



X N O S H



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LAUREA 2022



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Team Sole

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# Introduction



## Introduction

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## Business objectives

To develop service concepts based on the circular business models  
"recycling / resource effectiveness" (second-hand)  
"product-life extension" (repair services)

To reduce textile waste. The changing legal requirements for textile waste.

To be able to calculate carbon footprint by end of 2023 and compensate this.

## Design challenge

### 1. Second hand

To develop a second hand concept to be offered to the customers at NOSH current www page, based on customer needs and insight.

### 2. Repair service

To develop a Nosh repair service concept to the customers. The goal is to work responsibly and sustainably by the rules of circular economy.



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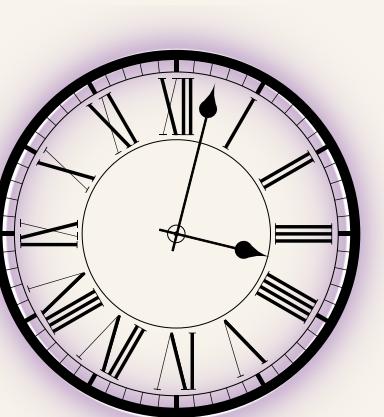
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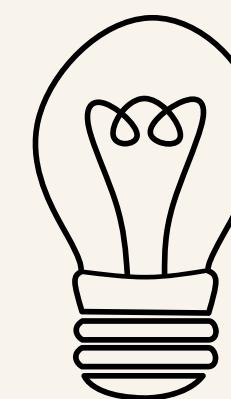
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3 months

## The project





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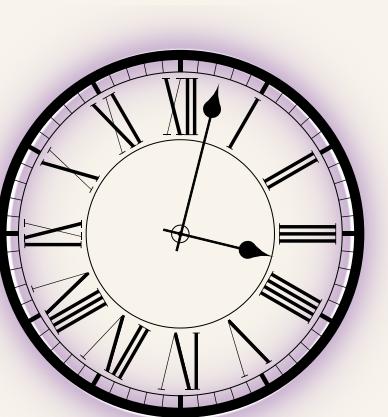
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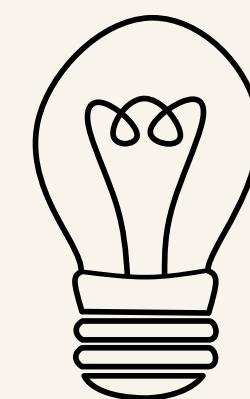


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## The project



5 team members





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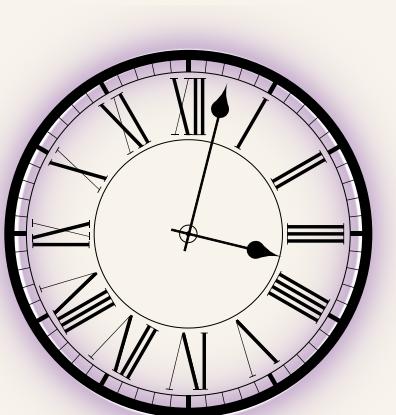
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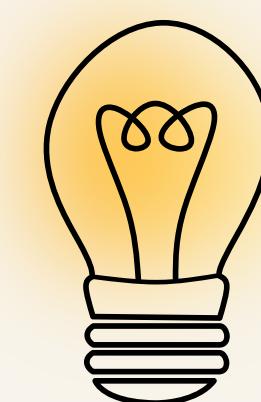


3 months

## The project



5 team members



1 solution



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# What is the problem?



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- Company has sustainable commitment
- Searching for new revenue streams
- Returned goods add costs and causes negative environmental impact

- Customers are frustrated with receiving garments that do not fit well
- Time and effort to return the products
- Feeling unsustainable to do so





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# Know your customer



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**Aino Aho, 41**  
Marketing manager  
Finnish  
Married

“ I support local brands and I also wish brands to inform me about their sustainability more transparently. ”



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**Aino Aho, 41**  
Marketing manager  
Finnish  
Married

Mother of two.

Lives in a suburb. Originally from a smaller city. Like to live in a more calm area away from the city centre.

Interested in sustainability at some levels, but mainly because it is a trend. She tries to make responsible choices in her everyday life.

Price matters when making a purchasing decision. She supports Finnish design and is seeking for something that is long lasting so that money is saved for the family and for the home mortgage.

She wants the brand to show that they're sustainable and make responsible actions in the circular economy. She wants to feel united and share the same values with the brand.



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**Aino Aho, 41**  
Marketing manager  
Finnish  
Married

### Problem:

She prefers an easy shopping experience in finding. She is frustrated about what is sustainable and what is green washing. She does not want to purchase something that does not fit well and then return wasting time and increasing emissions.



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# What do we suggest?



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## **1. Ability to Sell Second hand Clothing**

## **2. Virtual Dressing Room**



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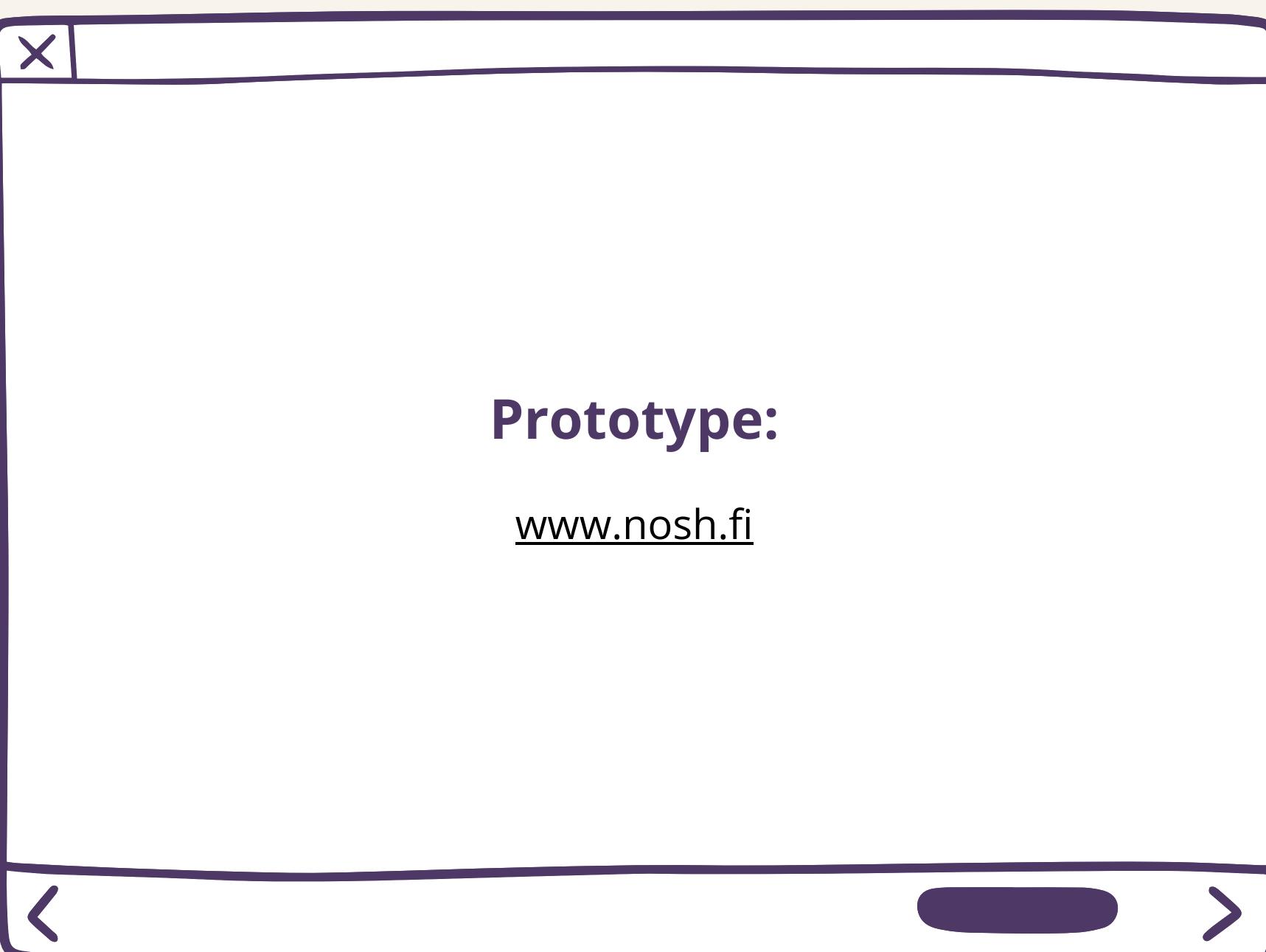
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# How does it feel to use Virtual Fitting?

A white line drawing of a person in a dynamic, forward-leaning pose, possibly running or dancing. The person is wearing a cap and shorts. The drawing is composed of simple, fluid lines.

*Virtual  
fitting*



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## How does it feel to use Virtual Fitting?



Interesting and clear  
Helps to make a decision  
I have tried similar technology before



New experience  
Easy to use  
More convinced to buy when seeing me in the product



Very easy and intuitive  
I would like to feel the material before purchase



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# Brief run through Journey map



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## The pain points:

- Aino lives far away from the shops - online shopping is a solution;
- Aino finds it difficult to know their size without trying it on when brand is new.



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# What are the benefits?



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## Virtual Fitting Room

- Low cost to implement
- Grow revenue / improve conversions (23% potential uplift)
- Avoid returns.
- Reduce transportation costs from returns.

## Second Hand Store

- Improved brand image as being more sustainable
  - Increase revenue through selling pre-owned / damaged / repaired clothes

## Environment

- Reduce clothing/textile waste - be part of tackling a global issue
- Reduce emissions and more sustainable.



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## Virtual Fitting Room

- Find the perfect fit
- Less frustrations of getting a product that doesn't fit
- Will be time-saving

## Second Hand Store

- Find the favourite clothes at the right budget





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# How does your competition do?



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Virtual fitting is not available in Finnish designed clothing companies (big or small)

NOSH will be viewed as an innovator and a sustainable leader  
First to have a virtual fitting room

Closest example: Swedish atacac

(different technology and not so accurate)

There are more companies with Second Hand option on their website.

Two examples:

Alpa & Papu Design



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# Potential partners



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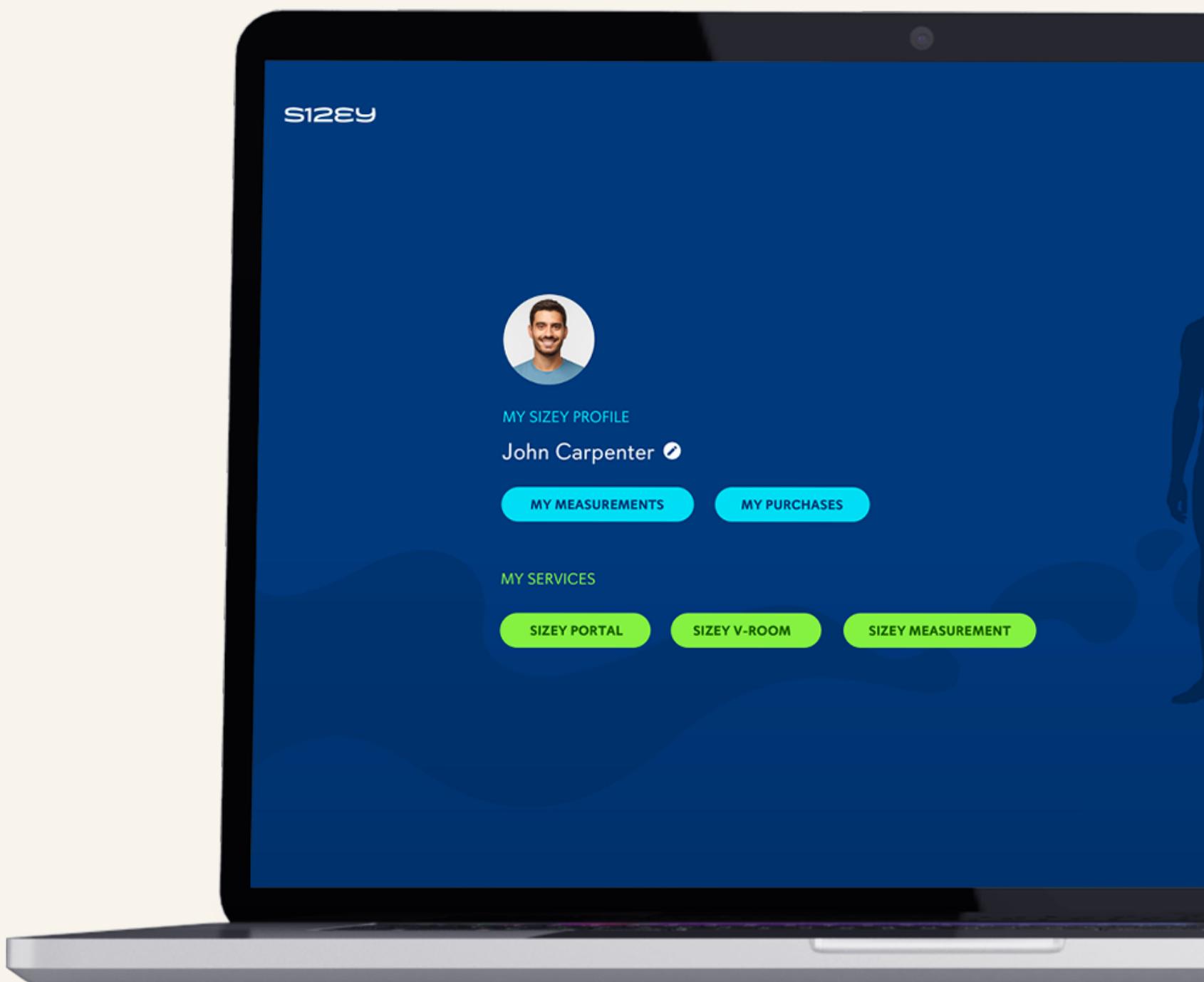
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# Sizey.ai

The virtual try-on experience creates a comfortable experience for the shoppers. Works on inserting the sizes.





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### Sizey.ai

The virtual try-on experience creates a comfortable experience for the shoppers. Works on inserting the sizes.

### Virtool

Augmented reality for eCommerce

299€/month  
Possibility to try for free



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### Zyler

Interactive try-on experience. Works in inserting sizes.

409€/month



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Works nice on one





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Works nice on one

...but a little odd on others

**Zyler**

Interactive try-on experience. Works in inserting sizes.

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# The boring theory part



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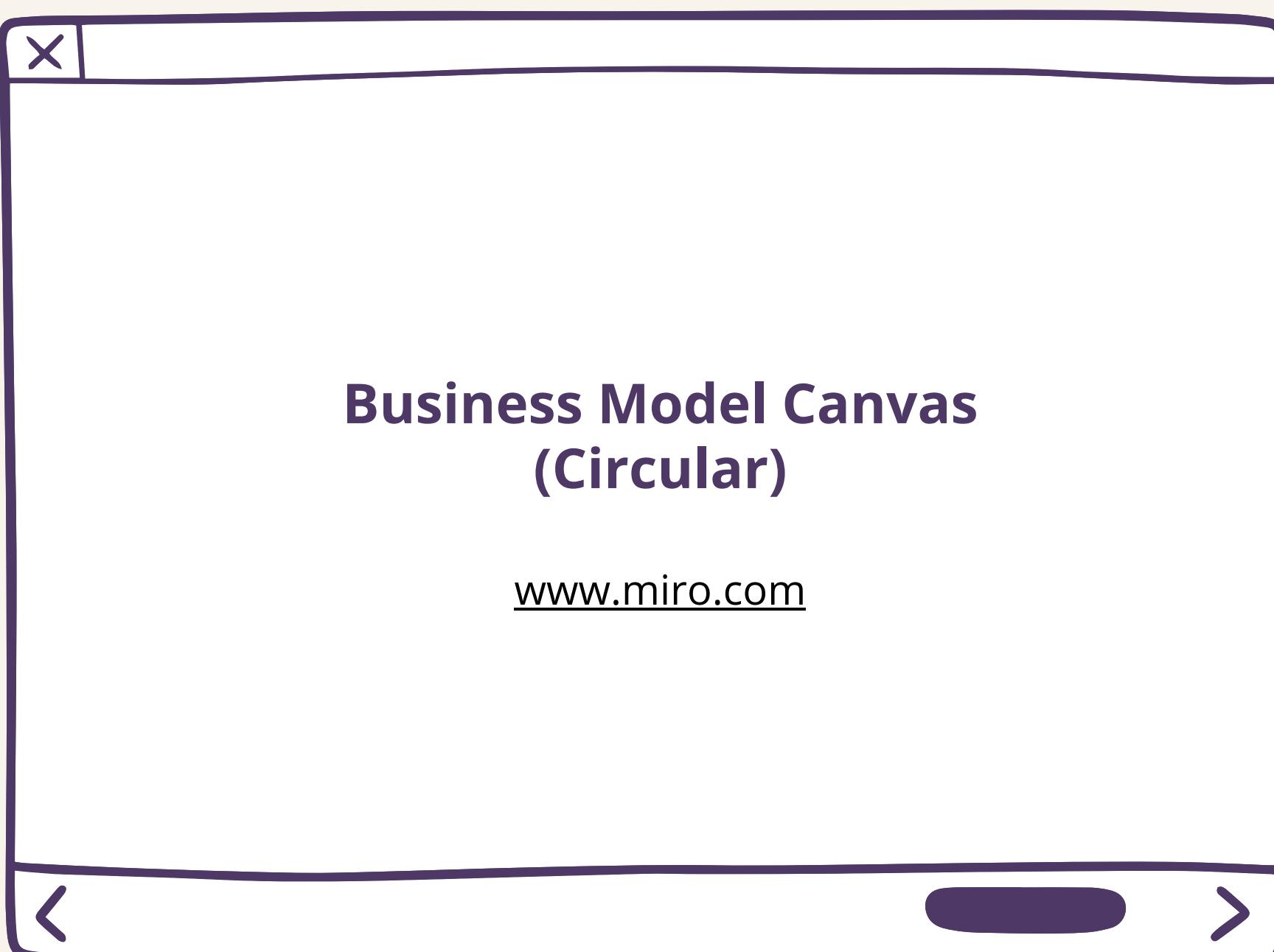
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## Cost & ROI

Virtual Fitting Subscription/Licensing:	~299€ - 499€ / month
IT Consultant Development/Integration	320.000€
(Assume 4 months work at 500€/hour and includes future support):	
Training (Assume 1 week):	5.000€
<b>Total Cost (1st year)</b>	<b>~340.000€</b>
NOSH 2020 Online Revenue - from zoominfo	~4,840,000€
(Assume 12.1M of 40% from Online Sales from Women's Apparel)	
<b>Industry Revenue Uplift with Virtual Fitting of 23%</b>	<b>~1,100,000€</b>
<b>Return already made in 1st year!</b>	



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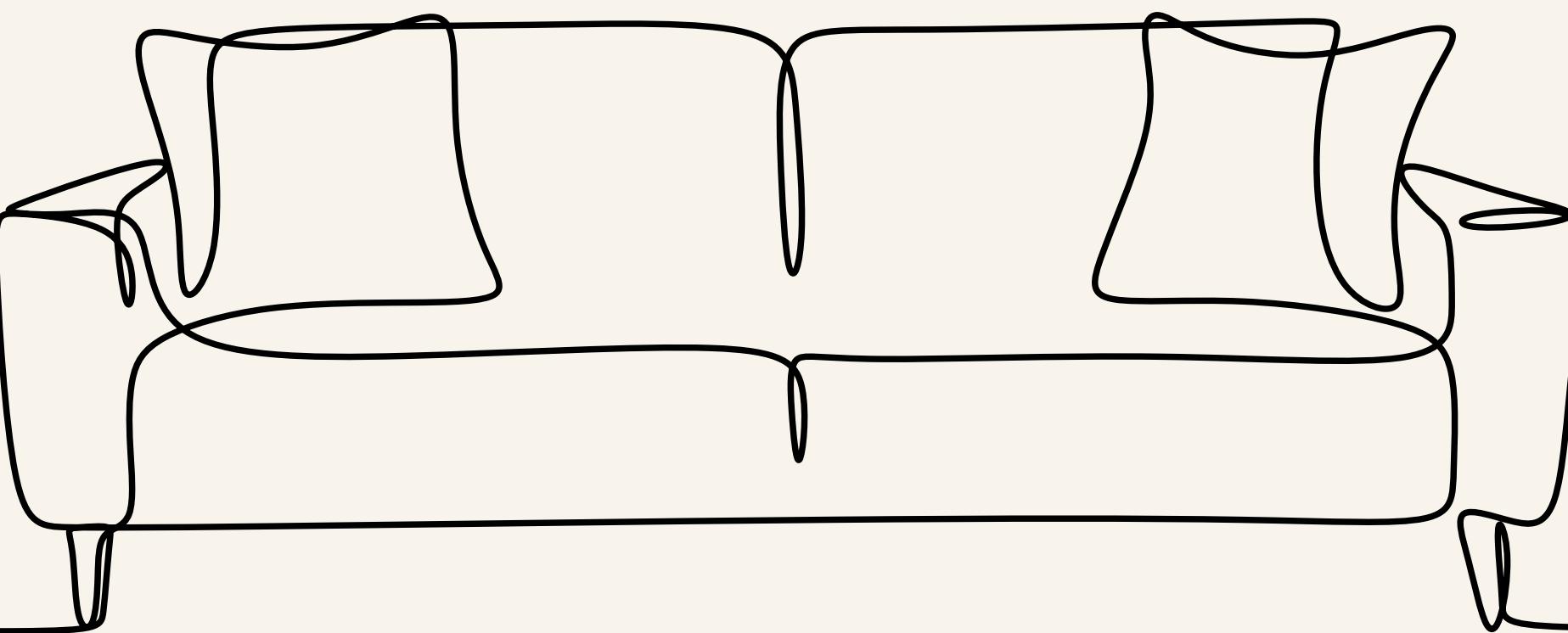
How does your  
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**Thank you**

**Thank you for your  
attention!**





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