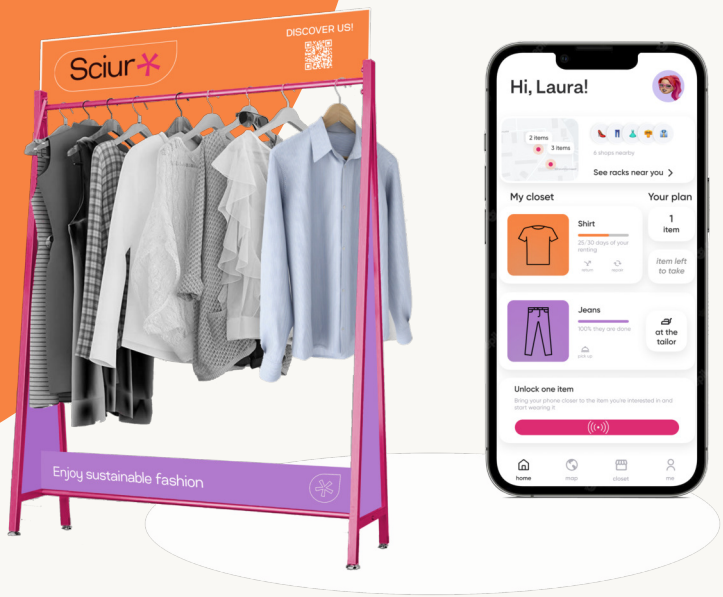
Sciur

Enjoy sustainable fashion

A project by Team Gingerbreads
Amarinder Arora, Martina Bon, Marco Finardi, Aurora Serra, Riccardo Torta

Sciur is a tech-enabled network of shared clothing racks located in Milanese boutiques. We make quality sustainable clothing accessible for young people using a flexible subscription model to rent clothes — reshaping self-expression through fashion, subsequently uplifting the local industry and reducing waste.



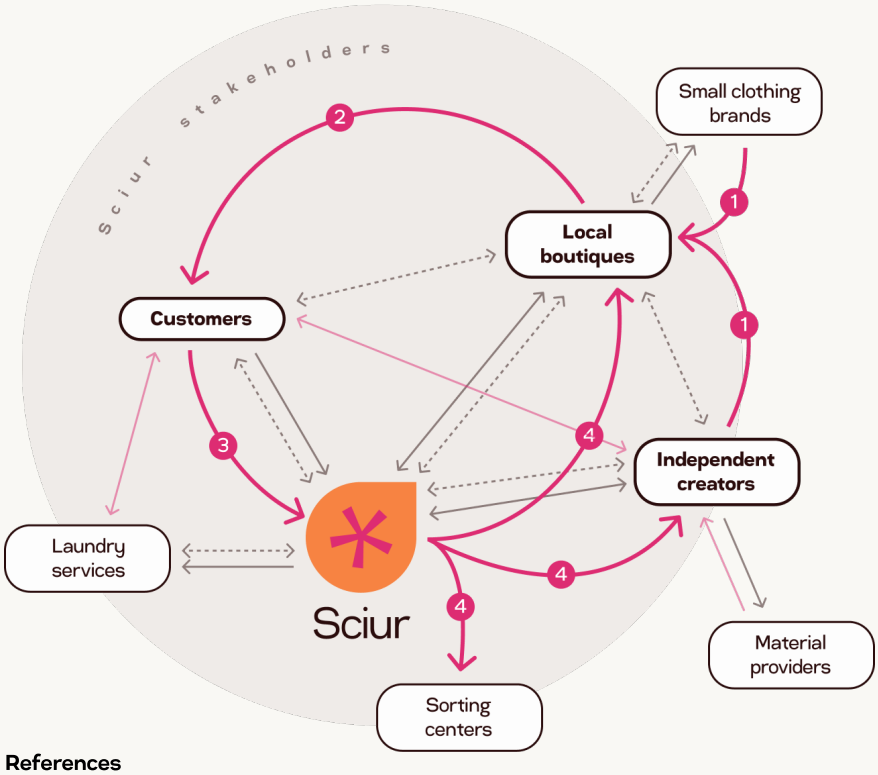
Knitting our ideas • ECOSYSTEM MAP

Milan is one of the European capitals of fashion and headliner of worldwide trends. The city has a huge impact on the global fashion industry, and is equally impacted by it. The clothing industry's system is broken. Majority people can't access quality sustainable clothing because of expensive pricing.

Moreover, a person in Italy creates as much as 7.2 kg of clothing wastage per year. With the ever changing trends and fast fashion, young people specifically struggle with finding an identity with clothing. They care about quality sustainable clothing, but feel trapped by this system.

On the other hand, the Covid-19 pandemic has had grave repurcussions on the small neighbourhood shops/boutiques, resulting in small businesses shutting down. It is interesting to note that there are plenty creators/designers working towards no-waste sustainable clothing but they do not have platform to be heard. Starting your own business in Milan is a daunting task.

We see this as an opportunity to come up with an innovative solution that can bring about a systemic change in the way fashion system works by reforming the consumption behaviour of people and the concept of ownership of clothes.



Garment flow

Information flow

Financial flow

1. Local boutiques receive the garments from the creators and make the selection to put on the Sciur rack
2. Users can explore the Sciur's garment offerings at the boutiques and rent them
3. Users return the items they don't wish to keep for longer to the Sciur system
4. Sciur does the cleaning of the garments and then decides if the garment can go back to the rack in the shops, sent to the creators to rework/ upcycle or finally to the recycling centers.

References

Service Orientation • VALUES

Sciur puts focus on Milan's context and all stakeholders' needs and habits to have a positive impact on their behaviours.

	Needs	Strategies	Impact
People Centric **People in Milan**	Be able to explore clothing options to feel confident in what they wear	a decentralized network of racks with diverse clothing styles	positive change in consumer behaviour from exclusive clothes ownership to renting clothes
	Be able to access ethically produced and manufactured quality clothing	tie-up with independent creators and small brands to acquire sustainably produced clothes tie-up with local boutiques to house the racks with acquired pieces of clothing	strenghthening the local networks of relationships inside each neighbourhood
	have affordable options and not end up having a closet full of clothes they don't wear	a subscription-based renting service	make sustainable behaviors diffuse easily, being more accessible
Society Oriented **Independent Creators Small clothing brands**	being able to enter and penetrate a tough market as a small business owner	a shared-risk based acquisition of garments to put on racks as rentals Providing a platform to showcase their values	having a following that can create word-of-mouth and help them grow creating direct connections with customers
Society Oriented **Local boutiques**	be able to attract more and new customer base	opportunity to put a sciur* rack with a shared vision of clothing displayed	brings in a new client base, increases footfall and opportunit to increase sales
	be able to move beyond a neighbourhood shop to have a city-wide presence	showcasing the boutiques' details on our open sciur network map	creates a buzz in the city about the boutique, thus attracting more people

Business Viability

Sciur makes ethical sustainable garments accessible for people at an affordable price. We have developed a subscription-based business model for the service provision.

We onboard independent creators, small business owners and local boutiques by taking an annual fee that puts them into our network. There on, we work with them on a shared-risk basis dependent on the renting of each item and the overall circulation of clothes within the Sciur network.

The onboarding users get a +1 garment rental for a month on any pack they take subscribe to. There's always a possibility to upgrade packs in order to rent more pieces of clothing.

Click here for minimum viable business projection

According to sustainable and ethical clothing industry standards, we put a **markup of 200%** on the garments.

The rental price for each garment per month will be **10%** of its original selling price.

The producer, seller and Sciur each get **40%, 10%** and **50%** of the share respectively.

In **4 months**, the producer recovers the production cost. Post which, all the parties start making profit on that garment.

How does it Work?

● SCIUR TOUCHPOINTS

Check our prototype here!

PHYSICAL

DIGITAL

For boutiques | For people | For creators

Sciur is tech-enabled for seamless operations and management, as well as highlights the importance of using tech for good. We leverage on the Radio Frequency Identification (RFID) technology to facilitate communication between garments and people, track the item and give essential information and instructions to people about the manufacturing of the garment, maintenance information and their contribution in moving towards being environmentally, socially and economically conscious consumers. Each rack has an RFID sensor andevery garment has an RFID tag attached to it.

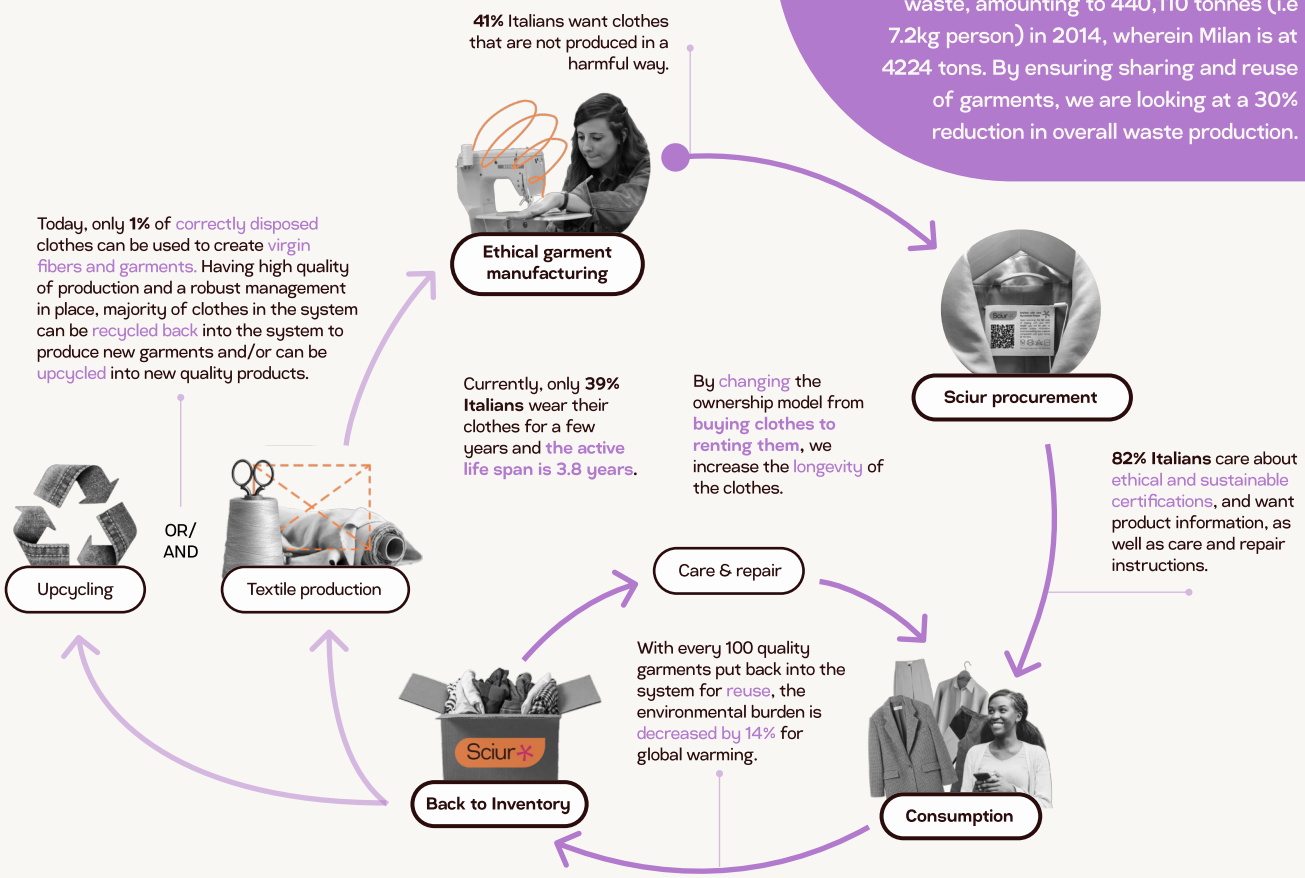
Moreover, we use digital tech- the Scuir app to relay relevant information to all the actors involved; be an active space that gives a platform and voice to conscious producers & consumers of clothes; and facilitate transaction of items and money.

Road to Circularity

● SUSTAINABLE LIFE CYCLE

DID YOU KNOW?

Italy has the highest clothing in residual waste, amounting to 440,110 tonnes (i.e 7.2kg person) in 2014, wherein Milan is at 4224 tons. By ensuring sharing and reuse of garments, we are looking at a 30% reduction in overall waste production.



CUSTOMER JOURNEY MAP • **WALK THE TALK**

Sciur provides seamless experience for the users from star-to-end, transforming their consumption behaviour from owning clothes to renting them. The journey map highlights the significance of having both physical and digital touchpoints to engage the customer and make their experience sensorial. The ability to feel the fabric, try the garment and learn about the creators and the creation is impactful and rewarding.

1 DAY → 1 WEEK

PRE – SERVICE

SERVICE

	AWARENESS	DOWNLOAD	ACQUISITION	ENGAGEMENT	EXPLORING	SCANNING	RENTING
Action	Laura discovers Sciur by seeing the adv on the small boutique's windows	Laura decides to download the app	Laura sets her profile and purchase the 3 item subscription plan	Laura explores from the platform all the different shops and creators available in the city	Laura decides to go in a boutique she likes and look the garments exposed on the rack	Laura scan one of the garments that she likes, reads the creator presentation, falling even more in love with it, and decides to get it	Laura confirms she wants to rent the piece
Touchpoint Digital	Mobile/QR code	Mobile	Mobile app	Mobile app		Mobile app	Mobile app
Touchpoint Physical	Small boutiques				Sciur shared rack	Sciur shared rack	

1 MONTH → 1 WEEK → 6 MONTHS

SERVICE

POST – SERVICE

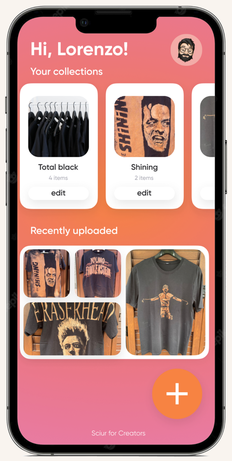
	TRYING	INFORMING	RETURNING	EXPLORING	UPRADING	RENTING LONG TERM	RECOMMENDING
Action	Laura takes the garments home and try them multiple times	Laura wants to know more about the production process of the item, so she scan the garment and learn more about it	After a while, Laura realizes she doesn't want to keep the item and brings it back to the small boutique and rack closer to her	While returning it, Laura gives a look at the shared rack and finds two more items she wants to bring home	Laura realizes her plan is already full, so she decides to upgrade it to 5 items a month	Laura finally feels she found a way to experiment through fashion in a sustainable way	After a while, Laura recommend Sciur to a friend of hers that wants to
Touchpoint Digital		Mobile app			Mobile app	Mobile app	
Touchpoint Physical			Small boutique	Sciur shared rack	Sciur shared rack		

TEAM GINGERBREADS

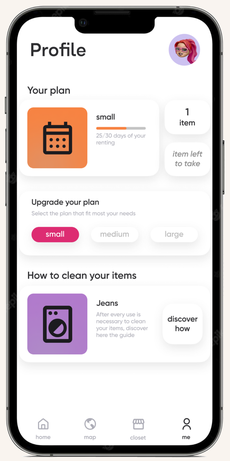
Sciur*

Enjoy sustainable fashion

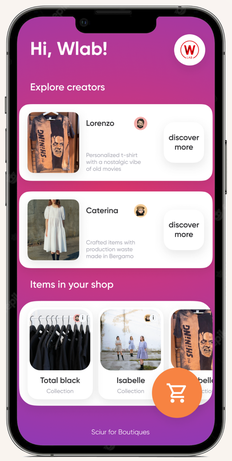
Sciur is a tech-enabled network of shared clothing racks located in Milanese boutiques. We make quality sustainable clothing accessible for young people using a flexible subscription model to rent clothes — reshaping self-expression through fashion, subsequently uplifting the local industry and reducing waste.



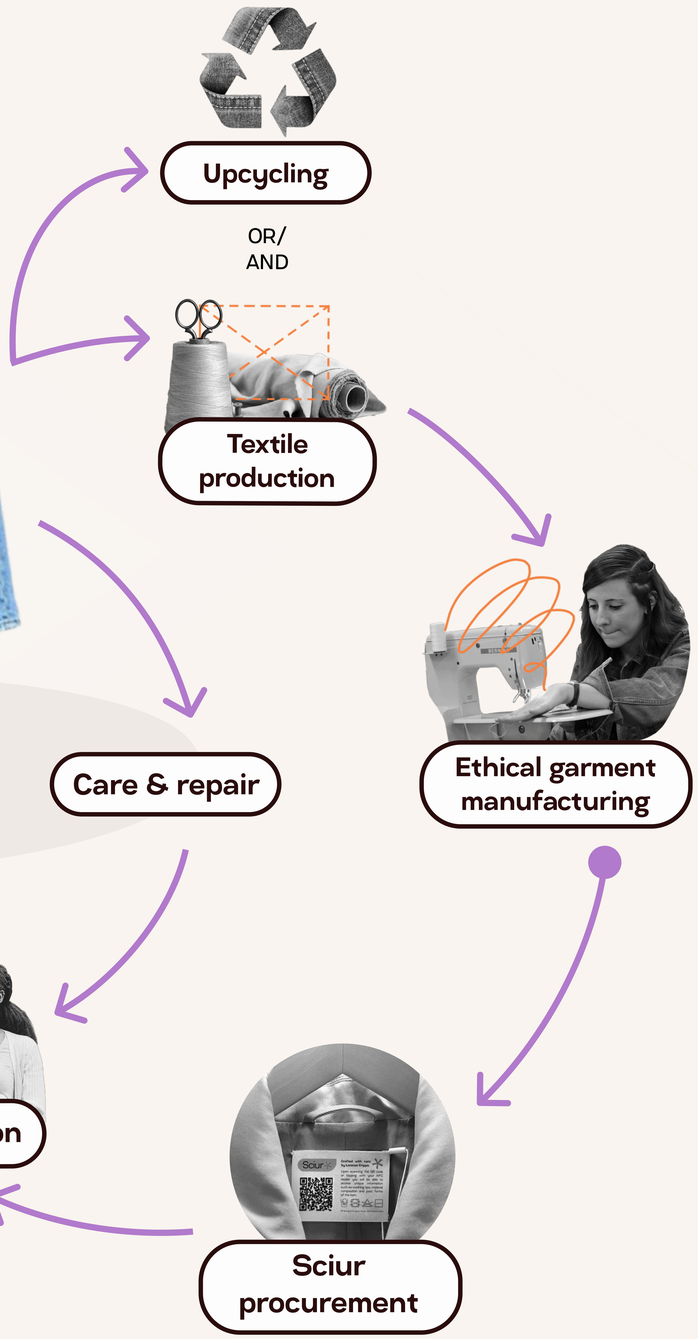
For boutiques



For people



For creators

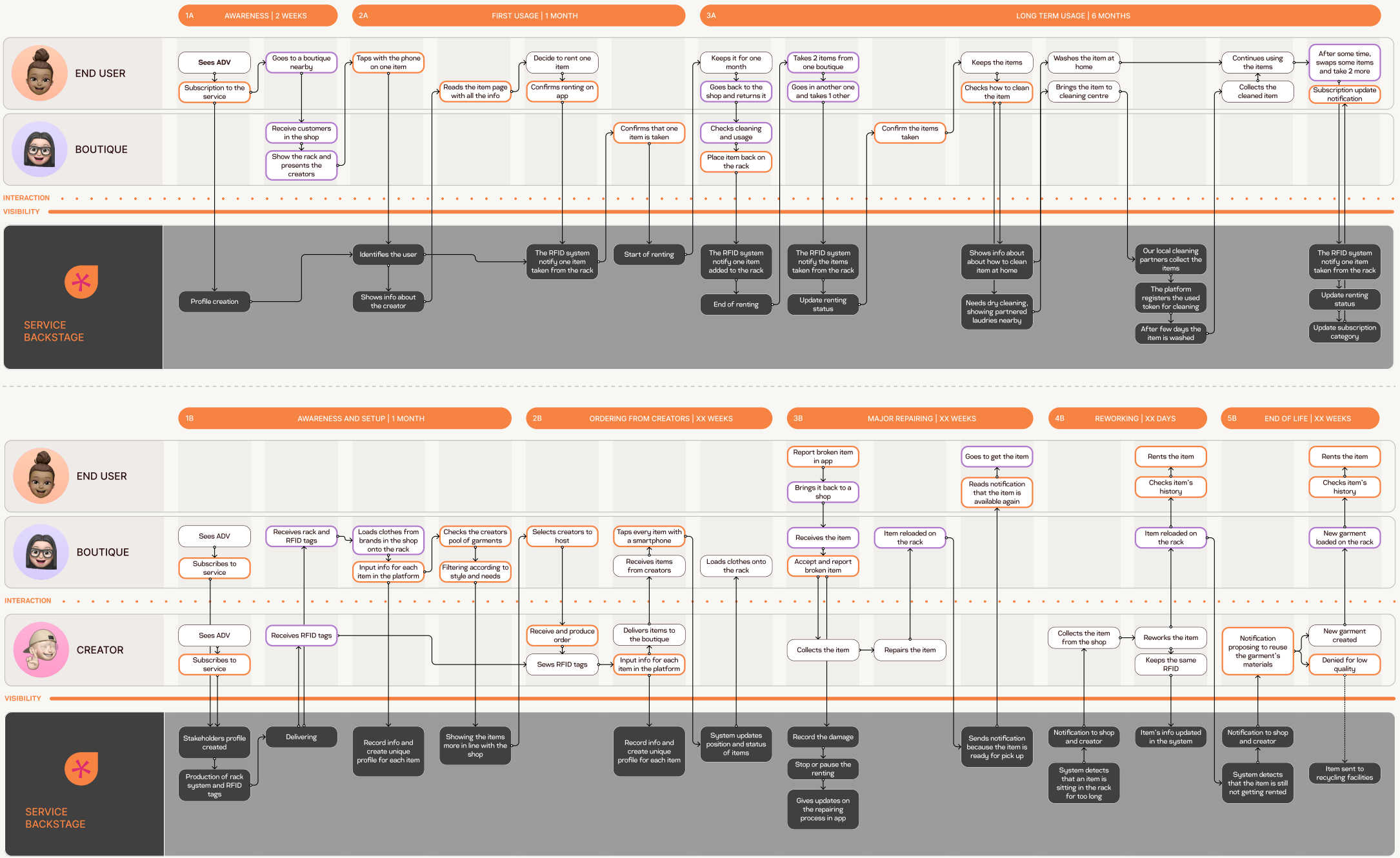


Sciur

Team Gingerbreads
Amarinder Arora | Martina Bon | Marco Finardi | Aurora Serra | Riccardo Torta
Politecnico di Milano, Milan, Italy

HOW TO READ THE BLUEPRINT?

action on **physical** touchpoint → connection flow → action on **digital** touchpoint



Sciur

Team Gingerbreads
Amarinder Arora | Martina Bon | Marco Finardi | Aurora Serra | Riccardo Torta
Politecnico di Milano, Milan, Italy

Key resources

Space for shared racks in the local boutiques.

Sensors and components for smart rack system.

Clothing items to be rented.

Human resources.

Key activities

Digital platform and app maintenance.

Delivery of smart rack and RFID systems.

Constant stakeholder engagement and customer assistance.

Marketing and promotion.

Administration.

Key partners

Local laundries.

Tech company.

Sorting and recycling social projects or companies.

Ecological VP

The life-cycle of garments becomes circular and shared, increasing usage and reducing environmental impact.

Human VP

The relationship with clothing is no more compulsive: increased freedom to find your self-expression.

Service VP

Easily access to sustainable and quality clothing.
Reduced risks to waste.
Increased flexibility to rent.

Access to new young clients, advertising, digital services. A new channel to get revenues from clothes.

Social VP

Local actors uplifted in comparison to fast-fashion firms. Relational network strengthened. Ethical production.

Human needs

Freely express yourself. Explore clothing options to feel confident in what they wear.

Target audience

Young busy people, not confident with their clothing style, caring about sustainability, willing to explore more.

Local clothing boutiques reselling brands or with internal production.

Independent clothes creators and designers.

Key relationships

Subscription models creating a long-lasting and trusted relationship with shops and creators.

Physical shops perceived as part of personal wardrobe.

Digital relationship and assistance for stakeholders.

Key channels

Physical shops in the city.

Mobile application and web app for customers.

Website for marketing.

Web app for shops and creators to manage the service.

Cost structure

Paying human resources.

Tech infrastructure maintenance.

Smart rack system production and delivery.

Marketing campaigns.

Revenue streams

Subscriptions of customers renting items (split percentages between Sciur, creators, shops).

One time fees to cover onboarding costs for shops and creators.