

Spoke 5 – Fashion, Luxury and Design

The system of fashion, luxury and design represents one of the excellences of Milan and Lombardy. It is a highly competitive ecosystem, based on both large and small businesses, with a strong link with the territory, which over the years has established networks between companies and production subsystems. In fact, about 40 thousand companies operate in Lombardy in the fashion and design sectors. More than 13 thousand companies are active in Milan alone. The luxury industry in the Lombardy Region has long been a brand linked to the territorial identity, with a unique and globally recognised heritage and with a proven ability to influence trends and business models in the Italian and global industry.

The design activity of Spoke 5 is part of this context and aims to facilitate the transition to new business models, based on supply chains guided by principles of sustainability and circularity, in terms of adoption of more sustainable raw materials, use of cleaner production processes, redefinition of strategies and enhancement of products and brands. Upstream, product development processes - with specific features for the fashion, luxury and design supply chain - must look at the hybridisation of consolidated industrial and craft standards with new models, able to interpret and integrate the potential of digital technologies. Downstream, traditional retail must evolve towards a multi-platform logic, with important effects on localisation strategies and territorial enhancement, and attention to the trade of new and used products with a focus on sustainability.

In order to do this, precise actions will be implemented:

- Help will be provided to companies, in order for them to understand their level of maturity in terms of applying sustainable practices and innovative technologies, providing them with tools for self-assessment and the definition of a roadmap;
- Support will be provided to fashion and luxury businesses of the entire supply chain for the creation of new sustainable business models (circular models), facilitating collaboration with innovative actors (Start-ups) and Italian businesses (SMEs, in particular) excluded as a result of delocalisation of production processes, through an innovative physical and virtual platform (the "Smart Manufacturing and Retailing Platform of Sustainable Luxury");
- Support will be provided to companies in the process of training and placement of highly qualified sustainability experts and in the assessment of the cultural impact of products, also in terms of gender and social inclusion with dedicated analyses.

The expected impact of the work of Spoke 5 on the economy of the territory in the fashion, luxury and design supply chains will be at 3 levels:

- 1) Adoption of innovative solutions by existing companies
- 2) Development of entrepreneurship and human capital
- 3) Reduction of delocalisation and revival of physical activities within the territory of Milan (and the Lombardy Region).

It is expected that the best practices developed for these sectors will strengthen the positioning of Lombardy, and in particular of Milan, as a trailblazer in the creation of eco-sustainable fashion products at the national and international level.

Among the outputs of the project, a strong link with the other Spokes of the ecosystem is expected, for example for the creation of a start-up incubator. Everything that will constitute project documentation (for example, a "database" of sustainable materials and production processes) will be shared not only with the companies participating in the project and those that will enter the platform: in fact, a dissemination activity is also expected that could - for instance - pass through the creation of M.O.O.C.s, freely usable by consumers, in order to increase awareness for a more responsible consumption.

Participants:

PUBLIC ENTITIES

PRIVATE ENTITIES

POLYTECHNIC UNIVERSITY OF MILAN* , UNIVERSITY OF MILAN-BICOCCA, UNIVERSITY OF MILAN	BOCCONI, LUMSON
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***Coordinator**