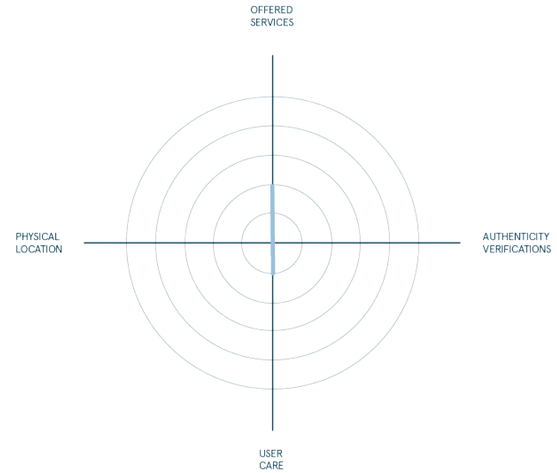


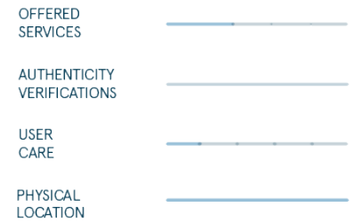
Figure 76
The seller flux of the Poshmark application. Source: https://poshmark.com/

The United States-based services is a useful example of how to integrate the **social media community system** in the commercial purpose can gain the attention of the client.
The application uses the layout of the social media and recommends contents from the sellers that integrate the items that want to be sold in an image that state lifestyle or suggested outfit. Working integrating a realistic visualization fo the items, the point of sale of the items is much more likely to be interpreted from the possible new owner. To publish the item the user just need to post once or more pictures of the items and add tags about the category of the goods and the value of it.
The platform contains many categories of garments: mend kids Women's and sport product, home and accessories are accepted

The apps work on the social promotion way, referring to the capability of sellers to lets appetible the items itself results of the **Instagram layout** is the viral utilization that attracts and gains multiple visualisations during the day: more than 20min for a day on the services, a medium of six to seven times visiting for a day.
The human element of really connecting the products to people," CEO Chandra says, "***completely changes the nature of the merchandise*** ". The sellers capability on offer the items is directly involved, letting the user plays an authonomous role on the managment of the trade.



Poshmark Kiviat diagram. Source: the Author



Poshmark score. Source: the Author

H&M Group

10

H&M, H&Mhome, COS, Weekday, Cheap Monday, Monki and & Other Stories,Arket, Afound

Worldwide

1947

Integrate large-scale sustainability initiatives across its supply chain

Services provided:

The Take Care project

Collecting used garmentsin-store bins

Open supplier list

Collaboration with sevices for monitorate Social and Environmental impact

Hight users sensibilization

H&M Conscious Foundation: research and Annul Reports

Shopping stores: Worldwide

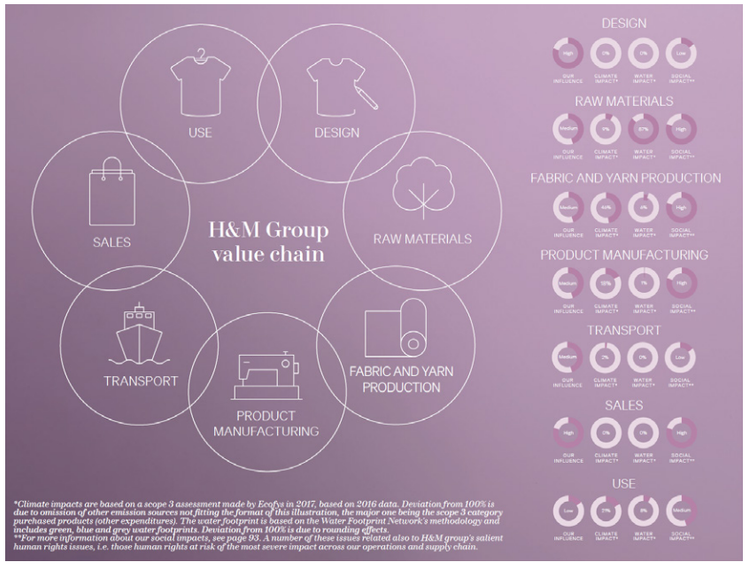


Figure 77
H&M value chain diagram. Source: H&M GROUP SUSTAINABILITY REPORT 2018, https://sustainability.hm.com/en/sustainability/downloads-resources/reports/sustainability-reports.htm-l#cm-menu

Figure 78
Supplier list tracking map. Source:https://sustainability.hm.com/en/sustainability/downloads-resources/resources/supplier-list.html

As one of the most potent fast fashion brands, the H&M group, is currently involved in a sustainability campaign applied at different stages and areas of the company. Actively positioning the brand identity focusing on the consciousness, H&M is the leaders in sensibilization of the mass-fashion target, referring to a broad user group. The aim of the brand is leading the overall production in a circular and sustainable model, taking care of the environmental impact of each chain component.

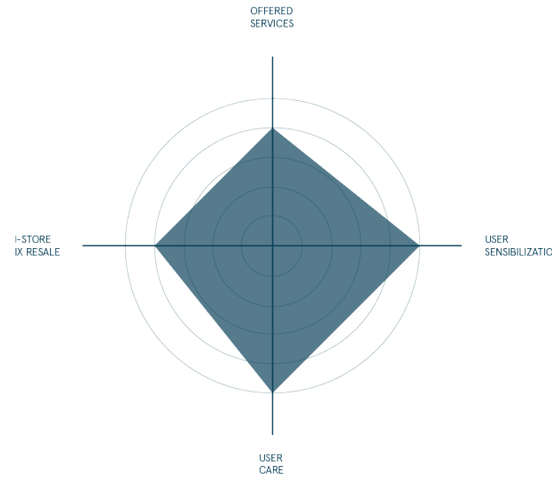
The goals of the company are to obtain a **100% renewable system**, adopting a circular approach on the production-based and using **only recycled or sustainable sources**, **tracking the authentic environmental impact** of the material involved in the system.
Fast fashion and sustainability tension:
H&M has incorporated eco-friendly practices in its operational strategy, but the fact remains that a fundamental tension exists between the enormous environmental footprint generated by its fast fashion business model and its aim to produce sustainable garments.

H&M Group is currently working on Artificial Intelligences for a good match between production and demand, reducing energy in resources production and delivery

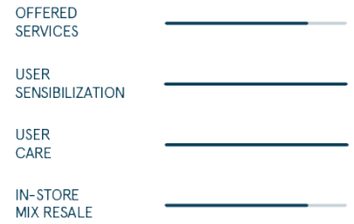
Water consumption

The brand requires the factory to reduce intensively the water consumption of cotton and denim production. introducing **water-efficient equipment** within its value chain the brand actively turned its production into relevant technologies adoptions.

- Today the cotton material involved in the H&M group product are for the **95% from recycled or sustainable sources**.



H&M Group Kiviat diagram. Source: the Author



H&M Group score. Source: the Author

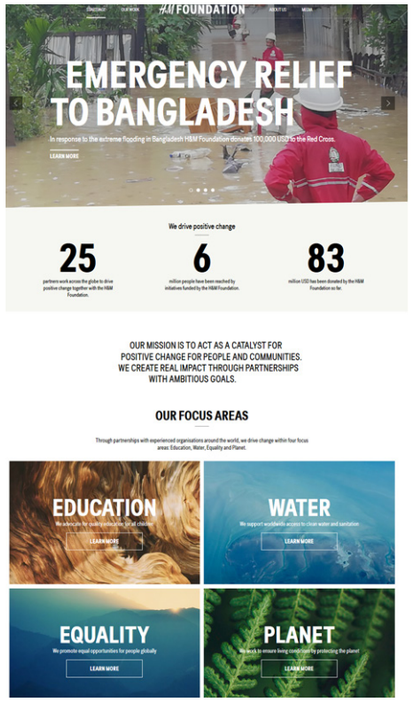


Figure 79
H&M FOUNDATION. Source: https://hmfoundation.com/

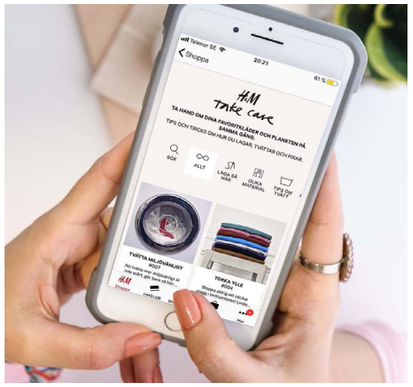


Figure 80
The Take care project. Source: H&M GROUP SUSTAINABILITY REPORT 2018, https://sustainability.hm.com/en/sustainability/downloads-resources/reports/sustainability-reports.html#cm-menu

H&M Group focus also on the **packaging provenience** defining new standards for the 2030: all packaging should be made of 100% recycled or sustainably sourced materials.

Eco-store

In order to provide a 100 per cent sustainable transition. By the end of 2015, 78% of H&M brick and mortars operated on their physical touch point. The adoption of renewable electricity slashing the brand's greenhouse gas emissions by 56% from 2014 [5].

Garment collective

Since 2013, **Garment collective** initiative generates the loop for the utilisation of used resources to directly produce new collections.
the Garment Collecting Program provides customers the option to recycle their old clothes and home textiles at an H&M store with no restriction about the brand and the quality condition of the textile. The services pay back the sustainable users with vouchers

Active users' involvement

In the plan of change, the brand is directly involving the user in the process. Consumer awareness is one of the chore points of the brand sustainable strategy. From in-store recycle bins, to the sensibilization toward the new sustainable capsule collection, the H&M shoppers are getting closer to shape behaviour and drive more sustainable tendency in purchase habits.

Transparency: open Supplier list

The user participation in such transition is mainly defined by the brand choice of overcoming barrier about product information and settle a completely clear a visible transcript of the production passages and stakeholders beyond the items. As already mentioned by the author in this research, the list of suppliers and production flow is freely shared with the shoppers, making the process clear and visible.

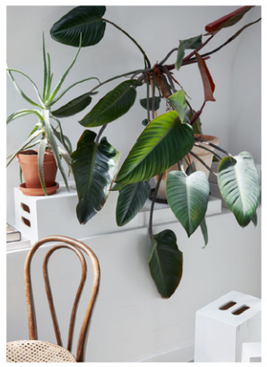
The Take Care service

As another transparency-based service, the H&M group provides a service of **"Take Care"** (Lundvall & Söderlund, 2019) concept, as a solution aimed to maintain items in use as much as possible. Accounting the 21% of the climate impact when the item left the retail, the **garment's lifespan extension and the items care** are impactful solutions. The brand guides to let the users be able to maintain the items in the best condition: from c**leaning and stacking suggestions** this tool leads the users to a conscious relationship with the items, suggesting smart repair and eco-friendly detergent.
The market of **Germany, France, UK,**

Figure 81
H&M Afound resale, https://hmgroup.com/brands/afound.html

& other Stories

Recycling



Recycling with us is easy

Figure 82
&other stories second-hand porgram, recycling policy. Source: https://www.stories.com/en_eur/customer-service/recycling.html

Sweden, and Norway is now utilising the Take Care services.

The aim to activate user and enhance awareness on conscious consumption is a campaign that the brand genuinely supports. This aim is a demonstration of the responsibility of a massive productive industry, involved in turning and redefining the prerogative they base on, specifying a transition to a more sustainable and lower environmental global impact system.

H&M Conscious Foundation

H&M Conscious Foundation is an organization that aims to generate long term positive change. Working in collaboration with for people and their communities they support saving water consumption behaviour in user and work step by step with local reality to generate sustainability.

Afound by H&M: selling unsold products

In June 2018, the company launched **Afound**, a concept store brand selling **unsold products**, such as **overstock**, with discounted prices. This brand generates sustainable solution around already produced items offering in physical and online retails anew life possibility. The all brands concept store, H&M, COS, Weekday, Cheap Monday, Monki and & Other Stories and in addition external label, open the door to Sweden client in 2018 and in 2019 approach the European market in Netherlands.

Second-hand resale: the 2019 program of & Other Stories second-hand clothing initiative

Stared in April 2019 the H&M brand & **Other Stories lanced a second-hand clothing initiative** in collaboration with the online platform Sellpy in Sweden. The H&M label is using the website to test the first second-hand resale channel of the Group. Completing the vision of sustainability of the brand, the collaboration with Sellpy help the company in this life-extend initiative.

History of the main change supporting the sustainability:

2011: H&M launched its Conscious Collection, an annual collection produced with such eco-friendly materials, organic cotton, and recycled polyester.

2013, the Garment Collecting Program

2018: Afound unsold product resale in-store channels
2019: & Other Stories a second-hand clothing rogram

Eileen fisher

11

Outdoor apparel brand

USA based

2009

Services provided:

Renew program

in-store shop of second-hand

Wastenomore: turns fabric damaged in art-pices

Public Supplier list

Materials, production and entire supply chains declared

Sustainable collaborations

Repair and care guide

Shopping stores: USA

Figure 83
The workflow of the Eileen fisher renews PROGRAM. Source: https://www.eileenfisherrenew.com/our-story

Figure 84
"Wastenomore" creative procedure for dismissed fabric. Source: https://www.wastenomore.com/

The in-store shop of second-hand items collected cleaned and resale in the online and physical store. They extended the lifespan of the items that the user returns, offering a 5 dollars payback for each item returned. This compensation can be used to invest in new items and generate a sense of loop engaging user in a company action and campaign.

Second-hand take back program

From 2009 when the company starts the campaign of **take-back program** were collected 1.2million garments.

Repair and care

Remarkable of the label is the aim behind the production; after shopping care with guides on how to wash repair (44) and how to extend garments-life and providing consumer assistances.

Transparency

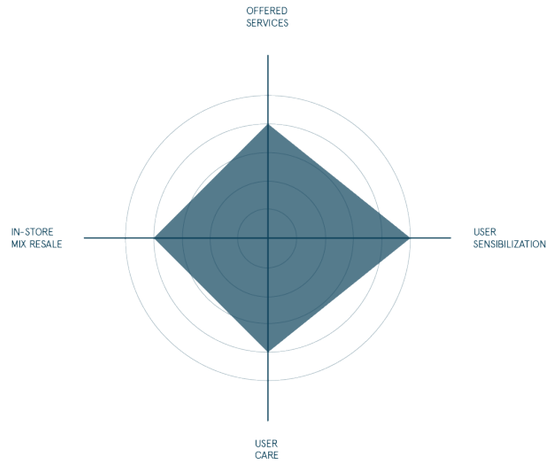
The brand is adopting transparency policies offering the client the free download of the supplier list and the all chain behind the final garments. Relevant is also the knowledge of the Factory selected.

Production location policies and innovations

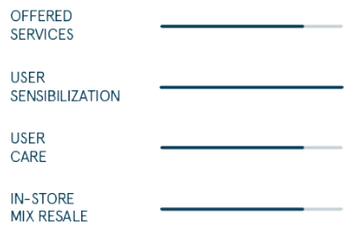
India, China, Perù are only a few of the location where the brand product its pieces. Direct agreements with this are generate for the local manufactures a way to overcome the traditional wasteful systems and gain skills that let them advantage. On of that example was developed in China: the Asian factory embrace bluesign® () certified silks to produce sustainable organic fibre.

() Cotton production skills description: https://www.eileenfisher.com/supply-chain/eileen-goes-to-china/

(44) Repair and care tools: https://www.eileenfisher.com/repair-and-care/repair-and-care-overview/



H&M Group Kiviat diagram. Source: the Author



H&M Group score. Source: the Author

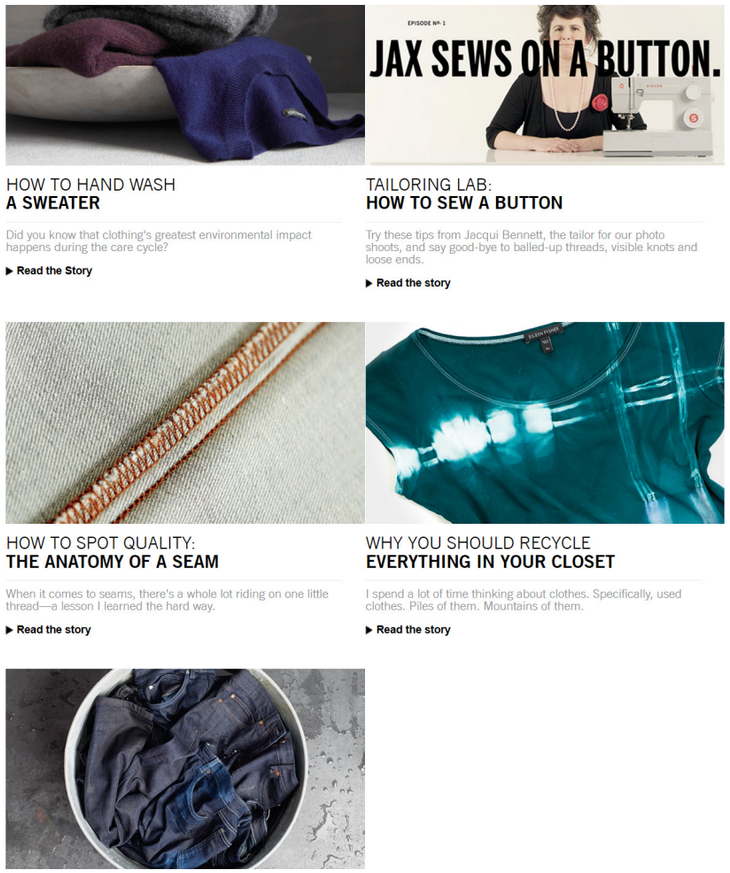


Figure 85
Repair and care program. Source: https://www.eileenfisher.com/repair-and-care/repair-and-care-overview/

Sustainable product from the beginning of the production chain guarantees a low impact of the clothes emission on the market.
Chosing ***Tencel®/lyocell fibre*** the company obtain benefits not only as renewable resource utilisation but also as a new product with quality and wrinkle-free fabrics.
In the back of the mind of the company also ***Recycled and Reclaimed Cashmere, Recycled Nylon, Recycled Polyester, Recycled and Reclaimed Cotton***.

"Wastenomore" program

The fabric of the original product that is too damaged to be resale is inserted in the commercial loop as textiles for **home decoration and artworks** using a technique that does not imply water consumption.

REI CO-OP

12

Outdoor apparel brand

USA based

1938

Services provided:

Second-hand an new items in-store resale in store and online

"garage sales" of second-hand items

Outdoor event, community sens

Brand collecting resources for the autdoor living based on sharing data

Available in USA

Shopping stores: 154 in 35 States, USA

Figure 86
REICO-OP garage sale outdoor, Source:https://biancakarina.om/2018/03/26/plus-size-guide-rei-garage-sale/

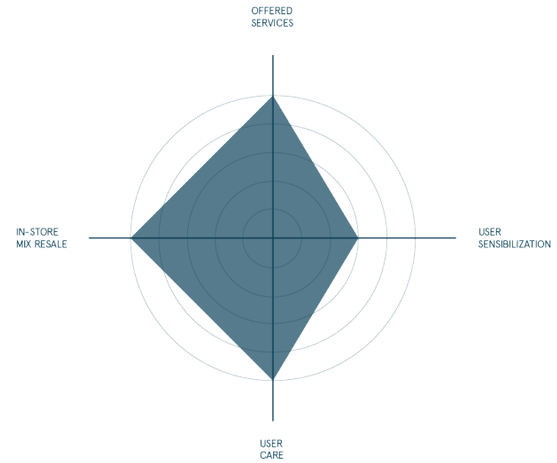
Figure 87
REICO-OP store, Source: https://www.territory-supply.com/brands-changing-outdoor-clothing

REI is on outdoor apparel brand based on a **co-op membership model** that based in Us 154 stores in 35 states. This brand has since the beginning of its trade-specific attention toward the life of their product. They settle inside the store boutique a "**garage "sales** in a defining moment of the year, **resealing** inside their store **pre-used items** returned by the user. This trend is nowadays evolving, giving the possibility to find in the entire years the second-hand items inside the online and physical store.

Part of a program to offer a more affordable alternative, the REI is adopting a rental policy for most of the items, creating a convenient option for who is not interested in the strictly seasonal item.
The second-hand return is a moment that the brand REI enhance a lot as a turning point in user behaviours. With this aim, the label organises an event where the client can gather to exchange, sell and return items, using social happening to create a sense of community.
The aim of Recreational Equipment Inc. is to define a new channel for the user to get access to items otherwise wasted and becoming landfill items.
Using the circular economy approach, this brand is recreating a new way to access the items in a traditional location, the boutique, but in a different object lifetime.
The label assures on the product a **30 days guaranty for freely return** the items. The goods pre-used in stock are a lot, and from many brands, this assures many choices for the users.

The brand works on the community sens creation offering services as maps,path and advice for the outdoor excursion colelcting them on a share based community ().

()
Community based data. Source: https://www.rei.com/h/adventure-projects



H&M Group Kiviat diagram. Source: the Author

H&M Group score. Source: the Author

Patagonia

13

Outdoor apparel brand

USA based

1973

Services provided:
Second-hand an new items in-sto-re resale in store and online- on the road

Worn-wear: second-hand items ser-vice
Repair & Care guides

Environmental Assessments of Mate-rials since 1990

Social and environmental responsabi-lities regulations

Trasparent supplier and factory lists

Outdoor event, on the road European events, community sens

Brand collecting resources for the outdoor living based on sharing data, guidebooks

Shopping stores: Worldwide

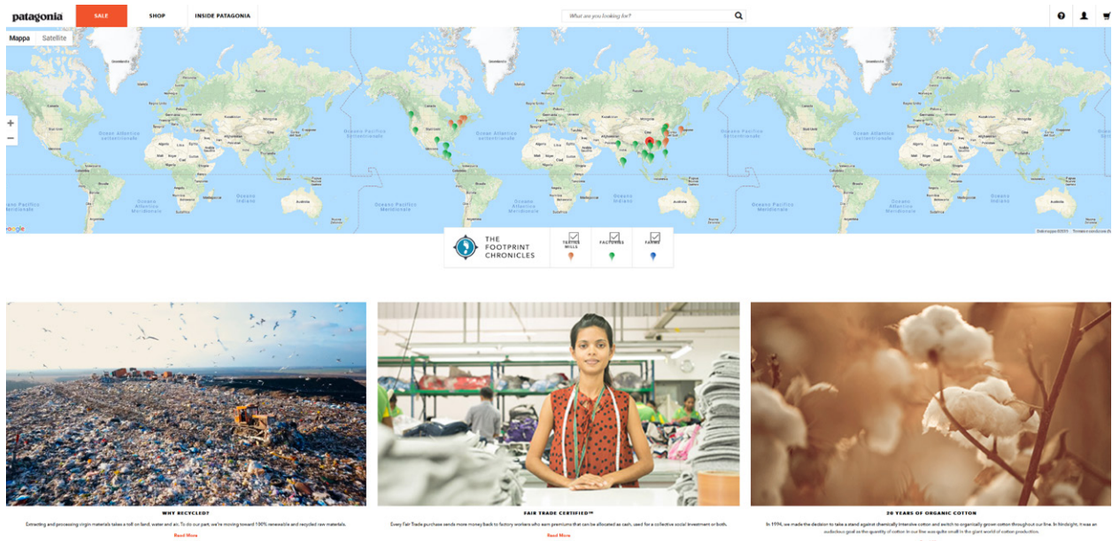


Figure 88
Patagonia Fo-otprint chronicle. Source: https://www.patagonia.com/footprint.html

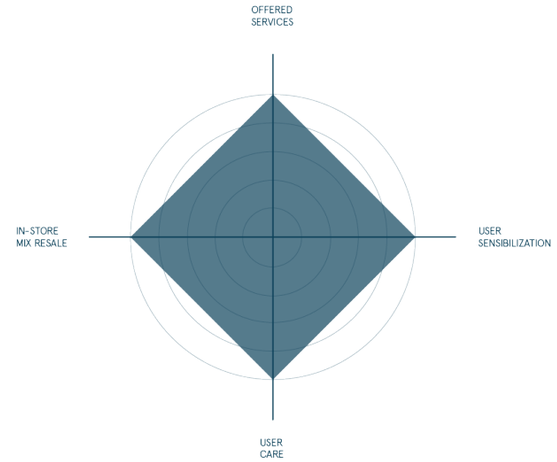
Patagonia is one of the most well-known brands for sustainability approach using recycled material for its garment composition and historically one of the first brand directly communicating the environmental care approach. the sustainability approach aiming the company comprehend all the label supply chain, including tools, requirement and tracking od the environmental and social impacts.
Patagonia clearly declares Factory, suppliers and principles within them, providing a very clear states on the way they think and product.
Patagonia Factory Scoring System, Principles of Fair Labor and Responsible Sourcing, atagonia's Workplace Code of Conduct and Patagonia's Social Responsibility Benchmarks are only a few of the freely downloadable data that the Brand provides.
Moreover, central aspect of the brand is the effective principles and models introduced in the productive chain in order to obtain new material by recycling materials or monitoring system that defines impacts of the producs. Specific environmental assessment are declared on the ***www.patagonia.com/reference-library.html***.

Patagonia: social responsibility and "Migrant Worker Employment Standards"(45)

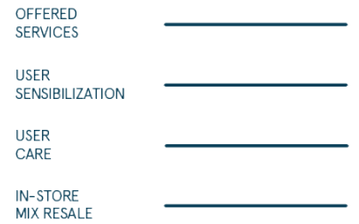
Patagonia is defining its brand identity including also a clear statement about the company social responsibility. The labels interested into the sustainability of the product want also to ensure working condition and salary to the supplier in collaboration. The Patagonia brand is evaluating standards for hiring factory that respect human rights thanks to the collaboration with the Verité (46) —an independent, nonprofit organization that conducts research in this field. Moreover the Patagonia brand is listing a Migrant Worker Employment Standards that cover the rights and regulation for the overseas employee.

(45)
Migrant Worker Employment Standards: https://www.patagonia.com/static/on/demandware.static/-/Library-Sites-Patagonia-Shared/default/dw604fc14d/PDF-US/Migrant_Worker_Employment_Standards.pdf

(46)
Veritè NGO, www.verite.org



Patagonia Kiviat diagram. Source: the Author



Patagonia score. Source: the Author

Figure 89
The Activist Company, Patagonia. source: https://www.patagonia.com/the-activist-company.html

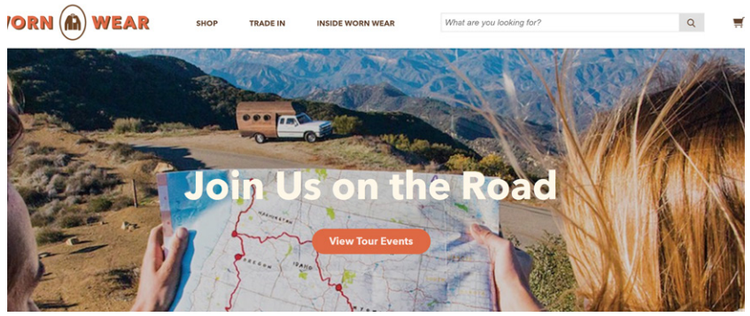


Figure 90
Patagonia Worn wear European tour event. Source: https://wornwear.patagonia.com/events

Patagonia Activist Company

With a direct involvement in the social and environmental causes, Patagonia Activist Company, is an effective and operative community that fight for more adequate and conscious approaches. Not only in the fashion industry field, the Patagonia Activist Company acts on urban protest in order to generate an awaking o the social American communities.

Worn Wear Patagonia

Worn Wear is the specific branch of the label that collects clean inspect and resale the used Patagonia items. With a selection of no skin contact garments, Patagonia assures a service that extends life span assuring the possibility to return the items bought and a guarantee of one year for the items purchased. The services provide some local touchpoint were send used items and receive compensation up to 100 dollars. The bonus can be spent on new items as well as in the used one.
Until today the services were available only for US client, but since this summer the Patagonia Worn Wear is now expanding to Europe through a happening- tour. The Patagonia van is driving through France, Britain and Germany to meet the European client and offer them the possibility to return and buy used items.

This kind of event gets visibility to the program to gather together people and to create information in between the user and also getting credits about social diffusion of such event.

Repair & Care guides

In order to keep the porduct on the loop as much as possible, the Brand rovides a Repair & Care guides, an effective guide for how to **care, clean and repair** the Patagonia items. The company offers a consignment for let's them reapir the product and to bring back the items i the original conditions.

FASHION REVOLUTION

14

Fashion Revolution is a global movement for fashion industry that values people, the environment.

UK

2017

Services provided:

Garment Worker Diaries: project aiming to generate knowledge about the human role behind the garments production

Informative resources and data collection, Books, guide, statisitcs

Fashion transparency index:

Partner: 100 Countries

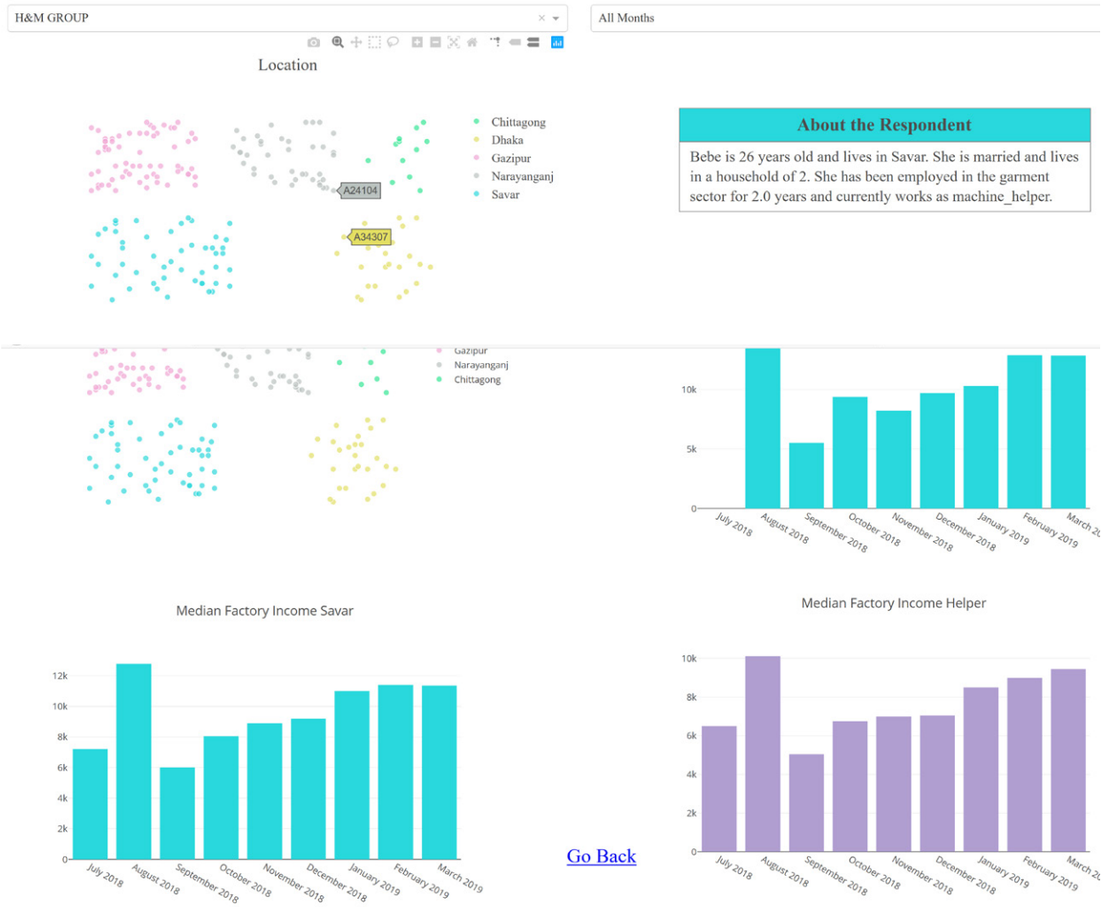
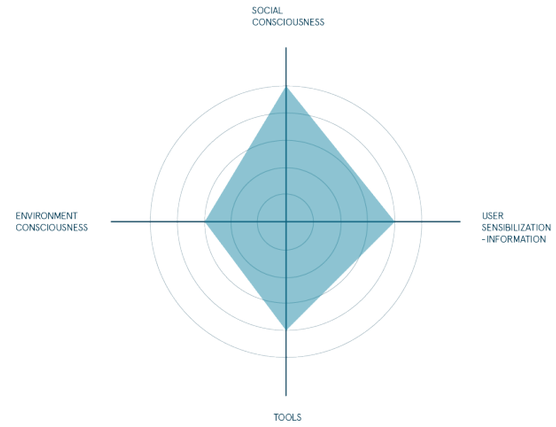


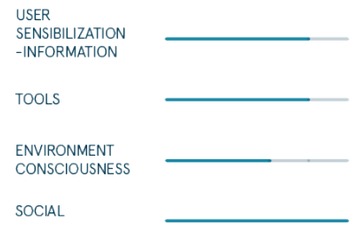
Figure 91
The On GWD data portal that shows brand involvement in the geographical areas, example of H&M Group. Source: https://gwdpage1.azurewebsites.net/

After the catastrophe that occur in the Rana Plaza factory, Bangladesh 2013, the working condition of the fashion factory get visible the poor and no longer sustainable condition of this sector.
The fashion revolution global movement project aims to generate knowledge about the human role behind the garments production.

In order to specific stress out the situation of the main players country, Cambodia, India, and Bangladesh, the FASHION REVOLUTION embraces a project, **Garment Worker Diaries**, in collaboration with NGO defining the **living and working condition of the Fashion productors**.
The result investigates 180 women in each of the countries on their weekly working attitude, fixing parameter of wages, working hours, factory conditions, family life, education, expenses, savings, loans. This research gives the opportunity to link specific condition of country and factory thanks to the Fashion Revolution's Fashion Transparency Index database and the Open Apparel Registry.
The two tools allowed to define the effective impact of the global fashion company in each country, classify the wage rate of specific areas and tracking the socio-economic impact that labels have on different geographical areas.
Addressing supplier list and specific parameter of working hours workers number and demographic data is possible highlight on the condition of fashion in underdevelopment Countries and to create readable situation of the investment in each region.



Fashion revolution diagram. Source: the Author



Fashion revolution. Source: the Author

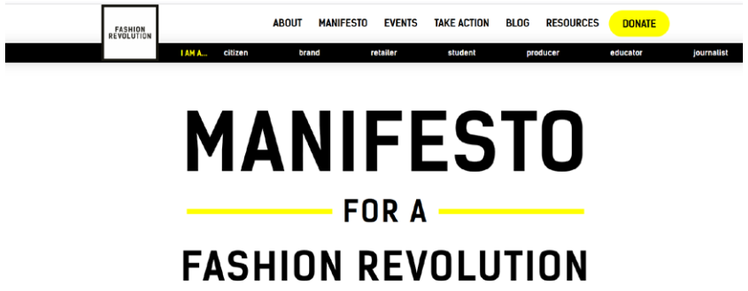


Figure 92
Manifesto of Fashion Revolution. Source: https://www.fashion-revolution.org/manifesto/

Linking supplier list and socio cultural specific data "The On GWD data portal" developed defines the holistic conditions behind garment work of the brand. User can easily access to information about what is the real, true cost of the clothes they buy and define the real policy of labels. From the brand point of view the project is not only a real answer to the transparency request of fashion system but is also a valid tools to control social situation in underdevelopment areas.

Fashion transparency index

In the actions that The Fashion Revolutions is developing, intresting is the benchmark definition of the transparency index. Data about the current adoption of transparency in the fashion field and the effective methodologies that the brand acts to obtain it are listed in the Trnsparency index report (47).

(47)
Fashion trnsparency index. Source:https://www.fashion-revolution.org/about/transparency/

Close The Loop

15

A guide toward principles of Circular fashion industry

Belgium

2019

Services provided:

Garment Worker Diaries: project aiming to generate knowledge about the human role behind the garments production

350 relevant Case studies

strategies for each productcycle phases

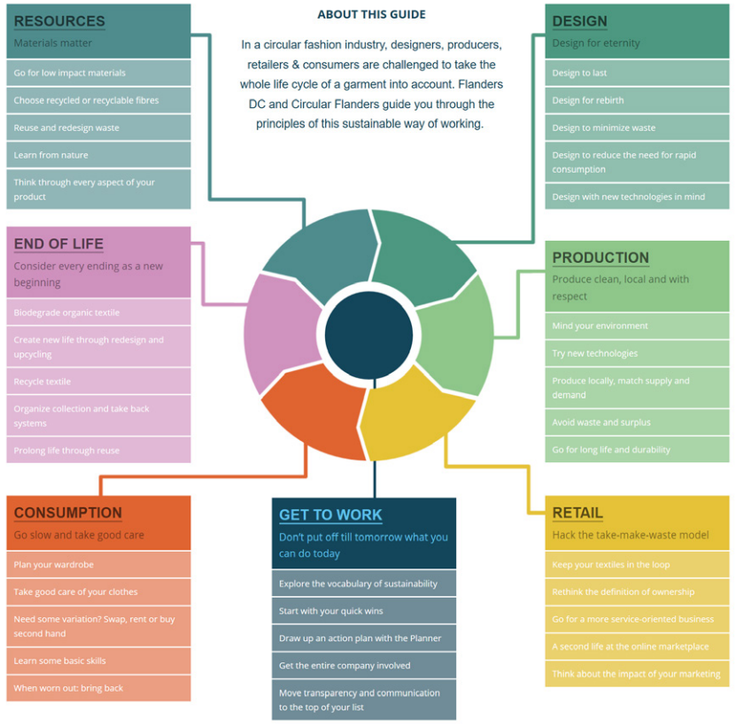
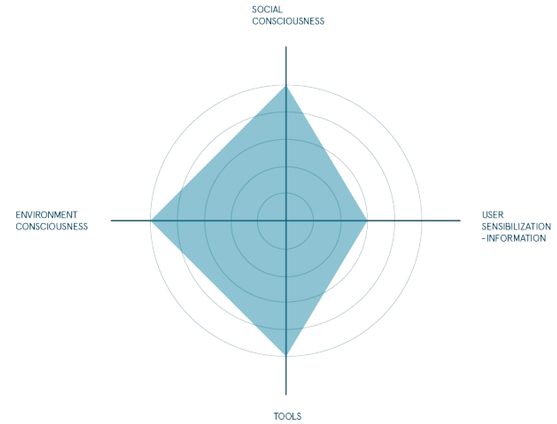
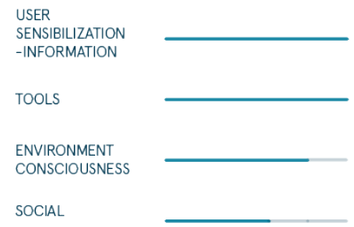


Figure 93
Close the loop Tools six phases. Sources: The Close the loop website, https://www.close-the-loop.be/en.

Parallel to the Ellen Macarthur Foundation, many other examples of tools and guide has been developed to spread the Foundation's sustainability fashion change.
Close the loop in partnership with Plan C, and Flanders Fashion Institute (FFI) developed a tool guide that lists down the sustainable working attitude and procedure in the fashion field. Close the Loop contains the full framework in which Circular Economy actions can take place in the fashion industry: designers, producers, retailers & consumers. Those players are interrelated within the guide tools in order to create a full picture of the possible areas of implementations of the textile manufacture, offering process and suggestion to enter this sector. The guide is divided in different lifecycle phases that allowed to extend and redesign the lifespan of the product. Resources, design, production, retail, consumption, end of life are the six areas of the tools.
The holistic guide is composed of an illustration of each phase of garment component and possible interaction of this with more sustainable strategies. Each phase contains five designed strategies to implement sustainable actions.
Moreover, the tools provide a database of 350 different relevant case studies of Brand that embraced Circular Economy models implementing one of more of the six phases.
The online platform is enhancing circular action toward each step of the chain, also focusing on the local system and the exposition of the garment to the users.



Fashion revolution diagram. Source: the Author



Fashion revolution. Source: the Author

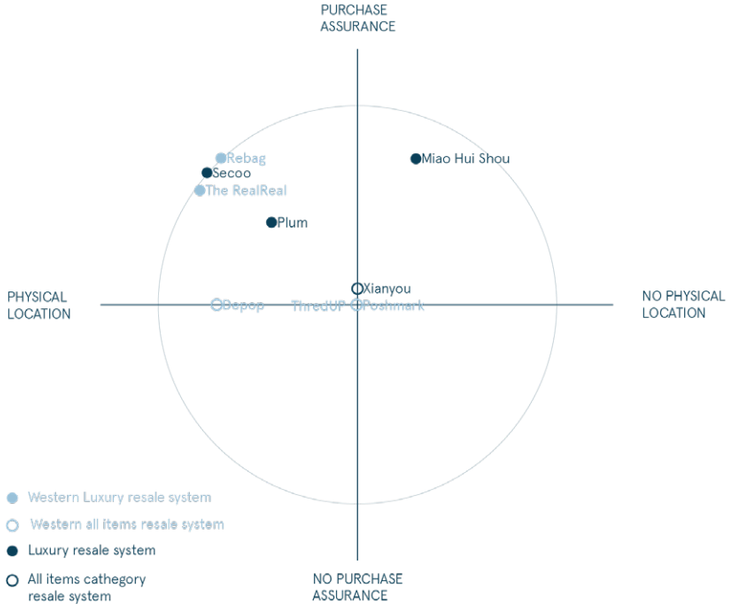
5.7.1 Second-hand services Comparison in the Chinese and Western Case studies

In the overall services analysed the author in the services of luxury and all category items resale, is possible to state a relationship that helps to state the maturity of the current second-hand marketplace.

Findings

In the Western and Eastern services all the luxury resale typology is strictly related to a high purchase assurance system.
The higher purchase price let the user fid a need for trust and authenticity in both of the consumer base. Not only related to the cultural fears of the Chinese consumer toward fake items, also the Western shoppers need for an authenticity confirmation.
For the sector that does not include high-end products the authentication procedure al not included and not relevant in the consumer need.

The physical purchase location is also another evident element related to the luxury purchase. The need for a physical in-store experience defines in user more acceptability and more consumer cares, differing from the more basic services provided for all items category.

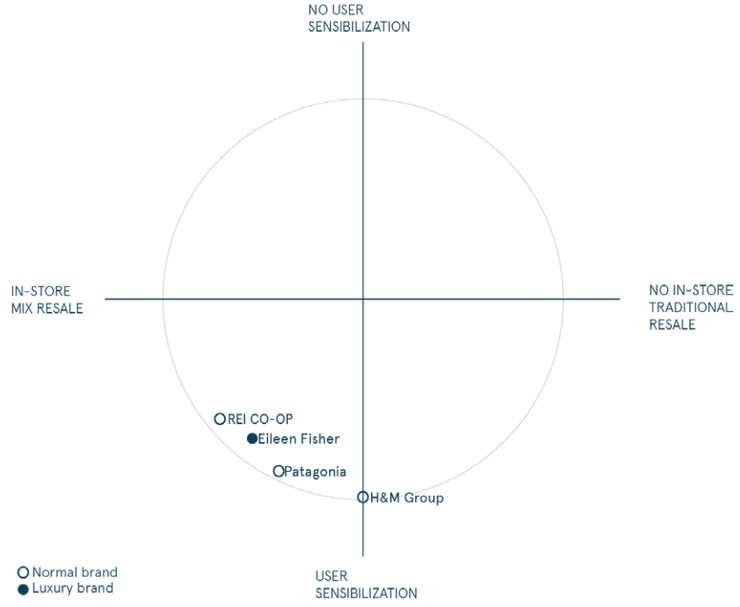


Positioning map of Chinese and Western application Case studies. Source; The Author

5.7.2 A compariosn of brand in store resale collection of second-hand

All brands involved in the comparison are embracing massively the Circular Economy principles in the overall aim and direction of the Companies. A relevant insight is the user sensibilization adopted by these labels in order to inform and spread their design directions. This connotation reflects the purpose of teach a new consumers behaviour and lead a consumer base able to understand and act in a more sustainable economy.

Moreover, many are the store that are today embracing a **mix-category of sales** goods inside physical an online channel. The presence of labels that, in order to reflect sustainable attitudes and stop the overconsumption trend, decide to reduce the new col-



Positioning map of Western brand Case studies. Source; The Author

lection sales area inside their store is a relevant trend to be highlighted.
More than an only brand positioning and state, these **brands** that **directly invest in their store** and in renovation and after care on their product are depicting a **new scenario in the traditional retail systems**.
Usually related to the electronic sector of the market the **after-purchase care services** is now going into the fashion industry as a trend to provide the clients, as an extra statement of the value of the product itself.
Moreover, the acquisition of mixed resale retail faces a need to redefine spatial disposition within the traditional brick and mortar layout, to let the two function of new collection and used items resale be able to fit a same boutique.

5.8 comparison of the areas of action of the Case studies

The all cases analysed are different in the embracement level of Circular Economy and sustainable attitudes but is possible to state and cluster majors' areas of intervention to insert parameter in the analysis of them.
Retail presences, actions toward end of life, production implementation in the industrial systems, charity donation and programs and information provided in order to sensibiliser the users are the main common aspect analysed.
These parameters are connecting a s a "fil rounge" the overall selected Case studies; embracing partially or more consistent one or more clusters, the case studies singularly frame a specific intervention that the labels is today offering to a new conscious base.

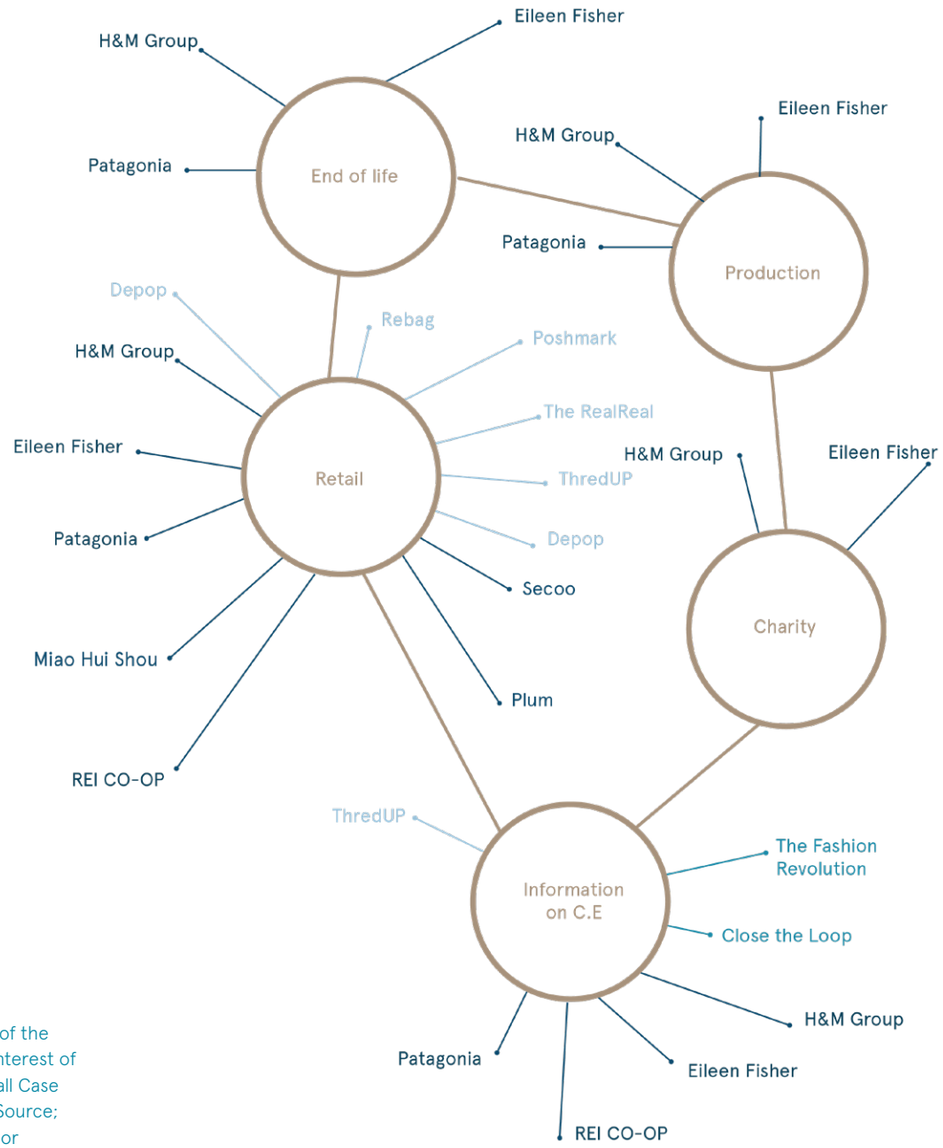


Diagram of the area of interest of the overall Case studies. Source; The Author

Chapter 6
Retail design: a multidisciplinary practice

In order to further analyses the practical value of retail design, the Author focuses on the multidisciplinary character the interior design practice, focusing on how the commercial spaces are today turning. The effective role that the commercial areas are having in nowadays life is easily visible and could be stated as representative of essential moments in the daily social life.
Much more than the specific functional restitution of displaying Goods (Francesca Murialdo, 2013) the retail is nowadays defining itself as a more complex relational based dimension. Designing spaces for social interaction, the retail design act as an intricate net of values and communication that stimulates and interact directly with the users.

6.1 Retail: from a good-centred to a user-centred system transition

The current retail dimension is an area that is characterized by a fluidity in its tools and methodologies. This distinctive point is a direct consequence of the retail nature: an area of the design that face, interrelate and integrate social and cultural aspect in its approach (Francesca Murialdo, 2013). Far from the initial concept of commercial typology related to the goods disposition and show, the retail becomes in the years an integrated methodology that embraces in its final restitution a multitude of corollaries components to the social- anthropological discipline. This shift has gradually moved the design practice from a discipline that centres in the promotion of the item the maximum value and importance to the understanding of a more relevant communicative system of values that can engage the user. Within this change the retail system faced the challenge to design for communication of immaterial product (Francesca Murialdo, 2013) that, to be efficient, need to be supported by a deeper interesting for the client.
In this transition, the role of the shopper and consumer has shifted, achieving a more powerful transition to the position of the user.
The retail areas could be for this reason defined as active learning that draws a connection between the space and the social context (Francesca Murialdo, 2013).
The retail field is not any more representative of the final transition toward adding value to a brand entity (Francesca Murialdo, 2013), becoming the chore of this communicative act. The traditional typologies and the selling process are overstepped by and interaction of values and expression that directly defines the new guideline for retailers. Those intangible ideals are the new key element in the commercial strategies defining the right level of engagement with a user that is even more internal in the overall purchasing paradigm.
A consequent typologies elasticity (Francesca Murialdo, 2013) is a fundamental element of the retail design as a new solution to combine qualitative and quantitative approaches in the new retail panorama. Boundaries between formal activity within the space are slowly shifting led by the central user role. The relevant position of the consumer inside the retail place is the translation of how consumption is influenced by social conventions and attitudes. Within the variety of option offered from the today retail systems, keep being relevant in this highly competitive sector is even more related to the knowledge of the users (Retail Trends Playbook 2020, n.d.). In order to access the right insights on the user need

and the effective utilisation they made of the current system is most valuable data information is for retailers. The data-driven intelligence is an effective system that supports retail within the goal of deep understanding users. The association of this kind of interaction with data bank is part of an even more "consumer-first retail" (Retail Trends Playbook 2020, n.d.).

6.1.1 Retail as a mirror of the society: design to project the relationship

At the root of the retail, the consume action is nowadays even more related to the overall communications channel developed explicitly in order to support it. The position that consumption has, and retail indirectly, interacting and shaping daily life is more than in other historical moments clear. The role of retail in the cultural and social context in fact, completely changes during specific years, becoming today a real tool to compare the society itself (Francesca Murialdo, 2013). The retail is deeply affected by socio-cultural changes that reshape the boundaries that have for years defining the role of commercial institutions.
Permeated by the society at the same time influencing it, the role of the retail design on the society, originating a dualism of entities interrelated each other.

The importance of experience-based spaces

The relationship that the retail has with its consumer is designed to fascinate a and directly involved them. In order to fulfil consumer expectation even crescent, the retailers need to quickly update themselves trying to offer the most innovative solution in the store. This in-store experience is as an incisive way to engage users and drive the relationship that bound shoppers and labels, becoming one of the features that are directly enhancing the user's memory about the brand.
The focus on the experience values is a remarkable strategy for retail in order to keep being relevant and impress the users, in the revolution that retail faces in the last years. The constant transition to e-commerce required, for physical spaces, even more, continuous research on adopting experience.
Retail spaces are now, even more, designing within the experience the value and that labels want to boost, focusing on this as a real element to remain valuable on the market.
Many are the technique that brands are innovating in order to keep fresh and surprising their relationship with the consumer. All the practices relating the user engagement are related to the main commune concept behind: transform the walking throw a store or windows display from a passive activity to an active one.
In order to transform the role of the users, their direct activation is the goals that all the experience tend to. Some of the technique effectively translate the needs for "activations" the primary role of the exhibition itself, engaging the user in physical activity within the store. Other, intend the activation in a more metaphorical acceptation and invest more in the intellectual and senses stimulation.
Following are examined some of the most relevant and conventional approaches visible in many of the contemporary stores.

The experience framework

The experience framework
The range within the experience takes place to integrate a different kind of areas and reflect on different kind of users. In order to do not intercurrent in a gap of analysis, the Gensler Group focuses on a specific framework that states specific parameter to identify and classify the are of the intervention of the experience. Within this range restriction, three are the central aspect to be intended in the qualification of the experience. In order to filter intangible user's behaviour or expectations, the tools offer a way to organise in a holistic parameter the overall factors. The tool identifies the parameter of Interaction, Expectation and space as an essential filter of

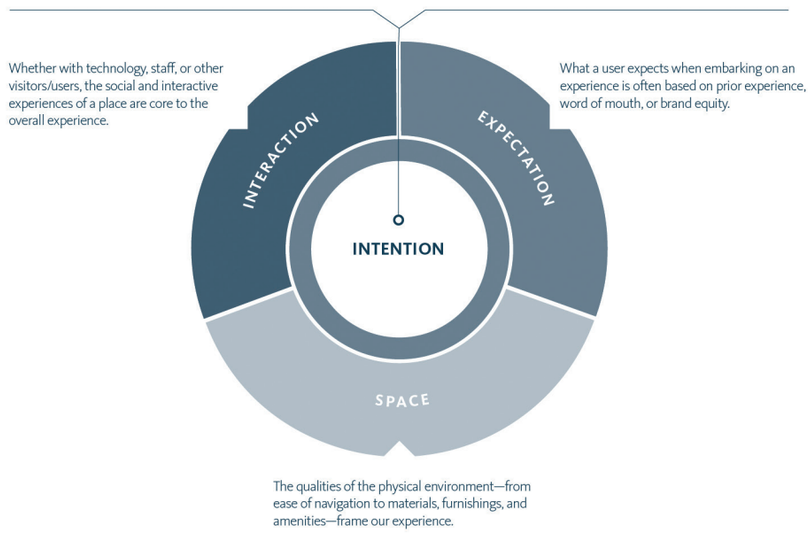


Figure 94
Gensler Experience Framework.
Source: Gensler Retail experience index, Gensler Research Institute.

the Experience creations.
Expectation elements refer to a previous experience that the user did and that led parameters value estimation in user thought. Interaction intends the level of communication that the shopper has within the retail place both with technological touchpoint and sales assistant. The parameter of the space defines the physical elements of the experince instead, as the environmental and spatial quality within the experience will take place.

Current Retail Categories

In order to classify further the multitude of experience that the retail scenario is today offering and better analyse the kind of intervention of the three Experience framework parameters, the Autohor clustered the typologies based on the generic approaches that the experience based on.

Technological innovation

In the latest retail trend, technology plays a central role, driving the retail of the brick and mortar even closer to e-commerce offers. More than a multichannel experience recently, the innovation in-store uses technology integrates within the boutique, creating new scenarios for the experience. The smart tech utilisation is today shifting retail not only in the intelligent and functional way of living the retail visits but moreover are driving new possibility toward user engagement. From users support in-store actions to engage shoppers directly, technology is becoming a permanent part of the store design with multiple touchpoints.
Since the relevance of this cathegory is possible to classify differt grade of adoption of technological solution in the retail and constantly identify tech category within the other lassifications.

Data-led retail

Most of the leading retailers are today investing in user data collection, defining this as one of the most critical parameters to offer a better service to the client. The data collection offers a relevant action to keep being relevant within the even faster-changing consumer group. The data collection procedure, as a tangible procedure that requires user consensus (Retail Trends Playbook 2020, n.d.), is also defining palpable restitution toward user experience. This methodology offers possibilities for both parties. Ensuring to being up to date on users behave and needs, the data collection methods make retailer available to anticipate trends and keep them relevant (Retail Trends Playbook 2020, n.d.). The relevance of collecting in-depth information on shoppers defines the possibility to lead the design within a specific direction based on specific purchase and users' patterns.

Personalisation

The relationship that intercurs between user ad brand is the loyalty parameter that bound consumption trend within the market. The closer relationship that intercurs within label and shopper much more the user ill defines the brand presences as leading its shopping behaviours. Personalisation, within this context, one of the most used models to gain shopper loyalty and brake the scale of the users and companies. The force of personalisation is defined y add the value of uniqueness to the mass product. This additional parameter could be assigned to the product itself, modifying the object or more indirectly with a powerfull consumer studies purchase experience.

Sustainable awareness: recycle and reuse material in retail

A tendency that is gradually following the generally sustainable awareness, the utilisation of material coming from other substance or reutilising the elements itself, are two main retail directions that today's retailer is started adopting massively. In an optic of responsive actions, the material inveolved in the environmental retail place are considered as foundamentals not only in the circularity of the systems itselfs but, moreover in the awarenes that this has on the users behaviour.

Retail personalised experience

Leading the in-store experience activity such as personalised relationship is a way to define specific connotation in the user purchase trend and moreover driving them in a remarkable experience.
Thanks to a closer relationship with the consumer, the personalised service breaks the scale between brand and consumer. The engagement that retails most frequent try to gain is the introduction in the commercial approach a "one to one relationship". This acts in communication with the user more directly, and specific, evocating in the consumer a preferential treatment studied on its specific needs. Up to 80% of consumers (Retail Trends Playbook 2020, n.d.) declared to prefer and select brand offering personalised experiences and that this element effectively interacts to their purchase actions.
The approach designed seams not being anymore related to a target group but, to a direct interlocution that brand establishes with the single user. Customisation as other retail strategies is, for instances, a technique based on the high personal approach of brands toward consumers.

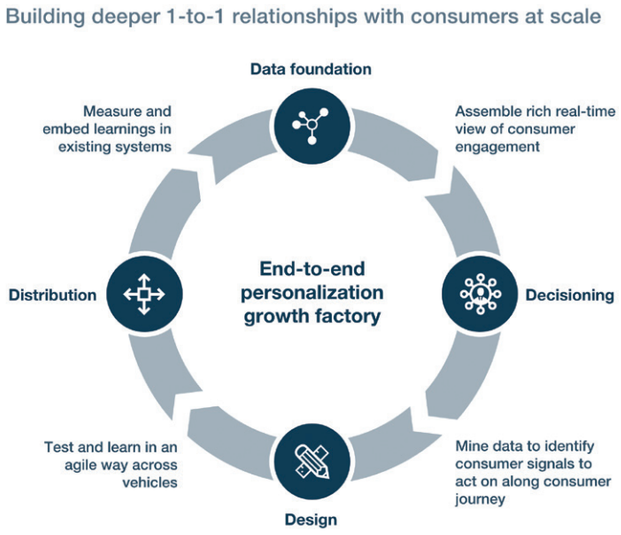


Figure 95
1 to 1 consumer relationship models. Source: https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-heartbeat-of-modern-marketing

Customisation

Customisation is an essential commercial tactic to determinate a grade of priority of the users within the mass. Gaining a sense of exclusivity, trough customisation is possible to generate user-centred services that aim to remark, even in mass production, a connotation of tailored approach. Adding extra value to the normal goods, the custom-mode identifies consumer care services that evocate a way to keep relevant in users' sight. Customisation can be carried from the retailer adding detail and extra element according to the user pretences, letting play the shopper within few possibilities. Moreover, the custom-made process can be directly handled form the client, letting customers "build" their products with more freedom ad just following guideline and shopper suggestion.

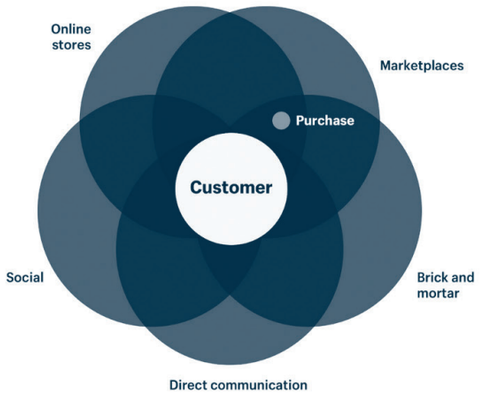
Technology Retail based

Due to the large adoption of innovative digital contents with the contemporary retail situation, the adoption of tecnological elements is getting massive imporance in the store experience definition. Offering remarkable in store experience, this ambit of the retail is today shifting from the more functional utilization of technologies within payment ad practical procedure, to the more intangible representation of the additional value within the uses perception of the retail visit.

Cross-channel experience: omnichannel retail experience

Within the high development of the e-commerce sector, retail is today shifting within the online and offline channel, offering a way to homologate and integrate these two entities. The experience offered in the digital or physical channel is today obtaining the possibility to extend fallowing the users even outside the shops. This kind of personalisation let the user feel free to shift from the digital to the in-store experience, having the possibility to gain information that can be applied in both of the channels. The homogeneous and parallel development of the two reality of the retail is selected from the users (Retail Trends Playbook 2020, n.d.) as an effective solution. The synergetic implementation of the online and the offline is part of the personalisation current tendency of the retail system.

Figure 96
Comparaive models of the Omni-channel and Multi-channel retail experience. Source: The Ecommerce Fashion Industry_ Statistics, Trends & Strategy.html



Data-drive retail

The Data-drive retail offers a specific approcah based on situational user targeting to influence purchase behaviour. Creating retail situation hightly related to the local and analysed context, this retail practice focuses on specific parameter and direct applicability of design solutions that strecIty fits the context. Part of this classification is the retail solotuion based on cultural model or on memerchip and exclusivity approach are largely affecting today Retail scenario.

Retail solutions based on Cultural models

The retail areas of research find two parallel schools of thought that are equally developing exploring the market based on different approaches. The discipline of design is used to investigate retail solution focusing on the interpretive approach of its element (Francesca Murialdo, 2013) is the first path of investigation. Another is instead, the approach of cultural models' study toward the acquisition of retail solution (Francesca Murialdo, 2013). This last results as an interpretative approach that combines an in-depth analysis of the social and cultural parameter following design restitution that focuses on the circumscriptive local reality. The cultural models' studies provide synergetic restitution of different relationship that invests not only the spatial-consumer rapport but, moreover provide a to a sophisticated level of interaction between material and immaterial conception mediated by the cultural approach. This process defines meaningful overall restitution, a system of values (Francesca Murialdo, 2013), result of the character of a specific local frame. It creates the value of the space as a mirror of these considerations, approaching directly the way users behave and interact with the commercial spaces and the tendency that the social environment is shaping. The experience is gaining the central role of the retail area, determining specific scenarios of interaction and depicting aspects of contemporaneity; it led, within experimental approaches, to new future intervention.

The practice of living, interacting and behave are directly indagated, as the main cultural parameter, and integrated in the retail design practice. From this research emerges the need to transfigure nonmaterial relationship in a physical defined commercial area. With the needs to represent immateriality, the retail practice is shifting its traditional methodologies, evolving toward a multi-comprehensive approach within psychological and social attitudes.

The cultural-based model of research moves forward the user-centred approaches defining a site-specific definition of retail solution based on precise user needs. In order to provide community-based information, many new retailers are testing new

concept store that generates from local and small geographical consumers areas. Most of the leading cases existing in this range of retail are interacting within the target user group, offering services, events aiming to lets the company know more about the users (Retail Trends Playbook 2020, n.d.). The final result of Nike By Melrose or the North Face Manhattan store (48) and Adidas Speedfactory program (49) is examples of how the communication and data sharing about the user knowledge and preferences could be implemented in the retail design, rising new design direction specifically based on cultural and social information.

If the even more transparency is adopted by the company to provide supply chain information and supplier list to the client, a similar transparency tendency is now in the consumer willingness to share data. Most of the consumers are now aware of the importance of sharing information and preferences about their purchase (Retail Trends Playbook 2020, n.d.) recognising how the user investigation could generate improvement with the brand. This transparency tendency and data intelligence are two parallel examples of how the retail is working toward cultural and social design restitutions.

This second method is the design practise that has been selected to the Author.

The research aiming to amplify the awareness of the specific consumer of the Chinese tier-one cities is deeply related to the cultural-based model in order to provide an understanding of the Chinese consumers and their needs.

(48)
North Face concept store: https://hypebeast.com/2018/11/the-north-face-prototype-concept-store

(49)
Adidas Speed Factory program: https://www.adidas.com/us/speedfactory

6.2 Experience design categories case studies

Following are selected relevant case studies of retail, pop-up store, and concept store that defines examples of the leading experience design methodologies adopted by the current retailers. Categories are used in order to determinate the area of primary interventions that retail is currently implementing. Offering a different kind of in-store experience, many are the direction of the parallel developed by the most relevant company in order to keep themselves relevant offering the client an experience that is much more than the industrial action and purpose.

Zero waste Bistrot is an example of how to amplify user awareness of sustainable solutions. Another example of enhancing in the interior project the sustainability sensitisation is the Aesop store in Los Angeles, that involves in the project only reused materials. The Nike Reactland project focuses on defining direct user interaction and gamification for selling new products. Nike by Melrose store, defines the category of the community-based design, being a remarkable example of in-depth personalisation tendencies. Multiple is the adoption of digital intervention to drive personalisation approaches and specific user in-store activation. The technological innovations case studies specifically refer to a different area of intervention from one more centred on supply chain innovation. Fruit of the Loom case, or more gamification centred approaches utilised in order to increase immersive user experience.

Index of experience design categories case studies

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Zero waste Bistro

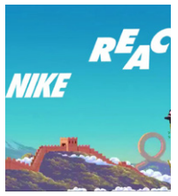
2

Aesop store DTLA store, Los Angeles

3

Fruit of the Loom culture of intelligence

4



Nike react: React-

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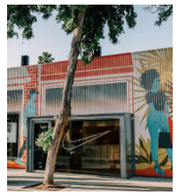


Nike Live: Nike by

Sustainability awarenes cathegory

Material Recycle

Within the category of retail aiming sustainability user awareness, the Zero Waste Bistro has categorised thanks to the adoption of a design intervention that globally takes into consideration the environmental impact of the retail itself. In order to reduce at the minimum the impact, Zero Wast Bistrot ensure a sustainable approach and is remarkable for its utilization of material with a previous function. The original materials' characteristics have bee turned, reusing them in other components.

Zero waste Bistrot

1

Pop-up store-uncompromising mission toward 100 per cent sustainable Bistro

Sustainability awareness category

NYCxDESIGN, USA

May 2018

Designed by: Linda Bergroth -zero-waste Restaurant Nolla in Helsinki
Client: The Finnish Cultural Institute in New York- WantedDesign Manhattan

Floor area: 70.00 M²
Submitted for: Sustainability Award

5 Days pop-up store

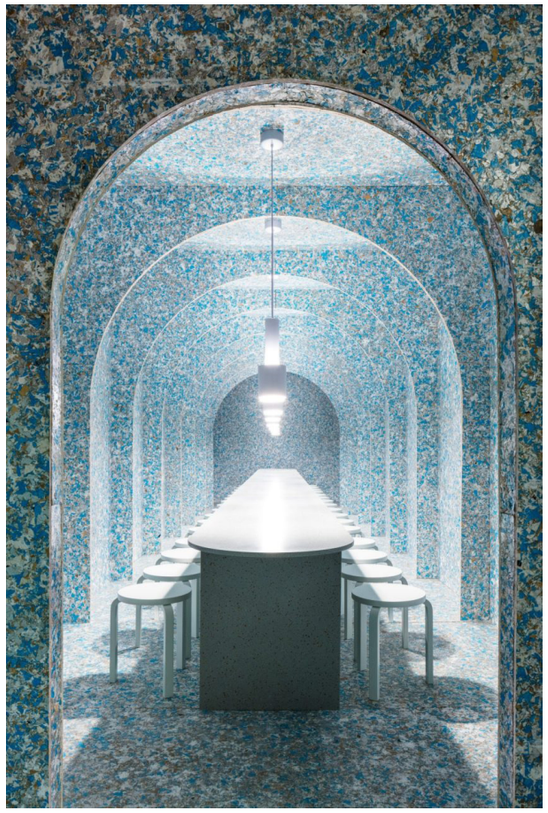


Figure 97
Zero Waste Bistro internal view. Source: https://www.archdaily.com/918806/zero-waste-bistro-restaurant-linda-bergroth

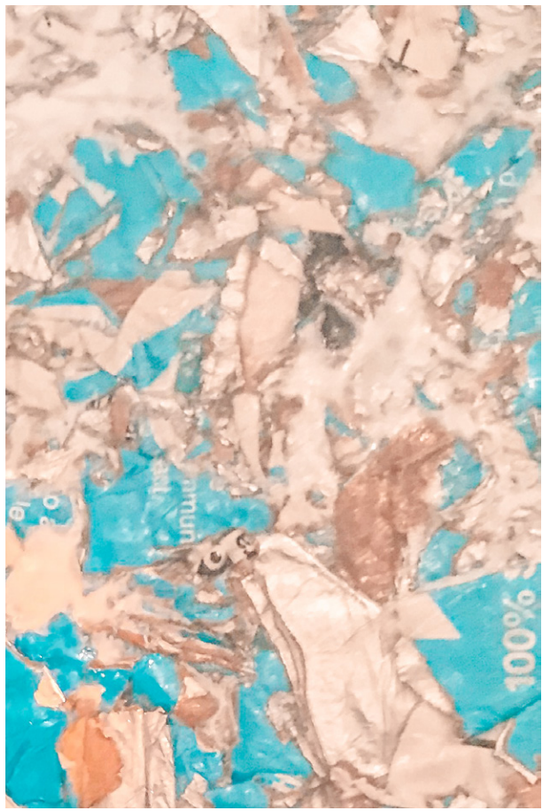


Figure 98
Detail of the tetra-pack packaging pannels. Source: https://www.theconsciousconnoisseur.co/dining-at-the-zero-waste-bistro/

The concept behind this temporary restaurant pop-up store is generating in collaboration with the Nolla restaurant, the first sustainable restaurant that produces local, no packaged food in the maximum respect of the environmental value and controlling the overall waste emissions.
The Zero Waste Bistro is a project built entirely of upcycled and recyclable materials that in its overall management and components base on the only utilisation of sources sustainable that came from the local territory.
Made with long communal table, space, furniture and table components are generate embracing circular economy within sustainable design solution and new material innovations.
Furniture is entirely managed by the **Durat material**, an entirely sustainable recycled product of post-industrial plastics, 100% recyclable.

The Recycled material is available in 300 different colours and is a product with a high standard of resistances and durability: for this reason, is possible to employ it in kitchen and bathrooms. Durat material is utilised in the table and on the plate design. Moreover, **tetra-pack packaging** from ReWall Iowa company, are re-utilised in the design of the overall restaurant, forming the panels of the structure.
Barcode of the packaging utilize in the wall panel elements are visible in the non-regular texture that colour the space with silver and light blue spot.

Figure 99
Detail of Durat recycled material. Source: https://www.archdaily.com/918806/zero-waste-bistro-restaurant-linda-bergroth

From floor to tableware, the integral components of the space are coming from recycled material and are designing to last.
The involved stakeholders of the restaurant are carefully selected, the food served Is coming from controlled local farms, assuring no plastic involvement in the transport.
Sending a clear statement toward sustainability, the NYC Design motivates users toward a form of conscious leaving and architecture. Defining a new way of a temporary retail solution that embraces circularity within its wall, a clear statement was declared during the design week. A practical solution that turns refurbishment of food packaging in a meaningful product and that moreover reuse and composted the waste produced during the Design week in order to eliminate as much as possible the environmental footprint of the events itself.

Sustainability awareness category

Material Reuse

The following case study is the example of how to amplify material reuse utilisation creating entire spaces that centralised on new elements purpose. This kind of experience focuses on the material new functionality and create a reflexive experience that let the user be more aware of the sustainability behind that choice.

Aesop DTLA store, Los Angeles

2

Cardboard tubes reuse within the all retail layout

Sustainability awareness category

Los Angeles Aesop store, US

March, 2017

Designed by: Brooks + Scarpa architecture Studio
Floor area: 70.00 M²

Discarded Carbon tubes from fashion industries

local context project connection

Situated within a historical theatre, 1929 Eastern Columbia Building, the Aesop LA store focuses on recreating a local connection of the designed concept and the store. The building situated within the core of the Los Angeles Fashion district aims to amplify user awareness proposing an entire shop layout composed by discarded material coming from fashion and costume word.
The carbon cylindrical tubes of the standard size of 6 inches are the most used material to transport the garment fibre.
The design concept base on the utilisation of those elements as unique astatic distinctive component distributing this within the wall displays counter and hanging lamps features. The overall layout of the space is shaped just in order to support the elements of the empty fabric strewn bolts. Within the disposition of the space, the ai of reuse and regenerate new functionality and uses to the material is evident within the space that appears warm and well-coordinated within the carbon tubes application on different store features.

Figure 100
Aesop store in downtown LA, internal view and details. Source: https://www.dezeen.com/2017/03/21/aesop-store-interior-brooks-scarpa-los-angeles-recycled-cardboard-tubes/

Retail personalisation experien-ce-Retail adopting technologies

Immersive commercial experience -Direct users' activation

This store selection aims to point out relevant retailers that are adopting user experience activating the role of the users within the shopping walls. Shoppers are directly engaged and stimulated within the retail store.

Nike react: Reactland

3

Immersive commercial experience installed in stores around China

Shanghai, China
Four stores and one pop-up location

March 2018- April 2018

Designed by: Wieden+Kennedy, Shanghai
Client: Nike

Submitted for: Product trial -Gamifi-cation base experience

Avatar user's configuration

Direct users' activation

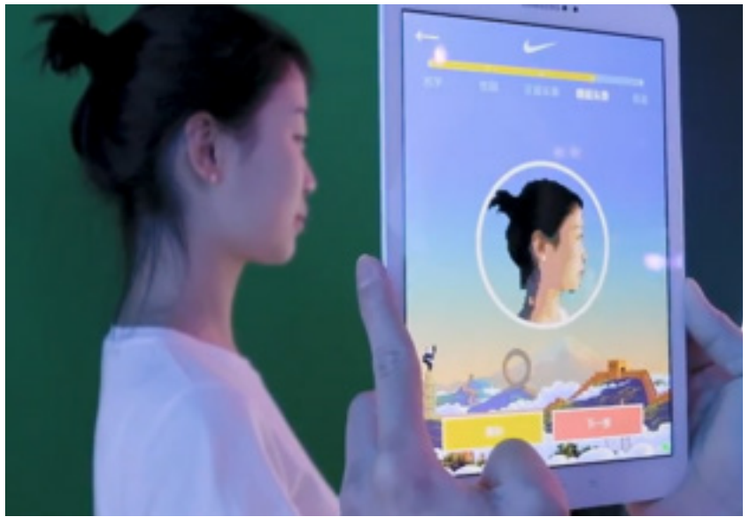


Figure 101
Detail of user sckan process. Source: https://www.unit9.com/project/nike-re-actland/

Figure 102
User experiencing virtual workout. Source: https://www.unit9.com/project/nike-re-actland/

Nike is a leader brand in the adoption of innovative solutions when came to presents new products, adopting strategies that gain attention and high communicative value.
For the Chinese consumers, an immersive experience was offered for one month in four strategic Chinese cities, in order to present the Nike react product.
Shoppers are **directly involved** in the experience are asked them to run on a treadmill and become **active players of a video game**. The user is transformed in heroes of the game having its photo was taken, scanning of it and consequently the creation of itself avatar. Passing these steps, the users can try on the shoes and proceed with the innovative **virtual workout**.
The digital experience trough a fantastical land is controlled by the user not only thought it walk and run on the treadmill but also a joystick in its hand. The attributes of the shoe (soft, light, and bouncy) are represented within the game trough specific scenarios that let experience the quality of the shoes itself.
After experiencing the game, the user can save a **short clip of his best record** in the game to share on the social media and as memories of its experience.

Data about the commercial value of the pop-up experience demonstrate that forty-eight per cent of the users who plays the game bought the shoes successively. **Product trial directly experiencing** by the user in unusual scenarios gain the attention of the users and increase the vending value.

"The concept neatly brings together a handful of features for the customer; A product trial, a fun experience with personalisation and a shareable at the end."
Alexander Horton, Director

Further adoption of this Chinese test has been done in Dubai and Berlin.

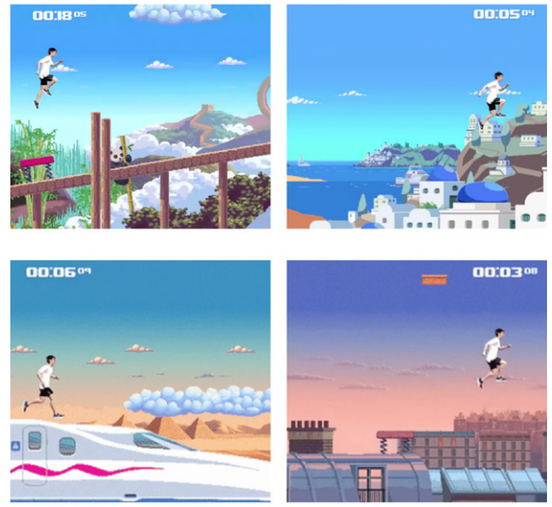


Figure 103
Detail of the gaming score and screen layout. Source: https://www.unit9.com/project/nike-re-actland/

Personalisation

Innovative technologies in supply chain

The Fruit of the Loom case study identifies the revenue capability of using technologies system at the stage of supply chain implementation in order to have an in-store personalisation system. The system design by the American brand defines the possibility to adapt the in-store stock of product letting the users have up to date items that follow the climatic and temperature changes.

Fruit of the Loom Culture of intelligence

4

In store stock based on forecast temperature

USA

July 2017

Designed by: Microsoft SQL Server Microsoft Azure machine learning -Power BI dashboard

Client: Fruit and Loom

Submitted for:

Perosonalisation of in-store stock

Technology innovation to respond faster to customers' preferences

prioritize and prevent in-store storage

Figure 104
Fruit of the Loom supply chain innovation. Source:https://news.microsoft.com/transform/12-degrees-of-transformation-fruit-of-the-loom-spots-winters-actual-arrival-in-the-data/

Figure 105
Fruit of the Loom supply chain innovation. Source: https://customers.microsoft.com/en-us/story/fruitofthe-loom-manufacturing-o365

Fruit of the Loom historical garments company decided to innovate themselves offering the client a new version of the old well-known brand. The company point everything on personalisation approach to gain user attention, supported by the considerable help of each system behind the purpose. The Label invests in data collection system that measures climate change and offers the client a service that lets the retail stock being adaptable to the climate changes. The services work within the first step of data collection about the forecast temperature parameter. Those data are collected and analysed by the forecast system that offers statistic about how the climate change within the analysed data. The successive steps relate to communicate directly to the retail touchpoint and offer sales stocks that, anticipating the needs could fulfil the user's expectation. This service offers an innovative solution toward in-store experience, offering a highly personalised choice of garments.

Basing the implementation on prioritising the supply chain, Fruit of the Looms integrated user data, information back of data to the historically founded product chain. Utilising business intelligence, the company reached a competitive advantage approach on the fast market, offering a specific user based approach within its worldwide marketplace. Supply chain and sales improvements and high-tech implementation are at the base of the system to reach this level of innovation and user care.

Data-Led Retail

User communities-target specific retail approach

The following case study is referring to a target-specific approach that determinates a retail system mirror of the users. In-depth analysis of the user's groups is requested in order to clusters needs and design practical, customised approach that reflects the communities desires. The relevance of collecting in-depth information on shoppers defines the possibility to lead the design within a specific direction based on specific purchase and users' patterns.

Nike Live: Nike by Melrose store

5

Concept store of products and services based on a deep understanding of the neighbourhood they are located

Los Angeles, CA, USA

2018

Designed by: Wieden+Kennedy, Shanghai
Client: Nike

Submitted for:
Community-based selection of services and items

Post care services within specific digital support

Membership priority services and recognition

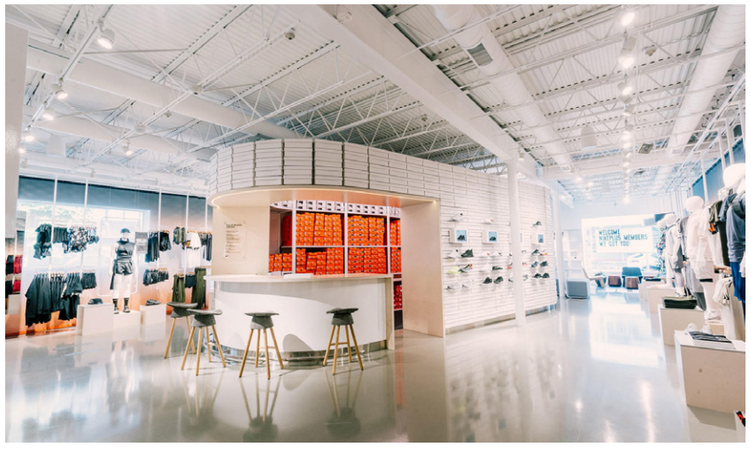


Figure 106
Nike live store. Source: https://news.nike.com/news/nike-events-september-2019

Figure 107
Nike plus service, Unlock Box. Source: https://www.unit9.com/project/nike-reactland/

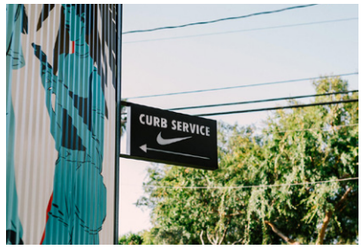


Figure 108
Nike Curb Service, space for the user care. Source: https://news.nike.com/news/nike-events-september-2019

Figure 109
Nike, The dynamic Fit zone. Source: https://news.nike.com/news/nike-events-september-2019

An example of in-depth research on the personalisation experience is the Nike live concept store in Los Angeles. Open its door in July 2018 this retail offers a great specific selection of product and collection that mirror the need and the purchasing tendency of the inhabitants. Referring to a specific target geographically defined, the Nike boutique offer services and product that is visibly following the lifestyle of the neighbourhood where the shop is located. The community-based concept drives the overall layout, goods and support provided to be designed site specifically and to face the local reality.
In order to gain this information, the Nike department collects data information and deep analysed the consumer base, offering an overall design that directly fulfils most of the target needs and desire. The collection of information was based on purchase history and services adopted by the **NikePlus loyalty program** of the local area during the years.

This shopping experience is all **dedicated to the NikePlus member** and give access to specific membership dedicated services. Within the store, the users can win or rewards products every two weeks using the digital vending machine within the store, the **NikePlus Unlock Box**.
In term of services, the Curb Services is a dedicated system to Returns, exchanges or purchases in a fast priority-approach.

The in-store selected items are partially refreshed every two-week offering the best choice to the clients. Moreover, the in-store experience can enhance the consumer care offering a specific relaxing area of the store, **The Dynamic Fit Zone**, to the treadmill test and users fitting care.

The overall experience is interconnected with the Nike App, providing more services to the Nike member.
This concept store is going to be proposed all over the world, creating new community studies in different Nations.

Chapter 7
data collection and concept generation: retail design as an opportunity for Circular Economy

The following section refers to the data that the author directly collected during the research. As a mix of expert opinion and user insight, this section has an essential place in the understanding of in-depth Chinese context.

7.1 Users investigation: questionnaires

The author focusses the research of her project on the understanding of consumer habits. The author settled down a questionnaires investigation to let better understand the relevant issue obtained from the desk research. Conducting a multiple choices questionnaire, the author investigates users focusing on the relationship between people and shopping, researching purchase attitude and frequencies and the relative favourite purchase channel.
The survey aims to obtain data about the different manners of approaching to the Chinese shopping system and retail, defining the diverse tendency that leads purchase in the middle-low range of items and the luxury purchase.
This research is aimed to understand the reason beyond the purchasing, engaging in the investigation of the needs that lead to the buy a new item, and the fulfilment raised by the acquisition. After the general understanding of shopping base, the core of the examination would be the comprehension of the contemporary Chinese consumer towards the second-hand market. In order to gain information on the diffusion or not of this, the users' feedback on this trend would bring essential insights on possible barriers in the diffusion of this tendency.
Another relevant understanding that author would gain is the position of shopper investigated on the counterfeit reality and purchase.
The behaviours of the hodiern shopper are fundamental for the author to achieve a socio-cultural understanding and settle physical retail that fits with the current consumer base characteristic.

The user questionnaires were led in two different English format, A and B, with the same structure of topic investigated, differentiating in the question shade.

Questionnaire insights

Respondents to the questionnaire are mirroring different attitude toward shopping tendencies and frequencies. The group investigated is male and female users in between 19 and 26 years old. The users are representative of two main groups: needs purchase driving shopping reason and leisure time shopping tendency.

Purchase tendency insights:
This division of the respondents defines the frequency of the purchase in once every month for the more need-based users and once every two weeks for the other relevant group.

Most of the respondent has admitted no reason to support a buying action and only the minority has a shopping practise based on real requirements.

Fulfilment on purchase choice

Fulfilment on purchase choice is a relatively personal interpretation: for some users, the discount is the most motivating reason to be proud of, for other respondents the purchase itself with no limitation is the origin of satisfaction.

Garment utilisation and frequencies of purchase

The utilisation rate of wardrobe supports those answers. The respondents that admit a leisure activity-base are mainly people who own more clothes and have a lower per cent of the use of the all clothes stock possessed.

Quality vs affordability

Willingness to pay more for a more qualitative high product is not the most important reason for the user to buy. Moreover, the willingness for a more affordable purchase price in high-end items is an option for most of the respondent.

Luxury purchase location, tendencies and attitudes

The luxury purchase is referring to a different tendency with respect to the low, medium-range items shopping. In the high-end field, the boutique as a trusted location is one of the most suitable places where users get information and directly see the items. Trust in the physical store is also related to the main issues of lack of authenticity in luxury; stores are emerging as one of the most important places were the approach if they look for authenticity.
Many respondents affirm to buy outside luxury China, confirming the overseas purchase tendency by Daiguo phenomenon.

Second-hand purchase willingness and limitations

In the obstacles toward utilisation of second hand are emerging as fundamentals hygiene issue and no confidence with pre-owned items.
Data about the willingness to buy second hand are supported by having no knowledge of the physical location of the store in Shanghai. The respondents do not know the information about second-hand store location or services. Only a few know the presence of second-hand resellers store in Shanghai but affirm a lack of information about it. In the services of second- hand listed, only the Taobao platform, Xiayou is the system known

from respondents.
Relationship with counterfeit items respondents all agree in the dislike for fake items and that they never buy fake items consciously.

7.2 Shanghai Secoo's store sales assistant interview

Secoo, as one of the most remarkable players in China in the second-hand luxury field, has been deeply analysed through an interview with a sales assistant of the Secoo's store in Shanghai.

Interview to the sales assistant of Secoo Shanghai store, Patrick Zhong.

Q1. Can you explain the purpose of this store and the services behind this physical retail?

A1: The Secoo company is a brand involved in the second hand of luxury fashion items. The Secoo system is mainly developed online with the application Secoo that shows the overall of the items we have. The Secoo company is collecting and selling luxury items, offering a sales channel to the client that wants to dismiss an item. Acting both online and offline sales, the physical shops are mainly showcasing for high-end luxury like jewellery and clock, the kind of items that the consumer is not going to trust to buy online.

Q2. How does the system work and how users can consign the items? Do you have a specific request to prove the originality of the goods?

A2:The consumer can sell the products in two ways: online and in the stores. The online submission collects the items just by a courier that pick up the objects at the consumer address and directly send them to the security check-in Beijing.
If the collection of the items happens into the physical store (in Beijing, Shanghai, Chengdu for China), the quality check can start immediately.
All our shops have a quality security laboratory within it. If the shopper can provide all the original recipe to prove the originality of the items, the value of the product would be higher and more easily sold. To high the estimated price during the evaluation process, the owner can provide additional guarantee such as the original packages and boxes, the inner labels or guarantees, the readable numeral code of the items and recipe of the purchase.
The evaluation process is a double procedure for the shops' consignment. The first check is proceeded into the store and provide a first evaluation and rough price quotation based on the items' conditions; the real authentication is on the specific

external laboratory.

Q3. Did the client need to pay for cleaning the items?

A3: The client can provide to clean the items itself in order to increase the evaluation of the product and present it in the best way. Our quality check refers mainly to the condition of the items, the cleaning services are not supported internally at the company but refers to third party. In the case of cleaning needs, the seller will pay a fee for the services.

Q4. Does the company own the items, or is just a showcase of them?

A4: We are an online and offline showcase for the client's items. They keep owning their product until the sale is concluded. Not only private client uses this service, but also multiband store that has no longer a retail space or that wants another channel to sell their items. In this case, the items are not a second hand but new; we are just like a no brand store, a multi-brand one.

Q5. Are usually the user clients interested in the new items or the second hand?

A5: Usually, the target is very demanding and careful. The users want to check the items directly before the purchase. For this reason, the new items are less sold compare to the second hand because a careful buyer wants to shop the new product in the original store and not in multi-brand store.

Q6. What is the target referring the most the services?

A6: Our clients are in between 35-45 years and generally living into the city for what I can affirm about the Shanghai store. Most of the users of our system are clients that have many luxury items and want to sell it because they receive a gift they do not like or maybe the item is not fashioned anymore, and they want to get rid of it. The physical store, in general, is visited by a person who wants to buy luxury items with a little discount. The main activity within the store is from the client that came for buy not for sale.

Q7. How many clients visit the shop daily?

A7: Around 100 persons for a day with more afflux. During the weekend days, the clients are more.

Q8. Are there any differences in the online items and the one in the physical store?

A8: The items within the physical stores are a few choices of what we have online. The shops, as mentioned before, is mostly frequented by the person who wonders about buying

costly items like jewellery or clock or items that generally needs to be worn to understand how they fit the body.

Q9. If the physical store is more related to the object that needs to be fit on, why there is only a few shoes and clothes?

A9: In China, people do not like wearing an item that someone else worn before. The few pair of shoes are almost all of them with the try-on covering plastic below the shoes. The shoes are never worn, and this is the only reason we keep it in the store. The few closes we accept are new or not worn more than a very few times. The quality and cleaning condition for clothes is more accurate than the selection for the purse.

Q10. How long this store exists?

A10: This Shanghai store exists in the past seven years ago.

Q:11. Do the current services provide just sales or is also working on short-term renting items?

A11: We sell the items only. To be more explicit, the client coming into the physical store mostly to buy and, a few, only for the purpose the item to sell. Is not allowed to exchange one item on consignment with another one that is exposed. The single item has a singular purchasing sale trade; they cannot be mixed and charging an extra value to obtain a product from another client. The sales do not allow any renting or short-term acquisition.

7.3 Collection of literature findings and user insights

The concept generation is the result of the research frame and criticalities defined in the study. With the concept generation, the author focusses the attention to the specific challenges that the project would aim. Doing so, the author would generate concept directions that lead to the following design practice. The collection and comparison of literature and user data is the first step to filter and reassume the criticalities.

The resource conducted, inclusive of literature and user research, lets the author state the presences of different pain points that the exanimated field claim out. The following list of salient topics is articulated with user and literature data in order to provide a comparison of the two results.

1 Lack of cultural sustainability diffusion

Literature findings

The central aspect that drives the analysis is the lack of culture toward fashion sustainability. Specifically, toward sustainable behaviour that generally attach daily shopping habits, the attention toward a greener consumption is applied but still too small integrated into the user interest.
Data (Biondi, n.d.) about the reason behind the adoption of sharing services demonstrate that, even if the sustainable interest is in the back of the mind of most of the Chinese consumer, the main reason is the economic advantage that such model offers.

User insights

In the exanimated group of young Chinese, the knowledge about sustainability for fashion is not mostly diffuse. The main aim to move to the utilisation of the sustainable and sharing service is strictly related to the need for affordability and only partially related to the environmental and social value of it.

Literature findings

Lack of sustainability culture diffusion

User insights

Affordability leads user to sharing system

Lack of sustainable culture diffusion. Source: the author.

2 Knowledge of current sustainable fashion action

Literature findings

More data (BOF, McKinsey&company, 2018) affirm the current growth adoption of the trend of sharing system, most of them referring to the "renting wardrobe" (Ellen MacArthur Foundation, n.d.) tendencies offering conveniences and replacement of items. Partially diffused is the Second-hand tendency, facing many barriers in fostering Chinese shoppers' behaviour.
User insights
Respondents admit the general predisposition to embrace sustainable fashion, but the practical knowledge about services and physical store related to circular fashion is not diffused. Respondent to the questionnaires admit having no ideas of the existent resale national platform or second-hand store in Shanghai, excepted the country diffused Alipay service, Xianyu.

Knowledge of current sustainable fashion action. Source: the author

Literature findings

Renting clothes trend as most used sharing system

User insights

Prevalence of online sharing system utilization

3 Short term Luxury heritage diffusion

Even if Chinese shoppers are currently the most significant consumer basing of luxury, the short-term interest (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) in high-end items of Chinese consumers lets determinate Chinese shopper are young in the luxury consumption. The first luxury purchase can be recognized as essential and user personally involving. For this reason, the acquisition of second-hand items, pre-owned by another user can be perceived as less identity involved and personal.

4 Tier-one cities importance in the sustainability trend adoption

Literature findings

Shanghai is to be considered a strategic location due to the tier-one location and the traditional trendsetter characteristic toward style and lifestyle. The implementation of sustainable fashion attitude in this type of location can generate a copy effect in other tier one and lower-tier cities. As defined in the literature review, the tier one cities affect "halo effect"(Deloitte Touche Tohmatsu, n.d.) on other tiers, being predecessor in the diffusion of trend and lifestyle.

Short term Luxury heritage diffusion. Source: the author

Literature findings

Short heritage of luxury purchase in China

Literature findings

Tier-one cities effects on trendsetter tendency diffusion

Tier one cities importance in the sustainability trend adoption. Source: the author

5 The role of physicality in luxury purchase

Literature findings

The lack of trust in authenticity (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) of the items let the Chinese user not fully taking part to sharing system applied in the fashion field. The relevance of physical touchpoint (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) is to be recognized in the literature review as the most trusted place for a luxury purchase.
The need for a physical store in the luxury fashion area is related to the "trustiness" and the confidence that consumer has with the offline location, the most relevant purchase channel. Moreover, "Daiguo" phenomena (McKinsey Greater China's Apparel, Fashion and Luxury Group, n.d.) are also mentioned as a trusted and widely diffused channel of purchase.

User insights

The physical touchpoint is affirmed the most visited place for a luxury purchase. The user investigated admit referring to the offline boutique to directly experiencing the items. Part of the respondent s admit using the Daiguo services and buy overseas the items, trusting specific account.

The role of physicality in luxury purchase. Source: the author

Literature findings

Phisical luxury store importance in purchase proces

User insights

Retail importance for the in store experience

6 Limitation issues in Sharing economy diffusion

Literature findings

Some cultural aspect act against the diffusion of the sharing system. As the most relevant cleaning concerns (Ellen MacArthur Foundation, n.d.) worry most of the Chinese consumer, determining a slowdown in the acquisition of both renting and second-hand services.
Moreover, the authenticity lack ('The counterfeit good industry in modern China | Daxue Consulting', 2019) is a real issue that consumer suffers in the second-hand purchase as in the traditional first had acquisitions. This barrier is reflecting in many of the Chinese consumer behaviours.

User insights

Respondents strongly define the counterfeit issue as the primary relevant limits to the acquisition of the used item. Regarding the post owning transition of second hand and renting models, questionnaire demonstrates the presences of another more significant issue worrying the users. The lack of knowledge of the previous user rises many doubt and restriction in user adoption of such systems, referring to cleaning and quality concerns.

Barrier issues in Sharing economy diffusion. Source: the author

Literature findings and user insights

Issues that limit the diffusion of sharing models

7 Second-hand in China related to Luxury items

Literature findings:
The adoption of the second-hand practice in the Chinese country is deeply related to the high-end fashion items. The European diffused concept of the vintage items, not specifically related to a defined brand, is not rooted in the Asian cultural mindset about fashion. Due to the hygienic issue that makes the pre-owned acquisition something not close to Chinese behaviours as stated in the literature, and the case study of existent second-hand services embracing fashion, the luxury fashion appears as the main area for pre-owned services.

Second-hand in China related to Luxury items. Source: the author

Literature findings

Second-hand practice is developed in China mostly for high-end items

7.4 Concept directions

The comparison of the results of the literature background and user investigation gives the author the possibility to state possible design directions based on the requirement definite by the research conducted. Doing so, the author leads the further evolution of criticalities enhancing the potentiality that each point transfer in project challenge.

• Lack of cultural sustainability diffusion

The current application sustainability in fashion field is not fully integrated into the current retail design.
Flagship store and regular retail are only partially embracing sustainable attitudes in the physicality of their spaces.

Process of investigation for the concept definition. Source: the author

The adoption of such systems for the user can be boosted by physical presences on the retail marketplace, in order to diffuse and integrate this as a current retail model.

Second hand: a need for a physical location.

Second-hand physical presences

the physical presences of the second-hand services are relevant in the diffusion of sustainable models

• Knowledge of current sustainable fashion action

In order to determinate a significant acquisition of knowledge about sustainable actions in the fashion field, the utilisation of physical touchpoint next to traditional store location can define an informal channel of knowledge acquisitions.

Second-hand in traditional retail areas

associating second-hand in the traditional retail district is a way to increase users acceptances of sharing models

Second-hand location in traditional retail areas. Source: the author

• Space to trust. The relevance of brand physical touchpoint

The trusted location of the offline store in luxury purchase is a relevant topic in the possible developed of this touchpoint. The association of the original brand store and the second-hand item can potentially ensure the consumer of being an authentic resale point. As one of the main obstacles issue to the diffusion of the sharing system, the lack of authenticity can be faced by the combining of second-hand resales in traditional authenticated store. The placement of the second-hand resale within a brand shop can enhance the diffusion of the sharing systems, assuring the boutique location as a "known place". Moreover, integrating the second-hand within the reality of shopping mall or remarkable fashion district is a way to diffuse sustainable attitudes in the user's behaviour and get in touch with the traditional purchasing user routine.

Importance of the retail physicality

combinig traditionals sales area to the second-hand can create diffusion of sustainability in user' behaviours

The importance of physical retail. Source: the author

• Limitation aspects of Sharing economy diffusion

The adoption of an official store resale for the second-hand boutique is a commercial direction that could lead user's trustiness, making the shopper aware that the authenticity of the items is provided by the brand itself. The label checks and identifies its products and expose them in its store. Moreover, the transparent authenticity inspections done in front of the users can define a further element toward used items credibility, fostering users' behaviour toward a significant adoption of pre-owned items.

Lead user's trustiness

using brand image and heritage the transition to a sustainable approach can be more easely achieved

Lead users trustiness. Source: the author

• Second-hand in China related to Luxury items

The specific acquisition of only luxury items in the system of second-hand appears to target this area as the most valid toward further implementations.

Luxuriy second-hand field

Second-hand practice in high-end sector is a suitable area for the implementation of sustainable models in the Chinese retail system

Luxury as suitable are for second-hand intervention in china. Source: the author

The listed directions combine in a concept generation as one of the possible translations in the design purpose of key research findings. The design path defined above can be used to the overall fashion luxury brand interested in a transition toward sustainability, with the specific references to the current Chinese retail.

Scalable approach

the directions can be adaptable to differnt brand interested into the second-hand aquisition

Scalable approach for all the brands interested in a second-hand acquisition. Source the author

7.5 Stella McCartney: a suitable brand for a collaboration

The author defines the most suitable luxury apparel label, determining a specific brand in order to state a specific constraint of the design application. The following concept definition will clarify the design outcome after explaining the brand selection.
in order to provide suitable explanantions of the specific brand adopted the Author will further defines the brand parameters that allowed to the seletions of the Stella McCartney brand.

Stella McCartney

Luxury apparel brand

Uk based

1973

Services provided:

High promotion of sustainability to the consumers

Environmental Assessments of Materials: production innovation in recycled and innovative porduct

Social and environmental responsabilities regulations

Animal respect in product production

Trasparent supplier and factory lists

Measuring environmental impact

Collaboration with second-hand platform The RealReal

Partnership with Ellen Mac Hartour Foundation

Regulation on Eco-store

Shopping stores: Worldwide

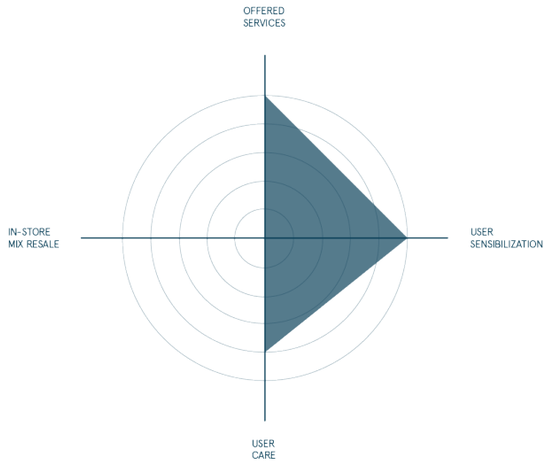
Figure 110
Stella McCartney's Fall 2017 Campaign, In a Pile of Garbage
Source:/ stella-mccartey-fall-2017-collection-sustainable

7.5.1 Brand analysis: Stella McCartney

The active action that the brand is supporting is contained in thought that an active responsability resides on people active role:

"The future of fashion relies on people. The people who make clothes, the farmers who grow the crops for our materials, our employees, and our customers. We want to have a positive impact on everyone that we depend on and for those who depend on us in return," Stella McCartney(`Circularity', n.d.).

Stella McCartney represents **one of the most active players** in sustainability for luxury fashion, orchestrating an overall renovation of the high-end fashion concept. The British label **carries active promotion** and practical implementation toward the transition of the high apparel sector, **embracing environmental and social friendly solution** on different stages of the production chain.
Stella McCartney is to be considered a brad that entirely embraces sustainability: from the rough material selection to the acquisition of productive systems that minimise sources consumption and pollution emissions to the stores regulation and the final enhancement of the life extension of the brand products.
The integrity of the brand toward the topic let the author categorise Stella McCartney as one of the most suitable brands to relate the design concept. Explanation of the single stage of adoption of sustainability is in-depth fallowing , specifying the level of intervention carried by the British apparel label.



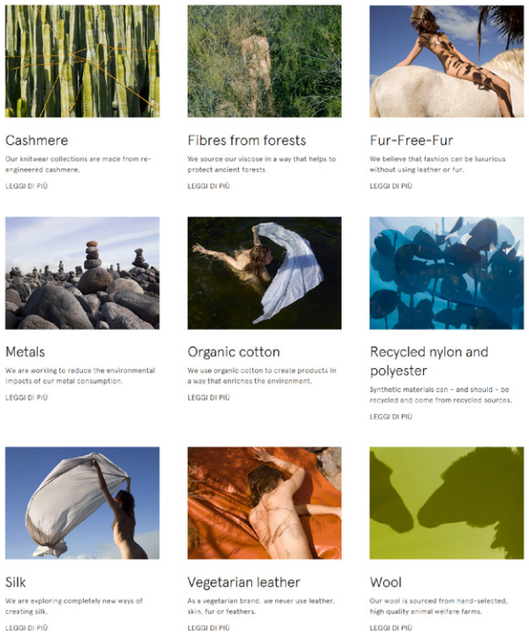


Figure 111
Stella McCartney materials and innovation overview. Source: https://www.stellamccartney.com/experience/it/sustainability/materials-and-innovation/

Virgin cashmere supply chain map

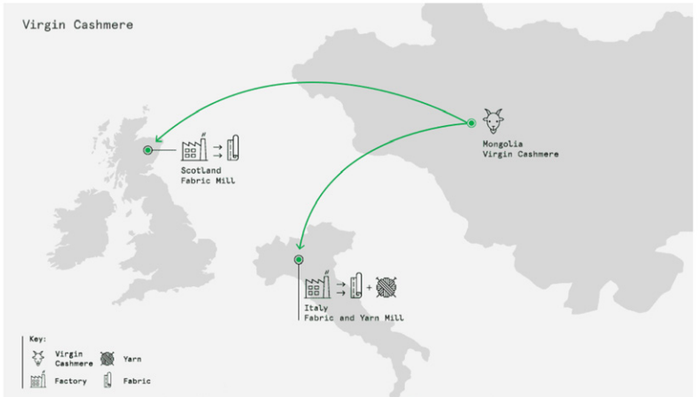


Figure 112
Stella McCartney Cashmere supply chain map. Source: https://www.stellamccartney.com/experience/it/sustainability/materials-and-innovation/cashmere/

Material regulations

Actin in the fully respects of the Nature, the British brand support sustainable choices in the first acquisition and utilization of the fibre in the materials.
Their production act on a constant research of source as sustainable materials in order to enrich the environment and protect it. In order to achieve these goals, the label is embracing specific regulation to the main materials utilized and also taking car of having a production that does no hurt people and animals. Fibres from forests (viscose), Cashmere, organic cottons, Free fur, organic leather and protected silk, are only few of the point that the brand considers in its production.

Measuring the produtive impacts

Addressing constant innovation on the production but also on the farming regulation from where raw materials came from, the company is driving its collection trough new sustainable recycling materials.
More important in this sector is the aim of measure and defines the effective impact of the productive chain itself. Adopting The EP&L system, Stella McCartney is calculating its natural capital, measuring greenhouse gas emissions, water use, water pollution, land use, air pollution and waste across our entire global supply chain.

This method of calculation lets the brand understand the most suitable areas of implementations referring on what is actively addressing overconsumption or too negative impacts. This data help on the creation of new partners and the adoption of new technologies to contrast the lower areas of the supply chain.

Transparency of the supply chain

The brand is moreover enhancing sustainability in fashion trough transparency campaign, directly communicating the list of the suppliers and the provenience of all materials. The specific path for wool material silk and material coming from natural environments are listed, expressing the life flux from the rough of the material to the manufacturer.

Store regulations

Stella McCartney, as involved sustainability brand, has developed a book tool, **Green Guidebook**, for retailers that annually update on **sustainable behaviour in-stores administration**, embracing environmental and packaging internal regulations. Not only, but the direction of sustainability is also directly related to the design of the store itself, regulating the utilization of lighting system and material selection in the boutique design. This tool is used in the store creation and is annually updated in order to follow

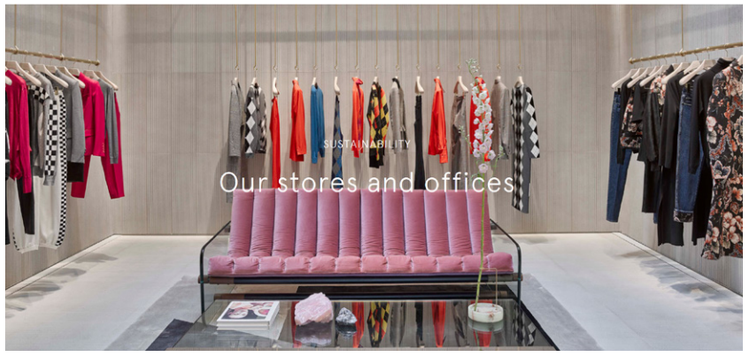


Figure 113
Store regulation of the Stella McCartney stores and offices. Source: https://www.stellamccartney.com/experience/it/sustainability/our-stores-and-offices/

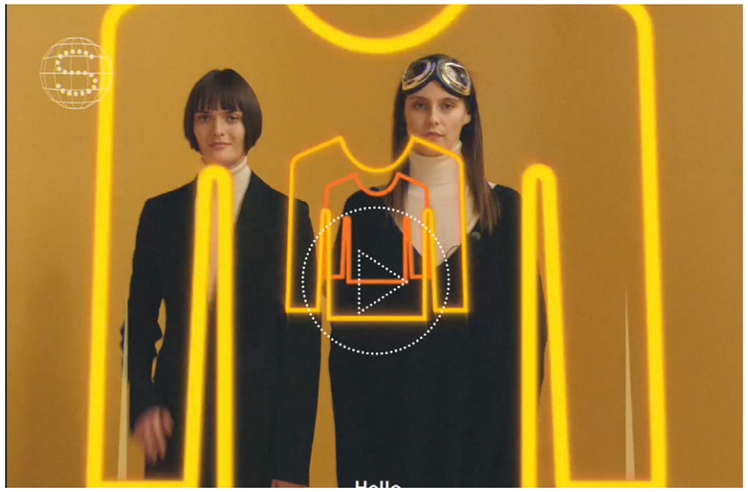


Figure 114
Stella McCartney Cleavercare tools. Source: https://www.stellamccartney.com/experience/it/sustainability/cleavercare/

the incrementations of products on the market.

Lighting system dispositions

Utilising led technologies such as lighting sustainable system, most f the Stella McCartney stores are controlling their electricity consumption. The small percet of the store not already turning to the LED illumination sistems is going to turned to it within 2019.Moreover the UK stores are pawered by **Wind Green Energy** and Dallas, Las Vegas and Beijing store are turning to Solar pannel auto-productive energy systems.

Sustainable in-store materials

The boutique projects are regulated by the Green Guidebook with specifc requirement, for instances, on the adoption of wood element of certified provenience of Forest Stewardship Council (FSC). Moreover the seclтion of forniture is related to local realities in order to reduce as much as possible the pollution related to the delivery of the forniture items. Example of this aim is the Rome store that fully uses **used antiques forniture** embracing only partially new element.

Paper and packaging consumption

The British Label is working on the riduction of 50% of the paper consumption within their stores.

Active user sensibilization

The advertising campaign In winter 2017 the McCartney brand centred the entire campaign on landfill issue in fashion. The advertising was shouted in the location of a landfill with models acting within this strange fashion settings. Opening the eyes of the users and possible consumers, Stella McCartney directly related the new proposal of the collection to the enormous issues of overconsumption and high clothes dismissing topics.

Clevercare: a sensibilization of after acquisition

The Cleavercare program is a tool provide by the label in order to fallow the client after the purchase. It offers cleaning tips, repair suggestion and defining methodologies for users who want to take care of the life-spam of their garments.

All'esterno di Haibinjiang Forest Park nel novembre 2017

WeChat attira l' attenzione sul numero pubblico

Figure 115
WeChat collaboration campaign, mini-progrm. Source: https://mp.weixin.qq.com/s/aGEzd43j_1Xn74fRri_OBg

Figure 116
Stella McCartney:our trashion-bag campaign for World Oceans day. Source: https://www.stellamccartney.com/experience/it/our-trashion-bag-campaign-for-world-oceans-day/

Stella McCartney waste sesibilization campaing: our trashion-bag campaign for World Oceans day

Direct Chinese user involvement in volunteer action to clean the word.
On the World Oceans-day the Fashion brand actively collaborates with local association to support, in different areas of the World an active answer to the plastic overproduction and pollutions. Focus on areas that most contains plastic, the interventions designed by Stella McCartney aims to directly involve users on cleaning specific territory. On the June 8th 2019, the Shanghai community was aimed to clean up the poor and polluted condition of the Nanhuizui Guanhai National Parc. The services of recruiting volunteers were published by the sustainable cooperative in collaboration with Stella McCartney using WeChat account and WeChat mini-program ( ).
For Chinese users involved in these sustainable activities a recycled and Reusable bag is offered in the two Store if Shanghai City, The Reel Mall and The IAPM Mall.

()
Wechat collaboration campaign, mini-progrm. Source: https://mp.weixin.qq.com/s/aGEzd43j_1Xn74fRri_OBg

Brand collaborations

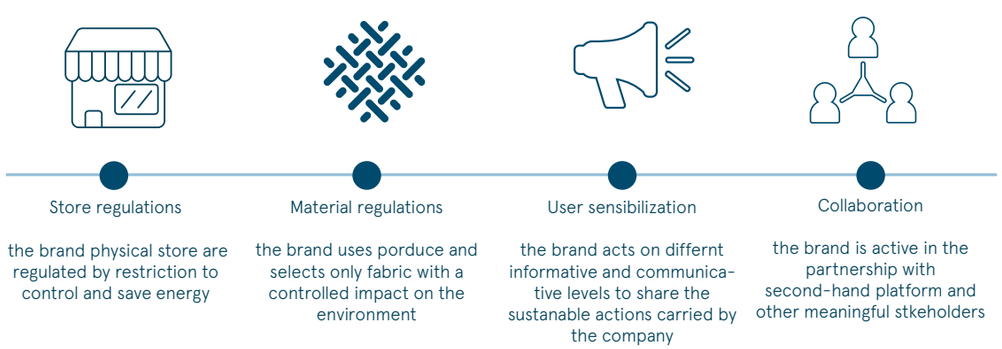
The brands carry, as already mentioned in paragraph 5.5.2 of this text, also a collaboration with second-hand resale system, **The RealReal.** As part of the user sensibilization the partnership established consolidate the sustainable aim that Stella McCartney embrace, directly relating its product to a knowledgeable user's group that already use second-hand platforms. This collaboration is a first solution to let the label be sure that the lifespan of their product will least as much as possible without turning in simple waste.

Remarkable is the collaboration with **Ellen MacArthur Foundation** that directly embrace Circular Economy methodologies, toward the reports ***"A New Textiles Economy: Redesigning Fashion's Future"***.

Many are also the Charity association that the Brand interacts with , refearring to charity for people first and then for anymal cares associations.

7.5.2 Stella McCartney: brand collaboration

Since the significant intervention of the brand toward sustainability, the proposed project is considered as possible integration of the sustainable vision that the brand carries on.



Stella McCartney, main aspects for the brand selection. Source: the Author

7.6 Concept generation

The planned intervention bases on the redesign of an existing Stella McCartney retail store; the proposal aims to include the second-hand resale area within the traditional store location. The value of the proposal is related to enhancing users willingness toward post owning transition, localising the second-hand resale inside the trusted official boutique place.
Moreover, the proposed concept is a way to transmits the brand awareness about sustainability, and directly involves the user in the loop. It aims to boost fashion consciousness utilising the offline location as a communicative channel with the users. The intervention is directly related to the experience of sustainable fashion in a notable retail area as the mall. The position of such boutique acts as a stage; it performances as a filter providing the user information and shaping user behaviours indirectly. The role of the location is central in the educative purpose; acting on a specific target and user types, the positioning of second-hand resales in such high-end retail context gives the visibility to the proposal.
The boutique is a touchpoint combining the traditional collection display to a new area dedicated to the exposition, consignment and personalisation of pre-owned Stella McCartney items. The store reshapes itself, giving a physical connotation to a service of second-hand items delivery, becoming a chore of multichannel experience. The purposed intervention, related explicitly to the Shanghainese project development context, is scalable to other context and retail place. The adaptability of such intervention is one of the requirements of the design process in order to make this solution applicable in a different context. As a replicable design proposal does not modify the existing architectural context and is designed by modular elements that can be freely assembled in other store locations.

Concept cornerstones

The design proposal refers to directions states from the author to leads the project to specific requirements fulfilment coming from the research data collected in literature and user analysis. As the pillars of the design concept, the following points act as the main criteria for the design proposal, transferring the collected findings of the research in spatial experiencing based outcomes. The grade of adoption of the listed guidelines is regulated from a more general adoption, as the main concept element, to a more specific intervention area, affecting spatial restitution and provided service in the store.

1. Reuse purpose

Fundaments of the project, the idea of extending the lifespan of materials

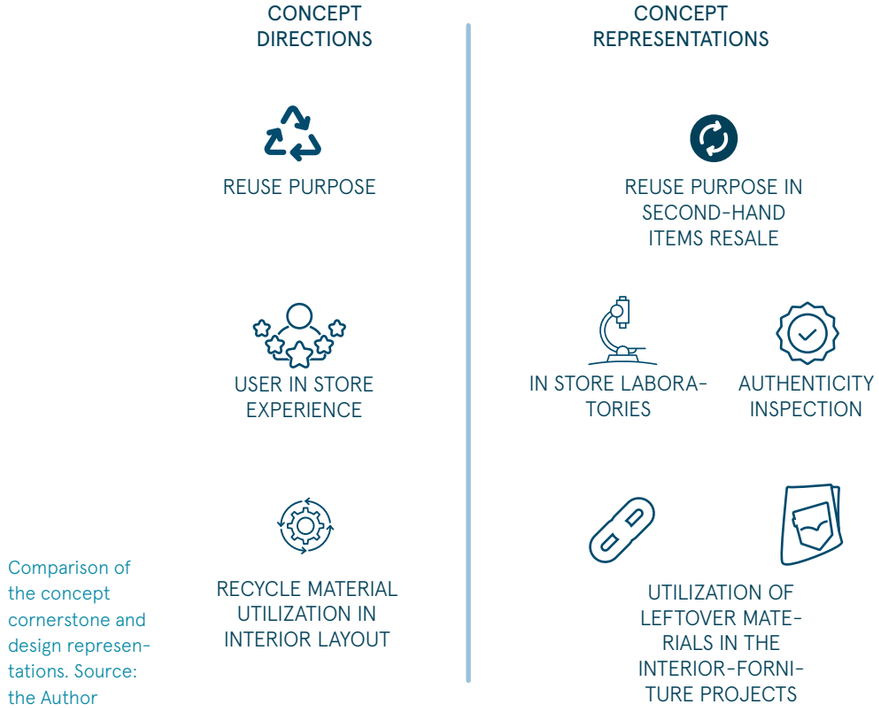
is both the aim and the outcome of the overall space and experience proposed. The additional lifetime model is applied in the project definition as chore and symbol of the space itself. As the primary purpose of the second-hand space generation, the life-span extension act is implicit in the design outcome restitution.

2. User in-store experience

User data and literature review combined confirm the importance for the consumer to live the in-store experience directly. Due to the combination of the physical brand environment and the in-store sales driven experience, the value of the offline boutique is relevant to shape user behaviour.
According to the findings of the research, a specific narration within the store is a requirement that the author fixes as a guideline to follow. The intent of integrating second-hand consumer willingness in the shopping behaviour is strictly related to the need of design an experience-based commercial store, able to fulfil user fears and concerns and in the same time display sustainable information.
Lack of authenticity trust is, both in user research and literature review, named as one of the enormous obstacles toward sharing system acquisition. In order to overcome this fear, the in-store experience of authenticity laboratories and working spaces are elements introduced in the interior disposition.
The spaces dedicated to the authenticity check is considered essential design features, aiming a transparency relation with brand and users. The visible working space in a design strategy aimed to activate users inside the store directly.
The role of such space is to let users participate in the process of authentication and personalisation of the items, in order to use the direct experience to stimulate users' behaviours.

3. Recycle materials utilisation in interior layout

The utilisation of recycled material in the exhibition is a restraint that the author focusses on in order to amplify the pedagogic purpose of the commercial space. The design bases its spatial restitution in the utilisation of leftover material of the Brand instead of using the new feature. Doing so, the entire second-hand store is designed considering the needs to transmit sustainability messages embodies it in the interiors design materials selected. The choice of material applied in the store is coming from the most relevant wasteful components recognised by the brand itself. The elements singularity is representing non-sustainable fashion example that the brand recently turned in fewer impacting sources. As an extension of the lifespan of the item, the material involved in the interior layout is turning in the meaningful and iconic representation of the sustainable aim.



Comparison of the concept cornerstone and design representations. Source: the Author

Chapter 8
Project

The following chapter is the conclusive approach of collected user and literature insights combined in the core concept identification. The understanding of concept milestones was essential to generate the design spatial proposal related to the investigated topics. The following section defines the project direction and spatial restitution.

8.1 Project direction

The issue that the project aims to deal with is to **amplify Chinese user awareness,** proposing a physical presence that transfers the ideals directly to the users. The communicative power of the shop and the relevance that it assumes in the luxury fashion sector generate the idea of an offline space, that focuses the consciousness on the post-usage fashion waste. The primary purpose is to overcome the limitations obstructing the diffusion of second-hand services, providing an experience-based space that fulfils the lacks emerged in the literature and user research.

Certification: third part certification vs brand evaluation

The evaluation services can be addressed as the main element of the project due to the centrality of the authentication fear issue in Chinese users.
The project grows around this central issue and refers to one of the most effective authentication services: the one provided by the brand authority. Many are the existent services-of third part evaluation provided to answers the need for the authenticity of the Chinese users. As already mentioned by the author, part of the authentication services based they credibility on the external position they refer. This trustiness seams to not be that much reliable according to the many cases of sabotage of most common authentication systems, questioning the real position and credibility of such systems.
The author leads the project defining an **internal authentication process** that the brand fosters and autonomous carry-on. This type of authentication, already existent in other item class, use the **power of the brand identity and heritage to support the trustiness of the evaluation**, being supported by the same brand inte-

Authenticity issue as core of the design generations

In-store evaluation, provided by the brend

Authenticity investigation as core of the project and in-store internal investigation.

rest in identifying the reality of its items. This additional value supports the label aims itself.
Furthermore, it makes the **evaluation more reliable** than the third part, being in the brand interest itself to provide proof of its authentication. The relevance of the in-store evaluation system locator is designed in order to support the trust aim moreover.

8.2 Project location: Stella McCartney's store selection

The author positions the project in Shanghai city, considering its strategic location in the Chinese retail plaza. Due to the importance of the City in tier one Chinese urban areas for fashion and lifestyle trendsetter, the localisation of the project in Shanghai could be considered as a stage to be tested and further implemented in other lower tiers cities. With this purpose, the project uses the name of a sustainable active fashion brand to open to an innovative retail solution that focuses the sale not only for the first seasonal collection but also for the second-hand product.

Due to the presence of multiple Stella McCartney store in Shanghai city,

IAPM and The Reel shopping mall location in shanghai city. Source: the Author

one in IAPM Shopping mall and one in The Reel Shopping mall, the author selected the most suitable location. Comparing, through an onsite analysis of the visibility, and the physical disposition of the two boutiques, The Reel shopping mall is being identified as the appropriate locations.

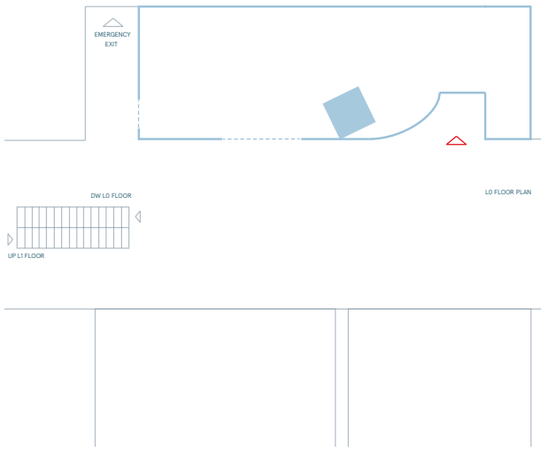
IAPM store features

Located at Level 1 of the IAPM shopping mall the Stella McCartney store is a small area boutique that offers a small window display visibility due to the current architectural layout and fibreglass display. The long and narrow plan shape plus the small square meter area does not allow the design of additional services and functionality of the traditional store.

The Reel Stella McCartney store location, Shanghai. Source: the Author

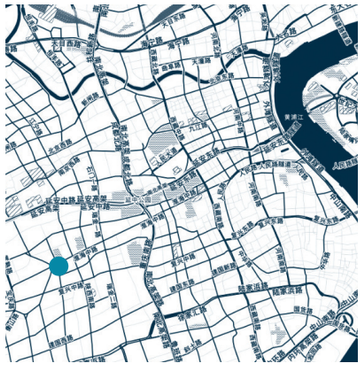
Figure 117
IAPM L1 Stella McCartney store, n° 144. Sources: the Author

On-site analysis plan, IAPM L1 Stella McCartney store location. Sources: the Author.

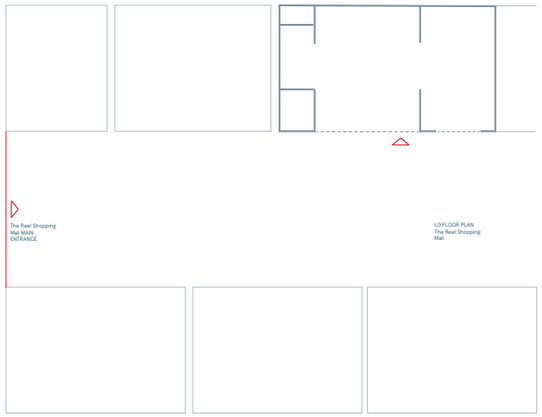


The Reel store features

On the other hand, the store in The Reel mall is directly facing the central alley and is situated next to the entrance to the mall. Moreover, the spatial disposition organised in two main rooms, allow dividing the space into singular functional areas efficiently. The central entrance to the boutique offers the possibility to organise the flux of different people coming in the store without affecting the original architectural pre-existence. The area dedicated to the windows display of booth the room gives equal importance and visibility to both the space of the shop.
Due to the refurbishing suitability of The Reel mall store and the strategic disposition in L0 floor next to the main entrance, the Stella McCartney Reel boutique appear as the appropriate site of intervention. The project area focusses on one of the two space of the boutique, relating the project zone to the smallest room, maintaining most of the space design as the existence functional layout.



The Reel Stella McCartney store location, Shanghai. Source: the Author



The Reel Stella McCartney store layout, Shanghai. Source: the Author

Figure 118
The Reel Stella McCartney store, Shanghai. Source: the Author

Textured plan of the current condition. Source: the Author.

Plan of the current condition. Source: the Author.

8.3 Spatial concept generation

Combining the information into the definition of spatial representation, the project generation origins from the user insight and literature finding. The research data are translated by the author through the adoption of the concept milestones guidelines. It, acting as a filter, defines zonal and functional space requirement, generating **a space distribution based on interpretation of users' needs.** The knowledge, defined in both literature and user insights, about the users' concerns in Sharing adoption are integrated information that conduces the author in a project spatial articulation.

The proposed concept aims to define a design outcome that could be listed as a possible design exploration about most of the limitation toward sharing luxury items adoption.
The project is an addiction intervention on the existent The Reel McCartney store integrating a second-hand resales touchpoint.
The intervention area focuses on affecting a small part of the boutique; the redesign altering the secondary room of the store, leaving at the current state the main windows display and the area behind. The second-hand is designed in order to align the original layout disposition, affecting the minority of the space in order to let the store being mainly representative of the collections of the new items.

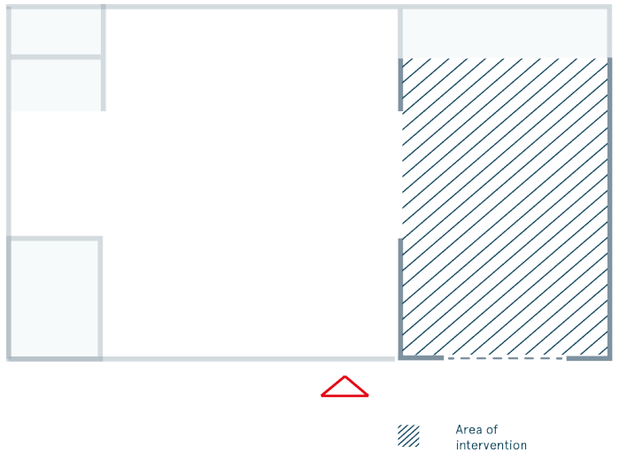


Diagram of spatial intervention. Source: the Author.

Functional distribution

The design articulates in the store disposition of **three function-based areas** that support the pre-owned items sales.

The Exposition area

The exposition of the second-hand product is the central constitutive part of the store layout. The overall layout contains shelves parallel to the perimetral wall of the store and extending to the windows display are. The exibition is clearly recognisable trough a shelves auto supporting modules.

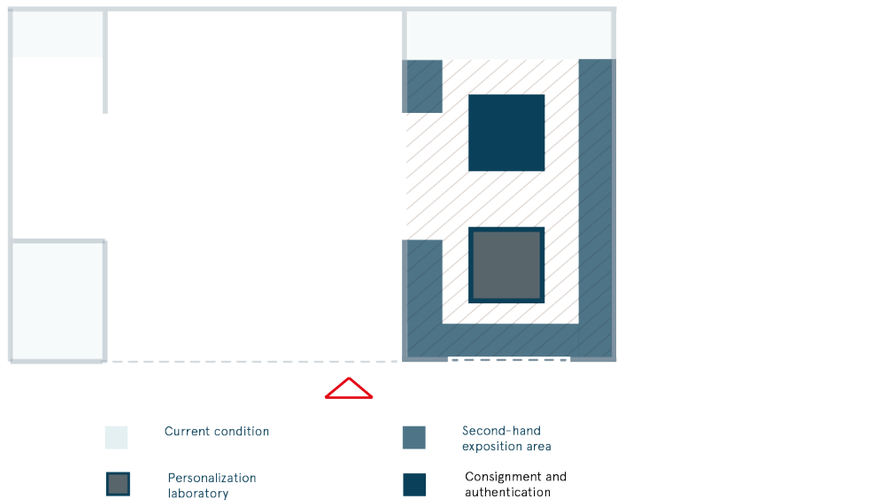
L0 Floor
Store: 350 Sqm
Percent of the store: 1/3

The consignment area

The consignment area and authenticity check laboratories are represented by a portion of the central desk and offer a clear visualization of the procedure.

The personalisation

The personalisation working space are equally contained in the central desk. The boutique layout based on the concept of open labouratory to offer the clients a transparet report of the main activities happening in the store.

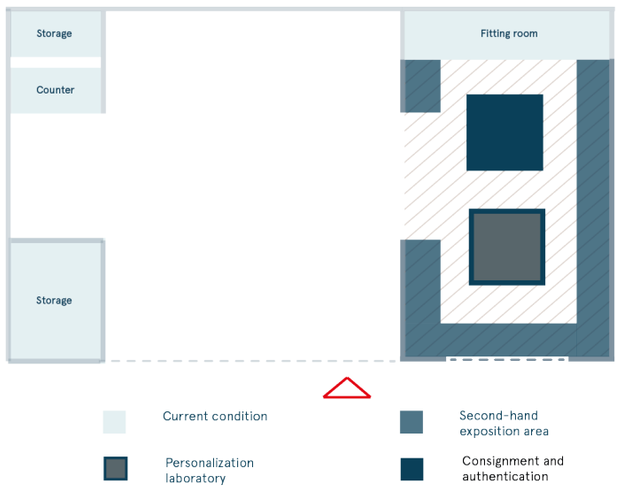


Functional distribution. Source: the Author.

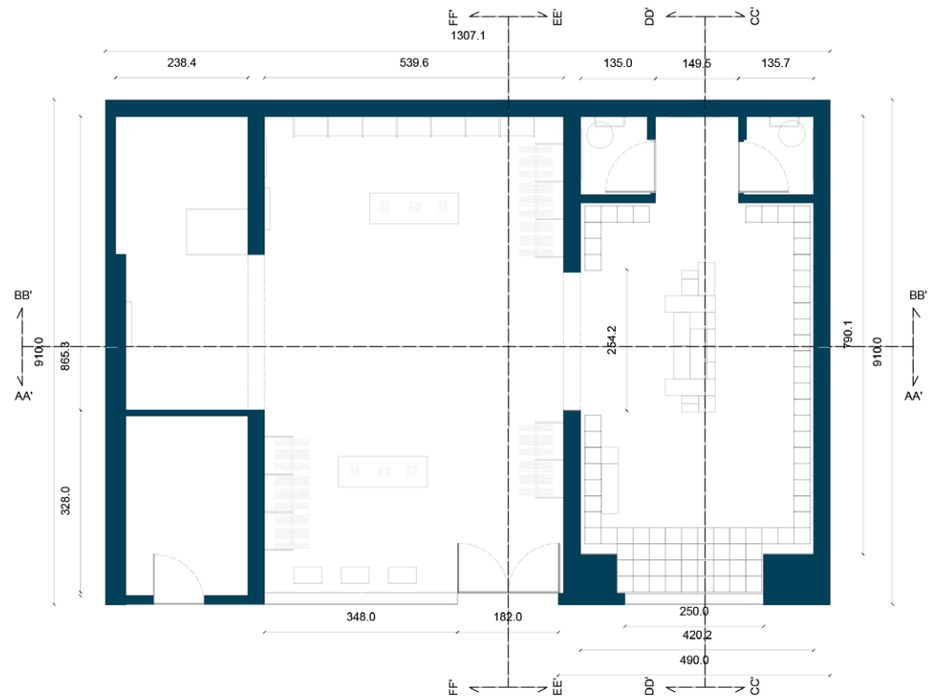
Personalisation and consignment
Items-display
Lounge area

Functional distribution and original layout

As an additional function, the second-hand boutique is integrated in the original store location layout respecting the functional areas and the circulation working flux pre-existing. Specific working space areas related to each service, consignment and personalisation, are at the base of the layout disposition of the intervention, according to the previous traditional items showcase dispositions.
Mantaining the original distribution the second-hand store share with the new collection part of the store the main area: the storage is divided within new and used items, the counter and the changing rooma are also shared with the two areas.
Including pre-existent touchpoint in the seocond-hand resale the new layout is integrated and offer a strategic possibility to be used also from client interested in the new colelctions.The exposition of the second-hand items and the related functions are designed to do not change the boutique context in a non-reparable architectural spatial design, in order to define the project of the Shanghai store as a prototype that can be replaced in other Stella McCartney stores.

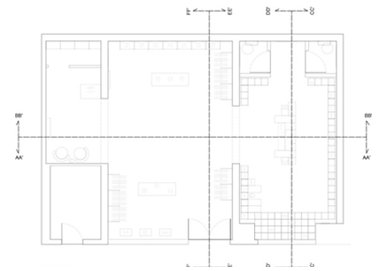


Functional distribution comparison with original layout distribution. Source: the Author.



Plan of spatial intervention. Source: the Author.

Textured plans of spatial intervention. Source: the Author.



Textured section AA′, BB′. Source: the Author.

Spatial touchpoint and circulation

The second-hand resale is interacting with the original layout disposition for the Stella McCartney store in order to create a permeate within the two different resale areas. The main touchpoint within the overall disposition of the store was considered in order to generate a design solution that allowed the original functional-spatial design in the store. Moreover, the circulation within the store has been considered in both the Salesman and client-side, keeping into consideration both the needs and working space required. The central touchpoint of the user journey within the two-resale activity has been listed and studied in order to integrate them.

The Entrance

In common within the traditional and second-hand side of the store, the main entrance was maintained in order to direct the client within a unique focal point and better manage them. The second-hand windows display was kept for its value of communication with the outside, enhancing from the mall to view inside the store and the open laboratory. Moreover, the original entrance was selected with the aim to minimize the impact of the intervention with the architectural redesign.

The fitting room

The fitting room is an additional touchpoint shared: the circulation from the traditional store to the Changing room allowed the client to pass trough the second-hand store and being possibly attracted by them. Within this journey to the changing room has been placed a small exhibition stating the Brand position toward sustainability that allowed the client to understand the aim and the purpose of the Second-hand action.

The Check out counter

As a final shared area, the counter has been selected as a unique place for the payment centring there all the checkout procedure.

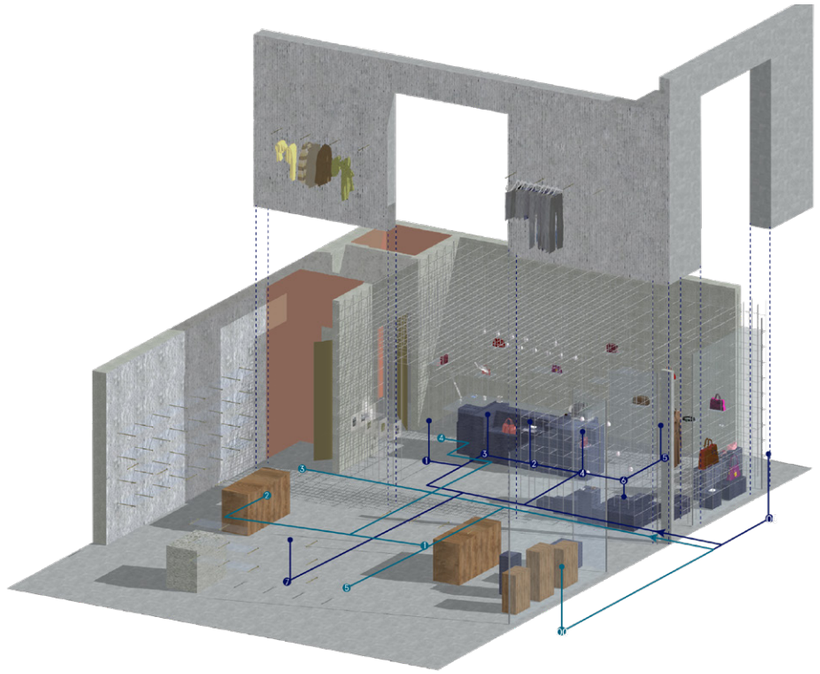


Diagram of the main touch point and circulation. Source: the Author.

Space composition second hand store

- 00 Windows display-second-hand store
- 1 Brand posizion toward sustainability
- 2 Main desk
- 3 Consignment used items area
- 4 Personalization of used items area
- 5 Wall items exposition
- 6 Lounge area
- 7 Payiment area

Space composition existent store

- 00 Windows display-traditional store
- 1 Frontal ground items exibition
- 2 Back ground items exibition
- 3 Wall items exibition
- 4 Changing rooms
- 5 Payiment area

8.3.1 Journey experience-based space

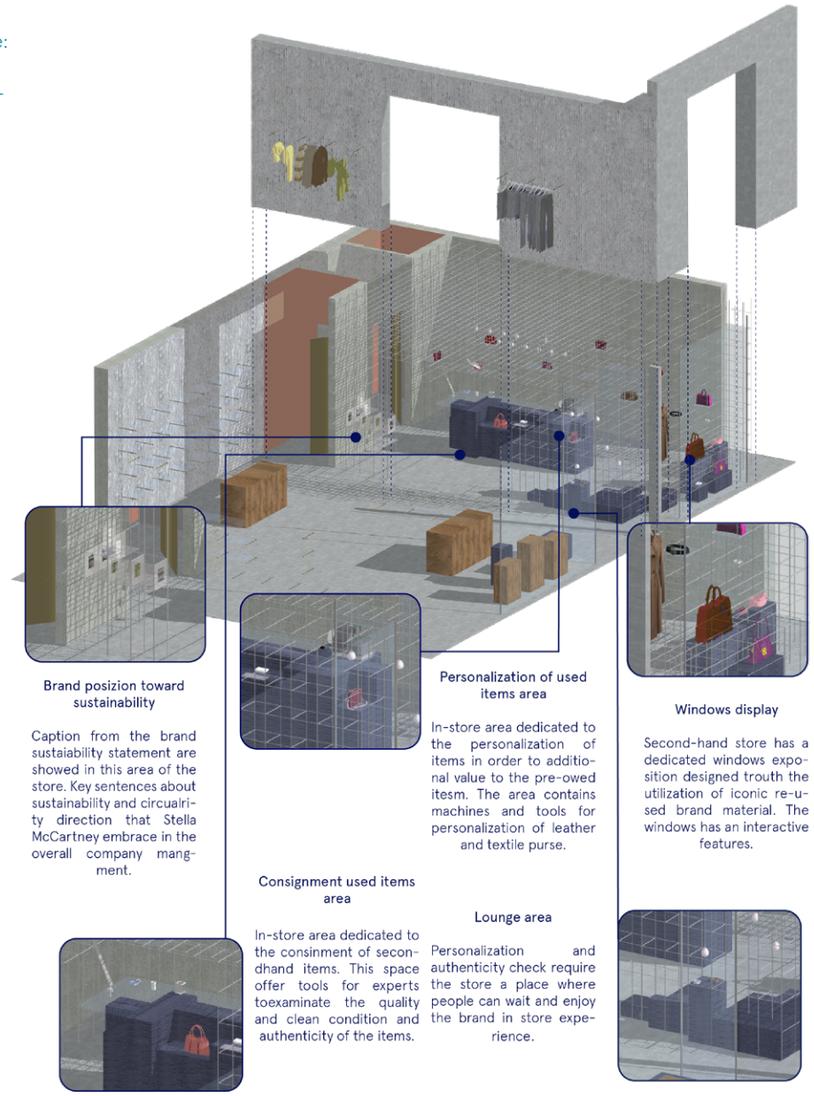
Based on the central insight highlighted by literature and user data, the store offers the client two primary services and activity designed to support as in store possible enhancing solution to second-hand luxury products purchase. The services offered by the store are the centre of the activation of the space, defining the second-hand boutique as an interactive commercial space based on promoting active communication with users. As concept milestone, the activation of user role in the space seeks to determinate an authentic promotion of user behavioural change toward second-hand, playing a fundamental role inside the space distribution.

The internal disposition of functional areas inside the boutiques is developed following a specific **journey experience** that drives the users inside the space. The boutique articulates its shopping experience trough functional area, supporting the journey of the provided in-store activity.

Doing so, the overall spatial development integrates user shopping experience in the activity utilisation of the space, offering an overall integrated space.

The internal boutique layout centred in the counter furniture the primary services of authentication and personalisation, defining the perimetral areas of the shop for exhibition and the waiting area and windows display features.

Diagram of spatial intervention. (Figure 1). Source: the Author.
Functional distribution. (Figure 2). Source: the Author.



The interactive windows display

The Windows display goes beyond the static filter function adding a user interaction feature in it. The exhibition disposition places the client into the foreground display. It makes the users on the front row, defining interaction with the retail space as an integral part of the display when it is seen from outside the shops. The customer becomes the critical player into the shop communicative system, being the witness of sharing the store ideal, value and identity as evidence of an authentic bond of loyalty.
Moreover, the disposition of visible working personalisation and authentication process let the clients outside the store be participant observers of the process. The transparent interaction is a design feature intended to make the user more willing to trust the process. The explicit show-procedure of authentication gives the user not only a remarkable shopping experience but moreover, stimulates user behaviour and trustiness.

The interactive windows display view. Source: the Author.

Prospectic elevation view. Source: the Author.

The interactive windows display

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Second-hand internal view. Source: the Author.

Second-hand internal view. Source: the Author.

Consignment area

The client enters the second-hand store facing the main central desk that host the most critical functions and activity o the pre-owned resale area.

The two functions of delivering the used items for evaluation and the customisation is related to the two sides of the counter. On the left part, specific instruments for evaluating the condition of the items are placed on the desk in order to support salesman in the authenticity and quality check. The desk is designed in order to combine the recycled material and being able to solve functional requirements.

Personalisation area

In the side next to the windows, the desk offers the client the personalisation area, a specific service that supports clients in the addition of extra value to the used items in order to enhance a better relationship with the items of a previous user.

The personalisation requests a specific layout that could host customisation by pressure machine to imprint on the materials. The desk is designed in order to both being functional and also to show the items. Modular elements are disposed in order to offer an empty desk part that acts as display areas, creating spaces for hosting purse and items.

Integrated exhibition display

The exhibition is placed parallel to the perimetral wall and constitutes the majority of the store areas. The chain suspended shelves, are an integrated system that runs all the boutique perimeter and connect to the ceiling and the windows display creating a decorative- functional, iconic elements.

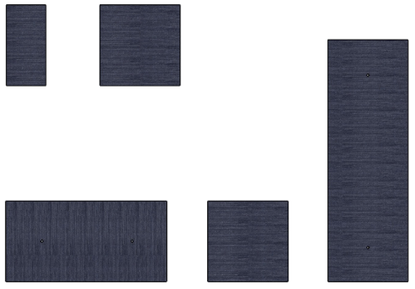
Lounge Dedicated area

This area of the store is designed in order to support users waiting for the services provided. Lounge area with a disposition of modular seats offers a branded resting time within the boutique. The personalisation and customisation procedure will require some time to be carried out. In order to support the client during this moment, the lounge area made of modular elements, that make the user waiting comfortable.

Second-hand internal view. Source: the Author.

8.3.2 Interior features

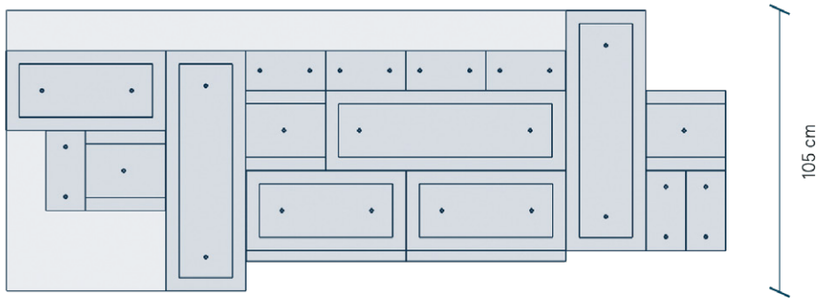
The design proposed is express through a modular shape disposition in order to fulfil the scalability and reproducibility space features. Moreover, to further respect the adaptability characteristic, the entire second-hand store is designed considering the minimum alteration of the existent architecture background through the utilisation of flexible, modular combinable furniture elements.

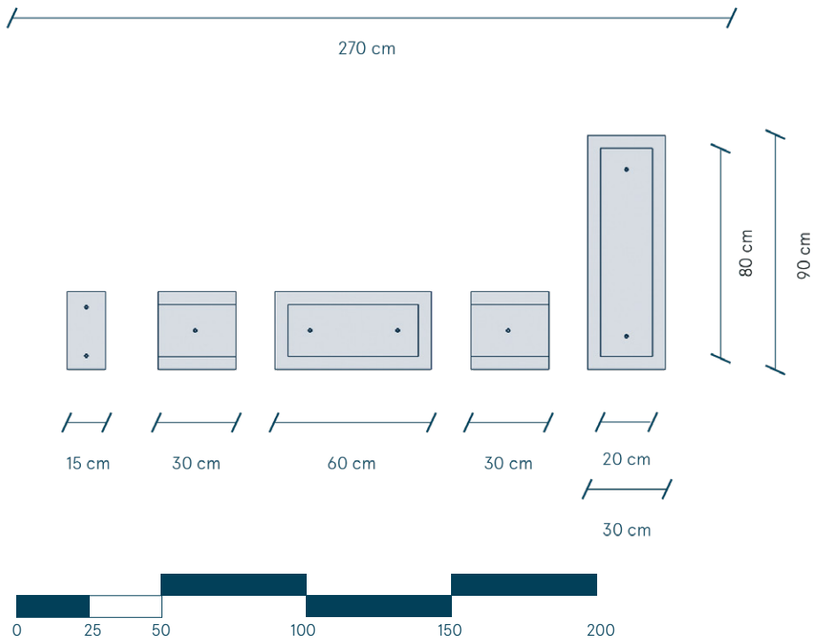


Modular jeans components, furniture designed serie. Source: the Author.

Modular composition of the counter furniture, plan view. Source: the Author.

The entire furniture and internal layout are made by recycled brand materials, the chain and the jeans fibre.
These two elements appear in distinguish furniture pieces inside the store, representing most of the material involved in the intervention. As unique non-recyclable material used in the exhibition, the shelfs support is made by plexiglass sheets.





Modular composition of the counter furniture, plan view internal element. Source: the Author.

Modular jeans components, furniture designed serie. Source: the Author.

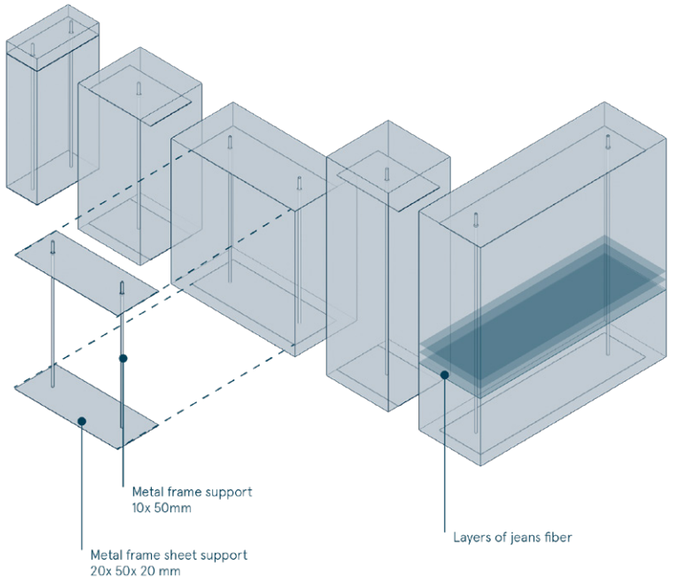


Diagram of modular components structure. Source: the Author.

Jeans elements

The cotton garment is utilised in interior elements that define the main display furniture: modular blocks organised on 30 cm multiple scales base. The blocks are of four different measures that consent to have many possible compositions, to create different combined exhibition equipment. The elements, scaled in 30x60x60 cm, 30x60X90 cm, 30x30x30 cm and the singular sub-modular components of 15x30x60 cm are created by a compressed layer of used jeans fabric. The layers components are fixed together through a metallic element that strength the pressure and keep compact the materials together.

Jeans material utilisation

The jeans, an apparel material that is accounting as one of the most wasteful fabric productive processes, is introduced as a recycled material into the interior design of the space. The jeans are considered as highly environmental impact material due to the water-intensive production system of the cotton fibre; is request an equivalent of more than 20,000 litres of water to produce 1kg of cotton utilised into a single T-shirt and pair of jeans (‘Organic cotton’, n.d.). Its adoption in the internal layout is related to its high environmental impact, defining a new life through its utilisation as main furniture features. The jeans are used in the modular elements of the desk and the sofa seats in the lounge area.

Figure 119
Jeans environmental impact estimations from G-Star and LCA data. Source: http://aboutorganiccotton.org/.

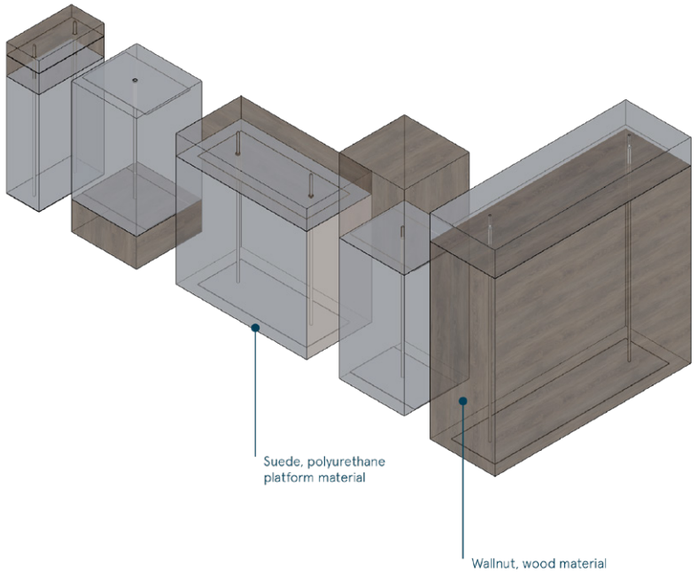


Diagram of moular components materiality. Source: the Author.

Figure 120
Iconic Sneak-Elyse Stella McCartney shoe, polyurethane platform zoom-in elaborated by the author. Source: the Author.

Modular material variations

This modular element can alternatively be created with the utilisation of another iconic brand material. The plastic pressured suede of the high heels Stella McCartney shoes. This design variation is to be considered as an alternative option to the jeans blocks and can be easily assembled in order to have a different stylistic layout option.

Chain exposition system

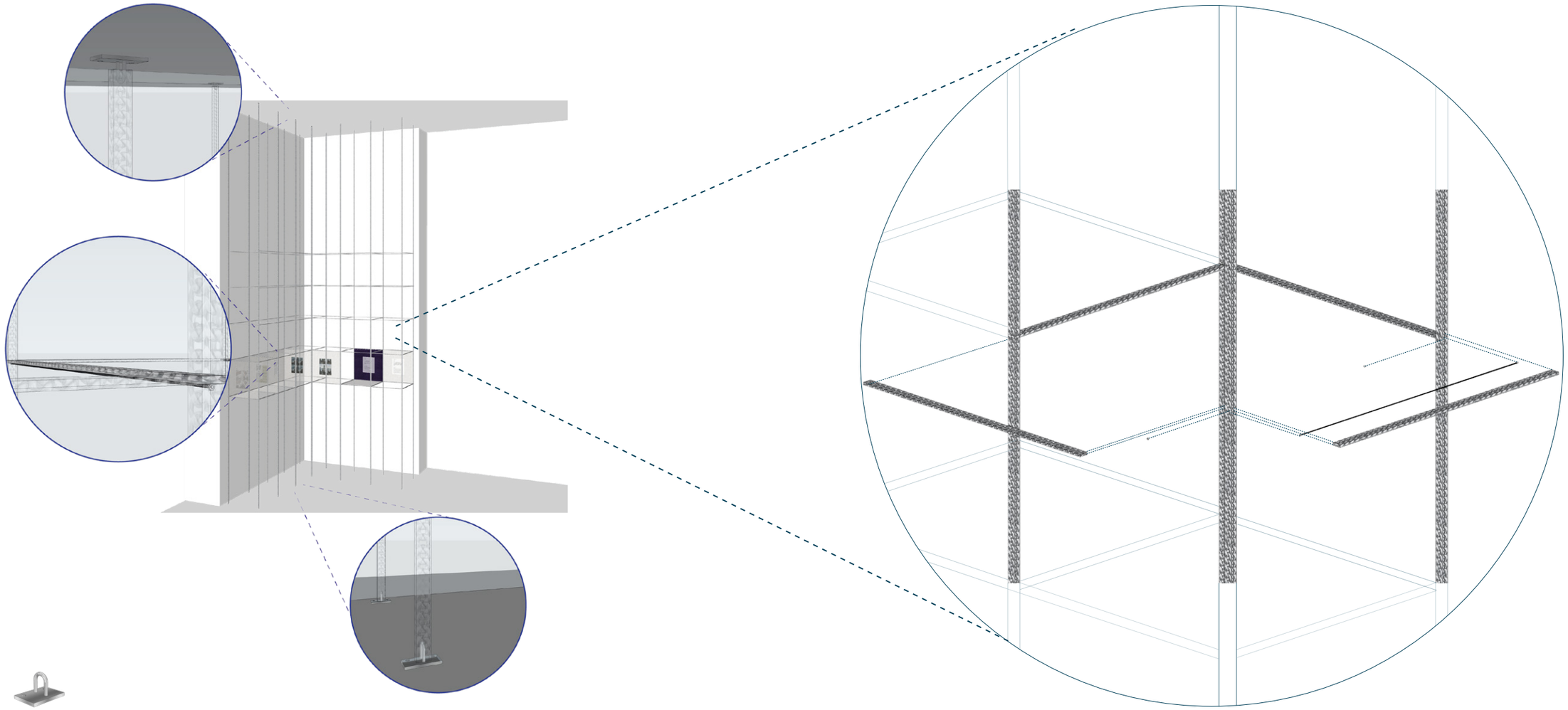
As the modular display system, chains are utilised in the design proposal as tension structures that goes through the perimetral areas of the store and create an iconic and remarkable design connotation. According to the modular furniture elements, also the chain showcase is designed on a 30 cm modular grid. The singular 30 cm pieces of chain are welded together and horizontally and vertically fixed in tension, defining a relationship of self-supporting structure. The only interaction that the overall intervention has with the original architectural environment is in the tension anchorage of that self-supporting structure within the walls, ceiling and ground.

Chain element

The central part of the exhibition is created by the metal chain, iconic and consistent element of the Falabella bag (50), the most remarkable handbag pieces of the brand. This metal chain composed of copper and zinc has been listed as one of the most impacting materials used by the brand. This is estimated accounting around 13 % (‘Metals’, n.d.) of the environmental impacts by the 2016 Environmental Profit and Loss Account (Stella McCartney, 2017) of the brand. The Copper contained in the chain does not break down in the environment, beginning a polluting element. After the finding of the environmental impact, the label turns the production of the copper alloy in a more sustainable stainless-steel and an aluminium alternative (‘Metals’, n.d.).
Not only iconic and recognisable as a powerful logo, but the chain is also involved in the exhibition to state the effective utilisation of such wasteful design element. The adoption of these flexible elements gets the possibility to scale the intervention based on the amount of material utilised.

(50)
The Classic Falabella is the handbag most remarkable pieces of the brand, available in different shape and models. https://www.stellamccartney.com/hk/online/stella-mccartney/women/classic-falabella

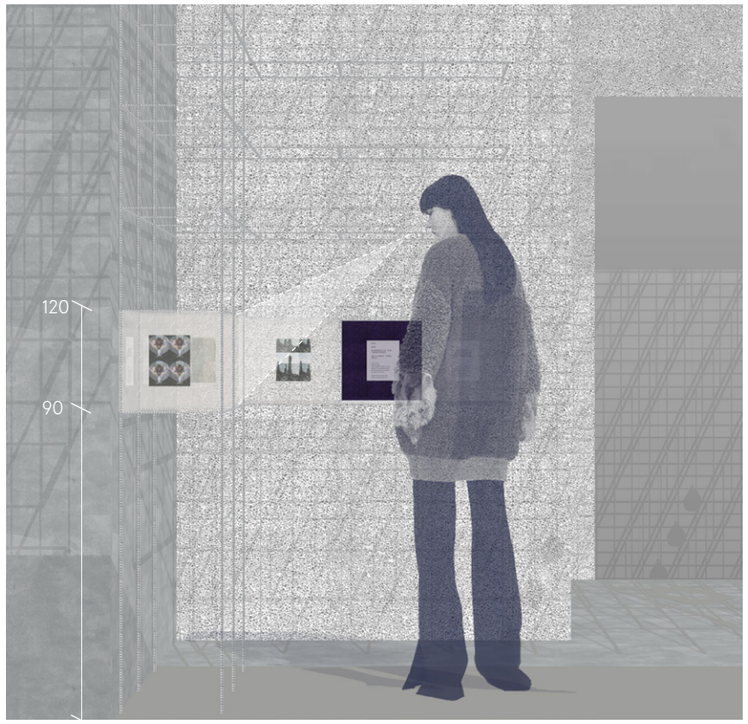
Figure 121
Diamond cut chain details from Falabella Mini Tote Bag. Source: https://www.stellamccartney.com/hk/stella-mccartney/mini bags_cod45456163pi.html#dept=-main_bags.



Chain display
The display system is tensioed by hook disposed within the ceiling and floor. The chain display work as the cable supporting system, adopting a traction within cieling ad floor with hook of 3.5 x 1 x 3 cm the floor and The solution is designed in roder to apport the minimum architectural intervention.

Chian display shelves details. Source: the Author.

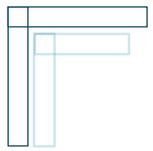
Chain system
Chian elements horizontal and vertical are welded together. In order to further support horizontal segment are supported by a cable system that directly hoock to the vertical one. All vertical components are tensed by the cieling to floor system.

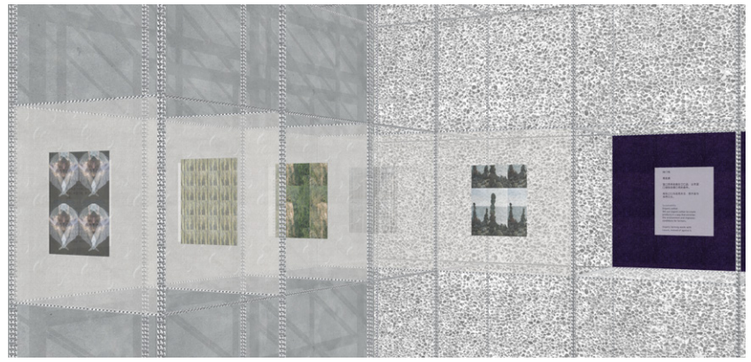


Contents disposition within chain shelfes elements. Source: the Author.

Brand positioning toward sustainability exposition

The modular composition of the chain arranged in 30 cm boxes allowed to design the displays within optical cone regulation to obtain a better visualization of the items. Considering the parameter that regualtes view point, the shelves are placed from 90 cm high from the floor up to 120 cm high. The display position has been studied for better show within the moduar element of 30x30 cm the differnt kind of items and contens. Within the exhibition area, the information about the Brand sustainable statement and the aim of the Second-hand are disposed within the chain elements deviding in topics the display.

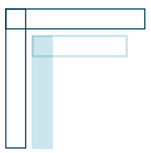




Detail of the exhibition. Source: the Author.

Detail of the brand sustaiability exhibition. Source: the Author.

The contets about the Brand sustainability mission are printed on linen fabrick sheet. Tose element are keept in tension within the chain elements horizontal and vertical. The statements toward the main **Agents of chaing** are directly related to the sustainability website pages of the Labels. Within this topic are mention the environmental impact count that the brand annualy does in order to determinate the effective value of the productive waste. Moreover main elments of change are mentioned as state ofthe effective productive innovation supported by the brand.



社会可持续性

时尚的未来取决于人们。做衣服的人，为我们的材料种植作物的农民，我们的员工和我们的客户。我们希望对我们所依赖的每一个人以及那些以我们为回报而依赖我们的人产生积极的影响。

Social sustainability
The future of fashion relies on people. The people who make clothes, the farmers who grow the crops for our materials, our employees, and our customers. We want to have a positive impact for everyone that we depend on and for those who depend on us in return.

Figure 122
Image and text information source from the Stella McCartney Webstore. Source: https://www.stellamccartney.com/experience/it/sustainability/themes/circular-solutions.

Contents selection

The content selected in this exhibition section are collected from the website page. This channel is rich of infomration about the aim, the purpose, the effective tools and methodologies adopted by the brand toward a conscious Fashion transition. The effort providing this informations, strictly related to the mesurement of the label environmental foot print impact, is openly shared withi the client according to the transparency policy adopted by the company.

The text provided in the exhibition are translated within the main lenguages spoken in the coutry and English transaltion.
The adoption of the Second-hand store within other Country forecast the translation of such contents with the Lenguage of the country and the English one.
Images in the exhibition are the representation proided by the Brand in the website to illustrate the topic. Movies and picture has benn selected in order to better represent the aim of the Agent of Chaing.

社会可持□性

□尚的未来取决于人□。做衣服的人，□我□的材料种植作物的□民，我□的□工和我□的客□。我□希望□我□所依□的每一个人以及那些以我□□回□而依□我□的人□生□极的影响。

Social sustainaibility
The future of fashion relies on people. The people who make clothes, the farmers who grow the crops for our materials, our employees, and our customers. We want to have a positive impact for everyone that we depend on and for those who depend on us in return.

Detail of the brand sustaiability exhibition, text and foont zoom in. Source: the Author.

Font selection

In order to keep a relevant visual connection with the Brand identity of stella McCartney he font utilized, Apercu family, is the same utilizide in the website and the printed Brand image.

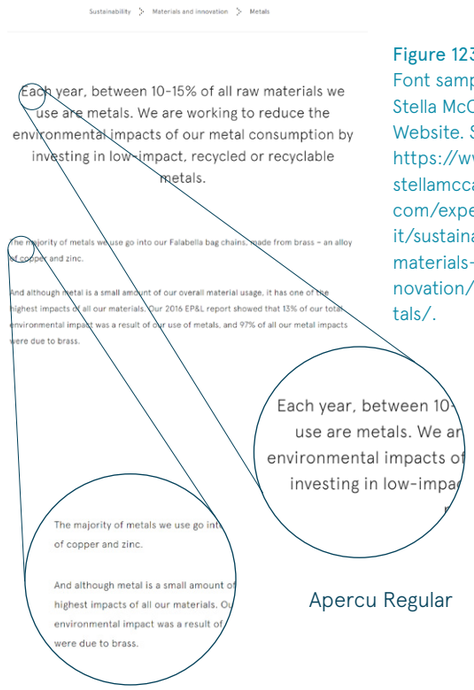
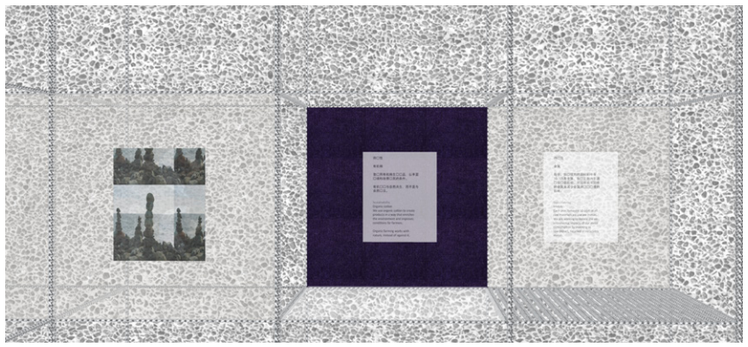


Figure 123
Font sample from Stella McCartney Website. Source: https://www.stellamccartney.com/experience/it/sustainability/materials-and-innovation/metals/.

Apercu Regular

Apercu Light



Detail of the Second-hand concept exhibition. Source: the Author.

Second-hand aim ad material choice

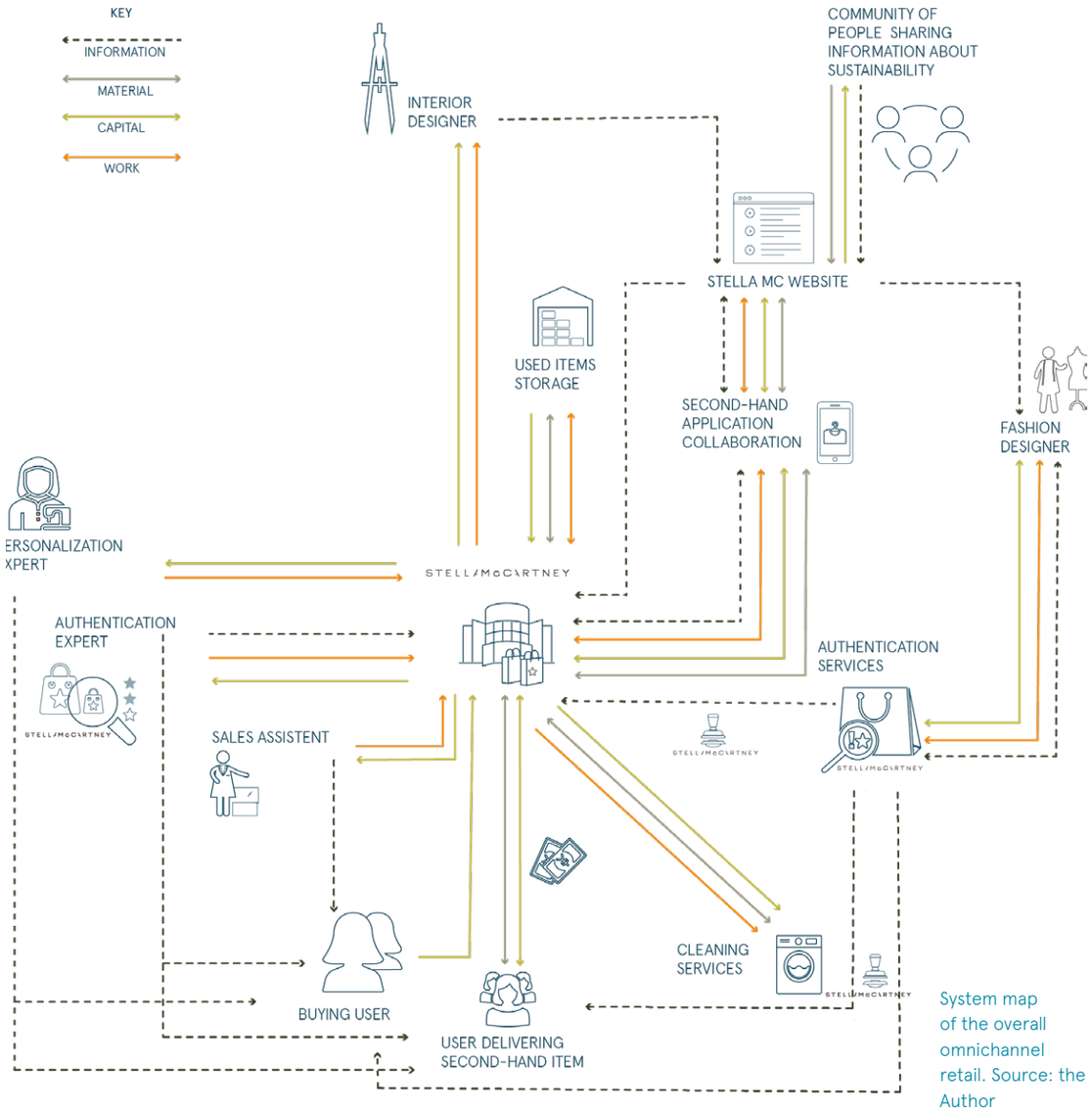
In the small are of the exhibition after the Brand ustainability aims are mention the concept behind the ideation of the Second-hand store. Refearrin to the purpose of educate the user not already knowledge about the aim of the resale syste, the explanatio will clarify the aim and purpose and moreover states about the impact of the store itself. The utilization of the two Recycled Elements in the overall design of the space is taken in account as major and foundamental concept of the Second-hand store. Within the informative purpose, the environmental foot print impact of each of the material, jeans and metal chain, is explicitate in order to let the user understand the motivation behind the two element selection.

8.3.3. The retail omni-comprehensive channel experience

The overall project result is omnichannel restitution of the sustainable action supported by Stella McCartney. The channel that the brand involves in the Second-hand merchandise is not only related to the physical touchpoint, instead is generated by an interconnection network of online and offline features. The following map list down the relationship of information, material, capital and work that connect the online and offline touchpoint and the stakeholders involved.

In the map the store, the used items storage and the laundry service, the secondary authentications laboratory are mentioned as relevant external physical location comprehensive of the retail system.

The author focuses on the project restitution of the offline touchpoint, focusing on the communicative proprieties that the brick and mortar generates in user behaviour.



System map of the overall omnichannel retail. Source: the Author

8.4. User journey and storyboard narration of the in store experience

As the central design feature of the space, the in-store shopping experience within the boutique is the chore of the project. The navigation inside the store, as the relative utilisation of the shopping area, depends on the purpose and motivation behind the visit.
Is possible to mainly identify two types of user that walk into the store with two different purposes. These two different consumers are representative of a two-opposite possible kind of interaction with space and have been considering identifying the possible way the shopper could live the retail space. In order to include both users, the shop's design accounts two different levels of information transmission in the design outcomes.

User type one

The first target is referring to a user that already has knowledge of the services and the system of consignment and came to the physical store to deliver a Stella McCartney items. Experiencing the consignment, the shopper could show to other clients inside and outside the store the authentication procedure and the evaluations process that the items will go through. These actions are a possible way to gain attention and interest of different users.

User type two

The second user type is related to a regular shopper that, walks inside the Stella McCartney second-hand store without any previous consciousness about sustainability brand campaign. If the traditional consumer walks into the store for a new item purchase, the path to the fitting room will guide him to the second-hand store. In the way to the changing room, the "brand positioning toward sustainability" area will provide information about the sustainable models and the value of the brand toward conscious fashion. The experience of this kind of shopper would be more cantered on the informative explanations provided by the store.

Lan Feng

Student

ABOUT

AGE: 23 yo

OCCUPATION: Enviromental design student

STATUS: single

LOCATION: Shanghai, Honkou district

BIO

She was born and raised in Shanghai city. She always dreamed of studying design for suporting environmental and social interest with a practical restitution. She study hard and have no time for a job, for this reason she is feeeling guilty to be supported completely by her family in finantial managment. She loves fashion as personal reprehesentation but she cannot afford many of the apparel pices she likes.

MOTIVATION

Saving maney

Environmental-social consciousness

PURCHASE POWER

CONSUMER INFORMATION

Wardarobe capacity — Empty / Full

Wardarobe utilize — Unused / Used

Purchase frequency — Daily / Monthly

Daily / Monthly

CONSCIOUSNESS CONSUMER EVALUATION

Conscious interest

Active consciousness action

"I would like to have more sustainable fashion option in order to be more in agreement with my conscious interest"

Figure 124
Proto personas type one. Source: the author, stellamccartney.com/it/stella-mccartney/girocollo_co-d39984430ki.html#dept=main_ready_to_wear

User type one storyboard of the in-store experience

This kind of user already knows the aim of the store. They walk into the space, passing through the main tradition exposition areas of the new collection and directly reach the second-hand space. The main actions the user does is all related by the consignment of the owned items. Passing through a first quality and hygienic check and a successive authentication examination, the evaluation process could begin. During the consignment, the user will provide all the extra guarantee and recipe in his possess, as additional information about the purchase location and data.

Within the authentication check, the user will complete a format about the user and product information. Trough the authentication of the estimated value of the good, the user can have a first idea of the range price. The process will end with the user payback for the value of the item.

Fei Chang

Employee

ABOUT

AGE: 32 yo

OCCUPATION: Architect

STATUS: single

LOCATION: Shanghai, Changde area

BIO

She was born in Hangzhou and she moved in Shanghai 4 years ago for the current job position. She like to differentiate her wardarobe for working house and evenig events. She like being accurated dressed in different context. She save part of her salary to implement her clothes choices.

MOTIVATION

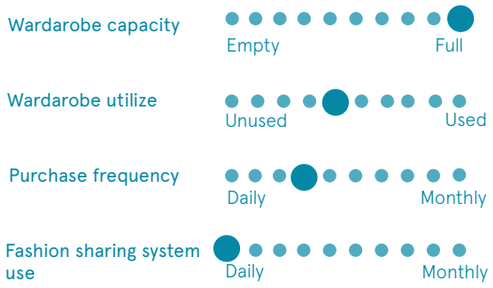
●●● Saving maney

●● Environmental-social consciousness

PURCHASE POWER

●●●●●●

CONSUMER INFORMATION



CONSCIOUSNESS CONSUMER EVALUATION

● Conscious interest

○ Active consciousness action

"I would like to have more choices in my cloths, giving away the old and unused pices that stuck in my wardarobe since years."

Figure 125
Personas type two. Source: the author. Source: https://www.stellamccartney.com/it/stella-mccartney/felpa-a-maniche-lunghe_cod12353338ik.html#dept=-main_ready_to_wear

User type two storyboard of the in-store experience

The shop assistances of the store will guide the user into the experience of the second-hand store. After walking into the resale are, the shopper can get information about the aim of the store thanks to the "brand positioning toward sustainability" area. The sale assistants can provide information and support to the users, helping in finding the best model for the client through the selection of items that the store display. The "evaluation card" contained in the items will help the user to receive all the information about quality condition, product original purchase location and history of the previous use. The purchase could additionally include the customization of the product. Thanks to the in-store machine the shop assistant can personalize and add details to the object selected in order to let the user feel the used items closer to her. The personalization will not affect permanently the object in order to do not damage it with non-removable capital letters or customized actions. During this procedure the client could wait in the lounge area. The procedure ends with the purchase of the item.

ACTIONS TIMELINE	APPROACHING THE STORE	ENTERING THE STORE	ENTERING THE SECOND-HAND STORE	PRODUCT CONSIGNEMENT	WAITING EVALUATIONS RESULTS	EVALUATIONS RESULTS
USER ACTION	The user visualizes windows display of the overall Stella McCartney store.	The user walks inside the store and further discover the two entral space division. The client looks for the second-hand division.	The user reaches the second-hand area and looks for the Consignment area.	The user reaches the second-hand consignment area reads the consignment direction and are lead during the consignment procedures.	After delivering the product, the users wait for the evaluation procedures.	The user receives a first-round evaluation. If the assessment is acceptable, the client will receive within 3 days the final price after the authenticity test and receive the value through Wechat -Alipay money transfer.
FEELING	The user feels interested in entering in the second-hand store.	The user is starting its engagement within the space.	The user feels exited to start experiencing the Second-hand store	The user enjoy actively the consignment providing the information requested and the product that wants to sell. They fill product consignment format.	The user looks forward to receive the price evaluation and finalising the consignment.	The user looks forward to receive the price evaluation and finalising the consignment.
SALESMAN ACTION	-	The salesman welcoming the client and starts to lead them to the second-hand area.	The salesman leads them to the second-hand consignment area and starts informing the client.	The salesman leads the consignment procedures helping the delivery of the used items, guarantee recipes, and hygenic information.	The salesman evaluate the items considering the quality condition and first authenticity check.	The salesman evaluates the items considering the quality condition and first authenticity check.
TOUCHPOINS	WINDOW DISPLAYS	PHYSICAL STORE SALESMEN	PHYSICAL STORE CONSIGNMENT DESK SALESMEN	CONSIGNMENT DESK SALESMEN CONSIGNMENT BOARD CONSIGNMENT FORMAT	WAITING AREA	WAITING AREA WECHAT-ALIPAY ACCOUNT SALESMEN

ACTIONS TIMELINE	APPROACHING THE STORE	ENTERING THE STORE	DISCOVERY THE SECOND-HAND AREA	EXPERIENCING THE SECOND-HAND STORE	PRODUCT PERSONALISATION SERVICES	PERSONALISATION RESULTS	PAYMENT
USER ACTION	The user visualizes windows display of the overall Stella McCartney store.	The user walks inside the store and further discover the two main space division: product differences within the new collection and only accessory spaces is identified.	The user wondering to trying on the new collection items will be lead through the fitting room walking through the Second-hand area. A small exibition states the positions of the Brand toward sustainability.	The user looks inside the second-hand product selection and identify the identity of the space. Users find further information about the items condition and the history of the product within the evaluation card in each item.	The user feels interested by items and discovers the possibility to personalise it in order to add value to the pre-owned item. Users follow the instruction about the personalisation and are guided by the sales assistant in the process.	The user waits in the lounge area while the sale assistant provides to the personalisation.	The user ends her experience in the payment area in common with the traditional sales area.
FEELING	The user feels interested in the two different design of the display and is wondering to discover them.	User's focus on items exposition and starts its experience within the Stella McCartney store.	User enjoys try on the clothes and feels interested in space she passed through.	User enjoy the selection of products. User is amazed by the more affordable price of the used items and is happy to receive information bout the previous item history.	User is happy to add unique value to the pre-owned product and to fell the items customised for her.	The user enjoys the time within the store lounge area waiting for the personalisation.	The user satisfied to leave the store with her new purchase.
SALESMAN ACTION	-	Salesman welcome and lead the user within the space, offering information about the product and the store.	Salesman helps the user to carry the items that want to be worn and help with size choice. Sales assistants also provide information about the second-hand store.	Salesman helps the user to identify the items origin and explain the service of second-hand behind the product.	The salesman shows the personalisation process and options helping on identify the most suitable for the client taste.	Salesman proceeds to modify the item with the personalization selected.	Salesman proceeds modifying the item with the personalisation selected.
TOUCHPOINS	WINDOW DISPLAYS	SALESMEN	PHYSICAL STORE BRAND SUSTAINABILITY POSITIONIG BOARD	PHYSICAL STORE SALESMEN	SALESMEN PERSONALIZATION DESK PERSONALIZATION BOARD	WAITING AREA	PAYMENT AREA

1 2 3 4

USER EXPERIENCE 1

EXPERIENCE

APPROACHING THE STORE

The user reaches the Reel Mall and identifies the Second-hand windows display within the Stella McCartney boutique. The different aesthetical layout of the two main spaces within the store lets the user defines the owned sales retail from the traditional retail. The second-hand windows display leads the user within a preview of the primary function and aim of the space. Thanks to the open laboratory, the pre-owned sales activity are easily visible from outside. The windows display function is enriched by the presence of the user that directly interact with the items' exhibition that runs in front of the windows. The windows element gain a more profound value within the architecture filter from inside and outside: the user interaction leads this space to interactive windows display.

TOUCHPOINS

WINDOW DISPLAYS

EXPERIENCE

ENTERING THE SECOND-HAND STORE

The user, already knowledgeable about the conscious activity carries within the Stella McCartney brick and mortar, entering the space from the single entrance for both the sales systems and focuses on the pre-owned retail area. The transition from the main space to the second-hand sector is led by the utilisation of a reliable ad remarkable material utilisation within the space. The entrance of the second-hand area is defined by the perspective effect of the modular chain elements, that identify the second-hand store layout.

TOUCHPOINS

PHYSICAL STORE-CONSIGNMENT DESK-SALESMEN

EXPERIENCE

PRODUCT CONSIGNEMENT

Entering the second hand are, the user is now ready to be led inside the in-store consignment thanks to the salesman support and the rules panel indication within the desk consignment area. The core of the journey, the delivery in-store experience is the primary purpose for the offline user visit. The procedure starts with the consignment of the items that the user wants to return, matched with the authentic purchase and cleaning recipe and original boxes and packaging. The following procedure will engage salesman in the quality and authenticity check in order to provide a first estimation of the item. In the main, while the user fills out the consignment format including the item's history of the purchase and personal information related to the item's utilisation.

TOUCHPOINS

CONSIGNMENT DESK-SALESMEN-CONSIGNMENT BOARD-FORMAT

EXPERIENCE

WAITING EVALUATIONS RESULTS

The evaluation procedure will need some minutes to be ended, and the user could wait in the specific waiting area. The user can accept or denied the first evaluation provided and defines if they would like to proceed within the evaluation procedures. In case the evaluation is reasonable, the items will be taken to a second stage of the evaluation where clearing condition an authenticity will be checked carefully. The first evaluation could be increased after this second level of the evaluation. The money payback will be delivered thanks trough WeChat-Alipay money transfer to the user account.

TOUCHPOINS

WAITING AREA- WECHAT-ALIPAY ACCOUNT- SALESMEN

USER EXPERIENCE 2

EXPERIENCE

APPROACHING THE STORE

The users face the main windows display of the boutique of the Stella McCartney store. The user met the Second-hand store first from the small windows display recognising it for the different layout of the display. The main entrance will lead the user inside the store traditional retail area behind the central window. The division within the two different resales are stated from the different aesthetical aspect and thanks to the salesman will help the client within the exploration of the second-hand space. The position of the second-hand area is tangible for the users who go to the changing room, crossing its spaces to reach them.

TOUCHPOINS

WINDOW DISPLAYS

EXPERIENCE

DISCOVERY THE SECOND-HAND AREA

The user gets inside the second-hand area passing in front of the exhibition of brand positioning toward sustainability. This small instructive section aims to inform and explain the user toward the fashion consciousness and the effective actions carried out from the company toward environmental and social footprint control. In this area, the user can understand the brand background supporting the second-hand store and the aim of it. The user will face this informative area both entering the store just passing to the fitting rooms and normally entering the space. The salesman will further explain and lead the user to the understanding and experience of the store.

TOUCHPOINS

PHYSICAL STORE BRAND SUSTAINABILITY POSITIONIG BOARD

EXPERIENCE

EXPERIENCING THE SECOND-HAND STORE

After visiting the store, the user is led by the salesman trough the items in-store exposition to a possible purse selection. Within the selection of items of interest, the sales assistant will help the user in the more in-depth understanding of the items' history shown in the item identity card. The information contained in the identity card is useful to the users to understand the relationship of the items with the previous users and the understanding of its past, making the object closer to the client. The purchase procedure would be additionally be enhanced by a customisation procedure that could furthermore help the user in getting closer to the pre-owned item. The sales assistant will lead the user through different selection of personalisation to be applied to the item.

TOUCHPOINS

PHYSICAL STORE-SALESMEN

EXPERIENCE

PAYMENT

After waiting in the lounge area for the personalisation procedure, the user will end the purchase paying at the common counter desk located in the traditional sale store. The commonly shared touchpoint helps in order to try to integrate the two retail areas within the same store

TOUCHPOINS

PAYMENT AREA- TRADITIONAL SALES AREA

8.4.1 consignment procedure

The central activity of the store, the consignment service is the most emblematic action of the second-hand store purpose.
The user reaching the desk will follow the direction provided by the store and will be led by the sales assistant within the overall procedure. The consignment could be resume in the following steps:

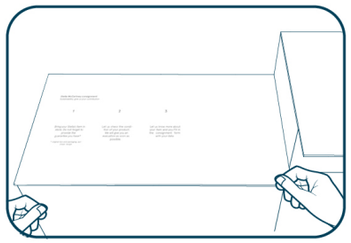
1.Consign the items

The user delivers within the consignment desk, the items that she wants to return after having been listening to the consignment assistant direction.

2.Consign the additional guarantee and original boxes-packaging

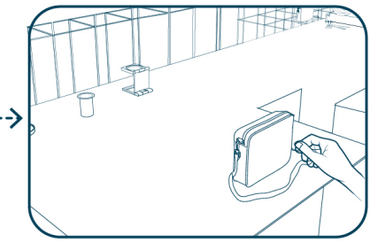
A critical stage of the authentication procedure, the delivery of authentic bags, packaging, purchase recipes will help the authentication men in the procedures. The quotation of the item will be increased by the external guarantee elements.

3. Fill in the consignment format with user and items information this procedure the user will release to the brand the overall information regarding the history of the purchase and personal information.



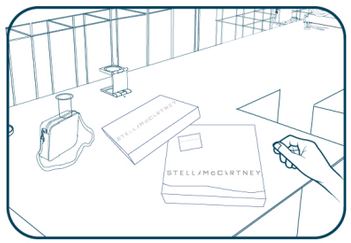
1

Consignment directions



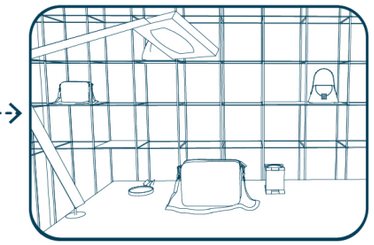
2

Item consignment



3

Recipes boxes and packaging consignment: authenticity check



4

Evaluation proces: authenticity and qualiy condition check

5

Consignment format filling: user and item history informations

Consignment system steps. Source: the Author

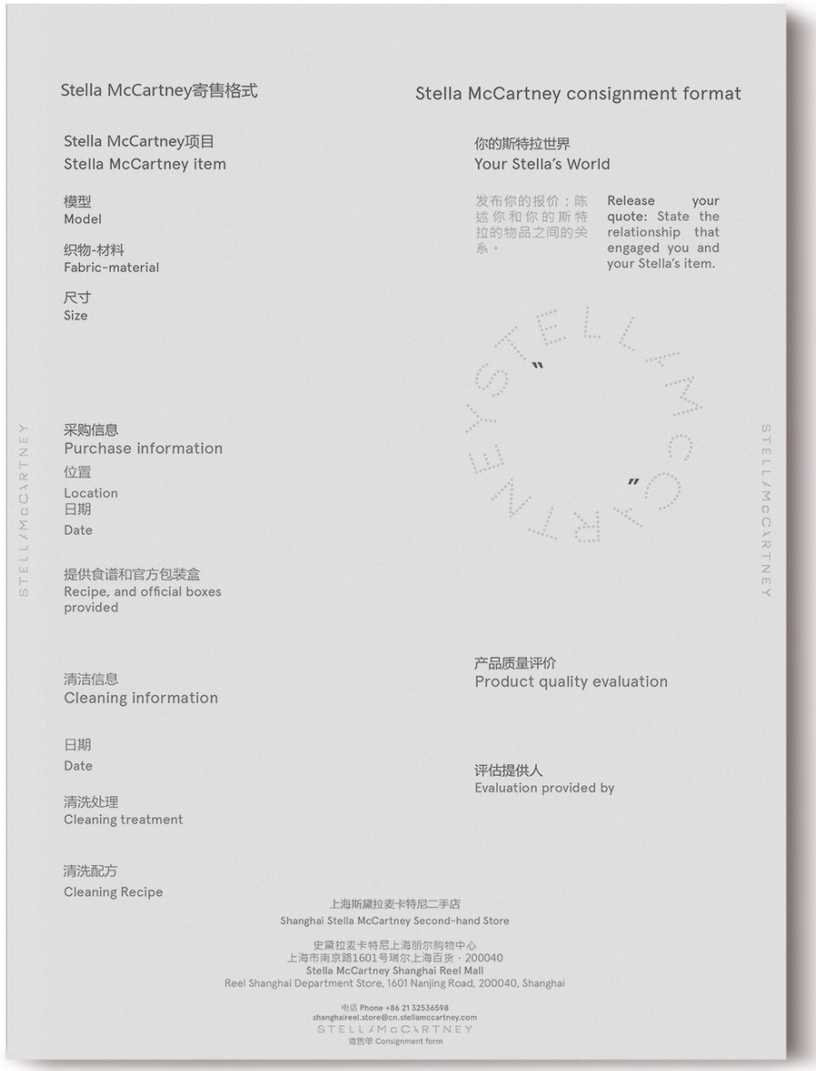
Consignment directions boad. Source: the Author

Consignment format structure

Consignment format structure refers to collect item and possessor's data in order to fill the Item Identity card provided within each exposed item.

The format is **partially filled by the user** and furthermore completed by the in-store assistant within the part of the quality and authenticity check. Moreover, in this section will be determinate the cleaning condition of the item. The user is requested to insert data about the extern cleaning, providing recipe as prove of the hygienic treatment done. The evaluation of the item is released, naming the authenticator assistant name and store location as a **furthermore assurance** for the new possible owner of a quelificate check.

The consignment format is fundamental in the collection of the user a purse data to be entered within the items Identity card. In the following paragraph, the characteristic of these evaluative tools is in-depth explained, defining its central role in the user awareness about a second-hand item purchase.



The consignment format. Source: the Author

8.5 After owning transition: the item Identity card, an user-based design evaluation tools

As a relevant topic in user data collection, the relationship of the used items with the new owner is the most relevant and problematic fragment of the transition to an after owing purchase system. User data insights define the unknown information of the previous owner as the most discouraging fact in the second-hand purchase, pointing out a lack in the previous item's utilisation and the cleaning state of it. To provide a user behavioural shift about this topic, part of the in-store experience is focusing on the restitution of the previous user information trying to return the personal experience that engages user and items. In order to better link the new owners with the previous one, an informative and evaluative card is placed into the items to provide user and items information.

Users-based design evaluation tools

Due to the personal involvement in the topic, the author focusses the design process of an evaluation card based on Chinese user feedbacks. To define the consumer perception about the pre-owned items information, the author directly involves the user in the ideation process. In order to produce an evaluation product based on the Chinese consumer, the contents and the format of the tool's restitution has been created in conjunction with user collaborations. The author delivers a selection of three different basic design layout of illustrated prototype cards, focusing on three different information level. The different cards have presented to the users in order to collect comments and analyse the contents. The session of collaboration has been essential to the author in order to be sure that the evaluating tools provide a relevance value, basing on correct cultural information.

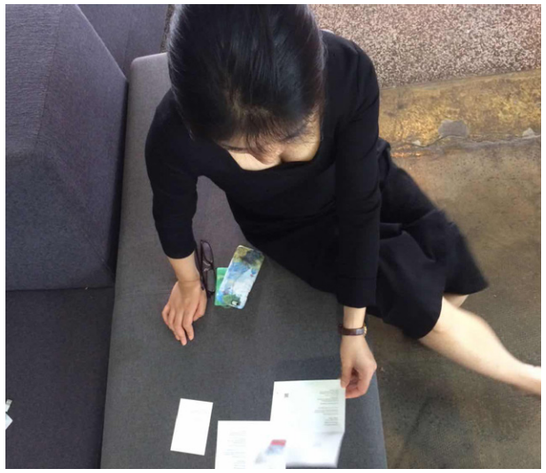
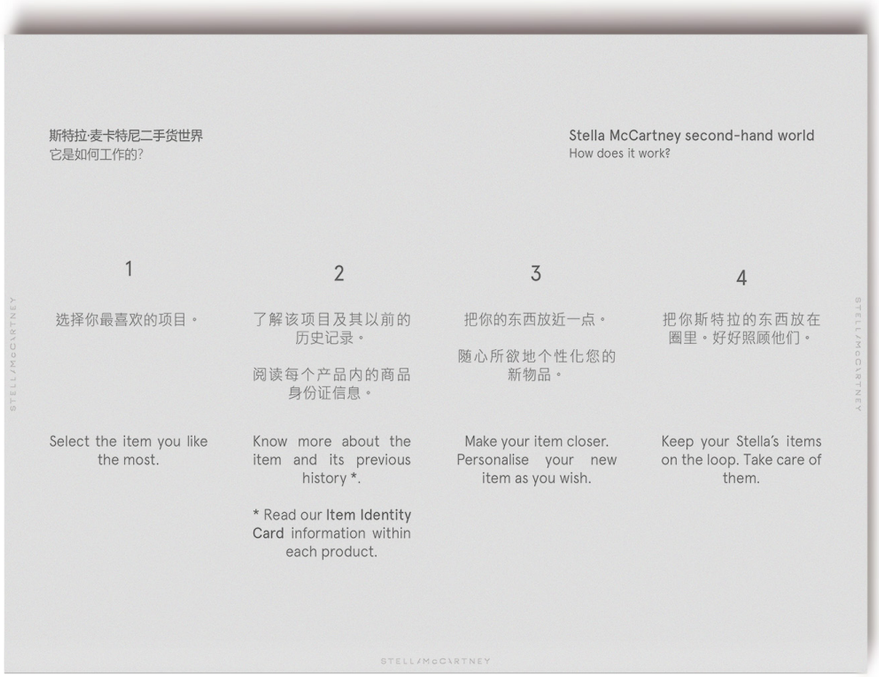


Figure 126
User consultation session. Source: the Author

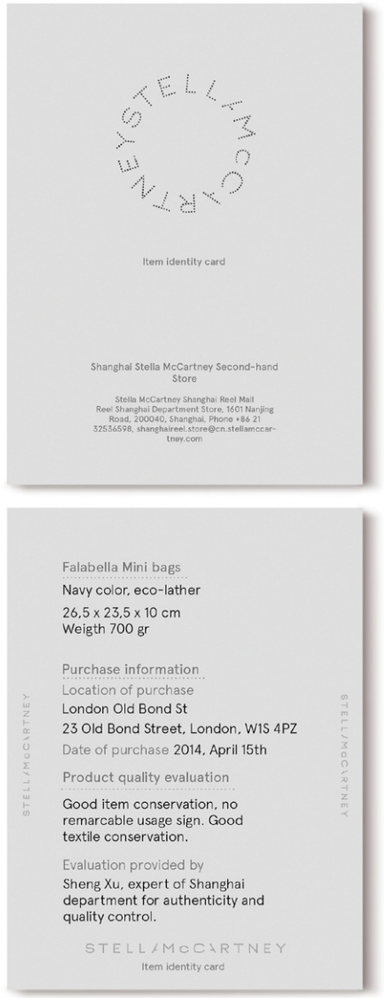


Used item purchase and personalisation direction. Source: the Author

As central part of the used items purchase, knowing more infromation about the used goods is foundamental for Chinese shoppers. Critical in the wondered purchase election, the idenntity card play an importan role in order to explain better the past of the items.

Card type one: minimum information

As essential content, information about the size and fabric compositions and the product model are listed in all the three layouts. Moreover, elements present in the overall layouts are the items qualitative comments and authenticity evaluation supported by the name of the expert and the store providing the evaluation.
Data about the original purchase location and period are also included in all the format.
This evaluating tool contains just qualitative data about the product, and the minimum reference about the item purchase history.



Item card type one. Source: the Author

Card type two: product, original purchase location, and previous owner information

Deferring from the card type one for the personal data contents, this layout includes information to get a closer connection to the previous users. The knowledge of the past owners is possible through the registry name and surname and from user code. These numerical numbers authorise to connect to the user purchase history, getting inside of the knowledge of the previous owners' taste and the other purchases realised in the official store or online Stella McCartney shops. The shopper can obtain this data inserting the user code in the website or scanning the QR code reported in the card.
A second assurance for the consumer interested in the authenticity of the product is the transcript of the purchase history of the previous user. The buyers can access to a second level of guarantee, being able to access not only at the time and localisation of each purchase, but also referring to the guarantee of the possible other purchasing occurred in the real store location.

Item card type two. Source: the Author

Card type three: maximum information

The card type three is the card that combines the highest number of information. This layout has the same data of the card type two with the addition of more personal details. In this evaluating sheet is contained a significative quote that states the interpersonal relationship and engagement with the items. Moreover, the previous author is asked to add a personal picture representative of her connection with the items. The request of a picture is freely deniable for privacy reason. Pictures requirements do not regulate this photo element: the image could not include a self-portrait, representing only a personal significative gesture for the previous user.

Item card type three. Source: the Author

Users consultation session insights

The cards have been checked and evaluate with pro and cons consideration by the user, suggesting to the author several reflections based on different cultural point of view.
All the users evaluated the layout type one as not expressive enough, referring only to the necessary information that also the in-store sales could contemporary provide. The attentions were further focused on card type two and three, believed as more fascinating.

Data insights about previous user information

The **name and surname** of the users have been considered not needed information, preferring the purchase code option. Culturally based consideration has been settled on the possible problem caused by of the name and surname. In order to not undermine the "Chinese Face" and social respectability, the presences of the personal data are recommended as replaceable with the user code.
The purchase history information gets the user a **vivid spitting image about the user taste** and, indirectly, about the personality hidden beyond the purchase choice.
Interesting insights were provided about the **picture**. This has been seen by the users as the most powerful and communicative elements of the cards, making a noticeable deep personal relationship between uses and the item. The free choice to provide or not the portrait image was positively evaluated. Was suggested to ask the previous owner to **include in the image more environmental elements** that can generate in the readers a spitting image of the lifestyle conduct by the precedent user. Focusing on the physical location and the setting of the image as an informative background is an efficient way to include personal contents without including the user's figure.

Item card type three user insights changes. Source: the Author

Data insights on items information

In the item's information data was suggested to include style and time referments: keyword about the fashion period that the items concern to, or the celebrity VIP who chose and worn the product in order to embrace more intriguing fact to define the item.
Moreover, since the central concern about the second-hand items is the cleaning condition, the preference of most people was to add information about the hygienic approval and who and when the treatment was provided.

The final evaluating cards

The different users 'opinions obtained during the collaboration process was internalized in the final output of the evaluation card. From this design session was clear to the author that the direction of the card type three was the most appreciated by the user, containing a personal amount of information that can make the consumer less scared about the previous owner.

Figure 127
Item card type three visualisation. Source: the Author

Figure 128
Item card type three definitive. Source: the Author

8.6 Studies of possible Second-hand applications in other store location

In order to provide further development of the Second-hand retail models, the following part investigation to identify the possible different application of the system. Within the Stella McCartney boutique, was selected some of the most suitable retail typology different in size, location and purpose of the retail place. The diversity of the brick and mortar models specifically request a various grade of the intervention of the model and, moreover, identify dissimilar aims that the retail models gain.

As a model designed to improve user's awareness about sustainability, the purpose of the model is more related to the educational value more than a specific economic model. The reproduction of such a system within the different commercial area is determinate from the two-parameter, informative and profitable purpose, defining an alternative level of application of the second-hand system. The cases analysed as the hypothetic site of intervention are representative of retail categories that, for example, fits the European retail marketplace. Within the two Milan stores, the Author focuses on the identification of a small store within the Rinascente Department Store as a small place for the adoption of the Second-hand Retail as formal pop-up integrated within the Rinascente Stand. The adoption of this strategic location is determinate with the aim to inform and direct the client into the Flagship store of Via Santo Spirito. The location of the Rinascente intends to inform of the different resale within an essential location as Rinascente, the main reference for shoppers well known globally. More than the only informative and promotional value, the mono-brand store next to Montenapoleone Fashion Street, embrace a full Second-hand experience, letting the user deeply understand the sustainable resale action.

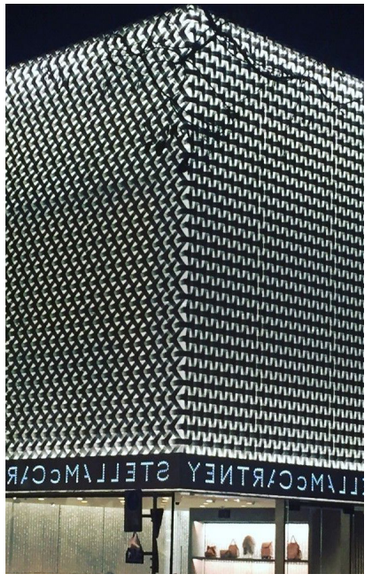


Figure 129
Stella McCartney Tokyo Store.
Source: http://www.editphoto.net/work-portfolio/architecture/retail/

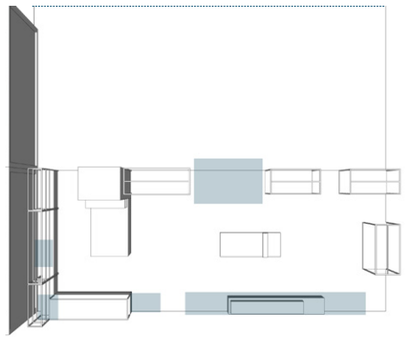
The intervention is designed in order to provide a different layout distribution within another store location. The space distribution on Santo Spirito Street store is defined as a solution dividing the area of intervention in the current layout of the store. The disposition in two levels of the store, lets the Author focuses on the need to distribute in two are of intervention the store, adopting guideline to recreate within a different spatial disposition, a same image of the Shanghainese second-hand store experience.

Figure 130
Stella McCartney London,23 Old Bond street.
Source: https://www.architetturaecosostenibile.it/design/arredamento/stella-mccartney-londra-negozio-218

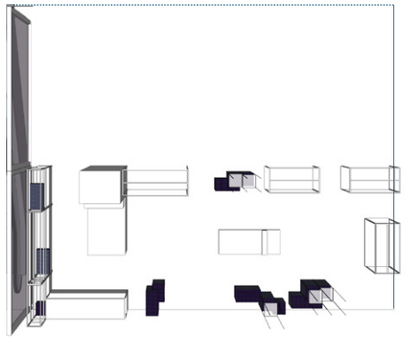
Stella McCartney store in Rinascente Shopping Mall Milano

Floor 3
Store: 32,00 Sqm
15% of the original store

Items-display



La Rinascente Stella McCartney store current plan and interventions. Source: the Author



La Rinascente Stella McCartney store redesign plan . Source: the Author

The location of La Rinascente Shopping Mall in Milano is a world-known retail location within the retail marketplace. The Department store offers a multitude of the prominent fashion brand within different size boutique and floor.
Stella McCartney has a small presences at the 3rd floor in the Rinascente. Within this location the Brand offers a small selection fo the most trendy and fashion items of each collection, remining the client the most relevant part of each collections. Within this loction, the Second-hand store show the client a small selection of items refearing to the Santo Spirito

Flagship store for the full collection of pre-owned items. The personalization and consignment services are not availble in the rinascente. The presence of the Second-hand store in Rinascente is related to the show the services and the purpose of re-saling used items. The layout of the store is changed only for the fiftteen percent of the original layout, sobstitute the orginal display with the modular elements of recycled jeans.

La Rinascente Stella McCartney store redesign-view. Source: the Author

Stella McCartney store Santo Spirito Milano

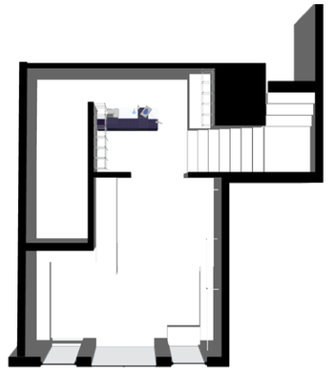
2 Floors store
Store: Sqm

- Personalisation and consignment
- Lounge area
- Items-display

The design intervention focus on creating the entire Second-hand services within the store location of Santo Spirito. The flagship store offers within the two floors the possibilitto recreate consignment and personalization services at the first floor.
the client will face directly the main funcional area of the stor viasully coordinated to the elements of the chain and the jeans recycled desk. The reiteration of this two main elements reflect in the disposition the layout of the store. The client faces first the area of the consignment and frontal desk within a small second-hand display. The exerience of the pre-owned items follow at the second floor with the all exhibitionof the items and the declaration of the main aim and purpose that the brand embrace with the second-hand store.

Santo Spirito
Stella McCartney
store plan. Source: the Author

The store of Santo Spirito enterely embraces the full services and aim of the second-hand and being a place where the cient can experience a full experience of sustainable purchase.



Santo Spirito
Stella McCartney
store plan- redesign. Source: the Author

Santo Spirito
Stella McCartney
store redesign-view. Source: the Author

Chapter 9
Conclusions

The research investigates the debated about China positioning as one of the most significant producers of apparel items and, leading fashion buyer worldwide. The author investigated the boundaries of the current Great China consumers context and the trends intending to obtain acknowledgement about amplifying Chinese consumers awareness on fashion sustainability. The research is focused on high-end apparel goods since Chinese purchasers are the leading players in the luxury fashion consumption.

Literature states that the nowadays Chinese consumer, aware of the critical fashion consumption, is gradually starting to embrace several sustainable actions, shifting purchase habits. Many are the limitations that slacken the transition, even though a change is already started in the back of mind of the more active consumers. Adoption of sustainable fashion system as the sharing-based model, which globally take place, has been demonstrated problematic in the Chinese context. The overcoming of the owning relationship between user and items, in the specific context of the second-hand, barely get acceptance in the Asian ones, due to specific cultural issues and concerns. Literature and user research both affirm that roots of belief absence in that model are the lack of trust in the authenticity of luxury items. The evaluation of the hygienic condition of pre-owned items is another of the salient culturally related obstacles on the Chinese mindset.

All collected insights define the proposal of design intervention in the Chinese shopping scenario; the retail solution based on the trendsetter features that tier-one cities have on the Chinese lower-tier cities. The project proposes to inform, aiming to obtain a national resonance taking advantage of the seen in tier one effect. The criticality collected from user and literature research leads the project toward the definition of a design hypothesis for intervention on second-hand resale. The proposal refers to an existent brand supporting with its heritage the spread of sustainable ideals.

Due to the current position in redefining high-end fashion values, Stella McCartney was selected as the most suitable label supporting the goals. The interevent in The Reel Stella McCartney store in Shanghai, see the integration of a second-hand resale point and consignment system in its existing retail space. The selection of the in-store site is to be considered in the light of the main obstacle in second-hand diffusion as an answer of authenticity assurance to counterfeit fears. The author defines a solution directly based to lead user trusts, exploring alternative certified inspection methods.
The in-store evaluation procedure uses the brand name and heritage as a guarantee of the service provided. The author places the pre-owned boutique within the existent store location, to furthermore assure the client the authenticity of the goods, being itself a promoter of the originality.
Moreover, the location of the intervention in one of the most remarkable Shanghainese retail supports the educational value that the project aims to achieve. In order to create awareness, the Reel retail plaza acts to amplify the purpose, supporting the informative conscious consump-

tion aim. The design exploration places the physicality of the offline touchpoint as a powerful communicative channel to let the users experience a conscious fashion approach. The exploration mainly aims to advertise brand ethical value globally applied by the company, offering an informative sensibilization of Chinese users.

A suitable possibility is the further development of this project. The adoption of such intervention, due to the adaptability project features in other retail contexts, is determinable. The scaling process to different shopping reality is a possible development at this stage of the project. Although the current proposal is directly designed on the specific Chinse consumer base answering specific lack and local based issue, the proposal can be replicated in other retail scenarios defining by the typicality of the place. The exploration of this project is also a valuative approach for the brand, to deeply understand the grade of sustainability actively carried out by Chinese consumers. Furthermore, the investigation the author achieved is a way to create a community around the second-hand context, join an additional study to the already existent Chinese pre-owned items sales platform.

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