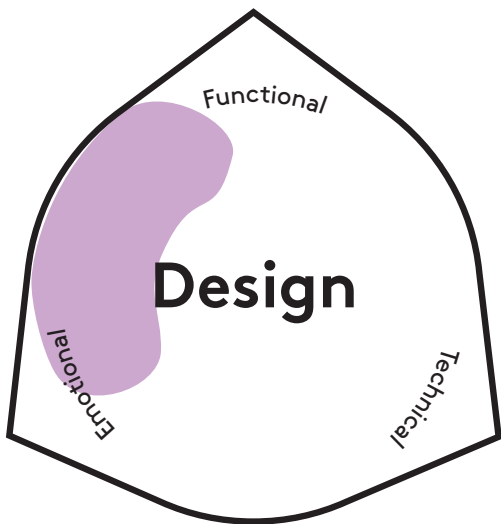


Customisation



Customisation

WHAT?

Users can influence the final product, before production, in relation to individual user needs and aesthetic preferences.

WHY?

Customisation can support product longevity through stronger user satisfaction and emotional investment.

CHALLENGES

- Users may not want to make choices.
- Requires a user friendly system.
- Requires a flexible production.

EXAMPLES

- Big brands such as Nike offer their users the possibility to **personalise their purchase**.
- **Bow and Drape** within high street apparel uses a 'coffee to go' strategy, i.e. users choose their own combination of pre-fixed elements.
- In collaboration with the Van Gills Family, the company, **September Salon** provides a made-to-measure collection.
- **Suiting** such as by the company **Creyate**.
- **Unmade's** customised knitwear.

THIS CARD LINKS TO

/ Aesthetic Lifetime / E-Shop / Embedded Storytelling / Formal Alteration and Modification / Local Production / Modularity / Production on Demand / User Understanding

FURTHER READING

Niinimäki (ed.) (2013). **Sustainable Fashion: new approaches**. Aalto University, Helsinki / Pine & Gilmore (2011). **The Experience Economy**. Harvard Business Review Press.